

MANAGING CORPORATE SOCIAL RESPONSIBILITY

Introduction

During the three-day session, participants would be immersed in both the theory and practice of Corporate Social Responsibility (CSR) has experienced a journey that is almost unique in the pantheon of ideas in the management literature. The basic question at the heart of CSR are as old as business itself, such as what is a business for and what contribution does it make to society? In today's context, CSR has gained prominence due to growing attention in the arenas of business, civil society, and government across the globe. According to Indian Institute of Corporate Affairs, a minimum of 6,000 Indian companies will be required to undertake CSR projects in order to comply with the provisions of the Companies Act, 2013 with many companies undertaking these initiatives for the first time. Further, some estimates indicate that CSR commitments from companies can amount to as much as 20,000 crore INR.

Corporate Social Responsibility. A major part of the program focuses on the 'what' and 'how' of strategizing, planning, executing and monitoring the CSR activities of companies.

Objectives of the Program

1. Understanding the concept of Corporate Social Responsibility (CSR)
2. How to develop a business case for CSR
3. Understanding the link between Competitive Advantage and CSR
4. How to develop a CSR Competency Framework
5. Understanding the relevant CSR provisions under the Company Act 2013
6. Understanding the importance of stakeholder engagement and sustainability
7. How to manage and implement corporate responsibility
8. How to communicate with Stakeholders: Integrated Reporting
9. How CSR can be used as Strategy in organizations

Pedagogy of the Program

The program include several learning methodologies, including interactive lectures, case studies, exercises, and experience sharing leading to learning, practice, reflection and retention. Participants will be expected to complete a brief survey and a pre-program assignment.

Indicative Content of the Program

1. What is CSR?
2. The Business Case for CSR
3. Actors and Drivers for CSR
4. CSR in Global Context
5. The Companies Act 2013 (section 135)
6. Companies (CSR Policy) Rules 2014
7. Stakeholder Engagement – Concept and Practice
8. CSR Strategies and Policies
9. CSR as Strategy
10. Managing and Implementing Corporate Responsibility
11. The CSR Competency Framework
12. Sustainability & Triple Bottom Line
13. The Future of Corporate Responsibility

Program Director: Prof. Rohit Kumar, Prof. Swarup Kumar Dutta

Fees (Per Candidate):Rs 27300+GST (Non Residential-In Campus),Rs 21000+GST(Online)

Proposed Dates:November 27 to 29,2020