

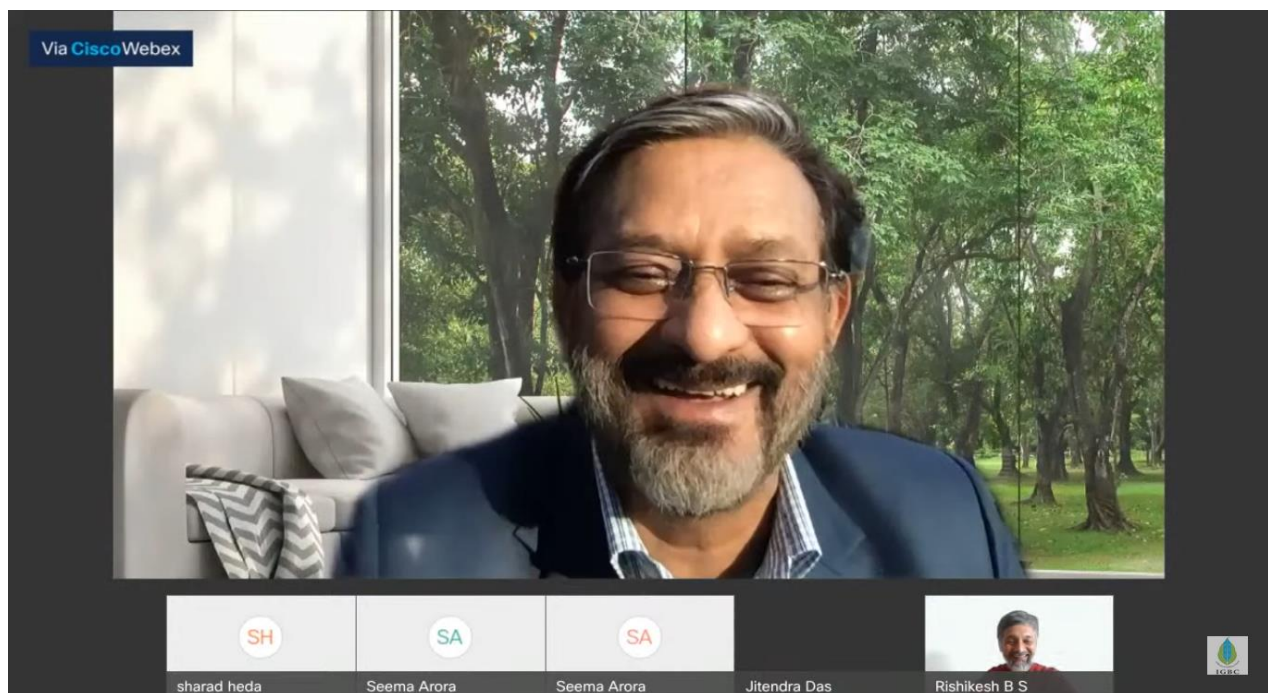


CII National CSR Summit 2020

Tuesday, December 15, 2020

CII (Confederation of Indian Industry) has organized a National Summit **“Future Forward: Rebuilding CSR”** on December 15, 2020, through Virtual Mode. **FORE School of Management, New Delhi** was the Academic Partner for this event. More than 200 delegates from industry and academia participated in this summit.

Dr. Jitendra K Das, Director-FORE was a Session moderator titled **“Technology Revisited”** from 1600 – 1700 Hrs in this event. This Session focused on how technology played an enabling role in development programs; how companies are delivering CSR programs innovatively; how companies have integrated technology to support our communities; especially on how tech is transforming health and education in India; successful examples; also in the current crisis how can technology retrofit existing structures to meet the needs of new reality; scope of partnership for collective action.



Dr. Jitendra K Das, Director, FORE School of Management, New Delhi speaking in the summit

Talking about role of CSR in health care **Dr. Jitendra K. Das**, Director FORE School of Management, New Delhi, said that a lot of companies have been practicing CSR before CSR came in as an act in India way back in 2013. “We need to understand the CSR in the context of social development. CSR initiative was essentially aimed to mitigate the difference across these two groups in the society - the have’s and have nots.

Further, he said “companies must look at supporting the social causes and not as a statutory binding of doing business. This would make their goods and services offer more competitive.

Everything you do has to do with people. So how does the technology interface in terms of communication to ensure that the benefits are actually delivered and people have expectation of benefiting from these initiatives of the companies”.

Dr. Jitendra K Das was accompanied by the following prominent panelists during the session:

Mr. Ashish Gupta, Chief of Staff for CSR strategy and operations, HP incorporated India;

Prof. Rishikesh, faculty at Azim Premji University;

Mr. Sharad Haider, Head of Micro land.

Dr Randeep Guleria, Chairman, CII Public Health Council and Director AIIMS, **Dr Bhriugu Kapuria**, Immunization specialist, UNICEF India, **Mr Sharad Goswami**, Senior Director, Corporate Affairs - Pfizer, **Mr Suresh Jhdav**, Co-Chair, CII National Committee on Biotechnology and Executive Director Serum Institute of India, **Mr Srinivas Reddy**, Senior General Manager - Blue Star Limited and **Mr Vivek Prakash**, Vice President and Head – CSR, jubilant Life Sciences Ltd have discussed the challenges in the summit; exchanged their views and ideas on real-time solutions to execute the mammoth exercise of vaccination process and Integrating vaccine supply chain.