MADRAS SCHOOL OF SOCIAL WORK

(An Autonomous Institution affiliated to the University of Madras)
32, Casa Major Road, Egmore, Chennai - 600 008
Re - accredited by NAAC with 'A' Grade

PG DEPARTMENT OF SOCIAL WORK (AIDED)

ORGANISED

A CERTIFICATE COURSE ON

ON

"CORPORATE SOCIAL RESPONSIBLITY AND SOCIAL AUDIT"

10th, 17th & 31st AUGUST 2019

VENUE: CONFERENCE HALL, MSSW.

IN

COLLABORATION WITH CSIM, CHENNAI

Course Co-ordinator
Dr. LAKSHMI, Asst. Professor,
Department of Social Work, MSSW.

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15/07/2019

From
Dr. Lakshmi . J
Asst.Professor,
Dept. of Social Work (A)
Madras School of Social Work

To

The Principal
Madras School of Social Work

Through: HoD

Dear Sir,

This is to inform you that the Department of Social Work (A) has planned to conduct certificate course on **CSR** for the benefit **II MSW Students** by the organisation **CSIM, Chennai**. This initiative taken based on the students demand in previous Board and Studies and we confirmed to provide necessary inputs on CSR through certificate programme. Hence I request you to approve the budget for success of the programme. The Tentative dates: **13th, 20th and 27th of July or 10th 17th and 31st of August 2019.**

Certificate course budget

S.No	Items	Amount (Rs).
1	Trainer fee	36, 000
2	Course co-ordinator fee	4,000
3	Refreshments and Travel expenses	2, 000
	Total	42,000

Note: 1. Attached Profile of the Trainer
2. Course Structure

Thanking you.

25/7/19.

Yours truly,

5/8/19

5/08/2019

MADRAS SCHOOL OF SOCIAL WORK

DEPARTMENT OF SOCIAL WORK (A)

PROPOSAL FOR CERTIFICATE COURSE

Name of the certificate Course	**CSR & Social Audit**
Name of the course co-ordinator	**Dr.J. Lakshmi**
Name of the Organisation	Mr. Hemanth
Major topics to be covered	▪ Introduction to CSR ▪ Legislations and implication of non-Compliance ▪ Blending Business and CSR ▪ Preparing the organisation (Company /Implementing Partnering Agency) ▪ Implementing CSR Programme ▪ MIS, M&E and reporting ▪ Introduction to social audit, SRol and CSR indexing ▪ Trends in CSR ▪ Environment & Carbon Food Print as part of Trends in CSR
Teaching hours	30 Hours
Evaluation Pattern	Exam at the end of the course
Participants	Students from various department
Tentative Dates	**Commencement of course – 10/08/2019** **17/08/19** **31/08/19** **14/09/19**

J. L

Course co-ordinator

HoD 5/8/19

Principal 5/8/19

05/08/19

MADRAS SCHOOL OF SOCIAL WORK (AUTONOMOUS)
DPEARTMENT OF SOCIAL WORK (A)
CERTIFICATE COURSE ON CSR & SOCIAL AUDIT

Sl No	Register Number	Student Name	10-08-2019	17th
1	1815772091001	AKALYA S		
2	1815772091004	ARCHANAASHRI C		
3	1815772091005	ASHIKA V		
4	1815772091006	BRITHI B		
5	1815772091008	GAVYA D		
6	1815772091010	JOHN BENJAMIN PRITHIVIRAJ		
7	1815772091011	KARTHIKA A		
8	1815772091013	MADHUMITHA U		
9	1815772091014	PRABHU D		
10	1815772091015	PRASANTH GR		
11	1815772091018	REVATHI T		
12	1815772091019	SATHYA J P		
13	1815772091021	SUVALAKSHMI S		
14	1815772091022	TANYA JACQULIN SAMUEL		
15	1815772091023	THILAGAVATHI.S		
16	1815772091024	ANJALI JOSEPH		
17	1815772091025	ANTO VALAR BRIGHTON I		
18	1815772091026	CHRISTY MARIA TOM		
19	1815772091027	ELSA SIBY		
20	1815772091028	HARINI M	20/11/2020	
21	1815772091029	KALKIPRIYANGA A P		
22	1815772091030	KAVYA V R		
23	1815772091031	KISHORE V		
24	1815772091032	MANTHRA SHREE S		
25	1815772091033	MEKALA UMESH		
26	1815772091034	MONIKA V		
27	1815772091035	NIVETHA S R		
28	1815772091036	REVIKA PAULA STENNETT		
29	1815772091037	SATHISH KUMAR P R		
30	1815772091038	SAURABHI PRASHANTHIKA H		
31	1815772091044	GOVARTHINI R		
32	1815772091050	SRINITHI S		
33		Eveline Thangam Nirupa		
34	1815782091030	SOWMIYA .P		
35	1815782091040	ESTHER . M		
36	1815782091029	SIDHARTH .B. KUMAR		
37	1815782091026	CHELSEA SINDHU PRIYA		
38		MIRIAM JOHN		
39		RHEA MARIAM RACHEL BENNS		
40		SWATHI PARVATHI. H		
41		VARGHESE SAMUEL		
42		SHRI SHEMAA. C		
43		NAMRATA MOHAN		

for sidharth
new - 9943789711
Sidarthan

43	VARGHESE SAMUEL	Completed
44	SHRI SHEMAA. C	Completed
45	NAMRATA MOHAN	Completed
46	XAVIER FRANCISE	Completed
47	DIVYA	Completed
48	NIKHILA. P	Completed
49	AISWARYA SELVARAJAN	Completed
50	**Hima Bindu**	Completed
51	Siva Vadivel	Completed
52	Sachin K	Completed
53	Neetashree Parasar	Completed

CO-ORDINATOR SIGNATURE

[Dr. J. Lakshmi]

CSIM

to learn • to heal • to raise

Centre For Social Initiative And Management
391/1, Venkatachalapathi Nagar, Alapakkam,
Chennai - 600116.

MADRAS SCHOOL OF SOCIAL WORK
founded 1952

Madras School of Social Work
32, Casa Major Road, Egmore,
Chennai, 600002

CERTIFICATE

This is to certify that

AARATHI. U.C

has successfully completed the certificate course

on Corporate Social Responsibility and oriented on Social Audit.

This was coordinated by the P.G. Department of Social Work (Aided)

at Madras School of Social Work during the month of August 2019.

Ms. Marie Banu. J
Director, CSIM

CENTRE FOR SOCIAL INITIATIVE AND MANAGEMENT
CHENNAI - 600116

Dr. S. Raja Samuel
Principal
Madras School of Social Work

CSR Programme Curriculum suggested by Hemantha Kumar Pamarthy – 04-07-2019 (for MSSW)

Titles for the programme could be;

Choice – 1 - **'Rapid Immersion Programme in Corporate Social Responsibility'**

Choice – 2 – **'Comprehensive learning of fundamentals of Corporate Social Responsibility'**

Choice – 3 – **'Practical Corporate Social Responsibility – Interactive way of learning'**

Or any of MSSW's choices

- The full programme takes 32 hours or four working days of (eight) 8 hours each.
- It can be crunched into 24 hours. Any less than 24 hours would render the programme inadequate and incomplete.
- The programme could be for 8 hours a day across three (3) Saturdays
  (Can the students sit for 8 long hours and be attentive?)

Suggested Programme and modules would be as below:

Days	Modules	Subject
1	---	**Inauguration and General Introductions**
	1	**Introduction to CSR**
	Tea / Coffee break	
	2	**Legislations and implications of non-compliance**
	Lunch Break	
	3	**Blending Business and CSR (with intermittent Tea / Coffee break)**
2	4	**Preparing the organisation [Company / Implementing Partnering Agency (IPA)]**
	Tea / Coffee break	
	5	**Implementing CSR Programmes**
	Lunch Break	
	5	**Implementing CSR Programmes continues (with intermittent Tea / Coffee break)**
3	6	**MIS, M & E and Reporting**
	Tea / Coffee break	
	7	**Introductions to – Social Audit, SRoI and CSR Indexing**
	Lunch Break	
	8	**Trends in CSR**
	Tea / Coffee break	
	9	**Environment & Carbon Foot Print as part of Trends in CSR**

- The programme will have group working exercises.
- For content protection PPTs would not be handed over and there would not be any hand outs generally.
- Students will have to take notes please.

Hemantha Kumar Pamarthy's Profile

Mr. Hemantha Kumar Pamarthy, is an Independent International Adviser, Consultant and Resource Person, with over 42 years of Inter/National experience in Top/Senior Management positions spanning Industries such as Livelihoods, Entrepreneurship, Skills Development, Capacity building, Corporate Social Responsibility (CSR), Development and Mainstream Financial Services, Agro-Products FMCG and OE Industrial Products.

He had straddled the corporate sector for about 27+ years and over 15+ years in the development sector.

He has graduated in Commerce and augmented his qualifications with Post Graduate qualifications in Materials Management and Marketing Management from University of Madras. He has specialised in Microfinance in India and Housing Finance for the Poor from Boulder Institute (USA) held in Turin, Italy. He is a qualified trainer from the Indian Society of Training and Development.

Training since 2002, Mr. Pamarthy is passionate being a trainer and a mentor and has conducted innumerous trainings for participants ranging from grass-roots to top managers in Social and Economic subjects, with specialisation in CSR, Entrepreneurship, Financial Inclusion, Livelihoods, Skills Development, and select Professional Development and Personality Development subjects. There has been no count to the formal and informal trainings he facilitated and undertook for the marginalised and disadvantaged women SHGs in livelihoods and skill building areas.

Mr. Pamarthy is currently associated with;
Asian Institute of Technology, as a resource person and
is an empanelled consultant with **Rapid Asia Company Limited,** both in Thailand.

In India, he is associated with;
Confederation of Indian Industry (CII), as a consultant as well as faculty and with
Cholamandalam Investment and Finance Company as a CSR adviser and consultant

Working along with Confederation of Indian Industry (CII), Mr. Pamarthy has anchored several training programmes such as 'Mastering CSR', 'Hands on Guide to CSR', 'In-Sync with Industry' (for bridging academic institutions with reputed and large scale industries for upgrading skill and knowledge and to realise the real requirement of the industry so that academic institutions can adapt suitable curriculum), 'Professional Development Skills' and several such.

He had travelled widely in India, and in several countries across the globe that includes the Americas, South Africa, several European countries and most Asian countries. Presently he is focused on to the Lower Mekong Basin (LMB) Countries of the Indo-China Region of South East Asia (SEA) like Cambodia, Laos, Thailand and Vietnam etc.

He was **a TED X speaker on 'Social Entrepreneurship'** and has several publications to his credit. He is a regular blogger under the column **'Hemantha Kalam'**

Capacity Building & Training efforts by Hemantha Pamarthy

Institution	Subject	Target Participants	Year	Remarks
RBI-DEA-Sa-Dhan	Financial Inclusion	Trainers from MFIs in South India	June 2019	Full day ToT programs at Bengaluru, Chennai and Kochi attended by about 25 participants per each program
Pondicherry University, Puducherry	"Social Entrepreneurship & Financial Inclusion"	Over 100 Post graduate students from the Commerce stream	February 2019	Two hour guest lecture
Loyola Institute of Business Administration (LIBA), Chennai	"Blending CSR with Business DNA"	Over 250 Business Administration Students	February 2019	Ex-tempore program during their Ethics Summit
Praise Foundation, Chennai	"Blending CSR with Business DNA"	Over 20 participants from Corporates	Feb., 2019	Two hour webinar module
Confederation of Indian Industry (CII) –Since October 2015 till 2019	Corporate Social Responsibility & Skill Enhancement subjects	Middle & Senior Management members of pan-Indian businesses	2015-19	**Dozen + Programs** covering some 200 Sr./Top Mgmt of Corporates & NGOs
	Workshop on 'Essentials of CSR'	Mgmt. Staff of NGOs & Companies	2018	About a dozen Managers from South
World Vision India	2 Sessions of "Proposal Writing for CSR"	Managers	2018	25+ Managers from across the country
BALM Institute	Entire Entrepreneurship Module	Students of TISS for M.A. Sociology	2017-18	Full class students
HEKS-EPER, Chennai	1 day "Workshop for Fund Raising"	NGOs / CBOs	2017	20 Heads of NGOs / CBOs
Crescent University, Chennai	Guest Lecture on "Leveraging CSR for Creating Shared Values (CSV)"	Business School & Management Students	2017	Over 50 participants
L & T Infotech, at L & T Development Academy, Lonavala	2 day Comprehensive CSR Immersion Program	Entire CSR team comprising of officers to Head of CSR	2017	Over 13 Managers and officers including the Head-CSR undertook
Asian Institute of Technology (AIT) Bangkok, Thailand Single Faculty	International Certification Program on "Community Based Financial Inclusion and Microfinance"	Directors & Senior Management from Central Banks of Asian, South East Asian, Far Eastern, African Countries	2013 till now (2018)	So far **Seven Programs** covering an average of 22 participants per Program
Dalit Indian Chamber of Commerce & Industry (DICCI)	"Effective communications Skills"	First Generation Dalit MSME Entrepreneurs	August 2016	About 50 + MSME entrepreneurs
Asirvad Microfinance Private Limited – Chennai & Raipur	Risk Management in Microfinance – for Managers	Senior and Middle Level Managers	Sep. '15 & May '16	Over 20 Managers across two days Program in two locations
Arulmurugan College of Engineering, Karur, India	Importance of Teaching in Transformation of Students	Professors, Lecturers and Tutors	August 2015	Over 40 members including the Principal of the College
Aachi Institute of Management and Entrepreneurial Development (AIMED)	Microfinance to help Micro Entrepreneurs	Management Students and Faculty of the Institute	April 2015	16 Participants (Half a day Program – single Module)
CREW Private Limited	Leadership Skills	Middle & Senior Management	Dec. 2014	About 45 members in Jharsuguda
Holy Cross College, Trichy, India	MSMEs-Skill Development & Training-Role of Banks	College's undergraduate students and select bankers	August 2014	Above 500 participants (Half day Program)

Khammouane Development Project, Component 3, Thakhek, Khammouane Province, Laos PDR	Sensitisation Program on Micro Finance Components & Workshop on Project Management-emphasis on elements & components and successful completion	Middle Management & Staff of Provincial Rural Development and Poverty Eradication (PRDPE) Office, Thakhek, Khammouane Province, Laos	March 2013	About 20 Participants (One day Program at PRDPE Office Premises)
Meenakshi College for Women, Chennai, India	Social Performance and Microfinance Institutions	Graduating Students in Commerce	February 2013	Over 100 participants (Half day Program at the college)
Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) GmbH, Laos PDR	Savings and Term Deposits	- Staff of Network Support Office (NSO) Vilabouly, Sepon, Savannakhet Province, Laos PDR - Representatives of nearby Village Banks & Villagers	June, 2012	About 6 Participants in NSO (One day Program at NSO Office) and About 10 Members of Village Banks (In a Village – 3 hours)
	Team Dynamics / Leadership & Management Skills / Better Communications & Time Mgmt.	- Staff of Network Support Office (NSO) Attapeu, Attapeu Province, Laos PDR		About 10 Participants of the NSO (One day Program at NSO office)
The Banyan Academy of Leadership in Mental Health (BALM), Chennai, India	Introduction of Hand in Hand's role in the Civil Society	Management Students of BALM and Institute for Financial Management & Research (IFMR)	2011	About 60 Students (Half day Program)
Hand in Hand India & Harvard University at Great Lakes Institute of Management, India	International Program on Social Entrepreneurship	Bankers, Donors, Social Workers, Development Institutional Representatives	August 2011	About 40 Participants (Facilitated the Program and was the Anchor Person)
United Methodist Community for Relief (UMCOR), Sri Lanka	Microfinance ToT Program (at Hand in Hand's office, India)	Implementing team of UMCOR	October 2010	8 Senior & Middle Managers of UMCOR (9 day Program)
Indian Bank Management Academy for Growth and Excellence (IMAGE), Chennai	Promotion and Sustenance of SHGs – A NGO's Perspective (Two programs)	Senior & Middle Managers of various branches of Indian Bank across India	September & January 2010	17 Participants & 18 participants (Half a day Programs)
RMK Engineering College, Chennai, India	Micro Enterprises through Micro Finance	Graduating Students of Engineering and Management streams	August 2010	About 100 students (Half a day Program)
Hand in Hand Group of organisations, Chennai, India	Leadership & Management Skills Planning and Process Management	Top & Senior Management members – Taking Stock	August 2010	About 15 members (Full Day Intensive Program / Workshop)
	Emerging Trends in Micro Finance		May 2010	
For a Delegation from Kenya Hand in Hand India, Chennai	Familiarisation on Hand in Hand Activities & Micro Enterprises	Government and Social Workers & practitioners	July 2010	8 members (Half day out of full one day program)
University of Pondicherry, Puducherry, India	Bottle necks in Microfinance	National and International Microfinance Practitioners	January 2010	Over 200 delegates (Half a day Program)
Centurion School of Rural Enterprise and Management (CSREM), Parlakhemundi, Odisha	Rapid Immersion Program in Operational aspects of Micro Finance	Graduating Management Students	December 2009	About 50 students (2 day 5 module Program)

Indian School of Microfinance for Women, Ahmedabad, India	Marketing Strategy – Why? What? & How?	Practitioners, Trainers, and Students of Microfinance and Livelihoods	December 2009	15 participants (Half day Program conducted in IFMR, India)
VILLGRO-Indian Institute of Microfinance (IIT-M), Chennai	Innovation and Social Entrepreneurship	Students of IIT-M	October 2009	About 15 Students (Half day Program)
RMK Engineering College, Chennai, India	Delivery Mechanism of Micro Credit / Micro Finance	Graduating Students of Engineering and Management streams	September 2009	About 100 students (Half day Program)
The Banyan Academy of Leadership in Mental Health (BALM), Chennai, India	Introduction of Hand in Hand's role in the Civil Society	Management Students of BALM and IFMR	August 2009	About 50 Students (Half day Program)
IFMR, Chennai, India	Rapid Immersion into MicroFinance/RIM	Students of IFMR	July 2009	23 Students (Half a day session)
Visao Mundial (World Vision) Fortaleza, Brazil	Sensitisation and Immersion into Microfinance	Implementing Staff and Representatives of beneficiaries	June 2009	22 members (Facilitating and part training over a 3 day Program)
Xavier Institute of Management, Bhubaneswar, Odisha, India	Talent Acquisition, Retention and Employee engagement in Social Sector	Graduating Students ready for placement	September 2008	About 50 students (Half day Program at Odisha)
Vidya Pratishtan's Institute of Information Technology, Baramati, Maharashtra, India	Successful Models of Digital Communities	National and International Audience	March 2008	Over 200 participants (Half a day session of 2 day Program)
Indian Bank Management Academy for Growth and Excellence (IMAGE), Chennai	Promotional Aspects of SHGs – NGO's Experience	Senior & Middle Managers of various branches of Indian Bank across India	December 2007	24 Participants (Half day Program)
College of Agriculture Banking (CAB) of Reserve Bank of India, Pune, India	Exposure for Senior Bankers on 'Financing SHGs'	Senior & Middle Managers of various banks from North & North-Eastern India	November 2007	About 30 Participants (Half day session of a 3 day Program at Hand in Hand's Office in Kancheepuram)
Life Insurance Corporation of India, Zonal Training Centre-South, Chennai, India	'Marketing Microfinance – CCDV' (CCDV = Creating, Communicating and Delivering Values)	Senior & Middle Managers of Insurance Marketing	August 2006	About 100 Managers (Half day session)
Hand in Hand Group of Organisations, Chennai, India	Personality Development Skills – Time Mgmt./Communication/Team Dynamics	Middle & Junior Management members	August 2006	12 members (One day immersion Program)
HCL Limited, Chennai, India	Writing Skills	Technical Writers of HCL	April 2004	About 20 participants (Half day)
Institute of Technology and Management (ITM)	Direct Marketing	Management Students	December 2002	18 Graduating Students of the Institute (Half a day Program)
Staff Training College, Reserve Bank of India (RBI), India	Security Arrangements – Use of CCTV (at RBI Staff Training College, Chennai)	Top and Senior Managers of Security systems of Reserve Bank of India	August 2002	21 Managers (Half day session)

In addition; - Introduced / sensitised Microfinance & Micro Enterprises to several students of Business Schools of Harvard, Indiana, Iowa, Stanford and TRIUM Universities and to a couple of faculty members from Stockholm School of Economics, Sweden.

Corporate Social Responsibility Learning Programme

Madras School of Social Work, Chennai

Blending Business and CSR

Hemantha Kumar Pamarthy

10th August, 2019

Blending Business and CSR

Is there a need for .....

- **CSR?**
- **Business and CSR to blend?**

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Blending Business and CSR

- Is Business and CSR separate?
- Should Business and CSR Blend?
- If so, why?
- If not, why?

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Blending Business and CSR

Is Business and CSR separate?

No,

CSR is dependent on Business gains

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Blending Business and CSR

Should Business and CSR Blend?

Yes, mostly! But ….

could depend on Business strategy

and

various policies of the business though

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Blending Business and CSR

So start with strategy!

Assess & Understand Priorities of Internal Stakeholders

Understand what influences Business Success & How to integrate CSR

Develop Factors & Criteria for Prioritisation & Mapping Issues

Use Issue Prioritisation for Formulating Strategy & Policy

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Blending Business and CSR

Strategising Blending Business with CSR!

Using CSR for developing business is good but one caveat is that the blending strategy should fortify any expected / unexpected backlashes from the market!

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Blending Business and CSR

Strategising Blending Business with CSR!

Internally the strategy helps in

- ***Better Internal Relations***
- ***Better Employee / Management Engagement***
- ***Productivity***
- ***Workplace Pride and so on***

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Blending Business and CSR

Blending Business with CSR - Key Principles

- *Business strategy must remain to be the foundation for building Brand & CSR strategies*
- *Any promise made, must be supported by business proof points*
- *The alignment with the brand driving and sustaining the CSR elements is to be communicated to the key stakeholders – internal and external*

Courtesy: https://www.prophet.com/thinking/view/43-three-strategies-for-integrating-csr-with-brand-marketing

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Blending Business and CSR

Blending Business with CSR - Key Principles

Developing an…

… integrated and effective CSR strategy for assessing
as to how CSR investments support business objectives and practices
identifying the subset of business objectives
that both CSR and brand are best suited to support

… implementation plan containing key initiatives,
core messages and supporting business proof points
for the strategic alignment of CSR and brand

Courtesy: https://www.prophet.com/thinking/view/43-three-strategies-for-integrating-csr-with-brand-marketing

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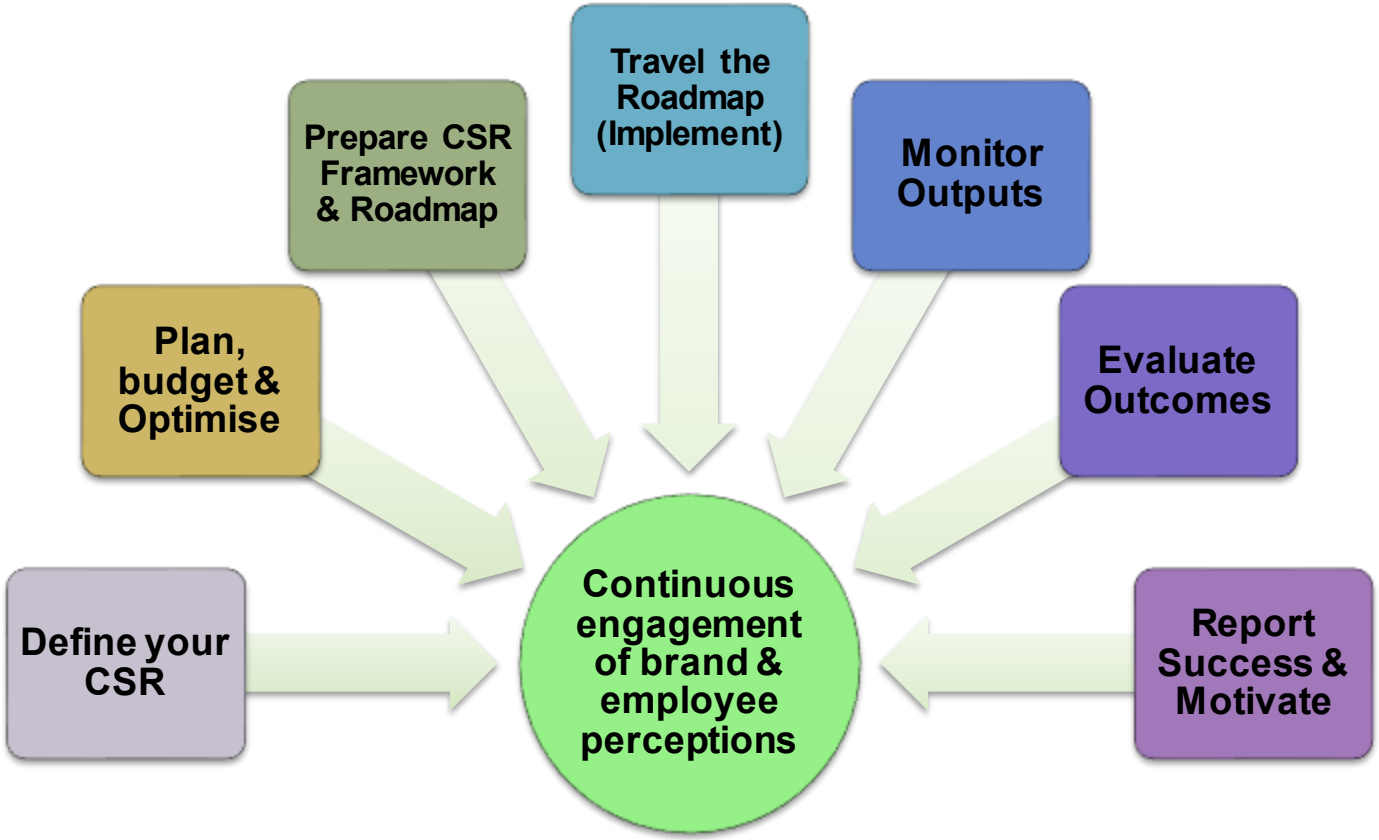
Blending Business and CSR



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Blending Business and CSR

Blending Business with CSR - Approaches

There could be several approaches but IMHO a good one could be this!

<u>Integrated approach</u>

-Where the brand and CSR go in tandem and operate in synchronisation

-Where market research shows responsible business practices to be a key driver of brand preference.

-Works best for companies where responsibility is (already) a core value and informs all aspects of the business.

-Would mean a consistent performance across environmental, community, employee welfare, financial performance and corporate governance commitments.

- **Courtesy: https://www.prophet.com/thinking/view/43-three-strategies-for-integrating-csr-with-brand-marketing**

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Blending Business and CSR

Blending Business with CSR - Approaches

Selective approach

- *Where CSR strategy synchronises with a selected brand than with company itself*
- *Where CSR manifests itself in very specific, targeted ways*
- *Effective either when market research shows responsible business practices drive preference, but the company does not have the proof points across all CSR components to support a fully integrated approach, or when only a specific identifiable sub-segment of the target market places significant value on responsible business practices*

- *Core advantage of the selective approach is that it can provide an effective means of differentiation in a crowded market while shielding the parent brand from any customer / stakeholder backlash, as CSR efforts are linked more closely to the sub-brand or partnership than the company as a whole*

•Courtesy: https://www.prophet.com/thinking/view/43-three-strategies-for-integrating-csr-with-brand-marketing

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Blending Business and CSR

Blending Business with CSR - Approaches

Invisible approach

- *Where CSR may play an important strategic or philosophical role In guiding the company, but plays a very understated role in external communications and initiatives*

- *Where the approach allows companies to use CSR as an asset to bolster trust in their brand and company*

- *Where the approach differs from the earlier two in that that the messages regarding corporate responsibility initiatives never really become part of the company's mainstream communications.*

But would this work today?

•Courtesy: https://www.prophet.com/thinking/view/43-three-strategies-for-integrating-csr-with-brand-marketing

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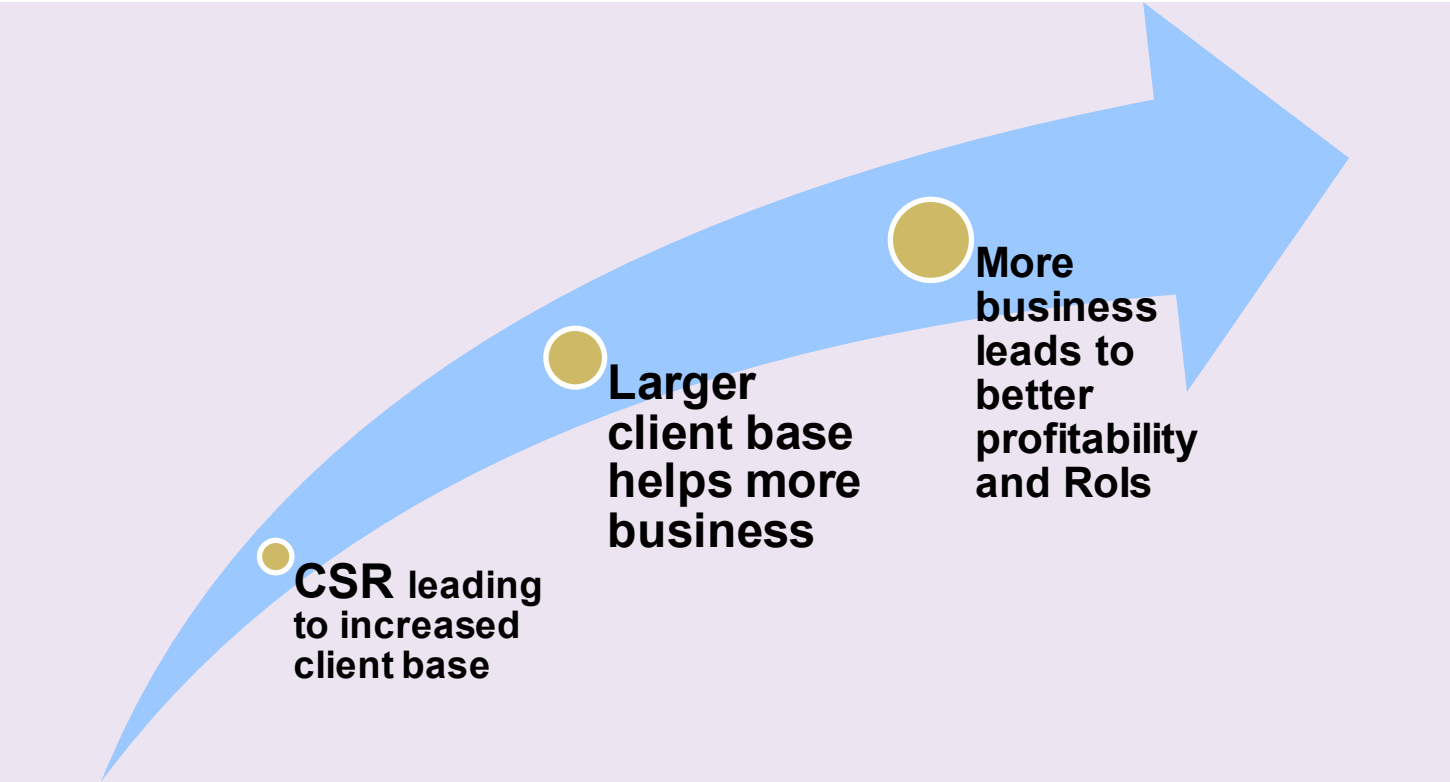
Blending Business and CSR

Blending Business with CSR - Advantages



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Blending Business and CSR

Blending Business with CSR - Advantages

- **Engagement**: the senior management at its member companies are more engaged in CR than before and incorporate CR into business strategy, product development and investment decisions, up from 65% in 2004
- **Monitoring**: systemically monitor outcomes of CR engagement
- **Tracking**: track the financial benefits of CR after making sustainable investments
- **Incentivize**: Three in four incentivize suppliers (service providers including employees) to address key sustainability and workplace issues
- **Influence**: influence customers to use their company's products more sustainably, spreading awareness across the organization's external spheres of influence.

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Blending Business and CSR

Blending Business with CSR – Practice?

- *Through Own foundations*
- *By Partnering with IPAs*
- *Contributing to funds created by Central government agencies*

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Blending Business and CSR

Blending Business with CSR – Advantage Partnerships with IPAs

- *Better networking abilities*
- *People mobilisation capacity*
- *Domain expertise*
- *Cushioning effect*
- *Frees employees*
- *Economical*

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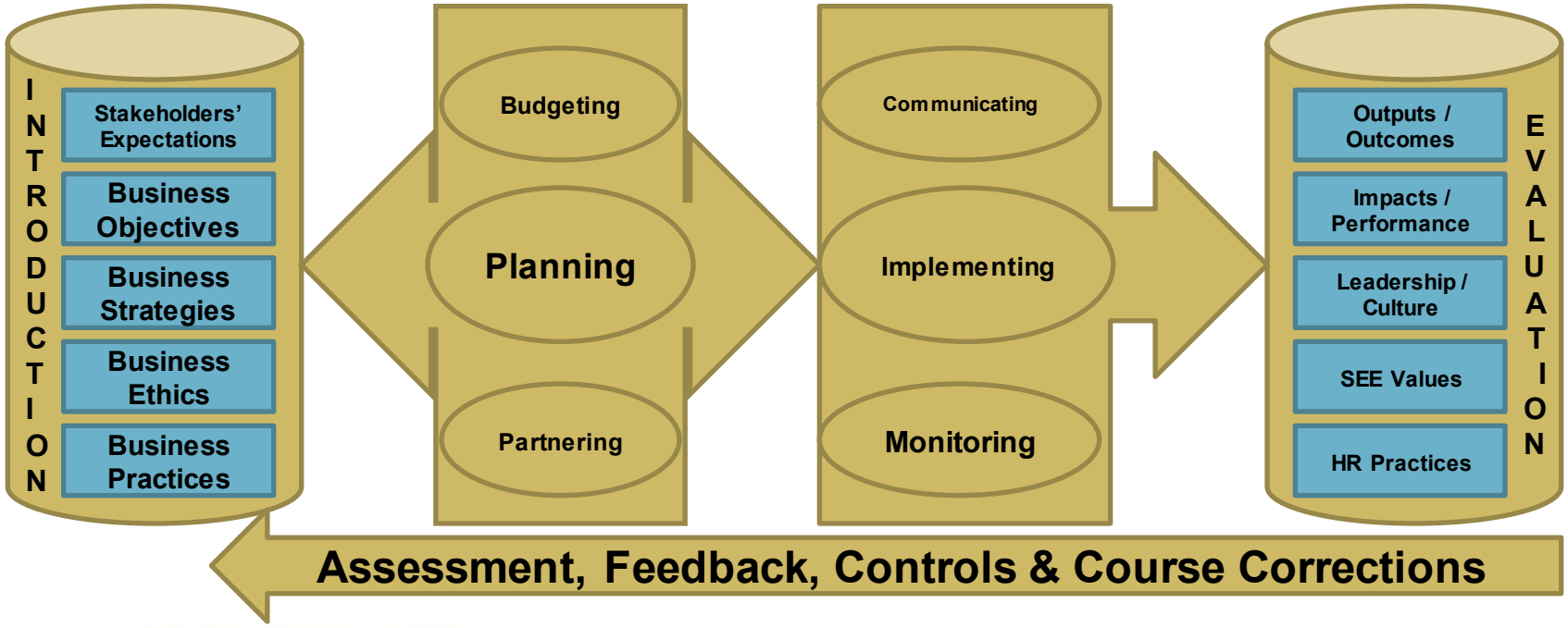
Blending Business and CSR

CSR Integration into Strategic Business Management Process



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Blending Business and CSR

CSR initiatives integrated with business

www.fppt.info

Blending Business and CSR

Thank You

hpamarthy@gmail.com

(HPAMARTHY@GMAIL.COM)

Corporate Social Responsibility Learning Programme

Madras School of Social Work, Chennai

Communications, MIS & Reporting

Hemantha Kumar Pamarthy

31st August, 2019

Communications – A Case Study

Before going on to the subject let us discuss on this case study:

- ABC company completed a CSR project by hiring an experienced consultant and an equally competent NGO implementing partner.

- After about a year of completion of the project, ABC Company undertook the evaluation of the project and the work was entrusted to a reputed third party organisation.

- While releasing the payment of advance to the evaluating organisation it surfaced that the bank account number provided by the evaluating organisation was erroneous though the cancelled cheque provided by them had the right account number.

- Payment by the financial department of ABC Company was released without cross verification and fund is being credited to a non connected party whose bank account number was provided.

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Communications – A Case Study

Now the points for discussion before us are;

1) **Who is to be considered as erroneous?**
2) **Should the evaluating organisation continue the work without waiting anymore for the advance amount?**
3) **What role do the bankers of both organisations play?**
4) **How to untangle this issue?**
5) **What role, do you think, the consultant has in this?**
6) **What, in your opinion, is the crux of all this mess?**

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Communications in CSR

What are the Possibilities for Communications in CSR?

Who are the audience for Communications in CSR?

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Communications in CSR

What are the Possibilities for Communications in CSR?

There are Two Major Possibilities for CSR Communications

1)Communications during CSR Implementation and

2)Communications after CSR Implementation

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Communications in CSR

What are the Possibilities for Communications in CSR?

The communications during implementation are normally internal and are three directional –

1) **Top to Bottom**
2) **Sideways and**
3) **Bottom to Top**

The communications after implementation normally is external and in a single direction – OUTWARD

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Communications in CSR

Communications in CSR can be broadly classified as;

- **Introductory**
- **Supporting.and**
- **Terminal**

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Communications in CSR

Introductory:

- Announcement and explanation of goals and the process to attain them
- Benefits that could be derived for the employees, partners, shareholders, consumers, suppliers, and all other stakeholders.
- Designing customised measures to all in the process

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Communications in CSR

Supporting:

This is communication during the project. Depending on the size/scale of the project there will be different communication steps:

- Raising Awareness
- Measures of Involvement
- Dialogue structures
- Information on progress
- Creation of Image
- Usage of Research

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Communications in CSR

Terminal:

Internal

Achievements and Learnings

External

Reporting

Branding efforts

- **New look and feel**
- **New philosophy/ message/ themes**
- **New audio and visual communication language, tonality**
- **New communication channels and media**
- **New positioning and strategy**
- **Eventual rebranding**

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Communications in CSR

Who are the audience for Communications in CSR?

- Present and Prospective Employees
- Trade unions
- Customers / Consumers
- Consumer Associations
- Local community
- Media
- Suppliers
- Business partners
- Investors
- General public
- Public authorities/regulators
- Local organizations or institutions
- Not – for - profit / non - governmental organizations

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Communications Process in CSR

Whom to Communicate for…?

- Internal Stakeholders
- Market
- Community

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Communications Process in CSR

How to Communicate for…?

Internal Stakeholders

- Employee updates
- Employee training and education

External Stakeholders

- Sustainability and integrated reporting, e.g., annual reports
- Advertising, websites, social media
- Information packages, brochures, newsletters and mailing lists
- Point of sale materials and salesperson assistance
- Media and events

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10 Top Mistakes in CSR Communications

Mistake	Possible Solution
Doing Well but not talking about – yet!	You should tell your story
Scattered Communications	Let the CSR strategy include a structured Communication strategy
Operations & Communications go their own ways	Synchronisation among all departments called for before finalising communications
Including too many material issues	Stick to the core and enumerate benefits and impacts
Skipping the stakeholders	Involve stakeholders and include relevant inputs from them
Being Defensive and Secretive	Be pro-active communicating organisation – CSR need not be very secretive and be under wraps like a new product
Avoiding negative aspects	Positive is good but negative sometimes can be much better as it reflects transparency
Going light on quantitatives	Walk the talk and take a pride to talk your walk too
Lacking comparability	Cannot really say that you are the best till you have comparables and can you get them all?
Focusing on reports only	Be creative and use different media that is evolving

Courtesy: http://www.triplepundit.com/2012/07/top-10-mistakes-cr-communications/#

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MIS in CSR

Management Information systems (MIS) helps in making regular reports based on;

- **Transaction Processing Systems (TPS)**
- **Decision Support Systems (DSS)**
- **Effective Information Systems (EIS)**
- **Marketing Information Systems (MiS)**
- **Accounting Information Systems (AIS)**
- **Human Resource Management Systems (HRMS)**
- **Office Automation Systems (AOS)**
- **Enterprise Resource Planning (ERP) System**

Data derived out of the above systems when processed turns into information and helps to become Business Intelligence! The same to a large extent can be applied to CSR too!

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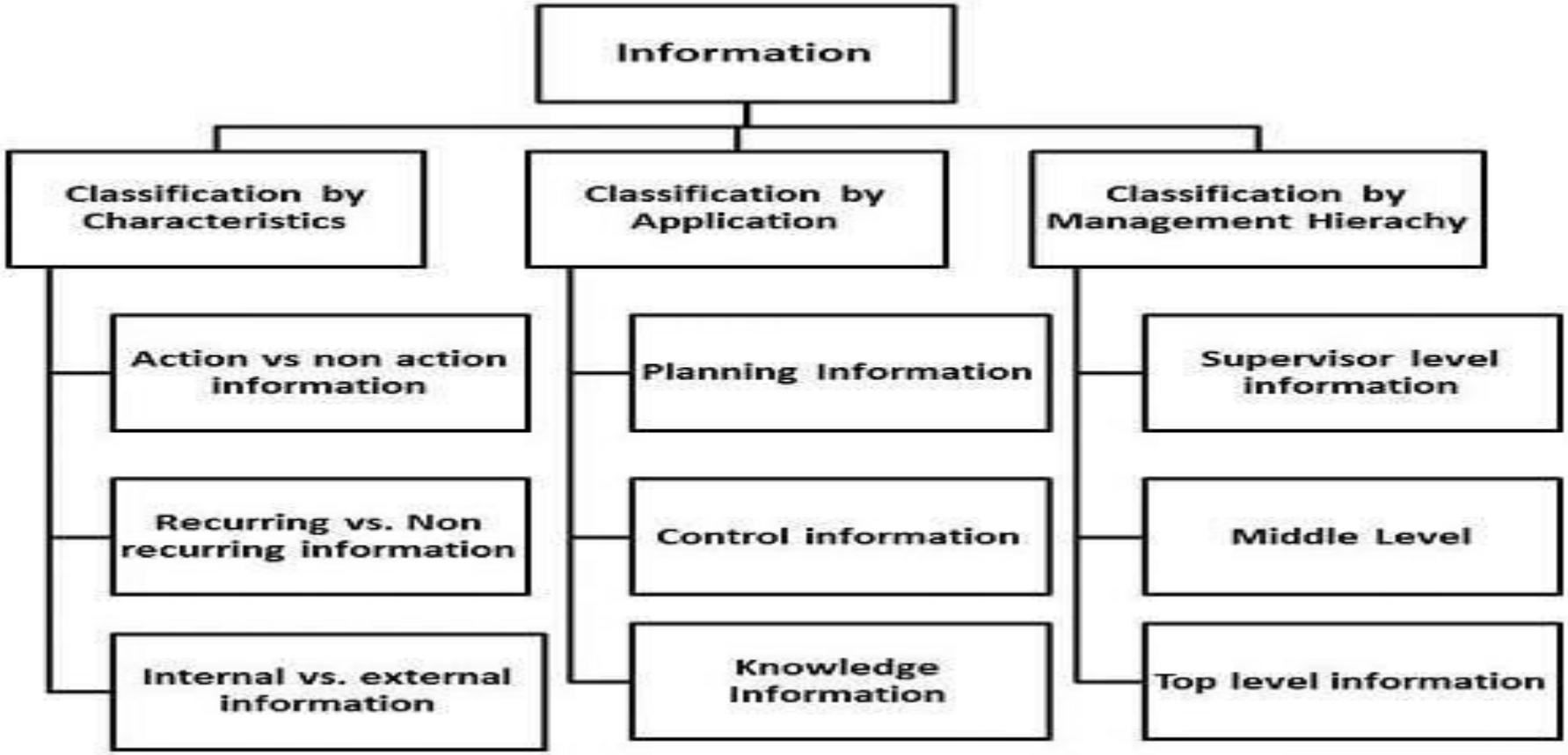
MIS in CSR

Classification of Information!



Courtesy: http://www.tutorialspoint.com/management_information_system/mis_quick_guide.htm

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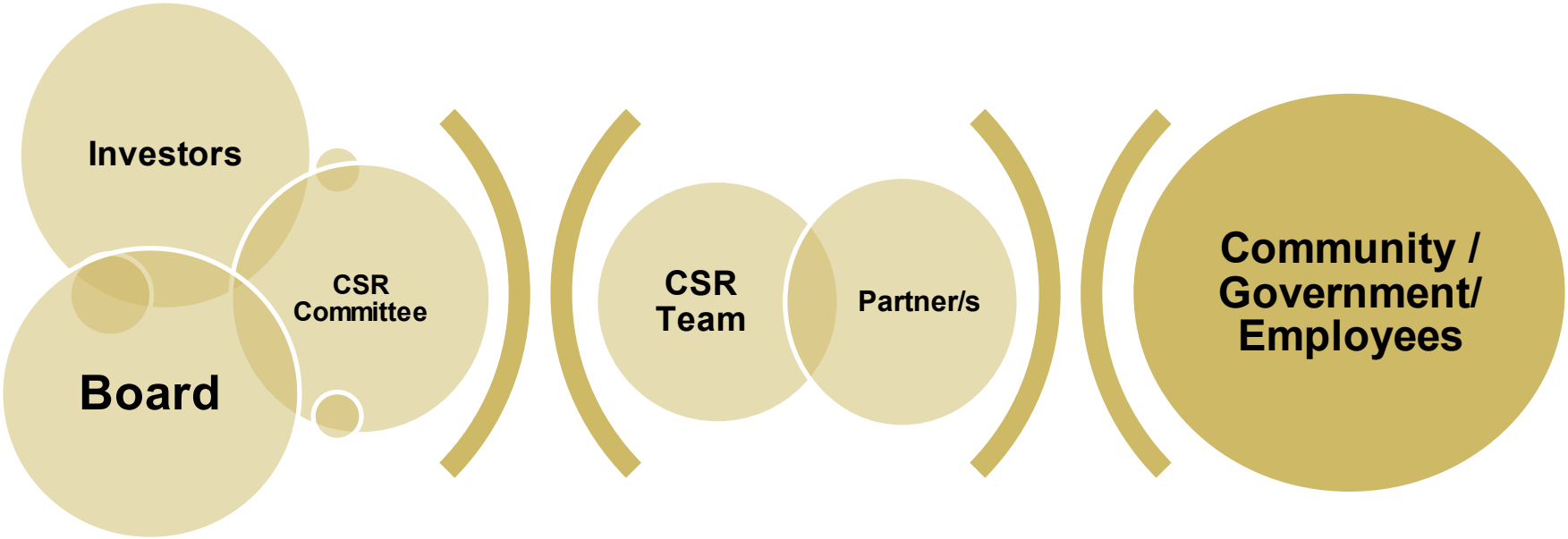
MIS in CSR

Flow of MIS



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Documenting and Reporting in CSR

Need for Documenting & Reporting

Documenting for…

- *Accounting*
- *Posterity (as Case studies)*

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Documenting and Reporting in CSR

Need for Documenting & Reporting

Reporting for…

- *Office / Government mandate fulfillment*
- *Transparency*
- *Sustainability*

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Documenting and Reporting in CSR

Government Mandated Reporting Framework

1.The Board's Report of a Company covered under the rules (pertaining to CSR) pertaining to a financial year commencing on or after 1st Day of April, 2014 shall include an annual report on CSR containing particulars as specified…

2.In case of a foreign company, the balance sheet filed under sub-clause (b) of sub-section (1) of section 381 shall contain an annexure regarding report on CSR.

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Documenting and Reporting in CSR

Government Mandated Reporting Framework

1. Outline of company's CSR policy,
2. Overview of projects proposed to be undertaken
3. Reference to the web-link to the CSR policy and projects
4. Composition of the CSR Committee.
5. Average net profit (ANP) of the company for last three financial years
6. Prescribed CSR Expenditure (2% of ANP)
7. Details of CSR spent during the financial year

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Documenting and Reporting in CSR

Government Mandated Reporting Framework

8. Total amount to be spent for the financial year
9. Amount unspent, if any
10. Manner in which the amount was spent as per format
11. If the company failed to spend the 2% of ANP or any part thereof, reasons for not spending the amount to be mentioned in its Board report.
12. A responsibility statement of the CSR Committee that the implementation and monitoring of CSR Policy, is in compliance with CSR objectives and Policy of the company.
13. Signature of Managing Director and Chairperson of the CSR Committee

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CSR Reporting – To Government

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Sl. #	CSR Project or Activity Identified	Sector in which the Project is covered	Projects or Programmes (1) Local Area or others (s) Specify the State and District where Projects or Programmes are undertaken	Amount Outlay (budget) Project or Programme-wise	Amount spent on the projects or programmes Sub Heads (1) Direct expenditure on Project or Programmes (2) Overheads	Cumulative Expenditure upto the reporting period	Amount Spent: Direct or through implementin g agency
1							
2							
…							
Total							

* Give details of the Implementing Agency

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MIS in CSR – Quick Summary

- MIS' role is strategic to Management to develop products and services
- MIS helps in identifying gaps and to build capabilities that provide a company with major advantages over competitive forces.
- MIS need to be flexible enough to deal with changing information needs of the organization. The designing of such a system is a complex task. It can be achieved only if the MIS is planned.
- MIS helps all levels of managers to take various decisions, quickly and effectively.

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Communications, MIS & Reporting

Thank You

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