



**Online Programme on  
Result Oriented  
Corporate Social  
Responsibility**

**(11 - 13 September, 2024)**

**Administrative Staff  
College of India**

**(accredited as उत्कृष्ट by  
Capacity Building  
Commission, GoI)**

## PROGRAMME OVERVIEW

In the current development scenario organisational leaders are judged as to how they manage and grow their business when they are at the crossroads of sustainability. Corporate Social Responsibility has emerged as a key ingredient of an organization's branding and growth strategy. The revised Company's Act 2013 ensured that each organization through an effective policy on CSR contributes towards sustainable economic development. In this light, the Administrative Staff College of India has designed a 3-day programme for middle/senior level officials to provide them with practical CSR skill sets and help them better align sustainability projects with their organization's business goals. Programme will have holistic approach from designing CSR as per guidelines and regulatory framework, aligning with long term goals of organization, measuring the impact and reporting while identifying the best practices.

## OBJECTIVE

The overall objective of the programme is to equip the professionals by providing participants with the knowledge and skills necessary to develop, implement, and evaluate CSR strategies that deliver tangible, measurable results. It would further focus on the knowledge and skills to incorporate a well-formulated strategy based on a synthesized approach that simultaneously promotes CSR & sustainability and fosters good will & stakeholder relationships. Specifically, the programme attempts to:

- Understanding the Legislative and Regulatory Framework/Guidelines for CSR Activities by Government Organisations.
- Help participants identify, manage, run CSR projects and measure impact using Project Management Tools and Techniques.
- Develop ability to align long term goals of the company to create both financial and social value for organisation.
- Relevance and Importance of Evaluating, Branding, Reporting and Social Audit in CSR.
- Provide an understanding of the relationship between sustainable development and Corporate Social Responsibility.

The potential benefits of this programme includes

- Improved ability to design and implement effective CSR strategies
- Enhanced understanding of how to measure and communicate the impact of CSR initiatives
- Increased awareness of global CSR trends and best practices
- Greater alignment of CSR activities with overall business goals

## PARTICIPANT PROFILE

The programme is designed for senior and middle-level executives as well as members of CSR committees. The aim of the programme is to provide an opportunity for officials to enhance their knowledge about Corporate Social Responsibility and gain a comprehensive understanding of tools needed for impactful CSR interventions.

***Organisational sponsorship is essential***

## DURATION

The programme duration is for 3 days, i.e., from **September 11 - 13, 2024**. 18 hours of online training.

## **PROGRAMME FEE**

**Rs. 23,400/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition and courseware (in electronic form). The fee shall be credited to our bank account on or before **September 09, 2024**.

**Note: Kindly forward us the details of Bank/Wire transfer of fee payment to [poffice@asci.org.in](mailto:poffice@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 62090698675  
Beneficiary Name Administrative Staff College of India  
Swift Code SBININBB327  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Raj Bhavan Road,  
Somajiguda, Hyderabad - 500 082.  
Country India

## **LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nominations is **September 04, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## **LAST DATE FOR WITHDRAWAL**

**September 05, 2024**. 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 Directors**

**Sri Hareesh Meppat/ Dr. Bharath Shashanka katkam**  
E-mail: [hareesh@asci.org.in](mailto:hareesh@asci.org.in) / [bharath@asci.org.in](mailto:bharath@asci.org.in)



## ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,69,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

### **College Park Campus**

ASCI, Road No.3, Banjara Hills,  
Hyderabad-500 034, Telangana, India  
+91-40-66720700/01/02/05  
+91-40-66720725

### **Delhi Campus**

ASCI, C-24, Institutional Area, South of IIT  
Behind Qutub Hotel, New Delhi-110016.  
+91-11-26962204, 26961750, 26961850  
+91-11-26866097



**asci**  
Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

## Nomination Form

Online Programme on  
**Result Oriented Corporate Social Responsibility**  
**(September 11 - 13, 2024)**

### 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	:	_____		
		_____	Pin code:	_____
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	_____

### Signature and Official Seal of the Sponsoring Authority:

**NOTE:** Forward nomination form to: **Mr. G. Sreenivasa Reddy, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: [poffice@asci.org.in](mailto:poffice@asci.org.in)