

## **SOM ORGANISED INVITED LECTURE ON ‘CSR THEORY AND PRACTICE’**



Raigarh.

25 October 2017.

School of Management, OP Jindal University, Raigarh organised an Invited lecture on ‘CSR Theory and Practice’ to create awareness about CSR among management students. Mr Jayant Kumar Mohanty, Head- CSR, JSPL delivered the lecture. Welcoming the guest, Dr ShesadevNayak, HOD, SOM said, “CSR is not a buzz word but a reality. The objective of the lecture is to deepen students' understanding of Corporate Social Responsibility (CSR) by taking a critical look at its origins, theoretical approaches to CSR, specific areas such as supply chain issues, ethical consumerism, market relations, the business case and other emerging issues.”

Delivering the lecture, Mr Mohanty said, “The society is a union of human beings living together as an entity meeting the norms and ethical standards set by the society itself for its existence and development. The welfare activities of the society have to be undertaken by the members of the society who have binding responsibility to serve the society in a manner that can result in well-being of its members.” He informed the students that Corporate Social Responsibility & Sustainability focuses on the economic, social and environmental impacts of business and the resulting challenges faced by organisations and their managers. This is particularly important in the face of climate change, rapidly depleting resources and a growing demand from the public that business attends to its role both in causing and resolving such issues.

The lecture was very interactive and all the students of School of Management along with faculty members attended the lecture.