

## About NIRD&PR:

The National Institute of Rural Development & Panchayati Raj (NIRD&PR) is an apex organization 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 both governmental and non-governmental initiatives.

The center for CSR, PPP&PA is providing services on consultancy basis in the form of specific training on demand from Public Sector Undertakings, Corporate Houses, National and International service organizations. Many CSR Executives were trained through such national-level programmes with one-week duration for the Public Sector undertakings such as HCL, BHEL, NMDC, IOC, Airports Authority of India, Cochin Shipyard Corporation, BDL etc., on CSR in Rural Development. This encouraged us to organize regular four-week international Training Programme on Corporate Social Responsibility in community development for the developing economies. The institute is venturing into several new areas and domains of knowledge that will have a bearing on the Rural Development. Detailed information is available on the institute website <http://nirdpr.org.in/csrppppa.aspx>

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# National Conclave on Corporate Social Responsibility A Gramodhaya Way

August 22-23, 2019

Centre for Corporate Social Responsibility, Public Private  
Partnership & People's Action (CSR, PPP&PA)

**National Institute of Rural Development and  
Panchayati Raj (NIRD&PR)**

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## The Need

To enable the engine of inclusive development, it is necessary to enhance public service delivery by building roads, constructing schools, health centers, providing access to potable drinking water and sanitation, skill development, capacity building of youth/volunteers/SHGs, all of which requires substantial spending in the country. A variety of organizational forms, we call it as multi-stakeholders are in the fray to reach the goal of inclusive development viz., government development Administration, Non-Government Organisation, Voluntary Agencies and Public and Private sector enterprises.

The Corporates and Multinational Companies also aiming to play a vital role towards sustainable rural development through their mandated responsibilities under the Section 135 of the Indian Companies Act 2013, but their efforts are scattered. The nexus of corporate giants with community based organizations' response for poverty alleviation or overall social development will be one of the most exciting areas of organizational enrichment. It is believed that their joint effort would directly influence the public to achieve the fruits of overall development in rural India. However, available evidence suggests that organizational problems beset all service organizations, ranging from lack of commitment in development, bureaucratic rigidity, outside interference or domination, corruption, etc. to lack of managerial skills.

Given the back ground this Two-day collaborative conclave provides a potential answer to the sort of external help that can give boost to the social responsibilities of the corporate houses which are actively involved in the upliftment of the rural poor. Further, this conclave would throw a light on facilitating the development processes by ensuring peoples' involvement on public spending and partnership with private players for triumphing inclusive development in the rural areas. Of all, there is a lot to learn about CSR based experiences and the expertise of NIRD&PR on inclusive rural development.

## Objectives:

- To discuss present strategies, prospects and problems of CSR in the Rural Development contexts.
- To sensitize the CSR firms on GPDP, and its importance in sustainable development goals.
- To explore the ways and methods of collaboration for CSR implementation in rural and affected areas.

## Areas of concern for Discussion:

1. CSR-Evolution, regulatory frame work, operations and their Impact.
2. Designing Innovative CSR projects, and Implementation strategies with Partnering Organisations.
3. Importance and Role of PRIs through GPDP.
4. Monitoring and Evaluation Mechanism: Baseline Surveys, Impact Assessment, and Social Audits.
5. Sustainability and Reporting Methodologies.

## Who can participate?

This conclave would be a platform for strategic collaboration of debates on Corporate Social Responsibility in Rural Development and is open to: CSR Heads, Senior and Middle- level Managers, Implementing Partners & Practitioners and Renowned NGOs associated with the development sectors in the country. For registration please send us an Email to : [csr.nird@gmail.com](mailto:csr.nird@gmail.com) , along with one page note on your expertise experience on CSR.

## Duration and Venue:

The conclave will be organized during **August 22-23, 2019** at **Vikas Auditorium NIRD&PR campus**, Rajendranagar, Hyderabad, Telangana state.

## Accommodation & Travel :

Since the programme is residential in nature, NIRD&PR will provide free boarding and lodging in its Guest House, for early registrations. However, travelling cost must be born by the participating delegates or their sponsoring agencies. Further to note that the facilities for spouse and /or children accompanied with the participants would be charged @ INR 3000 per day.