



asci
Leadership through Learning

Programme on
**Creating Social Value through
Corporate Social Responsibility**
January 15-17, 2018



ADMINISTRATIVE STAFF COLLEGE OF INDIA

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. There is an increased need for organizations to focus on evolving a strong 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. CSR impact communicated through human interest stories is also critical to involve and engage stakeholders and organizations are exploring modern communication mediums such as social networking tools, websites etc to spread awareness about CSR activities.

OBJECTIVES

1. Understand the role of CSR, existing practices and future directions
2. Creating shared social value through CSR: Integrating social and organizational values
3. Understand the issues in implementation and sustainability of CSR initiatives
4. Best practices in CSR, CSR Communication, case studies and benchmarks

CONTENTS

- Existing practices of CSR, revisiting guidelines as per Companies Act 2013, future directions
- Building shared social value through CSR
- Embedding CSR within the culture of the organization and demonstrating social value
- Stakeholder model of CSR
- Selecting and implementing CSR initiatives, metrics for CSR effectiveness
- Integrating CSR with key stakeholders: employees, suppliers, NGO partners, communities etc

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.

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 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 15 - 17, 2018. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs.34,000/- (US \$1495 if foreign) plus GST @ 18% per participant will be charged to cover tuition, boarding and lodging, courseware(in electronic form) and other facilities of the College including internet usage.

Rs.28,000/- plus GST @18% will be charged per Indian participant (who does not avail hostel accommodation) to cover tuition, courseware (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 12, 2018. Bank details are given below.

For Foreign Participants:

Receiver's	Bank of America, New York (SWIFT: BOFAUS3N)
Correspondent Bank	Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of India, Treasury Department, Mumbai, India, SWIFT BIC – SBININBBH04 Nostro A/c No.6550992180.
Ultimate Beneficiary	Administrative Staff College of India, Account No.62090698960, State Bank of India, Bellavista Branch, Raj Bhavan Road, Hyderabad.

For Indian Participants :

Bank Particulars

Bank Name	State Bank of India
Address line 1	6-3-1092, 1st floor, A Block
Address line 2	Bellavista Branch, Raj Bhavan Road
Address line 3	Hyderabad – 500 082
Beneficiary Account Name	Administrative Staff College of India
Bank Account Number	62090698675
Bank MICR No	500002306
NEFT IFSC Code	SBIN0020063

Organisational sponsorship is essential

Note: Details of Bank / Wire transfer may be sent to fo@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

Please use the prescribed/attached form. Last date is January 02, 2018. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 08, 2018. 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 2017-18

MANAGEMENT DEVELOPMENT PROGRAMMES

General Management Programme for Senior Executives (SEC)-130 08-Jan-2018 02-Feb-2018
 ASCI-NRCR Joint Certification Course on Improved Management of Land Acquisition, Resettlement & Rehabilitation (LARR) 29-Jan-2018 09-Feb-2018

ECONOMICS

Financial Systems, Management and Accountability in Government - New Delhi 12-Nov-2017 16-Nov-2017

FINANCE

Strategies for Cost Leadership 08-Jan-2018 10-Jan-2018
 Treasury and Risk Management in Banks/FIs 22-Jan-2018 24-Jan-2018
 Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions 30-Jan-2018 01-Feb-2018
 Business Risk Management 05-Feb-2018 09-Feb-2018
 Advanced Financial Management 13-Feb-2018 15-Feb-2018
 Evaluating and Financing Public Private Partnership Projects 26-Feb-2018 02-Mar-2018

HEALTHCARE MANAGEMENT

Certificate Course in Healthcare Quality 10-Jan-2018 12-Jan-2018

HUMAN DEVELOPMENT

Educational Leadership for Senior Level Officials of Universities/ Educational Institutions 22-Jan-2018 24-Jan-2018

HUMAN RESOURCE MANAGEMENT

Leadership Skills Development 18-Dec-2017 22-Dec-2017
 Values Driven Leadership 08-Jan-2018 10-Jan-2018
 Effective Learning and Development 08-Jan-2018 12-Jan-2018
 Communication Skills for Managers 29-Jan-2018 02-Feb-2018
 Building and Leading Effective Teams 05-Feb-2018 09-Feb-2018
 Enhancing Interpersonal Effectiveness through Transactional Analysis 05-Feb-2018 07-Feb-2018
 Positive Organizational Behaviour 12-Feb-2018 14-Feb-2018
 "Strategic Human Resource Management with International Study Tour (Singapore and Malaysia)" 12-Feb-2018 24-Feb-2018
 Decision Making for Effective Leadership 19-Feb-2018 23-Feb-2018

Strategic Human Resource Management 26-Feb-2018 02-Mar-2018
 Managing Creativity & Innovation 06-Mar-2018 08-Mar-2018

INFORMATION TECHNOLOGY

Leveraging Big Data and Analytics 20-Dec-2017 22-Dec-2017
 IT Enabled Knowledge Management 29-Jan-2018 31-Jan-2018
 e-Learning and Digital Education 26-Mar-2018 28-Mar-2018

INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management 22-Feb-2018 24-Feb-2018

INNOVATION AND TECHNOLOGY

Strategic R & D Management 11-Dec-2017 13-Dec-2017
 Managing Strategic Innovation 22-Jan-2018 24-Jan-2018

MARKETING

Creating Social Value Through Corporate Social Responsibility 11-Dec-2017 13-Dec-2017

OPERATIONS

Project and Contract Management 08-Jan-2018 12-Jan-2018
 Procurement Procedures for World Bank Aided Projects 12-Feb-2018 23-Feb-2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Entrepreneurship to Enterprise 04-Dec-2017 08-Dec-2017

STRATEGIC MANAGEMENT

Driving performance through transformational Leadership 19-Feb-2018 23-Feb-2018

URBAN GOVERNANCE

"International Certification Programme - Change Management for Achieving Continuous Water Supply for All in Urban Areas – Phase - I" 11-Dec-2017 13-Dec-2017
 Study Tour: (India & Tel Aviv & Jerusalem in Israel) – Phase - II Intimate Later
 Towards Universal Sanitation in Urban Areas Intimate Later
 GIS for Urban Development 18-Jan-2018 20-Jan-2018
 Public Private Partnership in Urban Infrastructure & Service Delivery 07-Feb-2018 09-Feb-2018
 Integrated Solid Waste Management 12-Mar-2018 14-Mar-2018



Administrative Staff College of India

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ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Dr. Shahaida P
Programme Director

October 26, 2017

**Programme on
Creating Social Value through Corporate Social Responsibility
(January 15 - 17, 2018)**

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.

As India enters the third year after the introduction of the Companies Act 2013, there is considerable progress in the domain of CSR. There is increased transparency and governance in the implementation of CSR.

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, 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

Encl : Brochure and Nomination form.



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

**Nomination Form
Programme on
Creating Social Value through Corporate Social Responsibility
(January 15 - 17, 2018)**

Nominee's Contact Information

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

Sponsors Details

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

Fee particulars

Amount Payable :	Mode of Payment (DD/Ch/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 of the Sponsoring Authority :

NOTE : Forward nomination form to : **Ms. V. Naga Swapna, Programs Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in