

Special Participants

NGOs / INGOs

Dr.V. Muniyasamy

Dy. Regional Director - Habitat For Humanity India.

Mr. Panchatsaram

President - South Indian Producers Association.

Dr.S. Seshadri

Secretary and Executive Director,
Indigenous & Frontier Technology Research Centre (IFTR), Chennai.

Mr.V. Chakrapani

Senior Manager (Outreach),
Sri AMM Murugappa Chettiar Research Center (MCRC).

Mr.P.V. Ramakrishna

Financial Trustee, Subiksham Charitable Trust.

Mr. Rajarajan

Sr.Manager, Cheshire Homes, Coimbatore,
Member of Leonard Cheshire Global Alliance - UK.

CORPORATES

Mr. Alex Vijay

South Head CSR - Eicher Motors

Ms. Gazal Raina

CSR Lead - Ford Motors Pvt. Ltd

Mr.R. Manikandaswamy

Senior Director - NTT DaTa

Mr.G. Shivakumar

Manager - Cocoa Operations
Mondelez International

Mr. Vadivelan

State Co - Ordinator, USHA International

Mr.R. Loganathan

Assistant Manager, Taxation & Accounts - Hiretec



Program Agenda

10.00 am - 11.00 am	:	Inaugural Function
11.00 am - 11.15 am	:	Tea Break
11.15 am - 01.00 pm	:	Sessions
01.00 pm - 02.00 pm	:	Lunch
02.00 pm - 03.00 pm	:	Sessions
03.00 pm - 04.00 pm	:	Panel Discussion
04.00 pm - 04.30 pm	:	Certificate Distribution & Valedictory Function

Registration Fee:
Rs.1000/-

- Kindly pay your registration fee through DD or A/c Transfer
- DD in favour of "Native Medicare Charitable Trust"

A/c. Details

Name	:	Native Medicare Charitable Trust
Account Number	:	064301000005640
Bank Name	:	Indian Overseas Bank
Branch	:	Chinnathadagam Branch Coimbatore.
Current / Savings	:	Savings Bank
IFSC	:	IOBA0000643
MICR	:	641020017

For More Details

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CSR SYMPOSIUM 2019



Venue:

Hindusthan College of Arts & Science
Nava India, Coimbatore - 641028

Date:

16.12.2019 - Monday

Time:

10.00 am - 4.30 pm

Topics Covered:

- Transparency and Credibility
- Challenges in Implementation
- Trends in CSR and Scope of Research in CSR
- 4 C's - Conviction, Commitment, Compliance and Continuity



Organised by:
NATIVE MEDICARE CHARITABLE TRUST
HINDUSTHAN COLLEGE OF ARTS & SCIENCE





Symposium on Corporate Social Responsibility:

A way forward 16th December 2019 at Hindusthan College Campus, Coimbatore

CSR means conducting business in a socially responsible and an ethical way in the interests of society and responding positively to emerging societal priorities. This nature and scope of CSR has changed now and CSR is measured against the mandatory amount spent, often overlooking the economic, legal, ethical aspects, and the expectations on organizations to be socially responsible.

Further, the CSR law only lists broad categories of CSR activities: such as "eradicating extreme hunger and poverty", "promotion of education", and "social business projects". As a result, the CSR efforts are vastly varying in selecting geographical locations, identifying areas of priorities, and adopting development approaches and implementation methods. As CSR initiatives reach almost five years now, it is critical to collectively review and reflect on the experiences to enhance the effectiveness of the programmes in future. To achieve this, it is necessary to move away from charity and service delivery modes to sustainable models; to adopt existing or develop new reliable indicators of development; and create cross learning and partnership opportunities between Corporates, civil society organisations, and educational institutions.

The key objective of the symposium is to understand current CSR scenario and evolve a way forward. This includes exploring the possibility of promoting a collective platform for dialogue, cross learning, and research; and identifying sustainable CSR models with relevant strategies, valid indicators, and criteria for impact assessment.

It is envisaged that with ongoing dialogue, transparent functioning, and mutual learning, CSR initiatives could enhance relevance, efficiency, effectiveness, and generate sustainable impacts, the basic criteria for assessing any development project as well, a CSR initiative. Senior management and CSR Heads of prominent companies; commercial associations, NGOs, and Heads of Departments of Social Work and Management Institutions will participate in the symposium. The presentations include experiences and suggestions from companies involved in CSR, NGOs associated with CSR implementation, and social work and Business management institutions.



Eminent Speakers

Mr.R Srikanth Director - Ford Motor Private Limited, India

Was born in Maharashtra and schooled in Chennai. A graduate in Commerce from the University of Madras Loyola College. He is an associate member of the ICAI since July 1987 and a Graduate of the ICWAI since 1989 and completed his Certified Internal Auditor Program from the Institute of Auditors Florida in 2006. He joined Ford in 1996 and is currently Director, at Ford Motor Private Ltd - a subsidiary of Ford Motor Company. He played a key role in Global Business Services (GBS) leading the strategic effort on the Facility consolidation Project. In his previous roles at GBS, he has led several teams that provide crucial support for Ford's global operations from India. He leads the CSR efforts for Ford Motor Private Limited and is an active Rotarian of the Rotary Club Madras South and currently is the Director Digital Literacy Program and Community Health.



Dr.T.K. Nathan Chairman & Executive Director - KKF

Completed his graduation in Engineering (BE) from TCE Madurai and intermediary-MBA from NIT, Trichy, and Ph.D in "Supply chain Management from SCSWMV, Kanchi. He has started his career as a design engineer @ KEL, Trichy, a short stint @ MEL, Nagpur and in NIESBUD, Delhi and then into charities - RTU. Currently he is with KKS/KKF (Germany / India). He is known as an Entrepreneurial Social Worker and is interested in organizational reengineering, micro enterprises development, change management and behavioural transformation.



Mr.Nadesapanicker Anil Kumar Executive Director-MSSRF

Leader of a multi-disciplinary team of scientists and professionals, engaged in anticipatory- participatory and translational research interventions in sustainable agricultural and rural development. His contributions are recognized for delivering innovative solutions for Landscape management, sustainable and inclusive development of the biodiversity-malnutrition hotspots of south India. He is an expert with over 25 years of experience in the area of Biodiversity management and mainstreaming for food, nutrition, health and agricultural production.



Ms.Sumita Kirti General Manager - Save The Children

Has done masters in Sociology & MPH additionally holds diploma in managing health during emergencies from Boumemouth University, Diploma in Nutrition from Birmingham University United Kingdom. She has worked with Unicef, Bihar, Jharkhand & Uttar Pradesh as technical consultant for Health and Nutrition. UNDP, EPOS Germany, Food Bank of India TRIOS Consultants as Director Business Development and Strategic Partnership and presently as GM Save the Children, Bal Raksha Bharat managing CSR Projects on Health & Nutrition. She has 22 years of experience in Development Sector with expertise in Strategic Planning, Project Operations, Monitoring and Evaluations. She has been involved and key expert in various Capacity Development, Technical Assistance, Decentralized Planning, Survey and Evaluation assignments.



MJF Lion S.Ramkumar GLT Coordinator - Lions club of Cbe Tidell City & Managing Director - Spectra Plast India Pvt. Ltd

Has been a core associate member of many associations like CODDISSIA, VDMA Germany, PMMA, TAPMA and member of YES Coimbatore Chapter. He is an eminent Industrialist by being partnered with multi companies and received many awards for his excellent services in various positions of Lions Club.



Chief Guests:

Smt. Sarasuvathi Khannaiyann

Secretary
Hindusthan Group of Institutions

Dr. P. Krishnakumar

CEO & Secretary
Nehru Group of Institutions

Shri. Raja M Shanmugam

President
Tirupur Exporters Association

Mr.A.S. Sankaranarayanan

Managing Trustee
Native Medicare Charitable Trust

Special Participants

Academics

Dr.A. Ponnusamy

Principal
Hindusthan College of Arts and Science

Dr.B. Anirudhan

Principal
Nehru Arts and Science College

Mr.D.T. Reji Chandra

Director
Pragma Consultancy

Prof.Dr.D. Rajan

Associate Professor
PSG College of Arts and Science

