



Indian Social Responsibility Network



Strategies for Result Oriented Corporate Social Responsibility

Chief Guest
Shri Jayant Sinha

Hon`ble Minister of State, Finance, Government of India

DATE: Thursday, December 18, 2014

**VENUE: Raunak Hall, PHD Chamber of Commerce & Industry, PHD House,
4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016**

Managed by



Knowledge Partner

**PHD
CHAMBER**

PROGRESS HARMONY DEVELOPMENT

Estd. - 1905

About ISRN

Indian Social Responsibility Network (ISRN) is a multi-dimensional facilitation network working in the domain of Corporate Social Responsibility with core areas of services being Resource Facilitation, Capacity Building, Advocacy, and Monitoring & Evaluation amongst others. As a service of ISRN, we assist our members in planning, implementation and evaluation of the projects right from the initiation phase. We also serve as a common platform through mediums like conferences, workshops and seminars for corporate sector/PSUs, NGOs and Government by bringing them at a common stage by channelizing and synergizing their respective skills and resources for inclusive and sustainable social development. Training programs are a subset of capacity building which is a methodology to ensure addressing issues in a specific framework. ISRN has a team of renowned and expert professionals from social development sector who have worked diligently for society upliftment. ISRN has wide network of NGO and Corporate members spread across nation. We have been working meticulously to offer them services for building their capacities and facilitating resources to them.

ISRN recently organized a one day seminar on “CSR for Shreshth Bharat” where the challenges and gaps in implementation of strategies at corporate sector were discussed extensively and it was elucidated that training programs for CSR managers is a necessity to bridge the information gap.

“The central challenge we face today is to ensure that globalization becomes a positive force for the entire world’s people, instead of leaving billions of them behind in squalor. Inclusive globalization must be built on the great enabling force of the market, but market forces alone will not achieve it. It requires a broader effort to create a shared future, based upon our common humanity in all its diversity”.

Kofi Annan, the UN Millennium Forum, Summit and Assembly

Background

Corporate Social Responsibility is qualitatively different from the traditional concept of corporate philanthropy. With the mandate of Companies Act 2013, there is a need to understand it is essential to integrate CSR practices into the strategy of the company’s business which is essential to their growth and performance.

ISRN believes that there is a dire need to fill the lacunae in understanding and effective implementation of CSR related activities. Thus, arises a need for addressing multi-faceted development issues in CSR sector. For this, it becomes essential to overcome these challenges through interventions at different stages.

ISRN development program is built around the competencies and designed to give people at all levels of skills that they need to be increasingly effective in their development. ISRN has taken a significant initiative to provide **CSR oriented developmental training exclusive for corporate sector CSR professionals** which will take care of all the important aspects of CSR related activities for the companies. The training program will comprise of understanding of an implementation strategy which should include identification of projects/activities, setting measurable physical targets with timeframe, organizational mechanism and responsibilities, time schedules and monitoring. This program will also help understanding the mechanism of identification of local authorities, business associations and civil society/non-government organizations. This will also provide information on evolving a system of need assessment and impact assessment while undertaking CSR activities in a particular area.

Objective

- To provide advanced knowledge and learning for a comprehensive approach to create effective strategies.
- To provide guidance on basic structure of CSR sector activities.
- To understand the implication of legal compliance of the Companies Act 2013
- To understand the strategies for effective planning and implementation of CSR activities
- To conceptualize the importance of Social Audit in CSR activities and system for effective implementation of monitoring & evaluation strategies.

Schedule

Timings	Session	Resource person
09:00am to 10:00am	Registration	
10:00am to 11:00am	-Lighting of lamp -Welcome address -Address by chief Guest -Launch of souvenir- 'CSR for Shreshth Bharat'	Chief Guest Sh. Jayant Sinha , Hon'ble Minister of State, Finance Dr. Vinay Sahasrabuddhe , Vice President, BJP; Vice Chairperson, ISRN Sh. Jayant Sinha , Hon'ble Minister of State, Finance
	-Vote of Thanks	Sh. Rajneesh Goenka , Convener, Organizing Committee, Chairman & Managing Director, Tobu Group
11:00am to 11:15am	Tea Break	
11:15am to 01:00am	CSR: an overview(Concept & Legal framework) <ul style="list-style-type: none"> - Introduction to concept of CSR - Potential and role of CSR in sustainable development - Highlights of Companies Act 2013 - Financial Legislation and its Implications 	Sh. Abhishek Kumar , Samsung Electronics Sh. Alok Kumar , Advocate & Solicitor, THS Law Firm
01:00pm to 02:00pm	Lunch	
02:00pm to 03:30pm	Implementation Strategy for CSR <ul style="list-style-type: none"> - Identifying intervention sectors, geographical area and selection of partner. - Aligning CSR strategies with core business - Formulating key performance indicators 	Dr. Vinay Sahasrabuddhe , Vice President, BJP; Vice Chairperson, ISRN Ms. Gayatri , Convener & Chief Programme Executive, NFCSR, IICA
03:30pm to 04:00pm	Tea	
04:00pm to 05:30pm	Monitoring & Evaluation <ul style="list-style-type: none"> - Importance of Participatory Approach in CSR programs - Methodology of conducting Social Audit - Benefits of Social Audit - Area of ISRN 	Ms. Syantani Das Sahoo , TUV Rheinland Sh. Santosh Gupta , CEO, ISRN
05:30pm to 06:00pm	Closing ceremony <ul style="list-style-type: none"> - Certificate distribution - Vote of Thanks 	

Who can participate?

The course is recommended for:

- CSR Heads, Manager, Executives of Corporates/ PSUs responsible for CSR programs
- CSR Consultants
- Professionals of Consultancy firm implementing CSR projects

Methodology

- ✓ Interactive Lectures with audio-visual medium
- ✓ Presentations
- ✓ Case Studies
- ✓ Group Exercises
- ✓ Experience Sharing

Take Away from Program

- ✓ A Certificate on Strategies for Result Oriented on CSR
- ✓ The development program will address some of the most important aspects of CSR sector.
- ✓ The program will provide a valuable opportunity for those involved in CSR sector to meet and encourage each other.
- ✓ Ability to analyze the current scenario in CSR sector and explore effective strategies to implement the activities efficiently.
- ✓ Understanding implication of non-compliance to Companies Act 2013
- ✓ Ability to efficiently monitor and evaluate CSR projects
- ✓ A platform to exhibit innovative solution to the existing concerns in CSR sector.
- ✓ It will provide an opportunity to explore and benchmark the quality in monitoring and reporting of CSR activities for sustainability.

Registration Details

Please duly fill the registration form and submit to info@isrn.in along with the registration fees

Registration Fees

For Corporate Professionals: Rs. 5000/-* per participant. Fees include training kit, course material, handouts, meals and all applicable taxes. Fees shall not be charged for ISRN corporate members

*Fee is exclusive of accommodation. The accommodation shall be arranged on prior request on chargeable basis.

**For Corporates who take ISRN Lifetime Membership before 12th Dec'2014, the registration fees for 3 participants will not be charged. There is a provision for ISRN members of free participation of 2 delegates in each event.

Last Date of Registration: **14th December'2014**

