



AFC Foundation
Presents

Development Through Innovation

A Seminar on

SOCIAL RESPONSIBILITY OF CORPORATE SECTOR IN RURAL TRANSFORMATION

22nd FEBRUARY 2010

CONTEXT

In this era of inclusive growth, Corporate Social Responsibility (CSR) has become an integral part of corporate agenda to show its profound social outlook and urgency to tackle social issues arising out of 'operation business'. The classical view of businessmen and enterprises restricting themselves to their core job of doing business is gone. That view is obsolete as more and more enterprises world over are viewing CSR in a holistic form.

The social commitment of CSR manifests in many forms--poverty alleviation, skill development for the under privileged, reduction of carbon emission, community development, creating opportunities for weak, women and children. In the words of noted management expert CK Prahlad, "taking care of the bottom of the pyramid is an alternate way of creating new demand through empowerment and purchasing power."

More than 70% of India's population lives in villages with Agriculture as their prime forte for livelihood. Although being the prime producers of fruits and vegetables and cereals, our rural India is till starving and seeking towards responsible bureaucrats and volunteers for solutions to transform their lives. CSR in this context has a great role to play herewith.

Much of poverty is caused by injustice and its alleviation requires economic, social and structural interventions. Poverty alleviation has a global agenda. It is a collective effort. Internationally, global agencies like UN and OECD have provided useful guidelines on CSR. From monetary assistance to forging partnerships with organisations working on development, humanitarian aid, policy, advocacy and public education programmes. CSR assumes many facets at the grass root level.

OBJECTIVE

The seminar on 'SOCIAL RESPONSIBILITY OF CORPORATE SECTOR IN RURAL TRANSFORMATION' will throw up a number of solutions soaked in different perspectives, examining the effective ways and means to advance the benefits of development to the rural and urban poor with special focus on sustainable agriculture.

The target audience will comprise Corporates, Donor agencies, International organizations, Financial Institutions, Private Sectors, PSUs, NGOs, voluntary organizations, academics in development cooperation and any other stakeholder having a genuine interest in these topics. The CSR sector offers huge opportunities to make a difference not only through monetary contribution but also through appropriate programmes and action plans.

Sponsorship Opportunities are Available



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TAKE AWAYS

- Role and Scope of CSR
- A Wide Spectrum of Perspectives
- Possible Areas of Action
- Available Programmes
- Avenues of Partnership
- Strategy for Execution
- Opportunity for Networking

WHO SHOULD ATTEND

- CSR/ CORPORATE PLANNING heads, Managers and executives who are involved in implementing and evaluating the CSR PROGRAMMES in their individual organizations.
- NGO'S & DONORS and other funding (International & National) and implementing agencies.
- Govt. policy makers (Ministries of Corporate, Rural, Agriculture, Heads of cooperatives / SHG's / Pachayati Raj Institutes.
- Educational Institutes / Fellows and Students pursuing Masters in Social Work/ Rural Development/Agriculture / Business Management

ADMINISTRATIVE DETAILS

Date: 22nd FEBRUARY 2010

Venue: Galib Conference Hall, SCOPE Complex, Lodhi Road, New Delhi

Reg. Timings: 8:30am - 9.15am on 22 February 2010

Seminar Timings: 9.30am - 5.30pm on 22 February 2010

PARTICIPATION FEE*

(in Rs.) Per participant

An Early Bird discount of Rs. 500/ per participant can be availed by registering 10 days before the seminar.

Category	For 1-2	3 & Above
Indv./Corporates/ Agencies etc.	2500	2200
Students and Academicians	1500	1200

* This includes seminar kit, material, luncheons & other expenses for the non residential seminar. Nomination fee is non-refundable. However, participation by a substitute is allowed.

* Remittance of fee in advance is Compulsory. The nomination will be confirmed only after receipt of nomination fee.

For further details, please contact:

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