

Training On Corporate Social Responsibility

January 29, 30, 2021

CSR



Delivered to



Department of Public Enterprises
Government of Karnataka

Online Training
Corporate Social Responsibility
(Report)

January 29-30 2021

Delivered to Participants from



Department of Public Enterprises
Government of Karnataka



January, 2021

Preface

Public Affairs Centre (PAC) engages in action research focussing on Sustainable Development Goals (SDG) in the context of India. PAC is a not for profit Think Tank established in 1994 with a mandate to improve the quality of governance in India. The Centre is also a pioneer in deploying innovative Social Accountability Tools (SAT) to measure the quality and adequacy of public services. Over the years, its scope of work has expanded to include the whole gamut of research-advocacy-action to lead evidence-based research on governance across sectors, geographies and populations in India.

PAC was one of the first civil society-led institutional initiatives to mobilise demand for good governance in India. Dr. Samuel Paul (Founder Chairman) was instrumental in establishing PAC with a select group of friends. PAC is registered under Karnataka Societies Registration Act 1960 as a Society.

Designing and Editing by: PEC

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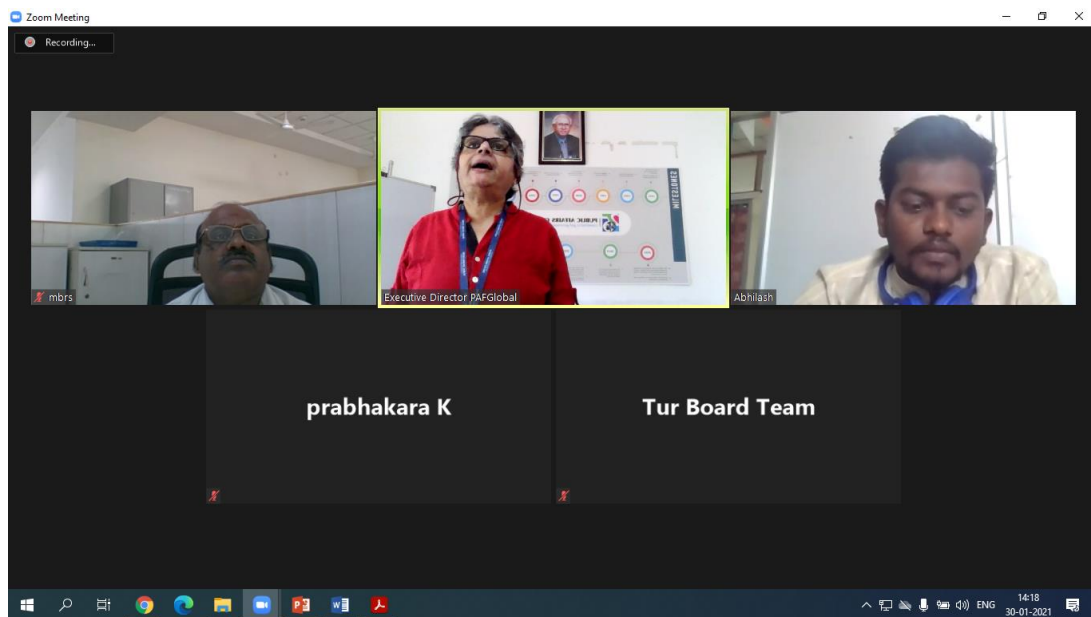
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Introduction

A training on Corporate Social Responsibility was conducted for 20 participants (refer to Annexure 2 for the list of participants) on January 29, 30 2021. The three-day long training covered various aspect of CSR in India (refer to Annexure 1 for detailed plan and modules covered). The training was conducted by Dr. Annapoorna Ravichander (Executive Director, Public Affairs Foundation) and Ms. Anjana Kizhpadathil (Programme Officer, Public Affairs Centre).



Introductory sessions

The training started with an introductory session conducted by Dr. Annapoorna. It included preliminary introductions and ice-breaker sessions. The trainer gave an overview of CSR and CSR in India. The session aimed to bring a common understanding of CSR among all participants.

Module 1: Origin and Legislative framework of CSR in India

This module was conducted by Ms. Anjana. The module started with an introduction to the philosophy behind CSR. It began with an overview of the need for quantification of the responsibility of impact on resource utilisation by corporates. Further, the module explored the legal frameworks that govern CSR activities in India including Companies Act, 2004, Companies Act (amended), 2021, Schedule III, Schedule VII, Section 135 and Section 134.

The session included discussions on the latest notification and amendments to the CSR policy in India. The trainer also spoke about the practical implications of the amendment; how it promotes transparency and creates a rule-based approach to CSR.

Module 2: Practical landscape of CSR

This module was conducted by Ms. Anjana. The module offered an overview of the CSR activities undertaken in India and in Karnataka. The module offered a sectoral analysis, geographic analysis and a corporate analysis of the CSR activities pan India and within Karnataka.

The discussions that followed spoke about the kind of projects that are currently funded with the educational sector and the need to improve the ambit into significant impact creating projects like capacity building, trainings, etc. instead of only focusing on infrastructural and material investments.



Module 3: CSR opportunities in India

The third module covered the possible areas in which CSSR projects can be undertaken. It covered the various mission mode projects like Sarva Shiksha Abhiyan, Swachh Bharat Abhiyan, etc. as possible areas of investments. The module also covered the three-fold roles that CSR projects could undertake in the purview of COVID-19; Rapid response, Mobilisation response and Humanitarian response.

The module also highlighted how crises need not be as evident as a pandemic, it could also be in aiming to reduce other crises like that of cholesterol, BP, cancer, etc.

Module 4: Enhancing CSR Outcomes (Strategies)

This module covered the strategies that can be applied for improving CSR outcomes in India. Despite shared value, lack of coordinated efforts and a coherent strategy can lead to objectives not being fulfilled. Often, corporates are hampered by poor coordination and a lack of a 'theory of change' connecting their various programs.

CSR activities can be grouped into three broad theatres of practice:

Theatre 1 - focusing on philanthropy - donations, contributions in kind, community initiatives

Theatre 2- improving operational effectiveness - deliver social or environmental benefits in ways that support a company's operations across the value chain, including sustainability initiatives that reduce resource use, waste, or emissions, which may in turn reduce costs

Theatre 3 - transforming the business model - create new forms of business specifically to address social or environmental challenges.

Four step strategy to be followed:

Step I – To bring coherence to the existing programs in each area of practice

Step II – Developing Metrics to Gauge Performance

Step III – Coordinating Programme Theatres

Step IV – Developing an Interdisciplinary CSR Strategy

Module 5: Improving CSR Outcomes (Operational Issues)

This module covered the operational issues in implementing CSR in India. The module covered the typologies of CSR in India; pure philanthropy, Strategic philanthropy and Cause related philanthropy.

The module then covered the key elements of CSR success:

1. Business-based social purpose
2. Clear theory of change
3. Quality and depth of information
4. Concentrated effort
5. Strategic partners
6. Identification of a cause

The module also covered use of social accountability tools and community engagement in bettering CSR in India. Finally, it explored the need for social audits and monitoring & evaluation in CSR.

Module 6: Impact Evaluation

This module covered the need, methodology and importance of impact evaluation in improving the quality of CSR projects. It spoke about the various methods:

- a. Effectiveness Evaluation – This type of evaluation measures the effectiveness of a programme by assessing the progress in the outcomes objectives.
- b. Cost-benefit analysis – is a technique used to compare the total costs of a programme/project with its benefits, using a common metric (most commonly monetary units). This enables the calculation of the net cost or benefit associated with the programme.
- c. Impact Evaluation – This technique is based on the impact that is created by the project. It tests what impacts have been created as a result of the project, whether it has been a positive or a negative impact.



Annexures

Annexure 1 Training Outline

Corporate Social Responsibility

January 29, 30, 2021

Time	Day 1: Understanding Corporate Social Responsibility	Facilitation
10.30 to 10.45 a.m.	Introduction	Presentation and short ice-breaker exercise
10.45 to 11.45 a.m.	Module 1-Origin and Legislative framework of CSR in India	
11.45 to 12.00 noon	Coffee/Tea Break	
12.00 noon to 1.30 p.m.	Module 2 – Practical landscape of CSR	Presentation; questions and answers
1.30 to 2.00 p.m.	Break	
2.00 to 2.30 p.m.	Videos	Discussions; questions and answers; experience sharing

Time	Day 2: Principles of CSR	Facilitation
10.30 to 10.45 a.m.	Recap Day 1	Participants
10.45 to 12.15 p.m.	Module 3 – CSR opportunities in India	Presentation; questions and answers
12.15 to 12.30 p.m.	Coffee/Tea Break	
12.30. to 1.30 p.m.	Module 4 – Improving CSR Outcomes (Strategies)	Presentation; questions and answers
1.30 to 2.00 p.m.	Break	
2.00 to 2.30 p.m.	Module 4 – Improving CSR Outcomes (Strategies) (contd)	Discussions; questions and answers; sharing of ideas by participants-success stories

Time	Day 3: CSR-Impact Evaluation	Facilitation
10.30 to 10.45 a.m.	Recap Day 2	Participants
10.45 to 12.15 p.m.	Module 5 – Improving CSR Outcomes (Operational issues)	Presentation; questions and answers, case study
12.15 to 12.30 p.m.	Coffee/Tea Break	
12.30. to 1.30 p.m.	Module 6 – Impact Evaluation	Presentation; questions and answers
1.30 to 2.00 p.m.	Break	
2.00 to 2.30 p.m.	All Modules (1 – 6)	Quiz; questions and answers. Feedback and Concluding Remarks

Annexure 2 List of Participants

Training on Corporate Social Responsibility
 Training Organisation-Public Affairs Centre
 Dates-January 29,30,2021
 Training Hours-8

Sl no	Name of participants	Department Name	Department
1	Karunakara J.	Managing Director	KSPMAL
2	Mallappa. B	A.O.	
3	Nagaraj Hiregoudar	Agriculture Officer	
4	Abhilash Kumar	Accounts Officer	
5	Shivasharanappa	SDA	KSPMAL
6	Sheelavati	Computer Operator	KSPMAL
7	P.M.Muddanna	G.M	KFDC
8	P.V.Rai	Company Secretary	KFDC
9	Sreenath	DC West	BMTC
10	Shilpa B. S.	DTO-NE	BMTC
11	Karthik. A	Company Secretary & D.G.M.(P&A)	KSSC
12	Kumaraswamy H.S.	Manager(Compilation & Tax)	KSBCL
13	H.S.Manjunath	D.G.M.(Personnel)	KSIC
14	K.Ravikumar	G.M.	MSIL
15	Sridevi B.hi.	G.M	MSIL
16	S.N.Hamsaveni	Dy.Manager	KSIIDC
17	G.Mallappa	AGM	KSSIDC
18	Thimmanna P	Manager	MEI
19	S M Sasalatti	Superintending Engineer (Elecl)	KPTCL
20	Sarada H Ankagali	Executive Engineer (Elecl)	KPTCL

Annexure 3 List of References

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Annexure 4: (Instructions for Tasks)

Corporate Social Responsibility

Training

January 29, 30 2021

Note: This document [provides instructions for applying your knowledge. Scenario

Company x has its Head Office in Davanagere and branch offices Shimoga, Mysuru, Bellary and Belgaum. The company manufactures steel goods and has a wide variety of customers. They are now proposing to launch a strong CSR project and have set across a certain amount of money for the same.

Tasks

1. Prepare a Logical Frame work using this template:

Description	Project Summary	Indicators	Means of Verification	Risks/Assumptions
Goal				
Outcomes				
Outputs				
Activities				

2. Develop a proposal (around 500 words) using the Logical framework provided to include funding, activities etc.

Time - 30 minute



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