

HIGH IMPACT CSR - NEED ASSESSMENT TO IMPACT EVALUATION

Programme Overview

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.

The Companies Act, 2013 has provided for thresholds for applicability of mandatory CSR (companies with a net worth of Rs 500 crore or more, turnover of Rs 1,000 crore or more or a net profit of Rs 5 crore or more). India is the first country in the world that mandates CSR in the statute. The Department of Public Enterprises, Ministry of Heavy Industries and Public Enterprises has also issued comprehensive Guidelines on CSR and Sustainability for Central Public Sector Enterprises in October 2014 (to supplement the CSR Rules issued by Ministry of Corporate Affairs). The guidelines emphasise a move from an ad-hoc approach to the project mode with specified time frames and periodic milestones for the CSR activities. The planning for *High Impact CSR* should start with the identification of the activities/projects to be undertaken based on the need assessment study. The impact made by CSR activities should also be quantified with reference to base line data, which need to be created before the start of any project.

Highlights of ASCI CSR Programme

1. Developing a Robust CSR Roadmap/Policy with Impactful CSR Interventions
2. Evaluating CSR Interventions with Latest Tools/Techniques
3. Aligning CSR with Companies Act/National Priorities through Convergence of Resources/Initiatives

Objectives

- ◆ To provide an understanding of the need for a strategic CSR framework in line with the MoU target.
- ◆ To equip the participants with strategies for operationalization of the CSR initiatives through situational analysis and identification of needs assessments (social, economic, environment) of the CSR target area.
- ◆ To acquaint the participants with the design of specific high impact CSR initiatives to promote employer branding and market image.
- ◆ To provide an in-depth practical understanding of the evaluation strategies/methodologies for high impact CSR.

Participant Profile

Officers of Public Sector and Private Sector organisations engaged in Planning, Land Acquisition, Environment, CSR and R&R Departments.

Programme Director

Reshmy Nair

Dates : 03–07 July 2017

Fee : ₹ 54,000/-
(US \$ 1840) +
Applicable Service Tax