

Corporate Social Responsibility - an avenue for our wellbeing...

*Let us celebrate an increasing life expectancy...
concurrently groom ourselves for an ever increasing challenges...*

Sunrise Grace... Sunshine Thoughts...

***Workshop aimed at applying collective
intelligence for harnessing the benefits of CSR
for wellbeing of deserving senior citizens...***

August 07-08-09, 2023

Hyderabad...

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Re-orient our mindset from “Charity & Welfare” to “Corporate Social Responsibility for our wellbeing...”

Appreciate that Corporates view us as beneficiaries and not the CSR projects / program implementors...

CSR demands reporting of progress / social impact / outcomes as per their prevailing mechanisms

Therefore the process has to begin from identifying the deserving senior citizens segment, domain of passion - livelihood, health care, age care, old age home, physiotherapy, diagnostic centres, mental well being and so on...

Commencing life as a spring of joy to productive age to an unsustainable social segment or source of rich dividend...

Our elderly had 3-4 children to provide home care...today it is end of pipe dream...We enjoyed togetherness at childhood that is replaced by social media digital platforms...dampening the emotional quotient that we imbibed at childhood...

Welfare funds allocation for senior citizens from tax payers funds is too low..thereby activating us to explore more avenues - CSR is one...we also need to realise that our competencies have attained maturity level thereby finding our mentoring counter productive... we need to groom ourselves in pace with the technological advancements / social changes and maintain the learning drive for enjoying dignified lives ahead....

Demographic changes - life expectancy - Competence maturity = GDP no more exclusive basis for well being...