Implementing CSR & Sustainability Framework

June 09-11, 2016
MDI Campus, Gurgaon
Indian economy’s current focus has been Corporate Social Responsibility and Sustainable Development. This policy was envisaged keeping in view the trickle down effect of economic growth and inclusive growth. The new guidelines from Department of Public enterprises, GOI, and Ministry of Corporate Affairs now link CSR strategies with sustainable development goals. Both private sector players and public sector players have started to roll out their CSR activities. However implementation issues of CSR and sustainability framework are multiple in nature. The appropriate CSR agenda linked with business strategy, implementation of the same, selecting the right NGO, evaluation and monitoring of NGOs and compliance pattern following the MoU as mentioned in the guidelines, have become increasingly important to understand and adopt. This training programme would therefore incorporate the understanding and strategizing the linkage between CSR strategies with sustainable development and effective implementation of the same. The participants may include:

- Managers at different levels
- CSR professionals
- Public Relations Officers
- Communication and/or Marketing Managers
- Human Resources Managers

The significant takeaways for the participants will be:

- Appreciating the idea of corporate social responsibility as a value proposition for organizations;
- Understanding the role of business in relation to CSR & sustainable development;
- Learning leadership skills to promote the organizational branding through CSR & sustain ability;
- Innovative ways of looking at and solving problems related to stakeholders’ expectations; and
- Development of citizen-centric mindset to governance and managerial responsibilities.

**WHY YOU SHOULD ATTEND?**

This challenging 3-day competency enhancement programme explores the challenges and opportunities of current CSR models, as well as the next generation of issues that business practitioners will face. Through specialized, detailed and highly focused training, it provides them with the tools and necessary practical framework of every CSR aspect. Upon completion of the course, participants would be able to apply their knowledge in all levels of CSR from the development and implementation of effective CSR strategies, to CSR reporting and communication. New frameworks and concepts will help them sharpen the focus on CSR initiatives and integrate social responsibility throughout operations in order to position the firm for higher levels of success. The key themes to be covered include:

- CSR & Sustainable Development concepts
- Mandatory/Voluntary Guidelines for CSR Implementation
- The Stakeholder approach & CSR
- CSR and Responsible Communication
- Global Standards / Models / Tools for CSR integration with business goals
- CSR / Sustainability Reporting
- CSR Action Plan
- Issues in CSR implementation
- Evaluation of NGOs in implementing CSR activities

**CONTENTS**

The corporate social responsibility is rooted in the Indian tradition of enlightened businesses contributing to social welfare as the necessary goal of progress and development. This tradition is further strengthened in the contemporary times of rapid changes where corporate executives must find new approaches to address the social, economic, and environmental effects of doing business. This innovative competency enhancement programme emphasizes the alignment of corporate social responsibility (CSR) with business strategy and helps the participants define their priorities along with integrating social responsibility throughout the business, and build social as well as economic value. The participants will strengthen their ability to define and implement CSR strategies that position the firm, its reputation, and its way of doing business for sustained progress.

The programme would also focus on the practices of companies that have successfully created business and social value through focused, aligned, and integrated CSR programs. It provides the practical knowledge and insight managers need to improve decision making, leverage partnerships, manage risk, and measure performance.

The new guidelines from Department of Public enterprises, GOI, now link CSR strategies with sustainable development goals. Concepts of sustainable development and these goals could be aligned with CSR strategies would be one of the deliverables of this programme.

**OBJECTIVES**

- To sensitize the participants about the need for CSR in the rapidly changing business scenario;
- To familiarize them with the drivers of CSR at the organizational level;
- To discuss about the end results of CSR for the organization;
- To deliberate upon the implementation approaches for CSR initiatives; and
- To align CSR strategies with sustainable development goals.

**THEMES**

This challenging 3-day competency enhancement programme explores the challenges and opportunities of current CSR models, as well as the next generation of issues that business practitioners will face. Through specialized, detailed and highly focused training, it provides them with the tools and necessary practical framework of every CSR aspect. Upon completion of the course, participants would be able to apply their knowledge in all levels of CSR from the development and implementation of effective CSR strategies, to CSR reporting and communication. New frameworks and concepts will help them sharpen the focus on CSR initiatives and integrate social responsibility throughout operations in order to position the firm for higher levels of success. The key themes to be covered include:

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**METHODOLOGY**

The pedagogy would include lectures, case discussions, and structured exercises besides experience sharing with eminent leaders and public officials from the government, industry, and civil society.

**VENUE AND DURATION**

The programme is scheduled during June 09-11, 2016 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI Campus from the afternoon of June 08, 2016 to the forenoon of June 12, 2016.

**REGISTRATION AND FEE**

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. Service Tax as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed demand draft/cheque in favour of "Management Development Institute, Gurgaon (Haryana)", and sent to the Chief Administrative Officer (Programmes), Management Development Institute, Mehrauli Road, Sector-17, Gurgaon 122001, Haryana, INDIA.

**LAST DATE**

The last date for receipt of nominations is May 25, 2016. The last date for withdrawal of nominations is May 30, 2016. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

**ENQUIRY**

For any additional information/enquiry please write to:
Chief Administrative Officer (Programmes),
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**PROGRAMME DIRECTORS**

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Dr. S. K. Tapasvi is associated with the Public Policy and Governance group and is a lead faculty for this programme. He has teaching and research experience of more than 15 years and specializes in training and consulting on themes related to public management, policy implementation, public governance, corporate social responsibility, and change management in organizations. He conducts custom-designed executive education programmes for public sector organizations. He has earned master degree from JNU, New Delhi and Ph.D. from IIT Kanpur in the area of Sociology and his areas of current interests are: Managing Change and Innovation in Public Organizations, Citizen-Centric Governance, Strategic Governance, Corporate Social Responsibility and Alternative Models of Public Service Delivery. He also designs and facilitates Organization Development interventions using Appreciative Inquiry Methods.

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Dr. Rupamanjari Sinha Ray an Assistant Professor in Economics Area of MDI Gurgaon. She has been awarded PhD in Economics in the year 2005 from Jadavpur University, where she was a UGC-NET-JRF Fellow. She has 9 years of PG management teaching experience including executive management teaching and training. She has worked in research projects on CSR. She has published research papers in the field of International Trade and environment, CSR and Environmental responsibilities of firms and SEZs in reputed and refereed national journals. She has published a book jointly with another colleague on CSR practices in India. She is also engaged in consultancy activities in CSR evaluation of companies and research in this field.
The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India. As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI’s PGP (a two-year full time MBA equivalent program) has been awarded “A” Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGP, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EPPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute’s clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:
Centre for Supply Chain Management
Centre for Excellence in Information Management
Centre for Entrepreneurship
Centre for Transformational Leadership
Centre for Corporate Governance
Centre for Responsible Business
Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI’s International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d’Etudes Politiques de Paris (Sciences-Po), IAEAix-en-Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal. HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal. European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Universita Carlo Cattaneo. (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School “MIRBIS”, Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.