

**NATIONAL SEMINAR ON  
CSR TOWARDS SOCIETAL DEVELOPMENT -  
ISSUES & CHALLENGES ( NSCSR-2019 )**

28<sup>th</sup> & 29<sup>th</sup> August 2019

**DEPARTMENT OF CORPORATE SECRETARYSHIP  
ALAGAPPA UNIVERSITY  
Karaikudi – 630 003, Tamil Nadu, India**

**Registration Form**

Participant's Name :  
Designation and Institution Address :  
Pin Code :  
Mobile No :  
Email ID :  
Co-author (if any) :  
Title of the Paper :  
Registration Fee Details :  
Amount :  
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I/We hereby declare that the paper submitted by me/us is based on the original work carried out by me/us. Any reference to work done by any other person or institution or any material obtained from other sources have been duly cited and referenced. I/We permit editors to publish the above mentioned paper in the book/journal or in any other means with editorial modification, if any. I/We agree to compensate the Editors, against all claims and expenses arising from any breach of warranty on my/our behalf in this agreement.

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(The photocopy of this form may also be used)

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**VENUE**  
Convocation Seminar Hall  
Alagappa University  
Visit our Website for further details  
and online registration : [www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)

**DATES TO REMEMBER**

- Registration and Submission of Paper : 20-08-2019
- Selection and Intimation of Paper : 22-08-2019
- Seminar : 28 & 29 Aug. 2019

**The Heritage Town “Karaikudi” of India**

KARAIKUDI, famously known as the ‘Chettinad Heritage Town’ in Tamil Nadu State, India, portrays itself as a Historic place with its glittering chettinad castles and renowned temples, which brings its name as Chettinad town. Karaikudi speaks itself for its rich architecture & bud raising tasty food. It has been the place of birth for many renowned persons like Vallal Alagappan, Kavingar Kannadasan, MAM Chidambaram Chettiar, etc. Important places around are Pillaiyarpatti (Karpaga Vinayagar temple -10 kms), Kundrakudi (9 kms.), Chettinad (Palace -6kms.), Ariyakudi (South Tirupathi – 3 kms.), Rameshwaram (130 kms.), Thondi (Beach -65 kms.), etc. Karaikudi is well connected by trains from Chennai / Coimbatore through the Rameshwaram/Chennai Expresses. Nearest Airports are Tiruchirapalli and Madurai.



**ALAGAPPA UNIVERSITY**

(A State University/created with Act No. 11 of 1982 in the Third Cycle and Graded as Category - I University, by MHRD, Govt. of India)

Karaikudi - 630 003, Tamilnadu, India



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**28<sup>th</sup> & 29<sup>th</sup>  
AUGUST 2019**

Sponsored under RUSA Phase 2.0 Scheme

Organized By

**DEPARTMENT OF  
CORPORATE SECRETARYSHIP**

**School of Management  
ALAGAPPA UNIVERSITY**

KARAIKUDI – 630 003, Tamilnadu, India



Alagappa University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr.RM. Alagappa Chettiar. Alagappa University was brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985. The University is Accredited with A+ Grade CGPA: 3.64 out of 4.0 point scale by NAAC in the third cycle and also the first State University that obtained the A+ status in TamilNadu. It is the only state university in TamilNadu Obtained the Category-I Status. The University has recently received 100 Crores under RUSA Phase 2.0 Scheme based on the NAAC Score. The University has been accorded the 20th place in the QS Ranking-2019 in India. 104th among BRICS Countries and 216th among Asian Country Universities. The University has secured 28th position among the National Institutional Ranking Framework (NIRF) 2018 ranking. The University has secured Fourth position in Swachh Ranking 2018 for the cleanest Higher Educational Institutions in the Country under the category of Government Institutions.

The Department of Corporate Secretaryship is one of the few Department establishments established at the time of inception of the University in 1985 with the objectives of developing a cadre of specialized professionals to man the Secretarial Department of Corporate Organizations. It is the first of its kind in the country offering Post Graduate and Research Programmes in Corporate Secretaryship. At present, the Department offers MBA (Corporate Secretaryship) and M.Phil/Ph.D programmes. The Department also provides academic support to the Directorate of Distance Education of the University to offer management related programmes offered through distance learning. The Department is equipped with highly qualified, competent and well trained faculty members who have expertise in their respective fields. It has a well equipped library cum reading room and a computer laboratory and employs modern pedagogical techniques to harness the students' skill through workshops, seminars, industrial visits and training.

Changing dimensions of business activity necessitated improvement in quality of life in society. Now, business houses started addressing the problem of social welfare and changed its mind set towards spending money for eradication of poverty and unemployment by sharing the burden of the government. Of late, profit maximization is getting replaced by the social wealth maximization. Social wealth maximization leads to value being multiplied. Further, Social responsibility is an integral part and an obligation of business to society. Social responsibility implies commitment and answerability to the society. It simply means that giving back to the society what one gets from it. It is more of moral and ethical concept. The changing dimensions of business activity necessitated improvement in quality of life in society. The most important parameter for justifying the need

for CSR is whether companies adopt ethical business practice in order that they deliver quality goods at fair prices to their consumers and really contribute to the development of our nation by paying taxes due to the Government honestly. Further, transparency and accountability are the perspectives that are required to prove that the companies have been adopting ethical business practice. However, many Companies/NGOs have experienced several issues and bottlenecks while implementing the CSR policies and procedures. The present national seminar is organized in order to ensure that to what extent corporate/Firms have contributed to the social welfare as enumerated in the seventh schedule of the Companies Act, 2013.

At the end of the seminar the participants will be able to understand the Societal Development through Corporate Social Responsibility

- CSR initiatives in Indian public and private sector Companies
- Eradication of poverty and hunger through CSR
- Promoting Women Empowerment through CSR
- Promoting village and Slums Development through CSR
- Promoting Rural Sports, Paralympics Sports through CSR
- Promoting Education including special Education through CSR
- Stakeholders' Perception towards CSR
- Employees' Perception towards CSR
- Relationship between CSR Performance and Advertisement Expenditure

- CSR - An Overview
- CSR- A Different Perspective
- CSR and Sustainable Development
- CSR - Policy & Procedure
- CSR - Issues & Challenges
- CSR and Implementation
- Beyond CSR Compliance
- Impact of Companies Act and CSR
- CSR and Corporate Governance
- CSR practices makes Company compliant
- Corporate Sustainability
- CSR and Sustainability Regulation
- The Law Relating to CSR – Need for further refinement
- CSR and its impact in India
- CSR Obligations
- Success and Failure of CSR – Practical Issues
- CSR - Case study Analysis

## GUIDELINES FOR FULL PAPER SUBMISSION

- Papers can be of real-time or empirical research. Maximum of two persons can author a paper
- Author(s) should prepare the research paper in accordance with the APA standard format giving illustrations, citations and references. The paper should not exceed more than 10 pages in all
- The paper should indicate an abstract in 250 words, with minimum 5 keywords and details of the authors including their designation, affiliation & complete address with e-mail and mobile numbers.
- Papers should be neatly typed in MS-Word (.doc) using the font: Times New Roman, Font size: 12, with double line spacing, providing 1-inch margins on all sides. Acrobat/Adobe files in (.pdf) format will not be accepted.
- The authors should submit their paper with abstract only as a word document through e-mail: nscsr2019@gmail.com and also hard copy of their paper with CD to the Organising Secretary.
- All the papers will be peer reviewed by the team of experts, and the authors will be intimated about their paper selection, for presentation
- Paper not as per guidelines and not submitted in time, are liable to be rejected.

## PUBLICATION

All papers will be published in seminar proceedings. Shortlisted papers will be published in seminar proceedings edited volume with ISBN. Selected papers will be published in the UGC approved Journal\* / Scopus indexed journal\*.

\*on payment of subscription fee prescribed by the publisher.

## REGISTRATION FEE

Corporate Professionals /Foreign Delegates	: ₹ 1200
Faculty Members / Academicians	: ₹ 1000
M.Phil /Ph.D Research Scholars	: ₹ 750
P.G / U.G Students	: ₹ 500

(Registration fee including Seminar kit, Certificate, Lunch and Refreshment)

### NOTE:

- Author And Co-Author should register separately.
- Participants are requested to make their own arrangements for accommodation.
- On the spot Registration is also accepted

## REGISTRATION DETAILS

Participants should send the duly filled in Registration Form along with the registration fee in the form of Demand Draft favouring "The Organising Secretary, NSCSR -2019" payable at Karaikudi

### Mode of Payment

Account Name	: The Organising Secretary, NSCSR -2019
Bank	: Indian Bank, Alagappa College Campus, Karaikudi
IFSC Code	: IDIB000A008
Account Number	: 6784042478