



Training Programme

on

Strategies for Effective Convergence of **CSR** with Rural Development programs through Panchayati Raj Institutions



Date: January 23 – 24, 2020

Venue: NIRDPR, Hyderabad

Centre for Corporate Social Responsibility, Public Private Partnership & Peoples' Action
National Institute of Rural Development & Panchayati Raj,
Rajendranagar, HYDERABAD-30.

The Need:

Over 69 percent of India's population lives in amounting to roughly 930 million people, the reality of rural India, is far from the idyllic scenes of bucolic farmlands. It is characterized by poverty, unemployment, and underemployment and a lack of access to basic minimum services such as quality education and healthcare. From the environmental perspective, the region is grappling with the degradation of natural resources, reducing soil fertility and the depletion of groundwater resources. These factors contribute towards a vicious cycle of poverty and deprivation, stressing rural livelihoods, depressing incomes and compromising quality of life. Rural indicators for human development consistently lag behind national averages and urban counterparts. With a significant part of India's population living in these areas and a high proportion of them poor, rural development acquires strategic importance for nation building through inclusive development.

While rural development has always been a key area of focus for governments and a key determinant of political fortunes, it has also gained currency with the corporate sector with the advent of mandatory Corporate Social Responsibility (CSR) as stipulated by Section 135 of the Companies Act, 2013.

This 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 village panchayat's natural resources are also the 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, through Panchayati Raj Institutions (PRIs).

Objectives:

- To sensitise and enhance better understanding on the concepts of CSR and Strategies of RD Programs of both Union & State Governments
- 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. and
- 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
- Importance and Role of PRIs through GPDP.
- 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
- 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.

Duration and venue:

The Program will be conducted during **January 23-24, 2020** at NIRD&PR campus, Rajendranagar, Hyderabad, Telangana state.

Accommodation and 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 participants or by 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.

Course Fee & Nominations

There is **No Course Fee** for this program and the nominations for participation must reach on or before **17.01.2020**, **Email to: csr.nird@gmail.com**, along with one page note on your professional expertise and experience on CSR, in the nomination form enclosed.

About NIRDPR:

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 centre 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 programmers 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 dominance of knowledge that will have a bearing on the Rural Development. Detailed information is available on the institute website <http://nirdpr.org.in/csrrppppa.aspx>

Course Directors

Dr. R. Murugesan; Prof.& Head

Dr. Surjit Vikraman; Associate Professor

Centre for Corporate Social Responsibility, Public Private Partnership & Peoples' Action

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Venue: NIRDPR, Hyderabad

NOMINATION FORM

(Please send the following details in a typed form with telephone/mobile numbers and complete address)

1. Name:

2. Designation:

3. Organisation:

4. Qualification

5. Address:

6. Tele/Fax/ Mobile No:

7. E-mail address:

8. Brief Job Description:

9. Briefly describe your interest and motivation to attend this programme and your expectations from it.

Date:

Forwarding Authority

Place:

Signature

*Note: Kindly send/mail your nomination to: Dr. R.Murugesan, CSR, PPP & PA
Email:csr.nird@gmail.com*

Last date for nomination: 17th January, 2020.