



HIGH IMPACT CORPORATE SOCIAL RESPONSIBILITY: NEED IDENTIFICATION TO IMPACT ASSESSMENT

A five- day programme to help deliver increased value to your Company, the Communities you serve and move beyond compliance

INTERACTIVE, FIELD BASED AND PROFESSIONAL DEVELOPMENT OPPORTUNITY FOR CSR PRACTITIONERS

February 24 - 28, 2020



CENTRE FOR MANAGEMENT OF LAND ACQUISITION, RESETTLEMENT & REHABILITATION (CMLARR)

ADMINISTRATIVE STAFF COLLEGE OF INDIA (ASCI)

BELLA VISTA, HYDERABAD-500082

www.asci.org.in

HIGH IMPACT CORPORATE SOCIAL RESPONSIBILITY: NEED IDENTIFICATION TO IMPACT ASSESSMENT

Why attend this course at ASCI?

- Administrative Staff College of India (ASCI), Hyderabad is a pioneer in Post-Experience Management Education in India, set up in 1956. ASCI is actively engaged in capacity building and research on CSR.
- Senior officers from organisations in the power sector, mining sector, port sector, oil and natural gas, agricultural sector, insurance Companies, banking institutions etc., have participated and benefited from various training programmes of ASCI on CSR and related areas.
- ASCI undertakes consultancy projects on developing Corporate Social Responsibility (CSR) roadmap, monitoring and evaluation of CSR Initiatives for various organisations.

Programme Objectives

1. To acquaint the participants with the CSR framework, provisions of Companies Act 2013/implementation experience and other latest developments.
2. To equip the participants with tools & strategies for operationalisation of CSR initiatives through situational analysis (social, economic, environment) and participatory needs assessment for high impact CSR programme/project design.
3. To provide in-depth practical understanding of high impact CSR initiatives with field exposure and analysis
4. To provide an in-depth practical understanding for measuring impact/outcomes & communicating for high impact CSR.

Programme Content

1. **Concept of CSR - India Perspective, Legislative framework- latest developments:** Macro-economic environment and the Changing Paradigm of CSR; The Companies Act, 2013; Guidelines on CSR and Sustainability for Central Public Sector Undertakings Issued by Department of Public Enterprises; National Priority Areas; Aspirational districts- NITI Ayog and Sustainable Development Goals etc.

2. **Operationalisation of CSR- Situational analysis; Need assessment & high impact Programme/Project design:** Tools & Techniques for Situational Analysis (Social, Economic & Environment) with focus on Sustainability; Tools & Techniques for Participatory Need assessment in CSR coverage area; Integrating CSR with Land Acquisition, Resettlement and Rehabilitation; Identification of High Impact Areas; Setting the Baseline- Data sources to Measure Progress vis-à-vis SDGs, National Priorities etc., LogFrame analysis; High impact programme/Project design etc.
3. **High impact CSR initiatives in India- Factors that contribute to Execution Excellence:** CSR data in India-Impact analysis; In-depth Analysis of High Impact Case studies across Public and private companies in India; Creation of CSR Shared Value – approaches in community mobilization- working with Government/NGOs/Corporate; Impactful CSR interventions in diverse sectors – Education, Health, Water & Sanitation, Agriculture & Rural Development, Social Infrastructure etc.
4. **Measuring & Communicating for high impact CSR:** Tools & techniques to measure CSR impact- using LogFrame Analysis; Measuring Social Return on Investment (SROI); Multi-dimensional Poverty Index, Social Audit etc., Communicating CSR- Compliance with Companies Act; Moving beyond Compliance- CSR in due diligence, risk assessment & management; CSR disclosures - ISO 26000 Guidance on Social Responsibility- Using GRI guidelines as the Reporting Framework; Aligning your company with SDGs etc., Impact reporting-Media Management etc.,

Key Takeaways

- Understanding tools & techniques for situational analysis & Need assessment
- Familiarization with setting baseline and LogFrame analysis
- Operational knowledge to plan & design high impact CSR programmes/projects
- Thorough understanding of high impact CSR initiatives of select Public and Private companies across India
- Understanding tools & techniques to measure CSR impact and ways of effective communication

Participant Profile

- CSR Practitioners looking for skill upgradation, professional development and networking across public and private sector companies/institutions
- Sustainability professionals

- Officers engaged in CSR, Land Acquisition, Environment, and R & R

Pedagogy

- This intensive 5-day programme places heavy emphasis on interactive learning. The highly interactive learning environment combines lecture sessions, group discussions and exercises, field visits, case studies, panel discussions, etc. The mix of these methods is aimed to provide ample opportunity to the participants to learn from the field experiences of peer groups as well as the faculty and subject experts.

Venue

- The Programme is fully residential and the participants will be accommodated in air-conditioned single rooms in the Bella Vista/College Park Campus of the College. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Campus will be arranged by the College. The College campus is WiFi enabled.

Duration

- The programme duration is from **Monday, 24th February to Friday, 28th February 2020**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

Programme Fee

- **Residential Participants:** Rs. 59,500/- plus applicable GST per participant will be charged to cover tuition, board and lodging, courseware (in electronic form) and other facilities of the College including Internet usage.
- **Non-Residential Participants:** Rs.49,500/- plus applicable GST for the participants will be charged. The fee covers tuition, course ware (in electronic form), lunch and other facilities of the College including internet usage.
- **Discount:** 10% on the Programme fee if three or more participants are nominated from the same organization.

Bank Particulars

Bank Account : 62090698675
Number Beneficiary : Administrative Staff College
Name : of India
IFSC Code : SBIN0020063
Bank Name :
Branch : State Bank of India
Address :
Bella Vista Branch, Raj Bhavan Road,
Somajiguda Hyderabad – 500 082

Note: Kindly forward us the details of Bank / Wire transfer of fee payment indicating the Program Code: prg/19-20/1/58 to poffice@asci.org.in for confirmation.

Medical Insurance

- The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

Last date for Nomination

- The last date for receiving the filled in nomination form is **February 17, 2020**.
- The nominations may be forwarded to reshmy.asci@gmail.com/
rajesh.g@asci.org.in with a copy to poffice@asci.org.in

Last date for withdrawal

- **February 18, 2020**. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI Alumni Association

- Participants of the College Programmes will become members of ASCI Alumni Association.

Certificate of Participation

- The College will issue a Certificate of Participation on conclusion of the Programme.



Dr. Reshmy Nair & Mr. G Rajesh
Course Directors

**Centre for Management of Land Acquisition, Resettlement and
Rehabilitation (CMLARR)**

Administrative Staff College of India

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