

**NATIONAL CONFERENCE ON “BUSINESS FOR SOCIAL IMPACT-
TRANSFORMATIONAL CHANGE THROUGH THE SDGs”**

23rd and 24th MARCH, 2023



The Management, Faculty and the Students of
PG & Research Department of Commerce,
Loyola College (Autonomous), Chennai-34

cordially invite you for the
National Conference on

**“Business for Social Impact -
Transformational Change through the SDGs”**

23rd & 24th March, 2023

at Lawrence Sundaram Hall,
Loyola College (Autonomous), Chennai-34

Hon'ble Mr. Ma. Subramanian

Minister for Health and Family Welfare of Tamil Nadu

has kindly consented to inaugurate the National Conference
at 8:30 am on 23rd March, 2023

&

Hon'ble Justice K. Chandru

Former Judge of Madras High Court

has kindly consented to grace the
Valedictory Function with his erudite insights on

“Peace, Justice and Strong Institutions”

at 12:00 noon on 24th March, 2023.



Let Your Light Shine!

DAY 1

23/03/2023 Place: LS Hall Loyola college

7:45 am- Breakfast

INAUGURAL CEREMONY

9:00 am – Program started

Inauguration: Honorable Mr Ma. Subramanian, Minister for health and family welfare of Tamil Nadu



(Watered the plant – as a mark of inaugurating the conference)

Dynamics of the conference: explained by **Dr A. Xavier Mahimairaj,** Convener



Presidential address – Rev. Dr Francis P Xavier SJ, Rector, Loyola Institutions

Topic: Ignatian Universal Apostolic Preferences (UAP) and SDG

Fr. Rector spoke about

- Brief introduction about SDG
- Concept of Eco-Jesuit
- Ignatius of Loyola Book – "Spiritual Exercises"



- Social sustainability
- UAP Road map to 2029
- **UAP** – Anthropological and focus on Downward mobility
- **SDG** – Socio-political, economic and Upward mobility
- Fr. Spoke about the relationship between UAP and SDG
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Vote of thanks: Dr A. Jesu Kulandairaj, Organizing Secretary



SESSION 1

10:00 am

Topic: Transformational change through SDG

Moderator- Dr Bernard D' Sami, Director LISSTAR

Dr Bernard spoke about SDG and Human rights



Speaker 1: Dr Venkataraman, Senior consultant, UNESCO

Dr A Vickram, Co-convener, introduced the guest to the audience

Topic: Achievement of SDGs and Sustainable Future

He spoke about

- **SDG & MDG's Goal** – Eradication of poverty
- **Agenda 2030**
- Difference between Agenda 2030 and SDG
- SDG – "**no one left behind.**"
- 5p'S OF SDG – (People, Prosperity, Peace, Partnership, Planet)
- **SDG 17 GOALS, 169 TARGETS, 248 INDICATORS**
- The speaker mainly spoke about SDG 4 – Ensure inclusive and equitable quality education
(10 Targets, 43 Indicators)
- Global citizenship
- SDG Development focuses on Human, social, economic, and environmental



- Global monitoring and support UN Organizations of SDG are – UNESCO, UNICEF, WHO, UNHCR, FAO, ILO (SDG 8), UN-HABITAT (SDG 11), UNDP
- SDG Monitoring levels are National, Regional, Global, Thematic
- SDG as a monitoring tool
- Reporting SDG – High-Level Political Forum (HLPF)
- In India, NITI Ayog is responsible for SDG Reporting

Speaker 2: Mr Daniel Edwin, Director (Programmes) Human rights advocacy and Research Foundation (HRF)

Topic: SDGs: Global and Local progress and challenges

He said

- SDG is for those who do not yet reach the minimum standard
- Poverty Means "Power to you."
- Multidimensional empowerment
- Greenwashing of companies
- Tamil Nadu (2ND Largest economy in India) vision 2023- Attain \$10,000 per capita income

12:00 pm Tea Break

SESSION 2

12:15 pm

Topic: Protect the earth

Moderator: Dr T Joseph, Associate professor, Dept of commerce, Loyola college

Speaker 1: Mr Sundrajan, Poovulagin Nanbargal

Topic: Protecting the planet is Everyone's Responsibility

He said

- Humans as the Last evolved species in the nature
- Nature is the primary educator
- Science: is the understanding of nature
- Problems of nature – Climatic change, Biodiversity Loss, the spread of Pandemics like Covid 19
- Is our Development Model sustainable?

Speaker 2: Dr R. J Ranjith Daniel, Director, Care earth foundation

Topic: Building green infrastructure to secure the future

He said about

- Green infrastructure is nothing but the biosphere
- Bio = Life, Sphere = Round Bio sphere – Life on earth
- Restore earth's Eco-system
- **Three kinds of biological interaction**
 - Within species
 - Between species
 - With environment

Interaction in an eco-system

Actions to taken

- Allow species to grow
- Sustainable practices
- Organic farming
- Afforestation
- Safe disposal of plastics

1:30 pm: Lunch

SESSION 3

2:30 pm

Topic: Business for social impact

Moderator: Dr A Marcus, HOD, Commerce Dept. Loyola college

Speaker 1: Mr. Pratish Vedhappudi, MD, VGN



Topic: Industry, Innovation and Infrastructure

He said

- **SDG** meet the needs of the present without compromising the future needs
- Environmental sustainability and social sustainability
- **Circle Economy** - incentives for reusing the products, promote recycling
- **Industry 4.0** - Connecting industries with the internet

- Production optimization
- Internet of Things, Home automation
- Real estate in SDG
- Real estate uses annually 40% of total energy produces, 30% of raw material, 12% of drinking water, 60% of solid waste
- Carbon negative (use of solar energy and windmill) can be traded

Speaker 2: Ms Marie Banu J, Director CSIM

Topic: Social entrepreneurship: Values, Models and innovation

She spoke about

- Social innovation process
- Use of app SDG LAB of CSIM

PAPER PRESENTATIONS

4:00 pm

1st venue: LS Hall

5 paper presenters

Chairperson: Dr M B Arun Balakrishnan, Asst. Prof in commerce, Christ College, Thrissur



2nd venue: MRF Hall

9 paper presenters

Chairperson: Dr P. Sushama Rajan, Assistant Professor, B.com CS,Loyola college chennai

DAY 2

Day 2 started at 8.45 with a prayer song and a recap of day 1.

SESSION 4

Topic : Education and equality for all

Speaker of the session : Mr. K. Sujith Kumar, AVP and HR Business Leader, Infosys Ltd, Founder and Managing Trustee – Maatram Foundation.



He enlightened on the key points

- Education is the most powerful weapon to alleviate poverty.
- Only when there is equality in education there will be equality in society.
- Equity or equality doesn't exist in this room, it exists outside the room, it exists when you treat others with respect.
- Create your own opportunity.

SESSION 5

Started at 11.40 am

Moderator : Dr. Uthira D , Vice Principal, M.O.P Vaishnav College for women.

Topic : Business Actions in achieving the SDGs

Speaker 1 : Mr. M J Xavier, Chair, centre for technology and innovation, professor of marketing and business analytics, LIBA

Topic : Sustainable Marketing

Key Takeaways

- Green Marketing for sustainability

- Marketers are good at persuading people.
- Environmentally friendly products are all too little. It should be started from production process by reducing emission of greenhouse gases.
- There is a close correlation between technological growth and environmental degradation.



Speaker 2: Mr. Kenneth Jeyseelan R B, Talent development Head, Tata consultancy services

Topic : Digital revolution and sustainable development

Key points

- Creating value in every goal.
- Mass personalization in learning
- Investing in education , health, environment
- Inclusive environment in attaining sustainability.

Speaker 3 : Dr. Venkatraman senior consultant, UNESCO

Topic : Role of corporate governance in achieving the SDGs

Points to be noted

- To maintain sustainability.

- Ensuring proper rights that can be attained through SDGs
- Businesses in Korea and Japan feel that education can only bring sustainable development.
- 5Ps are required to attain corporate governance.

Valedictory was started at 11.45 am

A puppet show was organised on the topic importance of education, gender equality.



Dr A Jesu Kulandairaj introduced the chief guest Hon'ble Justice K. Chandru , Former Judge of Madras High Court.



Chief guest spoke on the topic Peace, Justice and Strong Institutions.

- Unity is needed in the minds of each and every citizen.
- Alternative to bad politics is good politics.
- He quoted various judgements related to peace and justice and he gave many examples relating to the current situations which are prevailing in this country.
- He enlightened on various alternative methods which should be used to reduce crimes and other problems of the country.

Felicitation Speech was given by Dr. Xavier Mahimairaj, conference convenor

The chief guest honoured Dr. A. Marcus and Dr. T. Joseph in respect to their retirement for their remarkable achievements and service in the field of teaching

Dr. Vickram Proposed the Vote Of Thanks.

