



**SLS  
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1<sup>st</sup>  
National Conference  
on  
“ Emerging Issues of Corporate Social  
Responsibility”

November 26 - 27, 2011



Symbiosis Law School, NOIDA  
Constituent of Symbiosis International University, Pune  
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# SLS NOIDA

## INVITATION

**Symbiosis Law School, Noida** feels pleasure and privilege in inviting you to the First National Conference on Emerging Issues of Corporate Social Responsibility. The Conference will be organized by Symbiosis Law School, Noida, U.P., India on November 26-27, 2011. Corporate Social Responsibility is considered now as a peripheral issue for the business. The definition customer satisfaction has changed with the evolving market trends. It is not only about price and service it now includes the impact on society with due stress on Ethical trading, Ethical advertising etc.

Since Corporate Social Responsibility has assumed magnifying importance in today's context, there is a lot that needs to be discussed in this regard. There are certain unexplored aspects of Corporate Social Responsibility which deserve attention. The recent instance of Japan forced us to rethink about CSR after the nuclear disaster, it would not be wrong to say that Japan is in crisis but its predicament is presenting an opportunity to discuss what it means to be a responsible corporate citizen. The notion of serving one constituency at the expense of others is giving way to the recognition that a company's mission extends beyond its immediate borders. By bringing together luminaries from various fields, our intention is to pool-in and generate ideas that will impart a new dimension to Corporate Social Responsibility as an area of research. The Conference is aimed at not only bringing in the views of experts and researchers but also at disseminating it for the betterment of the existing responsibility that corporate houses undertake for the betterment of the society. The knowledge of various experts specialized in this area would set a benchmark for the improvement that still needs to be done to improve the existing scenario. The Conference will facilitate the sharing of experiences of the Academicians (Law & Management), Business Executive, Advocates and Researchers with each other. The Conference will hold different technical sessions on myriad issues related to Emerging Law and Management Issues in Corporate Social Responsibility.

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## ABOUT SYMBIOSIS LAW SCHOOL, NOIDA

Symbiosis Law School, Noida, an eminent premier law school of the country, is a constituent of Symbiosis International University, Pune. The Symbiosis International University was set up in the year 2002 and has grown to be recognized as a premier Institute for higher learning. It is a major learning centre in Central India and has been included among the top 1000 B-Schools in the world, Ranked 47<sup>th</sup> among private B-Schools in India according to a survey conducted by Mint-C Fore survey 2009 and placed in 'A+' category among Management Institutions according to a recent survey published in 'Business India' (Issue: November, 2009) and Indian Management (October, 2009).

SLS, Noida is introducing a new era of innovative learning, inter-disciplinary knowledge and industrious environment with unique orientation and methodology of legal pedagogy in place. Research is an integral part of studies including interdisciplinary research involving collaboration between academic fraternity, students, and industry. SLS, Noida's efforts are shared by the contribution of members of the bar and bench, corporate sector and international experts. It is the only Law School in India, chosen by the INFOCOM, India's leading IT Conference and Exhibition from the house of ABP Group and ASSOCHAM, India's premier apex chamber of commerce to draft a report on 'Creating Virtual Wealth: Importance of Intellectual Property in the Animation & Gaming Industry' published in February 2011.

With the mission to create innovative knowledge, expand limits of human understanding, and produce a wide range of benefits throughout society with the aid of fundamental research, Symbiosis Law School Noida is going to organize the First National Conference on 'Emerging Issues of Corporate Social Responsibility'.

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## ORGANIZING COMMITTEE

### Chief Patron

**Dr.S. B. Mujumdar**  
Chancellor, Symbiosis International University

### Patron

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**Professor Dr. Bhushan Patwardhan**  
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### Conference Chairman

**Dr. C. J. Rawandale**  
Director, Symbiosis Law School, Noida

### Conference Secretary

**Dr. Pushpa Negi**  
Assistant Professor, Symbiosis Law School, Noida

### Co-Organizers

**Dr. Mohd. Salim**  
Associate Professor, Symbiosis Law School,  
Noida

**Mr. Sukhvinder Singh Dari**  
Assistant Professor, Symbiosis Law School,  
Noida

# SLS NOIDA

1<sup>st</sup> National Conference on  
“Emerging Issues of Corporate Social Responsibility”

## Day 1

Saturday, 26 November 2011

Venue: SLS Auditorium

Break Fast : 8.00 am - 9:00 am

Registration : 8.00 am - 9:15 am



# SLS NOIDA

Inaugural Ceremony : 9.30 am - 10.00 am

Chief Guest:

Justice Dr. Arijit Pasayat, Chairperson, Competition Appellate Tribunal



Take A Breather : 10.01 am - 10.15 am

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## Session-1 : Corporate Social Responsibility: Global Idea and National Importance

Session Chair: Prof.(Dr.) S. Surya Prakash (Chairperson, Center for Business and Commercial Law, National Law Institute University, Bhopal)

Keynote Speaker: Mr. Anil Kumar (Executive Director, Dainik Bhaskar Group)

**Time: 10.16 am - 12.15 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Dr. Joshua O. Miluwi Ms.Hina Rashid	Department of Commerce & Management, Barkatullah University, Bhopal Career College, Barkatullah University Bhopal	Corporate Social Responsibility: Global Idea and National Importance
2	Salmoli Choudhuri	National Law University, Delhi	Corporate Social Responsibility – Global Idea and National Significance
3	Ronak Arora Vikas Meena	Gujarat National Law University	Corporate Social Responsibility: Global Issues and National Importance
4	NidhiSinha Neetika Jindal	Amity University Rajasthan	Corporate Social Responsibility: Global Idea and National Importance
5	Srishti Dutt	National Law University, Delhi	Corporate Social Responsibility: Global Idea and National Importance
6	Ashish Singhal Luv Saggi Tanmay Sadh	University of Petroleum & Energy Studies, Dehradun	Corporate Social Responsibility: Global Idea and National Importance

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S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
7	AyushYadav	Institute of Law, Nirma University, Ahmedabad	Global Idea and National Title – Significance of Corporate Social Responsibility in National WelfareImportance
8	AmanKhera Ravi Laddha	National Law University, Jodhpur	Corporate Social Responsibility - Global Idea and National Importance
9	IshwarAhuja	New Law College, Bharati Vidyapeeth Deemed University, Pune	Corporate Social Responsibility: Global Compact and National Importance
10	Mr.Siddharth Godha Mr. Umang Dave	Institute of Law, Nirma University, Ahmedabad	Corporate Social Responsibility: Global Idea and National Importance
11	Anu Liza Jose Shinjini Kharbanda	School of Law, Christ University	CSR of Transnational Corporations and Corporate Crimes – A Confluence
12	Hitesh Agrawal Namrata Mishra	Institute of law, Nirma University, Ahmedabad	Emerging Strategies Oof CSR In The Era of Globalization With Context to India
13	Charu Rawat	National Law University, Delhi	Developing CSR globally: Indian at Centre stage

Tea Break :12:16pm - 12:30pm



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## Session-2 : Legal Impact Analysis of CSR In Industry, Trade & Commerce

Session Chair: Prof. S.K. Jain ( Head of the Department & Professor, Indian Institute of Technology, Delhi)

Keynote Speaker:Mr. Virendra S Gupte (Head, Trade Services and Chief Ethics Counsellor, Tata International Limited)

**Time: 12.31 pm - 01.45 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Kiran J. Pandya Raunak Sharma	Institute of Law, Nirma University, Ahmedabad	Legal Perspective of Corporate Social Responsibility on Global Level
2	Prof Rahul Mishra	Mats law school,Raipur	Corporate Governance and New Organizational Forms: The Problem of Double and Multiple Agencies.
3	Dr. Vandna Sharma Dr. Hemlata Sharma	BIT Ranchi, Ext. Centre-Noida IIMT & School of Law, (GGSIPU), Delhi	Corporate Social Responsibility: An Implementation In Indian Corporates
4	Anil Vishnoi Abhishek Kumar	National Law University,Orrisa	Inter-Dlisciplinay ApproachOf Law and Corporate Social Reasponsibility: The Road Towards Reality
5	Prof Rahul Mishra	NALSAR University of Law, Hyderabad	Corporate Governance and New Organizational Forms
6	Dr. AninditaChakraborty Alok Shrivastava	Banaras Hindu University Prestige Institute of Management	Corporate Social Responsibility: A Comparative Styudy of Indian Public and Private Service Sector
7	Animesh Khandelwal Piyush Kumar	National Law University, Mandore.	The Doha Style Compulsory Licensing Regime: Corporate Social Responsibility of Pharmaceutical Companies

**Lunch Break : 1:46 pm - 2.30 pm**

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## Session-3 : CSR and Environmental Issues

Session Chair: Prof. Dharmendra Singh Sengar (Indian Institute of Management, Lucknow-Noida Campus, Noida)

Keynote Speaker: Mr. Anjan Das Gupta, Partner HSA Associate, Mumbai

**Time: 2.31 pm - 4.30 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Adeena Jamal Ahmad Akshay Arora	Symbiosis law School, Pune	Corporate Social Responsibility and Environment Protection
2	Divya Muralidharan Risa das	National Law University, Orissa.	Corporate Social Responsibility and Environmental Issues "Going Green"- the Way Forward
3	Soham Banerjee Arveena Sharma	Rajiv Gandhi National University of Law, Patiala Symbiosis Law School, Noida	Making CSR Compulsory For Environmental Development In India
4	Charcha Sharma Shikha Patel	Institute of Law, Nirma University, Ahmedabad	Developing Green Innovation: A Pathway to Social Responsibility
5	Sridevi V.S	Gujarat National Law University, Gandhinagar,	Corporate Green washing – Dawn of an era of corporate going green

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S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
6	Gazal Singh Choudhary Akansha Gehlot Surbhi Bhati	Institute of Law, Nirma University, Ahmedabad	Environmental Protection: The Most Essential Concern In View of Corporate Social Responsibility
7	Kush Saggi Anandita Trivedi	University of Petroleum and Energy Studies, Dehradun, Bidholi Via Prem Nagar, Dehradun	Corporate Social Responsibility and Environment Sustainability
8	Amit Kumar Anand Mishra	Hidayatullah National Law University, Raipur, Chhattisgarh.	Legal Issue of Corporate Social Responsibility In Cases of Natural Disaster
9	Charcha Sharma Shikha Patel	Institute of Law, Nirma University, Ahmedabad.	Developing Green Innovation: A Pathway to Social Responsibility
10	Gaurav Vyas Vinita Choudhury	Jodhpur Institute of Engineering and Technology, Jodhpur Gujarat National Law University, Gandhinagar, Gujarat	CSR and Environmental Issues
11	Kush Saggi Anandita Trivedi	University Of Petroleum and Energy Studies, Dehradun	Corporate Social Responsibility and Environment Sustainability
12	Somitra Chaturvedi Arpit Kalra	Institute of Law, Nirma University, Ahmedabad	Legal issues of CSR in cases of Natural Disasters: Corporations & Natural Disaster: Need for Legislative Guidelines

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## Day 2

Sunday, 27 November 2011

Venue: SLS Auditorium

Break Fast : 8.00 am - 9:00 am



# SLS NOIDA

## Session-1 : Legal and regulatory regime of CSR in India: Structure, Strength and Reforms

Session Chair: Prof. Motilal Dash ( Director (Academic), Kalinga Institute of Social Sciences KIIT University, Bhubaneswar)

Keynote Speaker: Mr. Rajiv Bakshi (Vice President-Legal, Godrej Industries)

**Time: 9.01 am - 11.00 am**

S. No.	Name of the Speaker	Organisation/Institution	Title of the Paper
1	Raghvendra Singh Sisodia Dr.Snehal Maheshkar	Mewar University, Chittorgarh Mewar University, Chittorgarh	CSR & Innovative Tools –A Need of Today
2	Abhishek Gautam	Faculty of Law, Aligarh Muslim University	Legal and regulatory regime of CSR in India: Structure, Strength and Reforms
3	Aniket Pandey Apoorv Pandey	University of Petroleum and Energy Studies, College of Legal Studies, Dehradun, Uttarakhand. ITM University, Gurgaon, Haryana	Legal and Regulatory Regime of CSR in India: Structure, Strength and Reforms
4	MayankSoni	Institute of Law, Nirma University, Ahmedabad	"Legal and Statutory Regime of CSR in India, In addition with CSR regulation of multinational companies under with CSR
5	Neha Jain Jayesh Suriseti	Hidayatullah National Law University, Raipur Symbiosis Centre for Management Studies, Pune.	Legal and Regulatory Regime of CSR in India: Structure, Strength and Reforms
6	Mansi Malik SaumyaYadav	National Law University, Delhi	Legal Position of Corporate Social Responsibility in India: Whether it shouldbe made mandatory?
7	Nisarg H. Vyas	Institute of Law, Nirma University, Ahmedabad	Capitalism and CSR: Strange Bed Fellows?

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S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
8	Gaurav Singh	Gujarat National Law University,Gandhinagar.	Legal and regulatory regime of CSR in India: Structure, Strength andReforms
9	Jaypreet Singh Kohli Abhinav Bhattacharya	University of Petroleum and Energy Studies, Dehradun.	Legal And Regulatory Regime of Corporate Social Responsibility In India:Structure, Strength And Reforms
10	Abhinav Raghuvanshi Prarthana Sampath	University of Petroleum and Energy Studies Dehradun.	Legal And Regulatory Regime of CSR In India
11	Anil Vishnoi Abhishek Kumar	National Law university, Orissa.	Inter-Disciplinary Approach of Law and Corporate Social Responsibility:The Road Towards Reality
12	SoumyaShekhar	National Law University,Delhi.	Legal and Regulatory Regime of CSR in India: Structure, Strength And Reforms
13	Udit Raj Sharma Saumik P. batham	University of Petroleum & Energy Studies, Dehradun.	Emerging Legal Issues of Corporate Social Responsibility
14	Prof. (Dr.) P.C. Kogta Prof. (Dr.)Satish C. Sharma	Director, Maharaja College of Management. Professor & Board of Governors Maharaja Group of Colleges.	Legal and Regulatory Regime of CSR in India Structure, Strength andReforms (Principles of Natural Justice)
15	Bhartendu Yadav Amit Yadav	Institute of Law,Nirma University,Ahmedabad.	Corporate Social Responsibility:Indian Perspective.

**Tea Break: 11:01 am - 11.10 am**

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## Session-2: Corporate Social Responsibility: Measurement and Reporting

Session Chair: Prof. Anil B. Suraj (Law and Public Policy, Indian Institute of Management, Bangalore)

Keynote Speaker: Ms. V Shyamala (Head - Legal & Regulatory at STAR DEN MEDIA SERVICES PVT LTD)  
Ms. Garima Babbar, Manager, Development Sector Practice, KPMG India

**Time: 11.11 am - 01.10 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Rajendra P. Srivastava Sunita S. Rao Theodore J. Mock	Director, School of Business, University of Kansas Lawrence, Kansas School of Business, University of Kansas Lawrence, Kansas Professor, Anderson Graduate School of Management, University of California, Riverside	Planning Assurance Services for Sustainability Reporting: An Analysis of Cost versus Assurance in Audit Evidence
2	Ali M. Shervani	Partner, Consigliori Consultants.	Corporate Social Responsibility-New Forms of Corporate Governance in Today's Economic Turmoil
3	Samrat Thakkar Nikita Pattajoshi	National Law University, Orissa.	Corporate Social Responsibility and Industrial Disaster Management : A Special Reference to Bhopal Gas Tragedy
4	Aditya Singh Rajput Avinash Das	National law university Orissa.	CSR: Welfare In Disguise?
5	Aditya Kavia Sanjivani Singh	Institute of Law, Nirma University, Ahmedabad.	Measurement and reporting of Corporate Social Responsibility in Contemporary Times
6	Utsav Gandhi Ravi Thakur	Institute of Law, Nirma University, Ahmedabad.	Compulsory CSR legislation: A responsibility or a liability?
7	Prof. PushpLamba Prof. Sanjay Banerjee	Visiting Faculty Symbiosis Law School Noida IIT-M Visiting Faculty	Creating a Successful Organizational Business Model on the CSR Framework
8	Mr. AdityaKhandelwal	Institute of Law Nirma University, Ahmedabad.	Corporate Social Responsibility and Higher Education

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S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
9	Fincy Pellisserry	Assistant Professor, School of Law, Christ University, Bengaluru.	Corporate Social Responsibility During Transfer of An Undertaking-Protection of Employees : A critique
10	Pankaj Sevt Vikas Nehra	National Law University, Orissa.	Corporate Social Responsibility: A Need of Present and Future
11	Utsav Gandhi Ravi Thakur	Institute of Law, Nirma University, Ahmedabad.	Compulsory CSR Legislation: A Responsibility or A Liability?
12	Dr. Mithilesh Vishwakarma	Associate Professor, CPJ-CHS School of Law.	Growing Expectations Of People Under The Phrase "Corporate Social Responsibility"
13	Karandeep Makkar Rustam Singh Thakur	Hidayatullah National Law University, Raipur.	Incorporating CSR provisions in corporate law: riding a new wave?
14	Dr. Veena Tewari Dr. Poonam Kumar Dr. VVR Raman	Assistant Professor, Asia Pacific Institute of Management, New Delhi Assistant Professor Head (Computer Science) Asmara College of Health Sciences, Asmara	Corporate Sustainability Reporting: Is it Effective?

**Lunch Break: 1:11 pm-1:40 pm**



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## Session-3 : Ethical, Legal and Social Implications (ELSI) of CSR in Movie, Media, Mass communication Industry

Session Chair: Prof. Rajendra Prasad Srivastava (Director, Ernst & Young Center for Auditing Research and Advanced Technology, School of Business, The University of Kansas, Lawrence-USA)

Keynote Speaker: Capt. Sanjay Moholkar ( Head-Claims, Bajaj Allianz General Insurance)

**Time: 01.41 pm - 03.00 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Arahant Jain	University of petroleum and energy studies, Dehradun.	Corporate Social Responsibility: Putting Social Economic Development on a Fast Track
2	Chandni Kaur Bagga Sarita Kumari Priyanka Mukherjee	National Law University, Orissa.	Ethical, legal and Social Implications (ELSI) of CSR in Movies, Media, Mass Communication and Telecom Industry
3	Raghav Sabharwal Divya Verma	Amity Law School, Delhi. Guru Gobind Singh Indrapastha University .	CSR : The Ethico-Legal Road Ahead
4	Dr Veena Tewari Dr Poonam Kumar Dr. VVR Raman	Assistant Professor, Asia Pacific Institute of Management, New Delhi Assistant Professor Head(Computer Science)Asmara College Of Health Science,Asmara	Corporate Sustainability Reporting: Is it Effective?
5	Dhruv Rana Manasi Singhal	Institute of Law, Nirma University, Ahmedabad.	Ethical Legal and Social Implications of CSR by Media
6	Aashka Shah Aditya Choksi	Institute of Law, Nirma University, Ahmedabad.	Human Rights in the Global Marketplace
7	Mukul Sharma Vinay Tosh Mishra	Assistant Professor, Lloyd Institute of Management. Manager, Religare Digital Marketing.	Use Of Social Media In CSR: An Analysis
8	Nidhi Beniwal Rashmi Ganesh Garhia	Institute of Law, Nirma University, Ahmedabad.	Corporate Social Responsibility and Environmental Ethics in context of India

Tea Break: 03:01 pm - 03:15 pm

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## Session-4 : Corporate Social Responsibility and Intellectual Property Rights

Session Chair: Dr. S.L Gupta ( Professor & Coordinator (Academics & Doctoral Research), Department of Management, Birla Institute of Technology, Noida)

Keynote Speaker: Mr. Vikram Bhardwaj (Head-Legal, Timex Group India Limited)

**Time: 3.16 pm - 4.30 pm**

S. No.	Name of the Speaker	Organisation/ Institution	Title of the Paper
1	Sourav Roy Aishwarya Nagpal	NALSAR University of Law, Hyderabad.	CSR as The Appropriate Prescription for Pharmaceutical Industries? Reflections on The IPR Regime and Its Impact on Access and Pricing of Essential Life Saving Drugs
2	Mr. Anurag Kapur Mr. SagarSuri	ILS Law College,Pune.	Corporate Social Responsibility And Intellectual Property Rights: "Society" And "Strategy"
3	Abhinav Kumar Nishant Bhaskar	National Law University, Orissa.	Assessing the Efficacy of Intellectual Property Rights vis-à-vis Corporate Social Responsibility in India: Trail to Rhetoric or Reality?
4	Saurabh Chandra	Lecturer, Amity Law School Noida.	Corporate Social Responsibility and Intellectual Property Rights
5	Animesh Khandelwal Piyush Kumar	National Law University, Jodhpur.	The Doha Style Compulsory Licensing Regime: Corporate Social Responsibility of Pharmaceutical Companies
6	Ankur Jain . Dr S.L. Gupta	Research Scholar BIT Mesra, Professor, Birla Institute of Technology, Noida	Conceptual Design For Total Quality Human Resource Management System In Software Industry
7	Justin Jose	National Law University,Orissa.	Corporate Social Responsibility.
8	Natasha Sutaria	Institute of Law,Nirma University,Ahmedabad.	Corporate Social Responsibility and Intellectual Property Rights.

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Valedictory session : 4.31 pm - 5.00 pm

Chief Guest: Dr. Gulshan Rai, Director General,  
Indian Computer Emergency Response Team (ICERT),  
(Department of Information Technology)  
Ministry of Communications & Information Technology,  
Government of India

