

CENTRAL UNIVERSITY OF ODISHA, KORAPUT

OFFICE OF THE PUBLIC RELATIONS

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CUO Hosts Special Lecture on Corporate Social Responsibility and Sustainable Development

The Department of Sociology at the Central University of Odisha (CUO) organized a Special Lecture on "*The Role of Corporate Social Responsibility (CSR) in Sustainable Development in Koraput District*" on its campus on 07 April 2025. Hon'ble Vice Chancellor Prof. Chakradhar Tripathi extended his best wishes for the programme. The keynote address was delivered by Prof. Rathi Kanta Kumbhar, Professor and Head of the Department of Economics, CUO, who served as the Chief Speaker. Joining the dais were Prof. Bharat Kumar Panda, Head of the Department of Education; Dr. Kapila Khemundu, Head of the Department of Sociology; and Dr. Deepthi Sankar, Associate Professor of Sociology. The special lecture was coordinated by Dr. Nupur Pattanaik, Assistant Professor, Department of Sociology, who also delivered the welcome address.

In his lecture, Prof. Kumbhar provided an insightful analysis of the integration of social responsibility within Indian culture and the entrepreneurial ecosystem. Drawing upon Archie Carroll's Pyramid of CSR, he highlighted the philanthropic, ethical, legal, and economic dimensions that underpin corporate initiatives. He also presented a detailed case study of the National Aluminium Company Limited (NALCO), particularly its *Indradhanush* and *NALCO Ki Ladli* programmes, emphasizing their impact in promoting welfare and mitigating negative externalities in the region. He also explored freshwater fish farming as a means of sustainable development by utilizing various water bodies, including existing local water reserves. Prof. Kumbhar concluded by stressing the importance of CSR in generating not only shareholder value but also benefits for broader stakeholders including the community, environment, and regulatory bodies.

Dr. Kapila Khemundu delivered the inaugural address, offering an overview of CSR and its significance in local development, particularly in the Koraput region. Prof. Bharat Kumar Panda reflected on the broader relevance of social responsibility in everyday life, while Dr. Deepthi Sankar discussed the role of CSR in monitoring, evaluation, and employment generation.

Dr. Saubhagyalaxmi Singh, Assistant Professor of Sociology, introduced the Chief Speaker. Dr. Elisa Mohanty, Assistant Professor, delivered the concluding remarks, and Dr. Nupur Pattanaik proposed the vote of thanks.

The event was attended by faculty members including Dr. Minati Sahoo, Dr. Aditya Keshari Mishra, Manas Kumar Mallick, Dr. Kakoli Bannerjee, Dr. Ravita Pathak, Dr. Babloo Jakhar, and Dr. Phagunath Bhoi, Public Relations Officer. A large number of students and research scholars from various departments also participated in the programme.

The session proved to be highly enriching and relevant for students and scholars in the field of social sciences. The programme was anchored by Mr. Niranjan Majhi and Ms. Sayantini Das, research scholars from the Department of Sociology.

Dr. Phagunath Bhoi, Public Relations Officer