



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

LEADING AND MANAGING CSR FUNCTION STRATEGICALLY



Programme Director: Prof. Nimruji Prasad J



Programme Dates: March 13 – 18, 2023



Programme Venue: MDC, IIM Calcutta



PROGRAMME OVERVIEW

Business is no longer limited to managing competition. Social and Ecological issues are determining operations and strategies of business. Corporate Social Responsibility has now emerged as a full-fledged business function, as another source of competitive advantage attracting and retaining talent and loyal consumers. Realising the full potential of CSR requires moving beyond a CSR as public relations and charity mindset. Competence in managing the CSR function requires knowledge of and capabilities in Environmental and Social Governance (ESG) various drivers of CSR, Careful Risk Assessment and Strategizing, CSR implementation models, Expertise in Building and Managing Partnerships and Community Engagement, Managing CSR Communication and information flow with internal and external stakeholders. This program builds competence of managers to effectively transform CSR function into a value adding contributor to business and society.



PROGRAM OBJECTIVES

The primary objective of this program is to help participants develop functional competence in CSR necessary for effectively managing the CSR portfolio of an organisation.



PEDAGOGY

The pedagogy will be highly interactive. It will be an interesting cross-industry mix of case studies, best practices, lectures, group work, presentations and experience sharing.



KEY TOPICS

■ Environmental and Social Governance (ESG)

- Lay of the Land: Corporate Social Responsibility, Triple Bottom Line and Sustainable Development Goals
- Sustainability, Environment and Climate Change
- The Time is Ripe: CSR and ESG: What now? Why now?

■ Negotiating the CSR-ESG Maze

- Genesis of Sustainability and ESG debates and concerns
- Business impact of CSR and ESG geopolitics
- Science of CSR and ESG business risks

■ Legal and Regulatory Dimensions

- Environmental and Resource Use Governance Acts and Compliances
- Section 135 of Companies Act 2013 of India
- Global Reporting Initiative and UN Global Compact
- Social and Green Labelling

■ CSR-ESG Market: Strategic Implications for Business

- Social and Green Investment
- Investor perspective
- Carbon and Renewable Energy Markets

■ CSR Risk Assessment and Strategising

- Understanding a business' social and environmental footprint
- Identifying and prioritising CSR issues and risks
- Issue maturity
- Section 135 issues
- CSR Drivers in a business

■ Managing CSR Business Function

- CSR Implementation Models Matrix
- Choosing the appropriate CSR Model
- Communication and Information Systems for CSR Effectiveness
- Building CSR culture

■ Building and Managing Partnerships

- Community Engagement
- Selecting Partners, Stakeholder management
- Partnership Management Framework

■ CSR Reporting and Accountability

- Measurement and Reporting of CSR initiatives
- Global Reporting Initiative (GRI) standards
- BRSR reporting



WHO MAY ATTEND

The Programme as such is useful for all managers with 5 - 7 years of experience, irrespective of their functions, hierarchical position and business involvement - be it in the private/public sector organisations, multinational companies or government organisations. We believe that an organisation will get an optimum return from this Programme by sponsoring a team of 2 - 4 managers who have responsibility for managing a department, division, business group, or the entire organisation.



PROGRAMME DIRECTOR

Prof. Nimruji Jammulamadaka is a professor in the Organizational Behaviour Area at IIMC. She has been researching innovation in Indian organisations for several years now and has published in this area in international journals. She is also writing a book on innovation. She is also the author of several books, notably *Indian Business: Notions and Practices of Responsibility*, (Routledge, 2018). She is the first resident South Asian to have served on the executive at the Academy of Management. She is on the editorial boards of various national and international journals. Her research interests include geopolitics of knowledge, post and decolonial management studies, power and corporate social responsibility.

PROGRAMME DETAILS

- **Duration:** March 13 – 18, 2023
- **Programme Commencement:** 9:00 AM on March 13, 2023
- **Programme Conclusion:** 2:00 PM on March 18, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** March 12, 2023 (6:00 pm onward)
 - **Check out:** March 18, 2023 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 156,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 146,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to program_mdp@iimcal.ac.in