

Seminar on: Social Responsibility of Corporate Sector towards Rural Transformation

Date: 22nd February, 2010

Venue: Galib Conferece Hall, SCOPE COMPLEX, Lodhi Road, New Delhi

Agenda

08.30 am to 9.15 am : Registration

9.30am to 10.15 am Inaugural Session

“The inaugural session will start the proceedings with the inauguration of the seminar by the Chief Guest and Key Note Address by Guest of Honor on sessions highlighting about CSR and its state in CSR in India in terms of developments, challenges and new avenues towards transformation of rural lives with special focus on farming community.”

9.30 am: Lighting of Lamp and Inauguration of the Seminar

9.35 am –9.40 am: Welcome Address, Chairman/ MD

9.40 am-9.50 am: Theme /Key note Address - Guest of Honor: CAPART, DG, Min. of Rural Development

9.50- 10.00 am: Address by Chief Guest

10.00- 10.10 am: Address by Other Distinguished Guest: Ms. Anita Manchanda, Chief Executive-National Cooperative Union of India- Would focus upon how cooperatives act in context of CSR –scenario and status

10.10-10.15 am: Concluding Remarks

10.30 am- 11.00 am: Tea /Coffee Break

11.00 am -12.15 pm:

Session I:

CSR Policies- Issues and challenges

Speakers

YES Bank Mr. Ajay Kakra, Head YES BANK- Policies in CSR to address employment issues in agribusiness sector

JCB INDIA- -Mr. Rajiv Kapoor (Executive Vice President)

Arcelor Mittal- Country Head, CSR - Mr. Sudhir Kumar Sinha

Session 2: 12.15 noon- 1.30 pm

#CSR towards agri-rural livelihood- Initiatives & Lessons / Enhancing access and empowering community

The session aims at sharing the experiences in terms of initiatives/innovations and challenges of Corporate in bringing up the livelihood status of rural poor with special context to farming sector.

Speakers:

ITC –Head CSR- Dr. Ashesh Ambasta,

Pepsico- Mr. Rajeev Wakhle,(tentative)

Coca Cola-Mr. Ajit Jha

Monsanto India Ltd- Ms. Jyotsna-Head CSR
BHARTI Learning systems (COO, Mr. Navin Bhatia)

1.30 pm- 2.15 pm- Lunch

2.15 pm-3.30 pm

Session 3

#Way Ahead: Future strategies and recommendations for CSR towards agri-rural livelihood.

This session would exclusively be for discussing the future strategies and recommendations with respect to different operations, innovations, new policies being developed towards agriculture rural transformations and the challenges being faced by govt./non-govt./private bodies.

Speakers:

Helpage India,-Country Head-Kapil Kaul

Mr. Sanjeev Gupta

Business and Community Foundation-Ms. Amita Joseph

MITRA- Mr. Rahul Nainwal (Founder Director)

3.30 – 4.00 pm- Tea/ Coffee Break

4.00 – 5.15 pm

Session 4

Presentation of Papers by Amity University Students-On Poverty Alleviation And Rural Development

Moderator:

Dr. P.C. Sabharwal- Director, Amity School of Rural Management

5.15-5.30 pm: Vote of Thanks