

CAPACITY BUILDING PROGRAMME FOR STRATEGIZING CSR, 2019

at
IRMA, Anand



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 residential training programme on CSR in 2019 at IRMA, Anand, Gujarat, as a part of a long term collaboration for knowledge dissemination and capacity development in the field of CSR.

OBJECTIVES

- To orient the stakeholders (trainees) towards Section 135 of the Companies Act, 2013
- 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.
- To help participants to bring the greater alignment and direction to the CSR activities and measure the results/ impact
- To improve coordination of CSR activities / efforts across the company

PROGRAMME CONTENT

- Understanding the 'letter' & 'spirit' of CSR to derive the true advantages and mechanics of CSR
- Looking at CSR as a strategy for growth or just a thing to comply
- Understanding stakeholder perspectives (from the community) to increase the project efficacy through their participation
- Conducting Need Assessment to assist in identification & prioritisation of issues / causes to be taken up
- Introduction to the Project management cycle for CSR
- Identification of credible partners
- Team building and conflict resolution
- Monitoring & Evaluation - moving from 'outputs' to 'outcomes' and then to 'Impact'



MODES OF TRAINING

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

KEY TAKEWAYS

- *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)*



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 3 days residential training programme will be organized at the campus of IRMA at Anand (Gujarat) campus having state of the art infrastructure facilities.



PROGRAMME FEE & REGISTRATION

The programme fees is **INR 24,000/- 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.	520101240249395
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.*



CONTACT DETAILS

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

Mr. Tushar Tyagi, GCSRA at M. No. +91- 9407233806

Email: eventsgcsra@gujarat.gov.in / seminar_training@gcsra.org

Mr. Oliver Macwan, IRMA at M. No. +91- 9974072693

Email: mdp@irma.ac.in