



**asci**  
Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
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URL:<http://www.asci.org.in>

**Dr. Shahaida P**  
Programme Director

November 22, 2018

Programme on

# Creating Social Value through Corporate Social Responsibility

(January 21 – 23, 2019)

Dear Sir / Madam,

ASCI is pleased to announce the Programme on Creating Social Value through Corporate Social Responsibility. Corporate Social Responsibility (CSR) has attracted worldwide attention in the recent past. Various factors such as globalization, changing norms of business, poverty, environmental concerns, employee safety, demands for transparent business practices, corporate citizenship etc are responsible for the heightened interest of various groups in the fast developing field of CSR.

India is the first country in the world to mandate CSR through the Companies Act in 2013. Section 135 of the Companies Act, 2013 contains CSR provisions. Schedule VII of the Act enumerates activities that can be undertaken by CPSEs as CSR. Section 135, amended Schedule VII of the Act, and the Companies (Corporate Social Responsibility Policy) Rules, 2014 were notified by M/o Ministry of Corporate Affairs on 27<sup>th</sup> Feb 2014. 2014-15 was the first year of implementation of CSR by Companies under the Act.

There is an increased need for organizations to focus on strengthening CSR policy and ensure implementation of the same. It is imperative that the CSR policy should address the felt needs of community and society but also create shared social value both for the organization and its stakeholders for sustainability.

The Programme is best suited for executives currently involved in or likely to be associated, with the responsibility of designing and implementing CSR programmes in their organizations. Middle and Senior Executives of other functions in the organizations can also be nominated as CSR success is dependent on the involvement of line managers in organizations. These include CSR Departments, R & R Departments, Environment, Health, Safety, Community Relations Departments and Heads of SBUs etc.

Organizations can also consider nominating their NGO partners along with their executives for more meaningful and effective interaction.

We look for multiple nominees from your organizations, as well as your stakeholders in terms of NGOs, Social Entrepreneurs and Community Leaders, etc.

With best regards

**Shahaida P**

Enclosure : Brochure and Nomination Form

Programme on

# Creating Social Value through Corporate Social Responsibility

January 21 - 23, 2019



## PROGRAMME OVERVIEW

CSR is established on the reciprocal dependence between an organization and society. Increasingly CSR is now part of the boardroom agenda and is viewed in strategic alignment with the company ethos, business objectives, and social requirements. By integrating CSR into core business processes, organisations can achieve the ultimate goal of creating both social value and corporate value with stronger reputations.

The CSR strategies now 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.

Challenges faced in CSR implementation are lack of strategic planning and long term approach to CSR, lack of integration between organization business strategy (R & D, Product/market focus) and CSR activities, lack of meaningful community engagement due to administrative or other reasons, lack of effective stakeholder consultations (beneficiaries as well as implementation partners such as NGOs etc), lack of proper need analysis, baseline surveys, monitoring and evaluation systems.

## OBJECTIVES OF THE PROGRAMME

- ▶ Latest trends and practices in CSR in India: CPSEs and leading Private Sector companies
- ▶ Holistic Integration of CSR in Business: strategic CSR and Shared Value perspectives
- ▶ Legal framework, implementation and processes
- ▶ Best practices in Need analysis, monitoring and evaluation of CSR
- ▶ Lessons from impactful interventions: Health, education, women empowerment, rural development
- ▶ CSR and branding

## CONTENTS

1. Current trends in India in CSR
2. Creating social value through CSR
3. Strategic CSR versus Regulation-oriented approach to CSR
4. Legal Framework of CSR: New aspects
5. Need analysis: purpose, methodology and process
6. Best practices in Monitoring and evaluation
7. Assessing social return on investment in CSR
8. Interaction with senior practicing managers of selected interventions in Health, education, skill development, rural development, Sanitation and women empowerment.
9. Visits to 2 successful interventions

## PARTICIPANT PROFILE

The programme is best suited for executives currently involved in or likely to be associated, with the responsibility of designing and implementing CSR programmes in their organizations. Middle and senior executives of other functions in the organizations can also be nominated as CSR success is dependent on the involvement of line managers in organizations. These include CSR Departments, R & R Departments, Environmental Health, Safety, Community Relations Departments, Heads of SBUs etc.

Organizations can also consider nominating their NGO partners along with their executives for more meaningful and effective interaction.

Scientists, NGOs involved in societal development projects will benefit considerably as they will have the double advantage of understanding the managerial nuances associated with the success of such projects and delivering social benefit in the most effective manner.

Organizations who have sponsored this programme in the previous years include: Tata Power, Naandi Foundation, CESC, NLC, MRPL,

THDC, PGCIL, Balmer and Lawrie Ltd, NHPC, Cochin Shipyard, Northern Coal fields, Western Coal fields, Coal India Ltd, Steel Authority of India, NMDC, GSPL, Kamarajar Port etc.

**Organisational Sponsorship is essential.**

## ANDRAGOGY

Interactive sessions, with exhaustive live experience sharing by participants, lectures by in-house faculty and successful industry speakers will be the main methods of learning in the Programme. Case studies will also be used.

## VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. However, the College does not provide accommodation for the family. Transport between Airport /Railway Station and venue will be arranged by the College. The College is WiFi enabled in a comprehensive way.

## DURATION

The Programme duration is from **January 21 - 23, 2019**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

## PROGRAMME FEE

**Residential Fee:** Rs. 34,000/- (US \$ 690 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

**Non-Residential Fee:** Rs. 28,000/- plus GST as applicable, presently 18% per participant. The fee covers 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 credited into our Bank account before January 18, 2019.

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/18-19/1/67)** to **e-mail: income@asci.org.in** for confirmation.

**Bank details are given below:**

### For Indian Participants :

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

### For Foreign Participants:

Bank Account Number 62090698960  
Beneficiary Name Administrative Staff College of India  
Swift Code SBININBBH04  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.  
Nostro Account 6550992180  
(Optional)

## 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

Please use the prescribed/attached form. Last date for receiving nomination form is **January 16, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

**January 17, 2019**. Any withdrawals after this date will entail forfeiture of fee paid, if any.

## ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

## CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

**Programme Director**

**Dr P. Shahaida**

E-mail: shahaida@asci.org.in

# ASCI Management Development Programmes for 2018-19

## BUSINESS COMMUNICATION

Communication Skills for Managers 21-Jan-19 25-Jan-19

## ECONOMICS

Financial Systems, Management and Accountability in Government 28-Jan-2019 1-Feb-2019

## ENERGY

Renewable Energy Regulation 21-Jan-19 23-Jan-19

## ENVIRONMENT

Climate Change Adaptation and Disaster Risk Reduction 04-Feb-19 06-Feb-19

## FINANCE

Strategies for Cost Leadership 23-Jan-19 25-Jan-19

Enterprise Risk Management 04-Feb-19 08-Feb-19

Advanced Financial Management 11-Feb-19 13-Feb-19

## HUMAN RESOURCE DEVELOPMENT

Personal Effectiveness 7-Jan-19 9-Jan-19

Ensuring Health Care Quality: Risk Management and Innovation 16-Jan-19 18-Jan-19

Building and Leading Effective Teams 04-Feb-19 08-Feb-19

Positive Organizational Behaviour 04-Feb-19 06-Feb-19

Decision Making for Effective Leadership 18-Feb-19 20-Feb-19

Enhancing Interpersonal Effectiveness through Transactional Analysis 18-Feb-19 20-Feb-19

Strategic Human Resource Management with International Study Tour 11-Mar-19 23-Mar-19

## INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management 07-Feb-19 09-Feb-19

## LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

Index-based Crop Insurance-Concepts, Design and Implementation intimate later

## MARKETING

Creating Social Value Through Corporate Social Responsibility 21-Jan-19 23-Jan-19

## OPERATIONS

Project and Contract Management 07-Jan-19 11-Jan-19

Procurement Procedures for The World Bank Aided Projects 11-Feb-19 22-Feb-19

## PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Sustainable Development Goals and Good Governance 25-Mar-19 29-Mar-19

## POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Programme on Rural Industrial Development and Entrepreneurship 07-Jan-19 11-Jan-19

## STRATEGIC MANAGEMENT

Driving Performance through Transformational Leadership 18-Feb-19 22-Feb-19

## URBAN GOVERNANCE

Faecal Sludge Septage Management 21-Jan-19 23-Jan-19

Towards Universal Sanitation in Urban Areas 04-Feb-19 06-Feb-19



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Bella Vista, Raj Bhavan Road, Khairatabad,  
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Phone : 0091-40-66533000, 66534247

Fax : 0091-40-66534356

## Delhi Campus

C-24, Institutional Area  
South of IIT, Behind Qutub Hotel  
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

**Nomination Form**  
Programme on  
**Creating Social Value through  
Corporate Social Responsibility**  
(January 21 – 23, 2019)

**Nominee's Contact Information :**

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

**Fee Particulars**

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto

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

Signature and Official Seal of the Sponsoring Authority :