

Management  
Development  
Programme

Assessing and  
Improving the  
Social Impact  
of CSR Projects



Indian Institute of Management  
Tiruchirappalli

Date

January 20-21, 2018

Programme Director

Dr. Prabhir Vishnu Poruthiyil

Venue

Chennai Centre of IIM Trichy

## Introduction

Spending 2% their profits on social projects is compulsory since the promulgation of the Companies Act in 2013. A direct outcome of this law is the proliferation of social projects initiated by corporations. This management development program (MDP) gives managers responsible for corporate social responsibility (CSR) projects tools to assess and improve the impact of these projects and report them effectively to their stakeholders. The MDP is curated for the right mix of theoretical, practical, and organizational perspectives provided by a team of carefully selected experts.

## Profile of Expected Participants

The MDP will benefit organizations involved in funding, formulating, implementing, or evaluating impact of CSR projects in India. A list is provided below.

1. Foundations created by corporations to channel CSR funds to projects.
2. Social entrepreneurs seeking funding under CSR.
3. Non-government organizations involved in implementation.
4. Banks and financial agencies involved in socially responsible investing.
5. Chartered accountants and tax consultants overseeing of CSR expenditure.

## Course Content

Participants will be exposed to the meanings of social responsibility and deeper knowledge of knotty terms like 'empowerment', 'human rights', 'climate change', 'gender equality', and 'sustainability'. Though these terms have entered the common lexicon, digging into the philosophical roots of these concepts will help participants in using them with more precision. Experiences of practitioners who have managed impact assessments of CSR projects will inform participants of issues to be taken into account at the time of formulation and implementation of CSR projects. Expertise of management scholars on coordinating multi-team projects and data visualization adds an essential management flavor to the MDP.



## How to Enroll

Enrolment form for nomination or participation can be downloaded from the 'Executive Education' of our website, [http://iimtrichy.ac.in/images/MDP\\_Enrollment.pdf](http://iimtrichy.ac.in/images/MDP_Enrollment.pdf). Kindly fill in this form mentioning full details of the participant(s), sponsoring organization, and the payment particulars. The filled in form along with the Demand Draft need to reach the EEC Office well in advance before the commencement of the programme. In case of online payment, the filled in form may be scanned and e-mailed to us.

The programme fees can be paid in any one of these two ways:

- Demand Draft drawn in favour of **Indian Institute of Management Tiruchirappalli** payable at Trichy.
- Electronic Fund Transfer through NEFT/RTGS for which Account details of our Institute are given below.

Bank A/C No: 32170820601

Name of the Bank: SBI

Name of the Branch: NITT Branch, NIT Campus, Tiruchirappalli

Bank Branch Code : 01617      IFSC No: SBIN0001617      MICR No: 620002009

In case of online payment, kindly intimate the EEC office with the relevant transaction details through email, so that we can connect your remittance to your nomination.

Please note that the confirmation of participation will be provided only on receipt of programme fees by EEC office.

You are encouraged to send in your nominations at least 3 weeks prior to the commencement of the programme. However, we accept nominations up to 2 weeks before the start of an MDP, subject to seat availability.

### ***Please Note:***

All enrolments are subject to review and approval by the Programme Director. Joining Instructions will be sent to the selected candidates 10 days before the programme commences. **Kindly finalise your travel plans only after you receive from IIM Trichy confirmation of your nomination.**

Our correspondence address is as follows:

Executive Education & Consulting Office

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