

International conference on  
Emerging Challenges for Social  
Development and Human Services  
Practice in the Asia Pacific Region

**PROGRAM AND PEER  
REVIEWED ABSTRACTS**  
17-19 JUNE 2016 BALI, INDONESIA

Emerging Challenges for Social Development and Human Services Practice in the Asia Pacific Region brought forward social work, public health and social sciences, psychology, education and arts and literature disciplines that reviewed and conversed on the challenges of social development within the Asia-Pacific region.



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themed to build acceptability of communities by giving back for their development also builds the social image of the corporates. Their focus is on the key developmental issues of building of social capital, livelihood enhancement, infrastructure development and health. It is expected that these initiatives would benefit the marginalized communities. The CSR activities and program have led to access of better and continuous education to both boys and girls. The skill development trainings have resulted in better employability conditions and health initiatives towards better health for all. Akanksha Foundation is a non-profit organization with a mission to provide children from low income communities with a high quality

education, enabling them to maximize their potentials and transform their lives. Akanksha works in the field of education, initiating school reforms through the school project and their various centers. Currently they reach out to 5000 children in Pune and Mumbai. The Akanksha foundation has been part of the school project since its inception in 2007, and works in partnership with the government system. The paper looks at the CSR initiatives by Akanksha Social Initiative Foundation in Pune district to examine the way in which the education project initiatives are impacting the marginalized from the perspective of these families.

**Keywords:** CSR, Marginalized, Social Initiatives and Education

### 36 - Corporate initiative in community development through corporate social responsibility (CSR) Positive implications and criticism

Yusuf. S. Bennur, Associate Professor, College Of Social Work, Dr. Babasaheb Ambedkar Marathwada University, Campus, Aurangabad, Maharashtra, India.

**ABSTRACT:** Indian corporate sector is recognized unprecedented challenges and opportunities, arising from liberalization and globalization, the desire for inclusive development and the imperatives viewed globally as a responsible component of the ascendancy of India; it is poised now to take on a leadership role in the challenges of our times. It is recognized globally that integrating social, environmental and ethical responsibilities into the governance of business ensures their long term success, competitiveness and sustainability. This approach also reaffirms the view that corporate sector is an integral part of society, and have a critical and active role to play in sustenance and improvement of healthy ecosystems in encouraging social inclusiveness and equity in upholding the essential of ethical practices and good governance. This also makes business sense as corporate organizations with effective Corporate Social Responsibility, have image of socially responsible corporate organizations, achieve sustainable growth in their business functions and operations in the long run and their products and services are preferred by the customers. Today Indian corporate sector, social responsibility has been given an importance as the business organizations are ready to fulfil the social responsibility by considering Corporate Social Responsibility as an integral part of organization. It is considered as a new management strategy through which business organizations try to create positive

Impact on the society while doing business. Government of India has asked to all the public and private large scale organizations about their investments in Corporate Social Responsibility initiatives. Due to implementation of corporate social responsibility practices there are some positive implications on the Indian corporate sector; such as i) Long term survival and continuous growth of organizations. ii) Transparency in business process. iii) Growth in trustworthiness. iv) Community involvement in the development process. v) Socio-economic development by improving quality of life and standard of living of people. vi) Attract and retain of employees etc. There are certain criticisms also evolved against Corporate Social Responsibility practices, such as i) Organizations are implementing practices of Corporate Social Responsibility only because compulsion by government, and ii) For avoiding the excessive regulations by the authorities which resulted in getting good profits otherwise it may not be implementing by the Indian organizations. iii) Mere implementation of Corporate Social Responsibility practices will not attract and retain the employees for a long time, but attractive salary package and other welfare facilities are also responsible for attracting and retain them in the organization for a long time.

**Keywords:** Corporate Social responsibility, Community Development, Criticisms against CSR, Positive Implications of CSR

### 37 - Corporate Social Responsibility providing Social Services

Dr. Laxmikant Chopkar, Assistant Professor, Kumbhalkar Social Work Evening College, Nagpur, India

**ABSTRACT:** Corporate Social Responsibility (CSR) has become a pervasive topic in the business literature, but has largely neglected the role of institutions. This perspective suggests going beyond grounding CSR in the voluntary behaviour of companies, and understanding the larger historical and political determinants of whether and in what forms corporations take on social responsibilities. Brundtland Commission's Report, 1987 though the latter can also make a valuable contribution to poverty reduction, will

directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that." It is clear that the Corporate Social Responsibility approach is holistic and integrated with the core business strategy for addressing social and environmental impacts of businesses. The practice of CSR in India still remains within the philanthropic space, but has moved from institutional building (educational, research and cultural) to community development through various projects.

18 June 2016 afternoon sessions

2:30 – 3:45 PM	Parallel Session-3 Chairperson Prof. Anjali Maydeo	Parallel Session-3 Corporate Social Responsibility Chairperson Dr Deepak Walokar
2:30	Dr Rupesh S. Kawale & Dr. Vinay V Dhongle, 'The Mental Health of adolescent Refugees. review of literature' (Abstract. No 23)	Dr Keshav Walko - India's freedom movement, Gandhi and the responsible corporates' (Abstract. No 32)
2:50	Dr. Sanjiv K. Nimbalkar, 'People's Ownership Through Forest Rights and Sustainable Development' (Abstract. No.24)	Prof. Sanjay K. Fulkar, 'Corporate Social Responsibility is a need of social development' ( Abstract .No. 34)
3:10	Dr Archana Kaushik, 'Empowering the oppressed Dalit communities in Varanasi: A case study' from India (Abstract. No.25)	Ms.Sharmila Ramteke, 'Development of the Marginalized through CSR initiatives – A Case Study of Akanksha Foundation' (Abstract. No. 35)
3:30	Dr. Molankal Gangabhushan M, 'Facilitating role of NGOs in promoting Good Governance' (Abs tract. No.28)	YUSUF. S. BENNUR, Corporate Initiative in community development through corporate social responsibility (CSR) Positive Implications and criticism ( Abstract .No. 36)
3:50	Prof. Anjali Maydeo, 'Integrating Gender and Caste in Social Work Education: Review of the Curriculum of Schools of Social Work in Maharashtra' (Abstract. No.27)	Dr. Deepak Walokar, Prof Mahesh Thakur, 'CORPORATE SOCIAL RESPONSIBILITY: (CSR) INDIAN PERSPECTIVE, ISSUES AND CHALLENGES ( abstract. No 33)
4:10	Dr. S.I Kumbhar, State responsibility to labour welfare: Dr Ambedkar's approach (Abstract. No 38)	Dr Laxmikant Chopkar, 'Corporate Social Responsibility providing social services' ( Abstract. No. 37)

4:30 PM Tea Break

4:45 PM to 5:45 PM Second Plenary Session: Chairperson, Dr Ghanshyam Yelne, , SRTM University, Nanded, India  
 Ms Susan Davis, 'The Importance of Touch In Social Recovery: The Biology and Neurobiology of Touch' ( Keynote Abstract. No. 7)  
 Dr Anne Riggs, 'Cultivating Humanizing Change: Imagination, Creativity and Collaboration' (Keynote Abstract. No.5)

Master Class

6:30 PM to 8:00 PM Richard Hill & Susan Davis  
 Getting out of your heads and perhaps discovering your broader, embodied self



Gala Dinner 8:30 PM Entertainment brought forward by Ansh Randhe

ANSH is 13 years old, a grade 9, lad, known already as an Actor, Anchor, Stand-up comedian Till date done many movies, ad films, mega plays and regional films. For his age he is a TV Star that performed on Zee TV DRAMEBAAZ, JUNIOR MASTER CHEF on STARPLUS, SAB TV SAB KHELO SAB JEETO, and SA-YADHARI TV and has a galore of awards and prizes including State Honours. Over 2000 live shows within the country and overseas. And yes, still counting! You will enjoy cheering him.

