



# RUKMINI DEVI

## Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015  
Certified Institute

# DOSSIER

*On*

**Class room Connect for BBA Students by Ms. Megha Pandey**

**Academic Committee**

**On**

**October 25 , 2018**



S.NO.	Particulars	Pg.No.
1.	<b>Form-A</b> : Proposal to organize an event	3
2.	<b>Form B</b> :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

**Ms. Anshika Goel**

Asst. Professor , RDIAS

**Prof.(Dr.)Raman Garg**

Director, RDIAS

## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Class room Connect for BBA Students by Ms. Megha Pandey
- **Date :** October 25 , 2018
- **Time :** 1:30 PM - 2:20 PM
- **Venue :** A-203
- **Organized By:** Academic Committee
- **Motivation for the activity :** To make the students aware about the Corporate Social Responsibility activities and importance of the same in a company.

## Form B

### Part 1

#### Aim of the event :

This was an informative session which helped students to know the role of the CSR activities and how they contribute in helping the NGOs and the needy people and also help in creating a good brand name for the company.

### Part 2

#### Abstract :

CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as the local community and society at large.

India is the first country in the world to make CSR activities mandatory. CSR is about individual and business ethics. 2% of the net profit should be dedicated into CSR activities.

Valuing corporate social responsibility, or CSR, will not only benefit your larger community, but it will also provide you with specific organizational benefits. Here are the top five reasons why corporate social responsibility should matter to a company:

#### **1. MORE MEDIA COVERAGE**

Companies that focus on doing good in their communities will attract the attention of local media. These positive stories will provide you with highly trustworthy free publicity

#### **2. GREATER CUSTOMER RETENTION**

Customers are seeking dual benefits when they do business with you: They want to enjoy good services and products, but they also want to feel that they are contributing to efforts to make the world a better place.

#### **3. BRAND DIFFERENTIATION**

Corporate social responsibility provides an opportunity to stand apart from your competitors.

#### **4. LOWER COSTS**

Lowering costs while being socially responsible can happen in a number of ways. As an example, the Environmental Defence Fund has [honored](#) IKEA, Nike and Walmart for their cost-cutting, sustainable shipping practices.

#### **5. HAPPIER EMPLOYEES**

Employees work harder and stay with a company longer when they believe in what the company is doing.

### **Part 3**

#### **Conclusion**

The guest lecture was quite interactive. It helped students to gain an insight on the corporate world and how companies are associating themselves with corporate social responsibility. Students were motivated to do something valuable for the society which can contribute in a fruitful manner.

## SnapShot



Students interacting with the guest



Ms. Megha Pandey addressing students