

For Immediate Release

Press Release

Press Release: 4th International Conference on Corporate Social Responsibility (ICCSR-2024)

Date: December 6, 2024

Venue: Chandragupt Institute of Management Patna (CIMP)

Patna: The Fourth International Conference on Corporate Social Responsibility (ICCSR-2024) commenced today at the Chandragupt Institute of Management Patna (CIMP). With the theme “CSR and Rural Development: Leveraging the Opportunities,” the two-day event seeks to expand the understanding of Corporate Social Responsibility (CSR) among academia and industry leaders to drive societal growth.

The conference was inaugurated in the distinguished presence of Chief Guest Shri Amrit Lal Meena, IAS, Chief Secretary of Bihar; Guest of Honour Mr. Binay Kumar Sinha, CGM, NABARD; Prof. Sapna Narula, Director, NIAM; and Mr. Rusen Kumar, Founder, India CSR.

Prof. (Dr.) Rana Singh, in his welcome address, emphasized the transformative potential of CSR in fostering research-driven, practical solutions to societal challenges. Prof. Senapati followed with an overview of the conference structure, outlining its technical sessions, panel discussions, and cultural events.

Shri Amrit Lal Meena highlighted Bihar’s growing institutional landscape and the potential of CSR to uplift local communities. Stressing that Bihar accounts for 10% of India’s population yet receives less than 1% of CSR expenditure, he urged companies to align CSR efforts with local needs to maximize impact. He said CIMP should act as knowledge partner in helping Bihar government in CSR

Prof. Sapna Narula reflected on CSR’s evolution from a regulatory mandate to a strategic business initiative. She advocated for engaging employees in CSR activities and fostering multi-stakeholder platforms to achieve sustainable development goals.

Mr. Binay Kumar Sinha shared NABARD’s collaboration with the Dalmia Rural Tourism Project in Sasaram, which aims to transform the district into a tourism hub. He emphasized skill development among local households to enhance hospitality standards and economic opportunities.

Mr. Rusen Kumar called for a focused approach to CSR investments in Bihar's aspirational districts, suggesting village adoption programs to drive grassroots development. He also proposed quarterly CSR investment reports to guide policy formulation and track emerging trends. In the inaugural session, two books have been launched. Namely, "Prioritizing Health, Welfare, and Sustainable Development through CSR: Preparing for ESG" and "A Strategic Approach to CSR Focused on Sustainable Development".

On this occasion two books focusing on CSR are released, the first book named "Role of AI in CSR –Connecting SDGs with Technology for Impact" by Kumod Kumar, CAO CIMP and Ms. Priya Nath founder Chitrakaya. Com, the second book named as "Prioritizing Health Welfare and Sustainable development through CSR as means of preparing for ESG" edited by Prof. Senapati Associate professor CIMP, Kumod Kumar CAO CIMP and Director Prof. Rana Singh.

Keynote speaker, Prof. Vijaya Gupta, from IIM Mumbai, presented her paper titled "Bridging Climate Resilience and Social Equity: The Role of Women, Migration, and Corporate Responsibility in an Inclusive Bharat," highlighting the intersection of climate change, migration, and gender equity in CSR strategies.

The technical session featured 17 research presentations, showcasing diverse perspectives on leveraging CSR for rural development.

A thought-provoking panel discussion on "CSR and Rural Development: Leveraging Opportunities" explored innovative approaches to community engagement, sustainability, and scaling field interventions beyond government policies.

The day concluded with a Litti Fest, celebrating Bihar's culinary heritage, followed by cultural performances featuring classical and folk dances, showcasing the state's vibrant traditions. As ICCSR-2024 continues tomorrow, it promises further insights and actionable strategies to harness CSR for rural transformation and sustainable development.





