

Duration & Venue

The program will be organized at NIRD&PR Campus, Rajendranagar, Hyderabad (Telangana) during **December 04 – 08, 2017**.

Course Fee & Nominations

There is **No Course Fee** for this program and the nominations for participation must reach on or before **27.11.2017** to:

Dr. R. Murugesan / Dr. Surjit Vikraman

Centre for CSR, PPP & PA

NIRD&PR, Rajendranagar, HYDERABAD-30.

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Contact Person

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Accommodation & Travel

This program is residential in nature, hence NIRD&PR will provide free accommodation in its Guest House and will bear boarding charges for the participants. However, travel expenses of the participants deputed / attending to his training program must be borne by their nominating / sponsoring agencies.

About NIRD&PR

The National Institute of Rural Development & Panchayati Raj (NIRD&PR) is an apex organisation for Training, Research, Action Research and Consultancy assignments in all aspects of rural

development in India. It is also a premier institution in the Asian and Pacific region having close linkages with regional and international organizations. The institute functions as a think-tank of the Ministry of Rural Development, Government of India. The mission of NIRD&PR is to facilitate rural development vigorously through both governmental and non-governmental initiatives.

The institute has an excellent academic infrastructure besides library, computer centre and guest house facilities and other services. The institute's services are available to different Ministries / Departments of the central and state governments, financial institutions, public and private sector undertakings, voluntary and non-governmental bodies and international organizations / agencies concerned with rural development. The Centre for Corporate Social Responsibility, Public-Private-Partnership and Peoples' Action (CSR, PPP & PA) is venturing into several new areas and dominance of knowledge that will have a bearing on the rural development in general and Corporate Social Responsibility in particular. Detailed information is available at the institute's website www.nird.org.in.



Training Program on Corporate Social Responsibility in Rural Development

(December 04 - 08, 2017)



Centre for CSR, PPP & PA
**NATIONAL INSTITUTE OF RURAL DEVELOPMENT &
PANCHAYATI RAJ**
(Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad – 500 030.

The Need

The new Companies Act 2013, has made it mandatory for companies to be socially responsible by introducing the 'Corporate Social Responsibility' (CSR) regime. The Ministry of Corporate Affairs (MCA) issued the CSR Rules, 2014, to implement this legislative mandate, which came into effect on April 1, 2014. The new act stipulates that at least two per cent of average net profits in three immediately preceding financial years must be spent annually on CSR. This is applicable to companies with net worth of Rs. 500 crore or turnover of Rs. 1,000 crore or net profit more than Rs. 5 crore in any financial year. They are also required by law to form a CSR committee to frame and implement policy.

CSR has a significant role in controlling the perils of uncontrolled development, satisfying the needs of the present generation and at the same time ensuring that the resources of future generations is not jeopardized. A much less publicized but deeper aspect of the importance of CSR in India comes to light when one considers CSR as a concept that covers a range of issues under the fabric of sustainable development. This is a crucial terminology for developing nations in the world today. Protection of the environment and a country's natural resources are a key element of this concept. Additionally, there is this equally important need to ensure that society does not suffer from disparities of income and provision of basic services like health care, education and literacy. To illustrate, the United Nations' Millennium Development Goals (MDGs) and the Water, Energy, Health, Agriculture, and Biodiversity (WEHAB) agenda of the UN Secretary General are deemed as essentials for bringing about a solution to the basic problems facing a society in a developing country such as India. Consequently, if corporate actions are to target the most fundamental

problems facing a poor country like India, then the components of the MDGs, including water and sanitation, prevention of eradicable diseases and the items included in the WEHAB (Water, Energy, Health, Agriculture and Biodiversity) agenda in some sense become guideposts for corporate social strategy and action.

Vast majorities of the India's poorest people lives in villages and these villages are in a state of neglect and underdevelopment with impoverished people. The problems of hunger, ignorance, ill health, high mortality and illiteracy are most acute in rural areas. The corporate sector has a pivotal role to play in ensuring private investment flows to those rural areas that have been left out of the development process so far and also to work for sustainable development of rural areas in general.

Objectives

- To sensitise and enhance better understanding on the concepts of CSR and Strategies of RD Programs of both Union & State Governments
- To impart managerial skills, tools and techniques in planning and effective management of rural and social issues via CSR.
- To expose the participants to the best and innovative practices in Rural Development.

Content

- Overview of CSR Policies, Strategies & Programs
- Participatory Planning, Implementation, Monitoring methods of CSR in Rural Development
- Technical and Efficient Management Practices of Corporate Houses and their Automation

- CSR and Sustainability: whether Corporate or Public or Environmental
- Problems Identification and Solutions: Social, Economic and Political Aspects.
- Energy conservation, Environmental and Pollution Issues
- Health, Education and Sanitation: Inter-sectoral co-ordination
- Technology Interventions: IEC Strategies and Models for CSR benefits
- Social Mobilisation and Community Participation: Role of various Stakeholders
- Participatory Techniques and Tools
- Facilitation and Interactive Skills

Methods

The program will be conducted through the combination of lecture-cum-discussions, panel and group discussions, sharing the experience, case studies, interactive and participatory tools and field demonstrations.

Who Can Participate

- Senior and Middle level Executives / Officers from the Corporate Houses, Public and Private Sector Undertakings
- Officers from the Rural Development and Panchayati Raj Departments
- Chief Functionaries from Reputed National and International NGOs / CBOs / Voluntary Agencies,
- Faculty Members of Academic Institutions working in the areas of Rural Development and Community Management,
- Elected People's representatives and Activists of Rural Development and any other related department officials.