



Institute of Rural Management Anand

CSR in the '20s - A Decadal Approach

October 18-21, 2021

Programme Co-ordinator: Prof. Sudhir Kumar Sinha

About the Programme

- ◆ Business as usual is not going to help any corporate be sustainable. The trends for doing business seek companies to do business differently but more responsibly. Philanthropy alone is not enough for a company to be called itself a responsible business. This decade of 2021-30 will be highly critical for the world - humankind, and businesses, in particular. The past concerns for environmental conservation, income equality, social justice, and human rights are established new norms of the present and future. Therefore, **CSR in the '20s** will seek companies to think and adopt newer approaches to doing business responsibly.
- ◆ **CSR in the '20s** is all likely to occupy prominence in all international and inter-governmental dialogues and play a pivotal role as the most sought-after strategy for corporates to lead the agenda of meeting global challenges.
- ◆ '**CSR in the 20s**' is an advanced concept that facilitates corporates to seamlessly integrate the upcoming 'glocal' challenges of the new decade, including attaining SDGs into business objectives/goals.
- ◆ '**CSR in the 20s**' provides a sustainable business strategy; it's about blending social goals into economic goals. It upgrades the level of understanding and practices in CSR, i.e., 'Strategic to Business.'
- ◆ '**CSR in the 20s**' presents to companies a dynamic approach for incorporating 5+1 dimensions of responsible business management or CSR in alignment with the principles of National Guidelines on Responsible Business Conduct (NGRBC) and ISO 26000
- ◆ '**CSR in the 20s**' will facilitate companies to 'recalibrate' new strategies and approaches to corporate philanthropy or giving back to society for making it work towards reducing inequality of all forms.

Objectives

To prepare and facilitate companies in making their businesses contemporary, relevant, and contextual to address and deal with upcoming social issues, risks, challenges of the new decade by adopting newer strategies and approaches to doing business responsibly and sustainably.

Benefits of the Programme

- ◆ Improve conceptual clarity on CSR and Corporate Philanthropy
- ◆ Learn skills for doing a critical analysis of emerging trends for the business and social responsibility, which are together going to be relevant, contextual, important, and crucial for business sustainability
- ◆ Competency in Social Risks mapping – Learn what social risks for businesses are and how they can be proactively anticipated, analyzed, mapped, and managed
- ◆ Learn about targets and indicators of 17 Goals of SHGs and be specific while aligning CSR commitments with the SHGs accordingly
- ◆ Earn proficiency in dynamic planning of needs-based CSR – to meet the felt needs of local stakeholders while simultaneously aligning them with the issues of national & global importance.
- ◆ Learn different approaches to CSR that are dynamic to yield transformative and sustainable results

- ◆ Awareness of national and international CSR standards and guidelines and application of them towards fulfilling up and coming requirements
- ◆ Skills in measuring performance – Learn essential tools and skills for performance measurement
- ◆ Expertise in collective learning and application: it's an unconventional method of highly effective management practices
- ◆ Knowledge of Section 135 of the Companies Act, various amendments and their implications, and how to deal with operational challenges while complying with it

Contents

- ◆ Module-1: CSR – Learning from the Past and Present and Plan for the Future – Analysis of trends
- ◆ Module-2: CSR and Business – Are they in sync? New rules of Capitalism - Decoding the dilemma
- ◆ Module-3: Multi-dimensional approach to CSR – Profits beyond the conspicuous philanthropy
- ◆ Module-4: New Model of Corporate Philanthropy – Strategic, measurable, transformational, and sustainable
- ◆ Module-5: Sustainable Development Agenda 2030
- ◆ Module-6: Business and Human Rights
- ◆ Module-7: Standardization of CSR – Different international and domestic Standards and Guidelines
- ◆ Module-8: CSR and Disasters (Health pandemic and natural disasters)

Pedagogy

Participatory and interactive, Case analysis for applying critical thinking, Problem-solving group exercises for collective learning, Academic interventions

Who Should Attend

- ◆ Chief Strategy Officers, Chief Sustainability Officers, and Corporate Heads - CSR
- ◆ Heads of departments, and senior managers and executives interested in CSR
- ◆ Managers of tomorrow who wish to develop modern business practices and find ways to act in a truly responsible way
- ◆ Those who want their business to maximize profits while also being publicly accountable for its social and environmental record

Programme Fee

This is a 4-day online programme and the programme fee is INR 22,656/- (inclusive of 18% GST) per person. The fee should be paid in advance through NEFT/RTGS.

Delivery in Virtual Mode

The sessions will be scheduled on an online platform. Participants are required to have access to a personal computer/laptop with stable internet connection and a webcam to access the sessions.

Resource Persons

Prof. Sudhir Kumar Sinha, Programme Co-ordinator
 Prof. Hitesh V Bhatt, Former Director
 Prof. AM Tiwari
 Guest Faculty from Government, Industry, and NGOs

Deadline for Confirmation of Participation: September 30, 2021

Oliver Macwan, Deputy Manager (Executive Training)

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