

Managing Corporate Social Responsibility for High Impact (July 19-20, 2018)

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Introduction

There is a growing realization that long-term business success can only be achieved by companies that recognize Corporate Social Responsibility (CSR) as part of the process of wealth creation and as a source of competitive advantage. Undoubtedly, high impact implementation of CSR projects calls for strong capacity building of managers across all functions and business units of the organization. The above programme is aimed at providing practical insights to participants in the planning, implementation, monitoring, documentation and reporting of CSR activities. A base line understanding of the project situation, knowledge of processes guiding effective implementation of the CSR projects and case studies in best practices, will be at the heart of the learning process. The understanding of the present implementation scenario will also be discussed as a part of the programme.

Programme Objectives

- To orient the participants to Section 135 of the Companies Act 2013 and the relevant schedules of the Act.
- To discuss best practices in planning, implementation, monitoring, and reporting of CSR activities
- To strategize for enhancing CSR impact for all stake holders.

Programme Content

- Evolution of CSR as a concept and practice, globally and in the Indian context.
- Holistic discussion of Section 135 of the Companies Act.
- Approaches to base line studies and impact assessment of CSR activities.
- Understanding best practices in planning, implementing and evaluating CSR activities
- Engaging stakeholders including civil society groups and NGOs in promoting high impact CSR projects.
- Health, Education and Sanitation : Understanding the inter–sectoral co-ordination
- Reporting of sustainability practices as per the standards and guidelines of the Global Reporting Initiative (GRI)

Target Group

Directors, Senior Managers and Staff specialists in charge of corporate social responsibility in both public and private sector enterprises; Senior functionaries of non-governmental organizations (NGO's); Central and State Government officers from Industries and Commerce Departments and academics interested in CSR .

