

Programme on

# Exemplary CSR Strategies: Cases and Concepts

(February 17-19, 2025)



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

## PROGRAMME OVERVIEW

In today's global landscape, businesses are increasingly recognizing the importance of not only delivering financial returns but also contributing to societal well-being and environmental sustainability. During this Programme, participants will embark on a journey to discover the transformative power of Corporate Social Responsibility (CSR) in driving positive change within organizations and communities. The Programme will take a deep dive into the heart of CSR, exploring its fundamental principles, dissecting successful case studies, and equipping participants with the knowledge and tools needed to implement impactful CSR initiatives. It will also uncover the innovative strategies, engage in insightful discussions, and inspire the participants to become catalysts for meaningful social and environmental change. The pedagogy will include class room lectures, Case studies, group work, out-bound and Field visit for effective engagement and learning.

## IMPACT

Participants would have developed these key skills after the programme:

- ◆ Gain valuable insights into successful implementation strategies and best practices across various industries
- ◆ Develop a comprehensive understanding of CSR principles and various Monitoring & Evaluation (M&E) frameworks including impact assessment
- ◆ Create strategies to integrate CSR into the organizational culture and operations effectively
- ◆ Link CSR initiatives with Branding and develop effective communication strategies
- ◆ Leverage collective expertise and resources to drive positive change within communities and beyond
- ◆ Proactively collaborate with various stakeholders
- ◆ Become champions for CSR and agents of transformation in the respective organizations
- ◆ Appreciate the role of CSR in the path of ESG initiatives and in Business responsibility & Sustainability Reporting (BRSR) mandated by SEBI
- ◆ Develop suitable dashboards for CSR

## PARTICIPANT PROFILE

This programme is designed for CSR Managers and officers, Sustainability Managers, entrepreneurs, PR and communications professionals, and CSR enthusiasts at all levels across industry

sectors such as Banking, Financial services, Insurance, Oil & Gas, Fertilizer, Energy, Tourism and Hospitality, Telecom, IT, Retail and Consumer Goods, NGOs, etc.

### *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 **February 17-19, 2025**. 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, 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 credited into our Bank account before February 14, 2025.**

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/108)** 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, Raj Bhavan 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 **February 11, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## **LAST DATE FOR WITHDRAWAL**

**February 13, 2025**. 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**

### **Venkata K Emani**

Email: [venkatakrisnae@asci.org.in](mailto:venkatakrisnae@asci.org.in)

Venkata Emani is an alumnus of the esteemed IIM Ahmedabad and an exchange scholar with University of Texas at Austin. He has over two and half decades of experience in the industry and academia. Having started his Corporate Journey after his engineering, as an Officer Trainee with BPCL, one of the leading Oil PSUs in India he transitioned to various managerial positions overseeing functions like operations, Projects, Sales and Marketing, CSR, across locations PAN India. He led several initiatives like 'Beyond LPG', SAP Implementation, ISO certification and other projects from the front during this stint. Later on, he moved on to a Norwegian based MNC, Det Norske Veritas AS where he served as Country Manager for the Global Resource Centre and the Cleaner Energy business in India, reporting to the Singapore RO. This position saw him develop deep insights in Risk Management serving clients across cultures and geographies. He had closely worked with various stakeholders including the Government, regulators, NGOs, media, and others during his corporate journey.

He, later on, moved over to academia with the prestigious NMIMS University before joining ASCI where he is currently associated with the Centre for Management Studies. He handles courses in Management, Strategy and Marketing. He has conducted several Training Programmes and delivered consulting assignments for IOCL, BPCL, HPCL, Cairn India, GAIL, NMDC, ONGC, Reliance, Cairn India, MGL, GSPC, Essar Oil, Coromandel fertilizers, NPCIL, SOI, OFB, RINL, DRDO, BHEL, PMJ Jewels, SBI Life etc. among others in the Private and Public sectors.



## 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

[www.asci.org.in](http://www.asci.org.in)



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

**Nomination Form**  
**Programme on**  
**Exemplary CSR Strategies: Cases and Concepts**  
**(February 17-19, 2025)**

**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**

<b>Name of the Insurance Agency</b>	<b>Policy Number</b>	<b>Validity upto</b>
<b>Note : Coverage should be available in Hyderabad, India</b>		

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