
Invitation for Guest Lecture/Webinar || SIIB & WNS Global

6 messages

SIIB: Placements <placements@siib.ac.in>

Fri, Jul 16, 2021 at 2:18 PM

To: Sherin Ali <sherin.ali@wns.com>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Dear Sherin Ma'am,

Greetings of the day! Hope this email finds you well.

Further to our telephonic conversation, I would like to invite you on behalf of SIIB to deliver a guest lecture/webinar for the MBA Energy & Environment batches of 2020-22 and 2021-23.

Below are some of the topics we would like to suggest for the lecture:

1. Role of CSR in the era of Social Capitalism
2. Emerging paradigms of CSR in India
3. Synergy between CSR and Triple Bottom Line
4. How can CSR contribute to the financials of a company?

We would like to suggest 5PM on 24th July 2021 for the session. Kindly inform us whether the schedule suits you and let us know which topic you would like to conduct the session on.

For further clarifications, feel free to contact the undersigned.

Regards,**Deby S. +91 7406842400****Corporate Relations and Placement Cell****Symbiosis Institute of International Business (SIIB)**

A: Hinjewadi, Pune - 411057, Maharashtra P:020-22944457

W: www.siib.ac.in E: placements@siib.ac.in

Sherin Ali <Sherin.Ali@wns.com>

Fri, Jul 16, 2021 at 4:06 PM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Dear Deby,

Thank you so much for the invite, my pleasure to be talking to the Masters of Business administration.

I would like to speak on the Emerging paradigms of CSR in India, and could also touch upon the overall effect of CSR on the brand equity of a business. This would probably benefit the MBA group.

5 pm on the 24th suits me fine.

Looking forward.

Warm Regards

From: SIIB: Placements [mailto:placements@siib.ac.in]

Sent: Friday, July 16, 2021 2:18 PM

To: Sherin Ali <Sherin.Ali@wns.com>

Cc: Anuja Zanzad <officer@siib.ac.in>; Dr. Asmita Chitnis <director@siib.ac.in>

Subject: Invitation for Guest Lecture/Webinar || SIIB & WNS Global

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Sherin Ali

Sr. Group Manager - CSR- WNS Global Services (P) Ltd | www.wns.com

Weikfield IT-CITI INFOPARK Survey Nos. 30/3, 31/1, and 2A, Nagar
RoadVadgaonsheri, Pune, Maharashtra, 411014

IP: | Direct: +912067176325 | Mobile: +918007999126 | Email: Sherin.Ali@wns.com

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SIIB: Placements <placements@siib.ac.in>

Fri, Jul 16, 2021 at 4:13 PM

To: Sherin Ali <Sherin.Ali@wns.com>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Dear Sherin Ma'am,

Thank you for the update. I shall share a calendar invite at the earliest and block the date.
Looking forward to having you interact with us again.

For any queries, feel free to contact the undersigned.

Regards,

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SIIB: Placements <placements@siib.ac.in>

Wed, Jul 21, 2021 at 11:53 AM

To: Sherin Ali <Sherin.Ali@wns.com>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Dear Sherin Ma'am,

Greetings of the day!

Please find the meeting details for the webinar on - **Emerging paradigms of CSR in India & overall effect of CSR on the brand equity of a business**, scheduled on **24th July, 5:00 PM - 6:30 PM** :

Platform - Google Meet

Link - [Click here to join the meet](#)

Looking forward to your session. For any further information, please feel free to contact the undersigned.

Regards,

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SIIB: Placements <placements@siib.ac.in>

Sat, Jul 24, 2021 at 7:25 PM

To: Sherin Ali <Sherin.Ali@wns.com>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Dear Sherin Ma'am,

Thank you once again for the wonderful session. It was extremely insightful to the students of MBA - Energy & Environment (2020-22, 2021-23).

We look forward to maintaining a strong and fruitful relationship with your esteemed organization. For any further information , please feel free to contact the undersigned.

Regards,

Deby S. +91 7406842400
Radheya Zope, +91 7900149659

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Sherin Ali <Sherin.Ali@wns.com>

Mon, Jul 26, 2021 at 12:36 PM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: Anuja Zanzad <officer@siib.ac.in>, "Dr. Asmita Chitnis" <director@siib.ac.in>

Thank you so much Deby and Radheya,

Pleasure was all mine. It is always a great experience to interact with the SSIB students.

The energy they bring to the table makes the discussion very valuable.

I would like to launch the Internship program with the students. We can conduct an orientation session with the interested candidates.

Looking forward!

Warm Regards

From: SIIB: Placements [mailto:placements@siib.ac.in]
Sent: Saturday, July 24, 2021 7:26 PM
To: Sherin Ali <Sherin.Ali@wns.com>
Cc: Anuja Zanzad <officer@siib.ac.in>; Dr. Asmita Chitnis <director@siib.ac.in>
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[W7LEGuoMQhFgXvoDq76P46cBXmBr6E9EypA0nEMAOVeOY73EXPAlivhyQovs/http%3A%2F%2Fwww.suib.ac.in](http://www.suib.ac.in) E: placements@suib.ac.in

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WORKSHOP REPORT

Date of Conduct: 24th July, 2021

Duration: 1 hour 30 minutes

Speaker's Name & Designation: Ms. Sherin Ali, CSR Head (Pune)

Organization: WNS Global Services

HOD/Concerned Faculty Head: Student Relations/Ms. Anuja Zanzad

Batch: Energy and Environment, Batch 2020-2022 & Batch 2021-2023

No of students present: 66

Synopsis:

On 24th March 2021, the students of MBA-E&E, respective batches of 2020-2022 and 2021-2023 attended a workshop conducted by Ms. Sherin Ali, CSR Head (Pune). The topic for the session was "Emerging Paradigms of CSR in India and the overall effect of CSR on the brand equity of a business".

Ms. Sherin initiated the session by providing the batch with an intriguing analogy that highlighted the importance of business studies, marketing, and corporate social responsibility and how they are an integral aspect to sustain a business.

Another point discussed was the co-relation between business and ethics and how corporate social responsibility tries to integrate both. Thought-provoking questions like 'How can we change the concepts that can define the businesses?', 'Are business and ethics contrary or related?' and 'How can we change our perspective to create a paradigm shift?' were asked.

In addition, Ms. Sherin highlighted several types of social responsibilities and the importance of the Triple Bottom Line. Further, the evolution of Corporate Social Responsibility and the Green Revolution concerning India was briefly discussed.

It was followed by an insightful brainstorming session on the 'Starbucks Case Study-1993', where students portrayed the board of directors and shared their thoughts on the reason for the downfall of the store, and discussed how they would tackle it and help it flourish again.

The discussion ended with the concept of Brand Equity and how we as emerging managers carry the mantle to make corporate social responsibility flourish in the future, followed by an interactive question and answer session.

Feedback:

1. "It was a very insightful session where we understood what Corporate Social Responsibility really is and why it is important for the sustenance of any business."

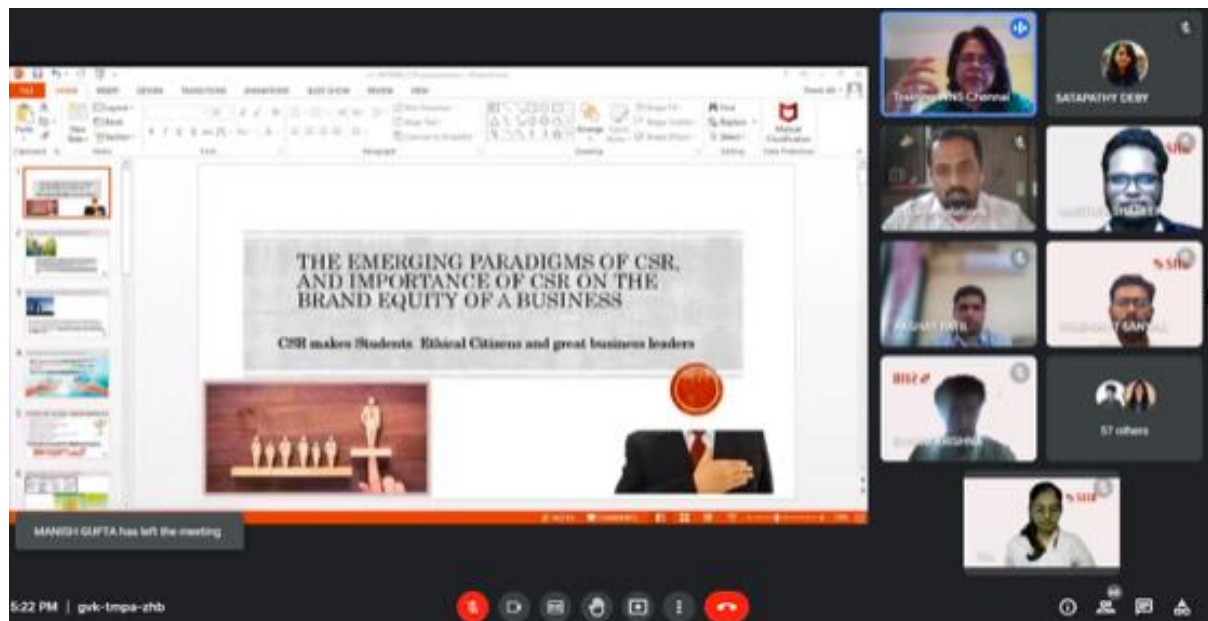
-Hanoon Razak, Energy and Environment, Batch 2021-2023.

2. "It was a very insightful session. Ma'am explained very beautifully how ethics and business are connected and we also got to learn about CSR and its changing phase in the entire world."

-Padmeja Ganjoo, Energy and Environment, Batch 2020-2022.

Overall Feedback:

The session helped students to understand the concept of Corporate Social Responsibility with an overview of the effect it has on any business with valuable insights on Brand Equity. It was a very insightful and engaging session for the students.



Pictures:

