

SYMPOSIUM ON NGOS AND GOVERNANCE OF CSR: THE INDIAN CONTEXT

Jointly Organised by

Center for Economic Fragility
& Governance,
Amrita University

Department of Management,
Amrita University,
Amritapuri Campus

Center for Governance,
Accountability and Law,
RMIT University,
Melbourne (Australia)



05-Jan 2017

Venue

Acharya Hall,
School of Engineering,
Amrita University,
Amritapuri Campus.
Kollam, Kerala (India)

GENESIS

Corporate social responsibility (CSR) is a framework whereby companies voluntarily choose to participate in social developmental activities, namely education, health, social safety and cleaner environment. CSR has gained more attention in developing economies where economic transformation placed unprecedented pressures on natural, human and technological resources. In recent years, attempts have been made to enhance private sector involvement in social activities through governmental legislation. In a first move, compulsory CSR reporting requirements (with voluntary participation) have been introduced in some developed countries including Sweden, Norway, the Netherlands, Denmark, France and Australia. In another move, countries like Mauritius, India, Indonesia and Philippines have enacted comprehensive legislation to make CSR mandatory. This renewed attention manifested in legal statutes would have far ranging implications for the functioning of the local government service delivery, given the “local area preference” as a soft conditionality. It is vital to ask however whether private firms are appropriate institutions to provide a public social service, which is apparently in the public domain. Nevertheless, it opens different opportunities for supplemental public good service delivery, public private partnership and autonomous single-purpose and multipurpose service boards under different layers of government. If companies are not directly participating in service provision, they apparently would need special vehicles such as NGOs as service providers. The success of the projects would largely depend on the relationship between companies and NGOs, which may be greatly jeopardized by information asymmetry engendering adverse selection, moral hazard and other agency problems.

THEMES

- Characterizing CSR as an innovative form of fiscal decentralization
- Identifying special service vehicles and alternative service providers including the proposed new channels
- Discussing agency problems in administering CSR projects: Lessons from similar episodes
- Developing easily identifiable physical performance indicators

PROGRAM

- 09:00 Initiation: **Br Sudeep**, Campus Director, Amrita University, Amritapuri Campus
- 09:05 Welcome Address By **Br Biju Kumar**, Head, Corporate Industry Relations, Amrita University, Amritapuri Campus
- 09:20 Keynote Address: Governance of CSR: Challenges Ahead from an Agency Perspective
By **Dr Nava Subramaniam**, RMIT University, Melbourne (Australia)
- 10:00 Regulatory Framework for Mandatory CSR Budgets
By **Dr Shyam Nath**, Center for Economic Fragility & Governance and Department of Management, Amrita University, Amritapuri Campus, Kerala

10:30 Tea Break

- 11:00 Non-Profit Organisations, CSR and Job Creation: Case Studies from Germany
By **Dr Peter Holzschuh**, Heidelberg University, Heidelberg, Germany
- 11:30 Corporate Perspective on CSR: from Large to Small Firms
Dr Hardik Vachharajani, Australian Institute of Higher Education, Sydney (Australia)
- 12:00 CSR and Rural Communities
By **Dr P Mohanan**, Center for Management Development, Trivandrum, Kerala

12.30 Lunch Break

- 14:00 CSR Journey of Tata Consultancy Services
Ms Rajasree R, H R Division, Tata Consultancy Services, Kochi, Kerala
- 14:30 Altruism vs Market Visibility of Corporate Social and Environmental Responsibility in the Plantation Sector
By **Dr P K Viswanathan**, Department of Management, Amrita university, Kochi Campus, Kerala
- 15:00 CSR and Women Empowerment
By **Dr Mridula Sahay**, Amrita School of Business, Amrita University, Coimbatore Campus, Tamil Nadu
- 15:30 Expanding the Horizons of CSR - Governance Challenges in Reporting of CSR
By **Pr Shekar Babu**, ASB Bangalore and Adjunct Faculty, SUNY Buffalo, USA, Amrita University, Bangalore Campus, Karnataka
- 16:00 Vote of Thanks