



VIMALA COLLEGE (AUTONOMOUS), THRISSUR

S40

Report Academic Year 2017-18

Name of the Event: National seminar on “CSR strategies – An ethical approach”

Date: 23/08/2017

Time: 9 am to 3.00 p.m

Venue: College auditorium

Organized by: PG Department of Commerce & Research of Vimala college

No. of participants: 400

The department of commerce has organized a national seminar on “CSR strategies – An ethical approach” on 23/08/2017 in the college auditorium. It was a one day program started with an inaugural ceremony at 9.30 am. Principal, Dr. Sr. Mariette chaired the session and gave the presidential address. The seminar was inaugurated by Dr. Breeda comyns, Professor, Kedge Business School, Marseille, France. Dr. Joyce, IQAC representative extended the felicitation. The first technical session started from 11 am handled by Dr. Breeda Comyns, who gave a valuable talk on “CSR and Corporation- Companies in Times of Ethical Crisis”. The first session ended up at 12.00 pm. A poster presentation competition was conducted for the participants at 12 pm. The second technical session was started at 1.30 pm handled by Mr. John Thomas, Senior general manager from SIB, who discussed on the topic “CSR strategies of SIB”. The seminar ended up by a closing ceremony at 3 pm.

Photos



Assessment Period (2016 – 2021)



VIMALA COLLEGE (AUTONOMOUS), THRISSUR



Brochure

About the College

Vimala College (Autonomous) Thrissur is a first-grade residential women's college affiliated to the University of Calicut. Vimala has been granted the autonomous status and conferred with CPE by UGC and the State government in the year 2016. Vimala stands for the 'Immaculate Conception', her motto being 'Veritas et amor'- Truth and Love. The college aims at the pursuit of intellectual and professional excellence, the total transformation of the young women for their enrichment and of the society at large and the nation in spirit of the Christ.

Contact Nos:

Mr. Sojan Joseph -9846625573

Mr. Jins C G - 8086850773

Ms. Rose V J - 9846826651

Email: csrseminar2017@gmail.com

Registration Fee for seminar:

Rs 500/- for Faculty Members

Rs. 250/- for Research Scholars

Rs. 100/- for Students

Poster Presentation - Rs. 50/- (extra)



Organizing Committee

Convener

Ms. Rose V J (HoD)

Joint - Convener

Sr. Teseena P. Emmatty

Organizing Committee Members

Dr Preema Rose Nichlavose

Ms. Nisha Leela Jose

Dr Salini K.

Mr. Jins C G

Mr. Sojan Joseph

Ms. Jilu Varghese

Ms. Beny Paul E

Ms. Mary Liya K R

Ms. Niji Andrews

Ms. Ranjitha Radhakrishnan

NATIONAL SEMINAR



On

'CSR Strategies - An Ethical Approach'

One day National Seminar
Organized by
PG Department of Commerce and
Research Centre

Tuesday, 23rd August 2017

Time: 9.30-3.30

Venue: College Auditorium

**Vimala College (Autonomous)
Thrissur-09**



VIMALA COLLEGE (AUTONOMOUS), THRISSUR

Concept note

Corporate social responsibility, often abbreviated "CSR," is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups. CSR may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

CSR, at its root, is driven by ethical considerations as much as by strategic business thinking. Ethics may mean different things to different people but the need to recognize an ethical question and develop an approach to address it intelligently is common to all of us in business and, indeed, in life. Therefore, the ethical solution will be the most reasonable approach to CSR. However, this raises a wide range of challenges. Especially difficult are the questions about which approach to ethics one should choose and what the implications of choosing that particular approach will be.

Notwithstanding this growing concern and literature, one relatively neglected area is ethical issues within such discussions of corporate social responsibility and its relationship to crisis events and the associated process of crisis management. Corporate social responsibility also seems to influence the effectiveness of crisis communication. It is also to be noted that socially responsible corporations are more likely to make crisis avoiding decisions in a more ethical mode of operation.

All are Cordially Invited

Programme Schedule

Inaugural Session: 9.30am to 10.30am

Prayer

Welcome : Ms. Rose V J
Assistant Professor & Head
Department of Commerce,
Vimala College, Thrissur

Presidential Address : Dr Sr Marriette A. Therattil
Principal
Vimala College, Thrissur

Inauguration & Inaugural Address:
Dr Breeda Comyns
Assistant Professor
Kedge Business School,
Marseille, France

Felicitation : Dr. Minimol K.
IQAC Co-ordinator,
Vimala College,
Thrissur

Vote of Thanks : Mr. Jins C G.
Assistant Professor, Dept of
Commerce, Vimala College,
Thrissur

Tea Break -10.30am to 11 am

Session I 11 am - 12.30 pm

Introduction : Ms. Jilu Varghese
Assistant Professor, Dept of
Commerce, Vimala College,
Thrissur

Resource Person: Dr Breeda Comyns
Assistant Professor of
Corporate Sustainability,
Kedge Business School,
Marseille, France

Topics

"CSR and the Corporation - Companies in Times of Ethical Crisis"

Interaction

Vote of Thanks: Ms. Ruchi Mehta

Poster Presentation and Evaluation -
12 pm - 12.30 pm (SJ Hall)

Lunch Break - 12.30 pm to 1.30 pm

Session II 1.30 pm - 2.45 pm

Introduction: Mr. Sojan Joseph
Assistant Professor
Department of Commerce,
Vimala College, Thrissur

Resource Person:
Mr. John Thomas
Senior General Manager,
South Indian Bank

Topic: "CSR strategies of SIB"

Interaction

Vote of Thanks: Ms. Lakshmi Krishna T U

Closing Ceremony

List of participants: Commerce department Teachers and Students B.Com (2015, 2016 and 2017 batch- aided and unaided) and M.Com (2016 and 2017 batch)

No.of teachers participated	No.of Students
12	388

Rvj

HOD, Dept of Commerce
Vimala College



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THRISSUR-680 009

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