

### About IPE - Center for Corporate Social Responsibility

The Centre for Corporate Social Responsibility (CCSR) was set up during 2011 to promote training, research, consultancy assignments and document case studies in thrust areas of Corporate Social Responsibility. The centre works on the existing body of knowledge, systems, structures, models and mechanisms associated with different CSR initiatives. The centre provides opportunities to discuss about the guidelines issued in the area of CSR and also deliberates upon the latest developments in the CSR field. The institute is empanelled by TISS as a center for training, research and consultancy.

### NLC Chair on CSR: Institution of Chair on Corporate Social Responsibility at IPE by Neyveli Lignite Corporation Limited (NLC) Ltd.

The NLC Chair on CSR was established at IPE through a MoU between the two organizations, signed on 22nd Feb, 2014 at IPE new campus at Shameerpet, Hyderabad. It is a progressive step by the two organizations towards its commitment to promote knowledge, experience and excellence in the area of CSR through research, training, workshop and work association.

### Prof R K Mishra

Prof. R.K. Mishra is the Senior Professor & Director of IPE is a graduate of International Management Program, SDA Bocconi, Milan, Italy. He has been a fellow British Council and Common Wealth Secretariat. He is a member of the UN task force on international taskforce on standard of excellence in public administration and education. His current interests include Modernization of state, Civil service system, Corporate Social Responsibility, Financial administration, Environmental administration, Privatization and restructuring, Poverty Alleviation and Good governance. He has also been a researcher for Planning Commission, Finance Commission, Prime Ministers Economic Advisory council and OECD.

### About Hyderabad

400 years ago, Sultan Mohammed Quli, prince, poet and lover wanted to build a city unequalled in the world, a replica of Paradise itself! The magnificent Charminar - synonym for Hyderabad now - formed the center of new city Hyderabad of unparalleled splendor. A cosmopolitan city, Hyderabad has much to offer to the visiting delegates by way of tourist attractions such as Charminar amagni cent four minaret structure, the Mecca Masjid - the second biggest mosque in India, and Falaknuma Palace - one of the most attractive palaces of the world. The Salarjung Museum-a marvelous one-man collection, Buddha statue - world's tallest monolithic statue. The Sri Venkateswara temple and Golconda Fort, is known for its excellence in engineering evident even today in terms of its acoustics, layout and impregnable fortification. Hyderabad is famous for its pearls, jewellery & clothes which come from all over the world. The city also has something special to offer for ladies - Bangles at Chudi Bazar made famous by the poetess Sarojini Naidu in her 'Bangle Sellers'. Hyderabad has become 'Cyberabad' with entrepreneurship, drive and avid interest of software professionals and Hitech City providing infrastructure to leading software companies.

### For further information contact



**INSTITUTE OF PUBLIC ENTERPRISE**  
HYDERABAD

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**INSTITUTE OF PUBLIC ENTERPRISE**  
(Center for Corporate Social Responsibility)



And  
**NLC India Limited**

Under the aegis of NLCIL Chair on CSR  
Organizes

**6<sup>th</sup> International Conference on CSR  
and  
'Best Practices in CSR' Awards**  
30<sup>th</sup> – 31<sup>st</sup> January, 2020



**Towards a brighter tomorrow**

**Venue: Institute of Public Enterprise**  
Hyderabad

**Conference Chair**  
**Prof. R K Mishra**

**Conference Convener**  
**Dr. Shulgana Sarkar and Ms. Kiranmai J.**

"A good company delivers excellent products and services, and a great company does all that and strives to make the world a better place."

**-William Ford Jr., Chairman, Ford Motor Co.**

There is a growing realization that long-term business success can only be achieved by companies that recognize corporate social responsibility (CSR) as part of the process of wealth creation and as providing a competitive advantage. The conference aims at discussing CSR in the existing perspective and future outlook with focus on lighting up the challenges and the best practices in CSR.

## Conference Objectives

- To discuss the existing practices and future prospects of Corporate Social Responsibility in a globalized economy.
- To highlight the 'Best Practices in CSR' in the context of business sustainability.
- To discuss implementation models and structures that can be used in all sectors of industry.
- To explore ways of aligning CSR to the business agenda for sustainability.
- To create awareness of the latest thinking on CSR and governance issues as a driver of change, innovation and sustainable profit.

## Discussion Themes

- Governing CSR: The Development Agenda
- Revolution at the grass roots – CSR Innovations
- Effective implementation of CSR – Overcoming barriers
- Co-create with stakeholders to address social, environmental and economic gaps
- Measuring Effectiveness of CSR efforts: Rhetoric & Realty
- CSR: Creating Synergy for a Better Future
- Sectoral perspective to CSR
- Policy divergence
- CSR – The global experience

## Participation

The conference is a platform for intellectual deliberations related to the area of Corporate Social Responsibility. The conference caters to participation for nominees to Best practices in CSR both from corporate and CSO / NGOs category. Researchers who are working in CSR are also welcome to participate to make an understanding of practitioner's perspective to CSR. The conference is open to:

- Businesses - Corporate and Small & Medium Enterprises (SMEs)
- Company chairmen, Directors and Practicing Managers
- NGOs
- Consultants
- Academicians, Research scholars and Management students,
- Government Policymakers

## Participation Fee

S No.	Registration category	(Indian delegates)	(Foreign / NRI delegates)
1	Corporates and Consultants	Rs. 9,000/-	400 USD
2	CSOs / NGOs	Rs. 3,500/-	200 USD
3	Academicians	Rs. 4,000/-	250 USD
4	Research Scholar	Rs. 2,000/-	150 USD

## For Paper Submission

Researchers are encouraged to submit papers in the broad themes specified above. Each author will be given 8 minutes to present which will be followed by discussion for about 2 minutes.

All submissions must be in MS Word form in around 3500 - 7000 words, text typed in Times New Roman in 12 font size with heading in 14 font size. It should be printed on A4 size white paper. Each paper should include Title page that should contain title of the paper, name(s), affiliation(s), complete mailing address, telephone and fax number, and e-mail ID. All papers should use Harvard style of referencing only.

## Participation in CSR Awards

### Guidelines for submission of write up for CSR Best practices Competition

Companies are encouraged to participate and share their best efforts (any one) towards building an inclusive society as well as contribute to the Sustainable Development Goals (SDGs).

**Write up:** All submissions must be in MS Word form in around 3000 - 6000 words, text typed in Calibri 11 font size with heading in 14 font size. It should be in a printable format on A4 size white paper. Each write-up should include Title page that should contain Name of the organization, Contact person(s) name, affiliation(s), complete mailing address, telephone and fax number, and e-mail ID. The suggested format of submission is as given below yet is not restricted to.

- Title of the initiative:
- Theme:
- Schedule VII alignment:
- SDG alignment:
- Introduction to CSR of the company:
- Introduction to the CSR project : Problem identification, Collaboration, Project budget and spent
- Implementation: model, partners involved
- Uniqueness:
- Challenges:
- Impact:
- Sustainability plan of the project
- Picture of the initiative (Restricted to two)

Please visit website [www.ipeindia.org](http://www.ipeindia.org) for detailed guidelines for authors. Only those papers that adhere to the author's guidelines will be considered for review. All write-ups / papers are to be submitted by electronic mail to [gcsrcongress@ipeindia.org](mailto:gcsrcongress@ipeindia.org)

**Publication opportunity:** All selected write-ups and papers will be published in an edited book form.

## Conference Schedule:

The conference will be held in the City of Hyderabad, India at Institute of Public Enterprise. The program will be divided into technical sessions. Each session shall be chaired by an expert from academia/industry. Few sessions will also include panel discussion.

## Important Dates:

- 15<sup>th</sup> November, 2019** : Expression of participation via e-mail
- 15<sup>th</sup> December, 2019** : Last date for submission of full write -up
- 15<sup>th</sup> January, 2020** : Communication of final schedule
- 30<sup>th</sup> - 31<sup>st</sup> January, 2020** : Conference and Award ceremony