

## **MDP 15: Leading Responsibly- Strategising CSR as per the Company Act, 2013**

### **Introduction**

The big challenge for companies after the Companies Act, 2013 is how to develop a CSR Policy, How to spend, Where to spend, who should implement the projects, and How to measure impact. The Central Government has notified the Companies (Corporate Social Responsibility Policy) Rules, 2014 giving effect to Section 135 of the Act dealing with CSR with Schedule VII of the Act.

### **Need for the program**

The training programme has been designed to help participants to comprehensively understand the legal framework of CSR in India and implement CSR projects as per the mandated provisions of the Companies Act, 2013 and the Rules there-in.

### **Objective**

- Understand legal framework of CSR in India
- Status of CSR in Indian corporate
- Need to strategise CSR
- Developing Framework for implementing CSR projects
- Measuring impact of CSR projects

### **Content**

- Evolution of CSR in India
- Business case of CSR
- Legal Framework of CSR in India
- Framework for managing and implementing CSR projects
- Best practices in mandated CSR Projects
- Simulation exercise to generate appropriate mandated CSR projects which are linked to business strategy.

### **Methodology**

The programme will be highly interactive and delivered through lecture-discussions, case study, and simulation exercise

### **Who should attend?**

Executives in managerial roles and those who are either involved or aspire to be involved in CSR activities of the organisation.

### **Duration**

2 days

### **Program Director**

Prof(Dr) Sudhir Naib



Prof(Dr) Sudhir Naib has about four decades of rich experience in Union Government and Academics. Author of three academic books- two published by Oxford University Press, and one by Sage Publications. He has conducted MDPs for various Public and Private Sector Organisations. Recently he conducted MDP on CSR for Artificial Limbs Manufacturing Corporation of India (ALIMCO) HQ at Kanpur, and for personnel dealing in CSR activities of Bharti Foundation, Moser Baer Trust, DS Group, Max India Foundation, Apollo Tyres, and SEWA.