

## CSR CONCLAVE

24 August 2019

### CSR and Small Business Development in Rural Sector

Corporate Social Responsibility (CSR) is known as corporate sustainability, sustainable business and corporate citizenship. Since the 1960s, CSR has attracted the attention from a range of small businesses and stakeholders. CSR includes small business for promoting rural livelihoods along with its broad categories of function i.e. Corporate Philanthropy, Community Volunteering, Socially-responsible business practices, Cause promotions and activism, Cause-related marketing and Corporate social marketing. By practicing CSR, companies can be conscious of the kind of impact they are having on all aspects of society including small business development and formation of women cooperatives for livelihood promotion for rural people.

With this in mind, Faculty of PGDM- Rural Management Programme, XISS would be organizing a One-day CSR Conclave on 24th August, 2019 with the central focus on “CSR and Small Business Development in Rural Sector”. Major focus will be given on few emerging issues in the village based small business development. Following are the session plan of the conclave.

**Theme: CSR and Small Business Development for Rural Sector**

Session I - Inaugural & Keynote ( Sudhir Sinha - CSR Guru - XISS Alumni)

Session II - Role of CSR in Small Business Development for Rural Sector - Sudhir Sinha & Malini Gupta

Session III - Success stories on CSR in Small Business Development for Rural Sector - IKEA Foundation; Adani Foundation (Chhattisgarh); Jubilant & Vedanta (Korba) , CCL

Session IV- Valedictory - Main speaker - Tata Steel Foundations

The Official club of RM Students - PRAKRITI will be inaugurated.

**A few CSR practitioners from Tata Steel, JCB, CCL, Adani Group, IKEA, Vedanta etc., academic partner IRMA and Banking partner NABARD are invited to attend the conclave.**

We invite the CSR officials working in and around Ranchi to take part in this one-day conclave and share your valuable thought. You may kindly send your confirmation by writing a mail to any one of the following coordinators by 10<sup>th</sup> of August, 2019.

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