



# RUKMINI DEVI

## Institute of Advanced Studies

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### Guest Lecture

<b>TITLE</b>	Guest Lecture
<b>Resource Person/ Facolitator</b>	Mr. Sameer Sikka
<b>Date</b>	Aug 07, 2018 - Aug 20, 2018
<b>Summary</b>	<p>A guest lecture by 'Volunteer4India' was conducted for the MBA first semester students on the 20th August. The speaker Mr. Sameer Sikka introduced the concept of 'Social Capital' - to the students while explaining what Volunteer4India initiative is meant to do.</p> <p>V4I is an online portal that seeks to promote, support and highlight volunteering activities among the youth. He talked about how we as future employment seekers can capitalize on socially valuable ventures to enrich our Resume subsequently increasing our employability. He explained to us how being a proactive social volunteer helps us form better networking skills and long term relationships.</p> <p>Social Capital is a new approach of the management for which there is growing awareness. Having a more pronounced Social Capital, which is the collection of all social networks of a brand, directly translates into being an asset for the company. The concept of Social Capital is different from CSR. CSR or Corporate Social Responsibility is a corporate social initiative introduced in the Indian Company Act to assess and improve a company's impact on social welfare. Whereas Mr. Sikka highlighted that millennial want brands to support their cause. Volunteer4India increases the capacity of organizations eligible for CSR with youth willing to work for them on social projects.</p> <p>Mr.Sikka offered students to work on 'Real Life Projects' that would train them in formulating a better understanding of situational working and crisis management. Thus creating a more socially aware and yet employable population of youngsters. It is enabling the students, organizations and NGO's to meet at a common platform</p> <p>Volunteer4India also helps companies prepare their CSR budgets and protocols to be followed according to the guidelines.</p>