



B Muthuraman, former vice-chairman of Tata Steel, inaugurates the two-day conference on CSR, on Thursday.

SDMIMD conducts conference on CSR

Siddarthanagar: Fundamental philosophy of every industry and organisation is to provide quality life to people and society around us and this is a huge social responsibility, said B Muthuraman, the former vice-chairman of Tata Steel, on Thursday.

Delivering the keynote address at the two-day conference on 'Corporate social responsibility(CSR)-Towards building socially responsible business' organised by SDMIMD College B Muthuraman said: "Corporate social responsibility does not merely refer to an industry, a company or government but social responsibility is a work that every individual, institute and every entity must undertake. The knowledge of CSR must be taught from an early age at schools which can help the younger generation to know more about being socially responsible. Industries have been the prime engines of the world and they have contributed great wealth in terms of world and national economy. The purpose of business organisations is not just to create profit for shareholders but also to

attain a level of maturity and create profit to stakeholders and also to help society. CSR, in simple terms, means a company's commitment for responsible business and to practice sustainable development."

"CSR in India has been ahead of many other countries. India has many challenges today, but social challenge is the biggest among them and these social problems need to be addressed. In India, you do not find equal opportunities and CSR must come up with solutions to help India and make it an economically prosperous nation," he added.

SDMIMD Director Parasuraman briefed about the institute's endeavours in the emerging field of CSR and how the conference will focus on factors that help in achieving the goals of inclusivity and spotlight towards building socially responsible enterprises. Later, many academicians, practitioners and researchers presented papers and participated in panel discussions.

MD and COO of AT&S Robert Grobbaeur, Prof Dr M R Suresh, Prof N R Govinda Sharma and others were present.

CI BUREAU