

Programme on
**Corporate Social Responsibility and
Communication: Planning, Implementation
and Impact Evaluation**
(November 25-27, 2024)



Administrative Staff College of India
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

With the Companies Act, 2013, India has become among the first countries in the world to have CSR in the statute providing for mandatory spending/reporting on corporate social responsibility (CSR) activities. But CSR is particularly important for firms in sectors characterised by their close ties with their social and environmental context, especially the multinational enterprises operating in resource-rich developing countries. Such firms face - environmental, health & safety, liability, and reputational – risks which are critical to the corporations' long-term success. Many firms have started to invest considerably in ensuring that their social initiatives are of the highest order and satisfy all stakeholders across company value chain. However, there is a huge gap in selecting projects that are socially more pertinent. Eventually, the CSR spending is maneuvered for projects that are fragmentary and relatively less impactful as also resulting in repetition and overlapping of efforts with the existing welfare programmes and schemes. It is equally important for companies to incorporate United Nation's Sustainable Development Goals (SDGs) into CSR strategies and thus operate across multiple jurisdictions. Moreover, strong stakeholder connect, effective communication and credible reporting of activities are integral to successful implementation of CSR projects. Also, for every investment made under the CSR, it is imperative to measure the outcomes/ returns. Hence, there is a critical need to effectively quantify the impact of the CSR interventions using latest tools/techniques and methodologies.

OBJECTIVES

The overall objective of the programme is to equip the professionals with knowledge and skills to be able to incorporate a well-formulated strategy based on a synthesized approach that simultaneously promotes CSR & sustainability and fosters goodwill & stakeholder relationships. Specifically, the programme attempts to –

- ▶ Equip the participants with a comprehensive understanding of the new CSR framework and operational knowledge
- ▶ Acquaint the participants with the design of specific impactful CSR initiatives in line with the new framework and policy guidelines
- ▶ Provide an in-depth practical understanding of the impact evaluation techniques/strategies/methodologies of CSR interventions
- ▶ Provide learning's on how to effectively communicate CSR activities

CONTENT

- ▶ CSR in the present business scenario
- ▶ CSR in the Indian macroeconomic environment
- ▶ Legal framework for CSR in India
- ▶ CSR and stakeholder connect
- ▶ Corporate strategy, sustainable development, and CSR
- ▶ CSR and operational challenges
- ▶ Effective CSR communication
- ▶ CSR and employee engagement
- ▶ CSR project impact assessment and performance analysis

PARTICIPANT PROFILE

The programme has been designed keeping in mind the needs of middle/senior level executives with at least two years of professional association in dealing with issues pertaining corporate social responsibility, sustainable development, conflict resolution and grievance redressal mechanism.

Organisational sponsorship is essential

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 3 days starting from **November 25-27, 2024**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 43,700/- (US \$683 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.37,700/- 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 **November 22, 2024**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/97)** to 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, Rajbhavan Road,
Somajiguda, Hyderabad - 500 082.
Country India

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **November 11, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 18 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 Director

Prof. J Swarnalatha

e-mail: swarnalathaa.j@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



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

Road No. 3, Banjara Hills,

Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850



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

Nomination Form

Programme on

Corporate Social Responsibility and Communication: Planning, Implementation and Impact Evaluation

(November 25-27, 2024)

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 No. :	_____
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 :

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