



Programme on  
**High Impact Corporate Social Responsibility (CSR):  
Need Identification to Impact Assessment**  
(July 16 – 20, 2018)



**Centre for Management of Land Acquisition, Resettlement  
& Rehabilitation (CMLARR)**  
**Administrative Staff College of India (ASCI)**  
**BELLA VISTA, HYDERABAD-500082**  
[www.asci.org.in](http://www.asci.org.in)

**HIGH IMPACT CORPORATE SOCIAL RESPONSIBILITY (CSR):  
NEED IDENTIFICATION TO IMPACT ASSESSMENT  
(July 16 – 20, 2018)**

**BACKGROUND**

High income disparities combined with lack of access to basic necessities for a significant majority of our population has necessitated a concerted action from all stakeholders including the corporate sector. It is recognized that corporate intervention can become a forceful tool contributing towards sustainable development and societal regeneration. With the Companies Act, 2013, India has become among the first countries in the world to have Corporate Social Responsibility (CSR) in the statute (providing for mandatory spending/reporting on "CSR" activities). Eradication of extreme hunger & poverty reduction, education, health, environmental sustainability, gender equity and women empowerment are the focus areas for CSR spending as specified by the Act.

**PROGRAMME OBJECTIVES**

The passage of the Companies Act is seen as a step forward in ensuring that business contributes to equitable and sustainable economic development. However, there is a critical knowledge gap in identifying socially relevant projects as also the executing agency, resulting in CSR spending channelized for projects that are piecemeal, less impactful as also resulting in duplication of efforts (due to lack of convergence with the existing programmes and schemes). Also, in an effort to meet the spending obligations, the organisations/companies may not do the right due diligence to select high-impact CSR interventions. There is also a critical need to effectively quantify the impact of the CSR interventions, using the latest techniques.

The five day programme has been designed to achieve the following objectives:

- To equip the participants with strategies for operationalisation of the CSR initiatives through situational analysis and identification of needs (social, economic, environment) of the CSR target area.
- To acquaint the participants with the design of specific high impact CSR initiatives in line with the legislative framework and policy guidelines.
- To provide an in-depth practical understanding of the evaluation strategies / methodologies for high impact CSR.
- To enable the participants to develop a robust CSR roadmap/policy with focus on impactful interventions.

**THE ASCI CSR INITIATIVES**

Administrative Staff College of India (ASCI), Hyderabad has been engaged in capacity building and research on CSR for the last several years. The senior officers of several public sector undertakings like NTPC, NHPC, PGCIL, Coal India Ltd, HPCL, JNPT, SJVNL, Eastern Coalfields, Mahanadi Coalfields, Bharat Coking Coal Ltd, Western Coalfields, Central Coalfields, South Eastern Coalfields, SCCL, Neyveli Lignite Corporation, THDC, Agriculture Insurance Company of India, United India Insurance Company etc have participated and benefited from these initiatives. The College has also undertaken consultancy projects on developing Corporate Social Responsibility (CSR) Roadmap, monitoring and evaluation of CSR Initiatives for various organisations.

**PROGRAMME CONTENT**

- **Legislative/Policy Framework/External Environment:** 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.

- **Need Assessment and Identification of CSR Initiatives:** Tools and Techniques for selecting CSR Interventions; Aligning CSR Interventions with Community Needs.
- **Integrating CSR with Land Acquisition, Resettlement and Rehabilitation (LARR):** Reflecting on the Problem of Land Acquisition Using Case Studies, Planning for Need-based Sustainable CSR Interventions, CSR Initiatives and Social License to Operate.
- **Impactful CSR Interventions in Diverse Sectors:** Agriculture and Rural Development; Water and Sanitation; Social Infrastructure, etc.
- **Evaluation Strategies for Impactful CSR Interventions:** Monitoring & Evaluation Strategies focusing on Outcomes / Impact in the Societal Context; Social Return on Investment (SROI); Multidimensional Poverty Index (MPI), etc.
- **Leading CSR:** Management Inputs for successfully leading CSR initiatives.

#### KEY TAKEAWAYS

- Concept and evolution of CSR from global and Indian perspectives including globally recognized guidelines, frameworks, principles and tools pertaining to CSR.
- Good practices in CSR and Critical Requirements for Impactful CSR Interventions.
- Tools and techniques to scientifically assess the needs for impactful CSR interventions; define monitorable targets and measure the Social impact of CSR initiatives (including developing a CSR Impact Index) etc.

#### PARTICIPANT PROFILE

Officers engaged in CSR, Land Acquisition, Environment, and R & R Departments.

*Organisational sponsorship is essential.*

#### 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 single air-conditioned 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, 16<sup>th</sup> July to Friday, 20<sup>th</sup> July, 2018**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

#### PROGRAMME FEE

**Residential Fee: Rs. 54,000/- (US \$1100 for foreigners) plus 18% 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 Fee: Rs. 46,500/- plus 18% GST** per participant (**not availing hostel accommodation**) will be charged per participant to cover tuition, course ware (in electronic form), working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is made in to our Bank account before **Friday, 13<sup>th</sup> July, 2018.**

#### **Bank Particulars**

Bank Account Number : 62090698675  
Beneficiary Name : Administrative Staff College of India  
IFSC Code : SBIN0020063  
Bank Name : State Bank of India  
Branch 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/2018-19/1/19](mailto:prg/2018-19/1/19) to [income@asci.org.in](mailto:income@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 **2<sup>nd</sup> July, 2018.**

The nominations may be forwarded to [reshmy.asci@gmail.com](mailto:reshmy.asci@gmail.com) / [imsaswat@gmail.com](mailto:imsaswat@gmail.com) with a copy to [poffice@asci.org.in](mailto:poffice@asci.org.in).

#### **LAST DATE FOR WITHDRAWAL**

**9<sup>th</sup> July, 2018.** 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.

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**Dr. Reshmy Nair & Dr. Saswat Kishore Mishra**

Course Directors

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

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[imsaswat@gmail.com](mailto:imsaswat@gmail.com)

URL: [www.asci.org.in](http://www.asci.org.in), [www.rlarrdc.org.in](http://www.rlarrdc.org.in)



ADMINISTRATIVE STAFF COLLEGE OF INIDA  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082

**Nomination Form**  
**High Impact Corporate Social Responsibility (CSR):**  
**Need Identification to Impact Assessment**  
**(July 16 – 20, 2018)**

**Nominee's Personal Information:**

Name: \_\_\_\_\_ Date of Birth \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone(s): Office: \_\_\_\_\_ Mobile: \_\_\_\_\_ Home: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Education: \_\_\_\_\_

Training Programmes Attended: \_\_\_\_\_

**Nominee's Career Profile**

Organisation	Position	Responsibility	No. of Years

**Expectations from the program:**

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**Medical Insurance:**

Name of the Insurance Agency	Policy Number	Validity up to

**Note:** Coverage should be available in Hyderabad, India

Amount Payable:	Mode of Payment (DD/Ch):
Instrument Number:	Date of Instrument:
Name of the Bank:	

Signature of the Sponsoring Authority:

Name:

Designation:

Date:

**NOTE:** Forward nomination form to: **Dr. Reshmy Nair/Dr Saswat Kishore Mishra** (Course Directors) / **Mr G. Srinivas Yadav**, Programs Officer, Administrative Staff College of India, Bella Vista, Hyderabad - 500 082. Phone: 0091-40-66534261/357.

Mobile: 9052535376/09556158493, 040-66534247, 66533000, Mobile: 09246203535, Fax: 040-66534356

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