



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
(Ministry of Rural Development, Government of India)
Rajendranagar: Hyderabad – 500 030.

Online Capacity Building Training Program on
Corporate Social Responsibility in Rural Development

for the Executives of Corporate Companies, Rural Development Functionaries & NGOs.

(December 21-23, 2020)

1. Introduction:

- 1.1 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 its policy and implement either in the affected peripheral area or elsewhere.
- 1.2 The Corporates in general have a significant role in controlling the perils of uncontrolled development, satisfying the needs of the present generation and at the same time ensuring the resources of future generations that shall not be jeopardized. A much less publicised 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.
- 1.3 Majority of activities taken up by the Corporate Companies and PSUs are environmental protection, education, drinking water supply, health care and sanitation, social empowerment, sports and culture, infrastructure support for construction of buildings, roads, culverts etc., employment generation activities and financial assistance to the children of under privileged and slum dwellers and so on.
- 1.4 Given the least participation and managerial skills among the poor, can there be any effective development, without interference of outside management knowledge? And if they get multiple stakeholders' help, whether professional or political, can they continue to raise the social interests of the poor? The answer could be the real bonding of corporate giants with community based organizations result to remove poverty or overall social development that would be one of the most exciting areas of organisational experimentation.
- 1.5 Keeping this in mind, the National Institute of Rural Development and Panchayati Raj, (NIRD&PR) intends to offer Online capacity building programs on 'Corporate Social Responsibility' and allied themes covered as specified in the course content and session plan.

2. Objectives:

- To enhance better understanding on the concepts of CSR and Strategies for Rural and Social Development Programs
- 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 of CSR initiatives in rural areas.

3. Program Content:

The program content covers the following major areas of concern:

- a) Overview of CSR Policies, Strategies & its evolution;
- b) Participatory Planning, Implementation, Monitoring of CSR in Rural Development;
- c) Problems Identification and Solutions: Social, Economic and Political Aspects.
- d) CSR and Sustainability: Efficient and Effective Management Practices of Companies;
- e) Innovative Initiatives: Education, Health, Sanitation, Energy, Environment etc.
- f) Inter-sectoral Co-ordination & Strategies for CSR models;
- g) Community Participation: Social Mobilisation and Social Audit roles
- h) CSR Reporting: Transparency and Accountability

4. Program Methods:

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

5. Participants' Level and Requirement:

As the program is designed for all Implementing Officials and Executives of Corporate Companies and its subsidiaries, Rural Development Functionaries and Non-governmental Organisations who involve CSR activities could be participated by registering through the link: <https://forms.gle/kudQh1JmJwfr7nWi9> on or before **16.12.2020**. The registered participant must have either Computer, Laptop, I-Pad or Mobile Phone with sufficient internet connectivity.

6. Duration and Venue:

The program will be organized through online mode during in the **forenoon periods of December 21-23, 2020** with sufficient intervals.

7. **Course Fee:** There is no course fee for the programme.

8. Contact Person:

Dr. R. Murugesan, Professor & Head (CSR, PPP & PA), NIRDPR, HYDERABAD - 30. Tele: +914024008445, Email: csr.nird@gmail.com

