

CREATING SOCIAL VALUE THROUGH CORPORATE SOCIAL RESPONSIBILITY

Programme Overview

Indian corporate sector both government funded and private has a rich tradition of philanthropy and the corporate sector has attempted to bridge the gap in many social areas to uplift the general well-being of society. The Ministry of Corporate Affairs proposed a groundbreaking Companies Act 2013. The CSR guidelines attempt to move beyond a philanthropic model to a more expansive view that encompasses the integration of social and environmental issues into businesses' decisions, goals and operations and also the integrations between corporations and their stakeholders. There is an increased need for organisations to focus on evolving a strong CSR policy and ensure implementation of the same.

Impact

- ◆ Understand the role of CSR and its benefits
- ◆ Integrating social and organisational values
- ◆ Understand the issues in implementation and sustainability of CSR initiatives
- ◆ Driving social responsibility throughout the organisation
- ◆ Building social value through CSR
- ◆ Embedding CSR within the culture of the organisation and demonstrating social value
- ◆ Stakeholder model of CSR
- ◆ Selecting and implementing CSR initiatives
- ◆ Integrating CSR with key stakeholders: employees, suppliers, NGO partners, communities etc

Participant Profile

The programmes would be appropriate for business managers with 10 – 15 years of experience in the areas of human resources, administration, planning, divisional heads, executives from CSR department/foundations etc

Programme Director

Shahaida P

Dates : 11–13 December 2017

Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax