

Meet looks at CSR as risk minimizer

SDMIMD Holds Conference

TIMES NEWS NETWORK

Mysuru: Corporate sector professionals urged budding entrepreneurs to be active in corporate social responsibility (CSR) activity as it is a tool to manage risk in the corporate sector. The event was a two-day conference on 'Corporate Social Responsibility - Approaches and Practices for Inclusive Growth' organized by Sri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) on Thursday.

After inaugurating the conference, Tata Consulting Engineers MD J P Haran, in his keynote address, said CSR activity would contribute in minimizing risk in business and corporates must take forward the social activity. He urged participants to contribute 2% of their profit for CSR activity to support people in need. Haran threw light on the importance of CSR activity, how it contributes to-



EXPERT TALK: One of the delegates speaks on CSR in Mysuru

wards business or industries and the link between corporate sector and CSR activity.

Several eminent personalities gave lectures on topics like 'Formulation of CSR strategies', 'Financing and budgeting of CSR', 'Implication of Companies Act 2013 for CSR activities' and 'Approaches for CSR implementation' at the conference.

The conference aims to bring together academicians, practitioners, researchers and students of management to deliberate and reflect on issues pertaining to CSR strategies and building socially responsible businesses. Inclusive growth is a necessity and purpose of business

and CSR is a route to it. Rationale for holding this conference is to discuss and build on factors that help in achieving the goals of inclusivity and building socially responsible enterprises, said SDMIMD deputy director H Gayathri.

Objective of the conference is to appreciate the nuances of planning, managing and implementation of CSR and to share experiences in formulation and implementation of CSR. In addition, the conference provides an opportunity for networking of professionals and researchers associated with CSR and present works by doctoral candidates and management students.