

Chalk Talk: Redefining Corporate Success Through Social Responsibility

Dates: 4th April 2024

Number of Participants: 157 Students | 13 Faculty

Collaboration with External Body: No

Collaboration with Other club: No

Nature of Event: Inter IBS

Objective

"Chalk Talk" aimed to explore how businesses can navigate the evolving landscape of Corporate Social Responsibility (CSR). The session focused on finding a balance between profitability and social good, emphasizing how to align financial goals with ethical practices and societal impact.

Experts discussed strategies for integrating sustainability, diversity, and community engagement into corporate plans, highlighting the role of responsible business in creating a better future. The event likely aimed to raise awareness about CSR among the student and faculty audience, showcasing real-world examples through the panelists' experiences.

Description

"Chalk Talk" was a thought-provoking panel discussion held within Corporate Craft that explored the evolving landscape of Corporate Social Responsibility (CSR) and its impact on achieving both profitability and positive societal impact. This engaging session, attended by 98 students and 13 faculty members, featured a dynamic panel of experts:

- **Satbeer Singh (CA Technologies):** A visionary leader known for blending technology and social responsibility through sustainable engineering practices.
- **Pankaj Mittal (UR.Life):** A financial expert with over 15 years of experience, emphasizing the importance of ethical financial practices in CSR.
- **Ankit Jain (One Window Overseas Education Pvt Ltd):** A business development leader showcasing the role of responsible business in promoting global education opportunities.

Key Discussion Points:

- *Balancing profit-making with purpose-driven initiatives*
- *Aligning financial goals with ethical practices and societal impact*
- *Integrating sustainability, diversity, and community engagement into corporate strategies*
- *Innovative strategies for achieving a more equitable and sustainable future*
- *Rethinking traditional corporate responsibility for long-term success and positive impact*



Outcome

The panel discussion fostered dialogue on effectively balancing profitability with meaningful contributions to society.

Attendees were inspired to consider innovative approaches to CSR that drive both social good and business success.

The event provided valuable insights and strategies for future business leaders seeking to make a positive impact in the world.

- **Critical Thinking & Problem-Solving:** *The event challenged students to think critically about the balance between profit and societal impact. By analyzing the presented strategies, they gained skills to identify and solve complex CSR challenges businesses may face.*
- **Communication & Collaboration:** *The panel discussion format and potential networking opportunities honed their communication and collaboration skills. Students learned how to effectively express their ideas, listen to diverse perspectives, and potentially collaborate with professionals in the CSR field.*
- **Strategic Planning & Decision-Making:** *By understanding how corporations integrate CSR into their strategies, students developed skills in strategic planning and decision-making. They learned to consider both financial and social impact when evaluating future business opportunities.*
- **Project Management & Implementation:** *The discussion of concrete strategies for implementing CSR initiatives provided students with valuable insights into project management. They learned how to effectively plan, resource, and execute social responsibility programs.*
- **Research & Analysis:** *The event exposed students to new trends and innovative approaches in CSR. This sparked their interest in further research and analysis, allowing them to develop strong research skills essential for staying current with this evolving field.*