



CAPACITY BUILDING PROGRAMME FOR STRATEGIZING CSR, 2017

“Businesses need to go beyond the interests of their companies to the communities they serve.”

*- Ratan Tata,
Former Chairman,
Tata Group*

**21-23rd
September,
2017 At
IRMA, Anand**

JOINTLY ORGANIZED:



“CAPACITY BUILDING PROGRAMME FOR STRATEGIZING CSR”

BACKGROUND

CSR is now guided by the mandatory regime of the Companies Act, 2013, and several gaps and issues relating to rules and practices are constantly evolving. Therefore, in order to address those issues and plug-in the knowledge gaps on evolving needs of the CSR rules and practices, GCSRA (a state level body for CSR facilitation) and the Institute of Rural Management, Anand, (one of the pioneer institutes for building capacities in social/rural development in the country) have joined hands together to organize its **second residential training programme on CSR** from **September 21-23rd, 2017** at **IRMA, Anand, Gujarat**, as a part of a long term collaboration for knowledge dissemination and capacity development in the field of CSR.

OBJECTIVES	PROGRAMME CONTENT
<ul style="list-style-type: none"> • <i>To orient the stakeholders (trainees) towards Section 135 of the Companies Act, 2013</i> • <i>To improve understanding of vivid areas of CSR such as CSR value chain, due diligence of partners, project development requirements, monitoring & evaluation framework, monitoring progress etc.</i> • <i>To help participants to bring the greater alignment and direction to the CSR activities and measure the results/ impact</i> • <i>To improve coordination of CSR activities/ efforts across the company</i> 	<ul style="list-style-type: none"> • <i>Understanding the ‘letter’ & ‘spirit’ of CSR to derive the true advantages and mechanics of CSR</i> • <i>Looking at CSR as a strategy for growth or just a thing to comply</i> • <i>Understanding stakeholder perspectives (from the community) to increase the project efficacy through their participation</i> • <i>Conducting Need Assessment to assist in identification & prioritisation of issues / causes to be taken up</i> • <i>Introduction to the Project management cycle for CSR</i> • <i>Identification of credible partners</i> • <i>Team building and conflict resolution</i> • <i>Monitoring & Evaluation - moving from ‘outputs’ to ‘outcomes’ and then to ‘Impact’</i>

TARGET AUDIENCE

The training programme is specifically designed for senior executives who either direct or manage Corporate Social Responsibility (CSR) programmes for their Company/ PSU. This training programme would be beneficial to the following stakeholders:

- CSR heads, managers and officers (including those engaged in community relationship management)
- Corporate Affairs managers and officers, including communication managers and officers responsible for internal and external reporting on sustainability/ CSR
- HR, administration and other managers concerned with CSR planning and implementation

DATE AND VENUE

The scheduled date for this 3 days residential training programme is **September 21-23rd, 2017** and will be organized at the campus of IRMA at Anand (Gujarat) campus having state of the art infrastructure facilities.



MODES OF TRAINING/ METHODOLOGY

The training will comprise of classroom activities such as Lectures/ Lecture-demonstrations, Group exercise and case methodology.

KEY TAKEAWAYS

- Develop an understanding on how to design and implement projects to maximize the value of the company's CSR investments for society and for the business
- To examine the current CSR programmes and develop an overarching CSR strategy to implement CSR projects effectively
- Access to GCSRA Compendium on case studies of CSR projects carried out by different companies in Gujarat
- One year membership to GCSRA knowledge portal with restricted access, wherein participants can submit all queries related to CSR, along with one year free guidance by GCSRA to participants
- Award of a jointly signed certificate of participation (by GCSRA and IRMA)

PROGRAMME FEE & REGISTRATION

The programme fees is INR 22,500/- plus applicable taxes (at 18% GST); which includes (a) boarding & lodging (single AC room), (b) tuition fees, (c) kit, reading material and stationery and (d) certificate of participation. Participants need to submit registration form along with the payment transaction details to GCSRA. Payment of the above fees can be made via Online bank transfer/Demand Draft/Cheque.

Refer to the details below for payment:

Beneficiary Name	GUJARAT CSR AUTHORITY PROJECTS FUND
Bank Name	Corporation Bank
Branch Name	Navrangpura Branch, Ahmedabad
Account No.	033500101025116
IFSC Code	CORP0000335
Swift Code	CORPINBB335

This training aims for capacity building of its participants w.r.t. CSR. In this regard, it may further be noted that above fees can be factored in under the administrative expenses of the CSR budget of a company.

FACULTY PROFILE

1 Shri. Maheswar Sahu IAS (Retd.)

Shri Sahu retired as the Additional Chief Secretary, Industries & Mines, Government of Gujarat. An electrical engineer and a management graduate by qualification, Shri Sahu spent more than 33 years in the Indian Administrative Service, with more than 10 years with Union Government and three years stint with UN organizations. As Additional CEO of the Gujarat State Disaster Management Authority, Shri Sahu played a key role in highly acclaimed reconstruction and rehabilitation programme after the 2001 Bhuj earthquake in Gujarat. He was also instrumental in executing four 'Vibrant Gujarat Summits' in 2003, 2009, 2011 and 2013. Shri Sahu is the co-author of the book 'Small but Meaningful: CSR in Practice'. He is currently the Chairman of Gift City SEZ.

2 Shri. A. M. Tiwari IAS, CEO, GCSRA & Managing Director, GSFC Ltd.

An Additional Chief Secretary level official in the State with more than 30 years of experience, Shri Tiwari has handled many development portfolios dealing with diverse set of responsibilities in Education, Women & Child Development, Rural Development, Tribal Development, Industry, Energy Departments at the State and National levels and is a development practitioner at heart.



3 Leading development & CSR practitioners from the state of Gujarat

4 Mr. Sudhir Sinha, CSR Advisor

Sudhir K Sinha, a LEAD Fellow, is an Advisor at the sustainability practice of PwC India. He has over 33 years of wide and varied experience of working with companies and NGOs on CSR/Sustainability projects. He has a rich experience of heading CSR/Sustainability verticals of leading Indian & MNC brands such as Tata Steel, Cipla Ltd, Reliance - Anil Dhirubhai Ambani Group, Moser Baer India Limited and ArcelorMittal. He has been awarded with CSR leadership award 2012 at Blue Dart Global CSR Award for his contribution in CSR and Sustainable development. He holds Post Graduate Diploma in Rural Development from XISS.

5 Prof. S.N. Biswas, Professor, IRMA

Dr. Saswata Narayan Biswas is a professor at the Institute of Rural Management, Anand (IRMA). He has over 30 years of experience in research, teaching, executive training, consulting, including industry experience. He has been a consultant to several organizations. He has conducted large number of executive development programmes in India and abroad. He has been a visiting faculty in several universities (e.g., University of South Australia, GB Pant Institute of Social Science, KIIT University, etc.). He has authored over 50 research papers, published in refereed journals, book chapters, working papers/monographs, and presented in several conferences and seminars in India and abroad.

6 Prof. Hitesh Bhatt, Professor, IRMA

Hitesh Bhatt works in the area of General Management. He holds a degree of B.Tech from I.I.T Delhi and M.S. in Industrial Management from Georgia Tech, Atlanta, USA. He started his career with Reliance Textile Industries Limited in 1979 and has a total of 18 years of industrial experience - of which 8 years in senior positions of CEO/Country Head of large organisations in India and Tanzania.

7 Mr. Biplav Chatterjee, Associate Director, PwC India

Biplav is a development management professional with more than 16 years of programmatic experience in CSR, social and economic development. He has worked on monitoring & evaluation, social reviews, providing technical assistance on strategy development, due diligence & operational reviews and impact assessments with a wide range of international organisations, MNCs/corporates and NGOS. The projects he has undertaken include those on CSR & sustainability, livelihoods & microfinance, education, grant assessments, Public-Private Partnerships (PPPs), and reviews of financial management capacities. His work experience spans across India (more than 15 states), and in S/SE Asia (Afghanistan, Bangladesh, Myanmar, Nepal, Sri Lanka and Thailand).

8 Ms. Sheela Mistry, Founder, Insight Associates

Sheela brings in over 2 decades of industry exposure in the fields of HR & Management integrated services, sustainable development and reporting. Sheela founded Insight Associates – IA in 1999 and have been rendering services across geographies. Sheela has been trained and coached by GRI, HQ at Amsterdam (The Netherlands) and has single handedly conducted several courses within India and cross border. Under her leadership, IA was conferred the recognition from GRI as “Leaders in offering GRI courses”. Sheela is also an ISO 9001:2015 Lead Auditor, certified by IRCA.

CONTACT DETAILS:

For facilitating the registration process, your team may contact to:

- 1. Mr. Subhash Advani, GCSRA at M. No. +91- 9636888599, 079-40192052
(seminar_training@gcsra.org)*
- 2. Mr. Oliver Macwan, IRMA at M. No. +91- 9974072693 (mdp@irma.ac.in)*

