

REPORT ON 4th EDITION OF WEBINAR SERIES

“CSR- A QUALITY APPROACH TO POST EMERGENCY DEVELOPMENT”

12th MAY 2020

In the fourth edition of its collaborations with the IQACs of Anand School of Social Work, Anand, and Bhopal School of Social Sciences, Bhopal, the Internal Quality Assurance Cell (IQAC) of Sri Guru Nanak Dev Khalsa College organised a webinar on the topic **“CSR- A Quality Approach to Post Emergency Development”**.

Professor Sudhir Sinha was the specialist invited as the resource person for the session. He is the Founder Director of the Centre for Sustainability and Responsibility Inc, at the Institute of Rural Management, Anand (IRMA). IRMA is widely known to have been founded by taking inspiration from the famous Verghese Kurien’s ideas and beliefs.

The programme began with the welcome address by Dr. Sheeba Joseph, the IQAC coordinator of Bhopal School of Social Sciences, Bhopal. After a brief introduction about the speaker, she invited him to begin his presentation.

Professor Sinha gave a lucid and engaging talk on the subject. After a detailed explanation of the idea of CSR—Corporate Social Responsibility—in our country, the speaker also explained the role and significance it had for not just the corporate releasing funds, but also for the beneficiary of those funds. However, he pointed out how increasingly, CSR was being reduced to mere philanthropy. He cautioned that Indian industry lacks the discipline and approach to execute efficient CSR. So much so, that it can be seen as an upgraded form of charity. He spoke about the repercussions on CSR in the post-Covid era. Unemployment is bound to rise, and this will result in inequality and social conflict. As CSR funds of all PSU’s would be impacted, he warned that it will be a long time before things get back to ‘normal’.

He finally posited that the next two years are critical for India, and we could see a growth similar to the 1980’s. He put forward his solution that the approach of industry must change from humanitarian to humanism, as this was a more sustainable manner to achieve development. He termed it “responsible capitalism.”

The program concluded with an interactive session between the participants and Professor Sinha, where he patiently addressed all their queries.

The programme concluded with the vote of thanks, which was delivered by Dr. Ninad Jhala, Principal, Anand Institute of Social Work.