

## Second Nitte International Conference

The second Nitte International Conference held in Nitte on December 29-30, 2010 was attended by a large number of delegates from different parts of the world which created a good backdrop for initiating thinking on the need for redefining the roles of Business, NGOs and Governments in the evolution of a better global society. The Conference was organized by JKSHIM, Nitte, in association with the School of Social Policy and Practice, University of Pennsylvania, USA, Erasmus Centre for Strategic Philanthropy, The Netherlands, Graduate School of Policy Science, Ritsumeikan University, Japan and Third Sector Research resource Centre University of Mysore, India.

The main theme of the Conference : *Redefining the Roles of Business, NGOs and Governments: A Mission for a Better Global Society*. The sub-themes of the Conference covered a wide range of issues :

- Impact of globalization, liberalization and privatization
- Economic crises and State intervention
- Policy framework for sustainable development
- Environmental sustainability and economic development
- Financial inclusion for inclusive growth
- Changing dimensions of global marketing
- Harnessing human capital for sustainable development
- New frontiers of CSR and strategic philanthropy
- State, Corporate and Third Sector partnerships
- The challenges of transparency and accountability
- Managing cross cultural conflicts
- Ethical issues and good governance
- Stakeholder activism
- SHGs and micro finance
- Millennium Development Goals- cross country experiences
- Social entrepreneurship and social enterprises
- Gender justice in development process
- Global civil society and business policies.

### Inaugural Session

The Conference was inaugurated by Mr. Narendra M, Chairman and Managing Director, Indian Overseas Bank, who pointed out that the mission for a better Global Society is well within human reach provided we can produce the right leaders for tomorrow, develop a global outlook, combine ethics with economics and target a growth that is sustainable and inclusive. Businessmen must learn to operate within socially desirable parameters of fair practices , business ethics, good governance, corporate social responsibility and philanthropy, he said.

Dr. Ram A Cnaan, Professor and Senior Associate Dean and Director, Programme for Religion and Social Policy Research, School of Social Policy and Practice University of Pennsylvania, USA delivered the key note address at the Conference. He said that, 44% of world population lives below an income of 2\$ per day and consumes only 1.3% of global product. Business enterprises selling goods and services directly to the poor will improve the standard of living of the poor and increase the opportunities for employment. Explaining the rationale of financial inclusion, Cnaan brought out the need for banks providing no frills bank account to every citizen and make sure that no one is left. He further said that in many developed countries, special credit union and similar financial tools are formed to offer financial access to the poor people. He suggested seven methods for alleviating poverty all over the world:

1. Targeting those who are at the bottom of the pyramid in the society,
2. Financial inclusion to combat the present social exclusion,
3. International debt relief measures to produce positive effect at the global level,
4. Micro enterprise / Micro credit to support the poor through small loans,
5. Social industries / social enterprises to increase

the employability of the poor,

6. Individual development accounts to induce the poor to save their assets,

7. Corporate Social Responsibility for supporting social programs.

Dr. M Shantaram Shetty, Vice Chancellor, Nitte University, India, released the compendium of abstracts of papers. In his opinion, the human character should be changed for realizing the dream of better global society. Remembering Mahatma Gandhi, Dr. Shetty said that in the present world there is enough for everybody's need but not for everybody's greed.

Dr. Lucas Meijs, Director, Erasmus Centre for Strategic Philanthropy, The Netherlands, Dr. Yashavantha Dongre, Registrar, Sri Krishna Devaraya University, India, Prof. Akio Kamiko, Professor, Graduate School of Policy Science, Ritsumeikan University, Japan were the other Guests of Honor in the inaugural session.

Shri N.V.Hegde, Chancellor, Nitte University, India presided over the Inaugural Session. He called upon the youth with right ideas and ideologies to get involved in politics to reduce corruption substantially in the society.

### Colloquium

A colloquium was organized on 30<sup>th</sup> December as a part of the International Conference which was moderated by Dr. Femida Handy, University of Pennsylvania, USA. She remarked that, though the problem of poverty was common to all countries, its consequences were different in different countries. Therefore, depending upon these consequences the Corporate Sector, the NGOs and the Governments have to play their respective roles with the goal of evolving a better human society.

The Panelists Dr.Hiroshi Murayama, Ritsumeikan University, Japan gave an account of the research efforts made in Japanese universities on the roles of the corporate sector and the NGOs.

Dr.Lucas Meijs, Erasmus Centre for Strategic Philanthropy, the Netherlands, informed that the Government of Netherlands was giving substantial financial support for research on the roles of NGOs

and Business. Dr.Waswa Balunywa, Mekerere University Business School, Uganda brought out the fact that massive corruption in the developing countries was coming in the way of realizing the mission of a better social order all over the world. Dr.G.V.Joshi, Professor, Justice K.S.Hegde Institute of Management, Nitte elaborated the roles of Business, NGOs and Governments in inclusive growth in India.

### Valedictory Session

The Valedictory Session was held on 30<sup>th</sup> December in which Dr.Richard Gelles, Dean, School of Social Policy and Practice, University of Pennsylvania, USA observed that the non-governmental players both in developed and developing countries have to play their roles for realizing the Millennium Development Goals. These roles keep on changing with the changing circumstances, he added.

Dr.Waswa Balunywa, Principal, Mekerere University Business School, Uganda, was the Chief Guest in the Valedictory Session. He observed that the potential of development in the developing countries is to be realized for evolving a human society with values and virtues.

Dr.N.K.Thingalaya, Chairman, Academic Council, Justice K.S.Hegde Institute of Management, Nitte, presided over the valedictory function. He forcefully brought out the need for a deliberate policy measure to take the fruits of growth to the poor and the weak in the society. Mere high growth rate per se does not mean anything for the children walking with bare feet on the road. Though India is growing at 8 to 9 % per annum, the consequences of poverty are writ large on the faces of many in the society. If industries producing cement, cloth and medicines transfer just 1% of their annual income to the poor and the needy in the society, there can be considerable improvement in the living condition of a large number of poor people who are bypassed by the growth process in India.

There were twenty technical sessions in which the sub themes of the Conference were discussed and deliberated.