

Management Development Programme



Results Based Management for High Impact CSR Initiatives

Knowledge Partner



Presented By

CSO Partners

Building a Vibrant Society

OVERVIEW

In the face of unprecedented global challenges like financial market instability, persistent poverty and climate change, can Corporate Social Responsibility make a difference? What motivates businesses to devote their human resources and financial investment to addressing social, environmental and ethical issues? What are some of the key challenges businesses face in implementing and sustaining a good CSR initiative?

CSR professionals today are required to draw upon a complex maze of knowledge and skills to address the challenges they face on a day to day basis. They need to be aware of the dynamic processes in play and focus on design, strategy, output, outcome, performance and results thereby increasing efficiency of performance. The key to measuring the results is not always in the outcome but in the process as well, the challenge is to strike a fine balance between being process driven and target driven; to achieve business goals as well as fulfill stakeholder expectations.

Apart from human resource and financial investments being made towards programme design strategy and implementation, CSR professionals must also be able to assess, evaluate, and account for the numerous tangible and intangible achievements along the way.

Thus, CSR professionals are not only responsible for maneuvering their organization to meet the challenges and demands of the dynamic market economy, but also for creating a stronghold for a longer more sustainable relationship with their stakeholders. If they are to deal with the numerous and complex challenges of the sector, it is imperative that they are well equipped with the best knowledge, skills and attitude that will help them to upscale their performance resulting in greater overall growth and development of the organization.

THE PROGRAMME

CSO Partners and the S.P. Jain Institute of Management and Research conceived and developed the theme of 'Results Based Management for High Impact CSR Initiatives' with a common vision of engaging business in responsible and sustainable practices. Bringing together distinct expertise from the social development and academic sectors, the insights from both organizations are a promising combination to ensure a relevant and effective management development programme.

This programme is designed to enable the participants to plan and develop strategies for implementing results-based management system to ensure that the expected outcomes or results will be effectively achieved.

THE MAIN AREAS OF FOCUS WILL BE:

- Theoretical framework of corporate social, environment, and economic responsibility of businesses
- CSR Management through Results Based Management Tools and Techniques
- Partnership Development and Management
- Ethical, Legal and Political frameworks of CSR
- Innovative reporting practices.

LEARNING METHODOLOGY

The programme is a unique blend of presentations by the facilitator along with small group discussions and group work. There will also be case study analysis and practical sessions on various management tools. A combination of techniques will be used to engage the participants in a thorough and rich learning experience.

- Practical problem solving sessions
- Case Study analysis
- Brain Storming Sessions
- Use of other audio visual aids

WHO SHOULD ATTEND?

Individuals in the following positions are encouraged to partake in the programme:

Middle to senior level CSR Managers

Planner and decision makers responsible for planning, managing and supervising CSR development Projects

Officials of private sector companies who manage CSR Programmes

THE TAKE AWAY/PRIVILEGES

Training portfolio comprising of comprehensive reading materials

Certificate of Completion from CSO Partners and S.P.Jain Institute of Management and Research

Complimentary copy of Group photograph

Free online registration to NGO Marketplace

PROGRAM DURATION:

5 days Residential programme:

All participants are requested to make their own stay arrangements. CSO Partners can provide a list of suitable accommodations available per location for the convenience of the participants. Participants should make their payments directly to them.

Programme Dates	Venue	Last Date for Registration
16 th January – 20 th January, 2012	Mumbai	10 th January, 2012
6 th February – 10 th February, 2012	Delhi	1 st February, 2012
20 th February – 24 th February, 2012	Kolkata	15 th February, 2012
5 th March – 9 th March, 2012	Hyderabad	1 st March, 2012
19 th March – 23 rd March, 2012	Chennai	20 th March, 2012

Programme Fees:

A fee of Rs.30,000/- will be charged per participant for 5 days MDP

The fee covers executive lunch and refreshments, training portfolio, programme expenses

Payment to be made by Cheque or Demand draft in favor of CSO Partners payable at Chennai.

Discounts:

Available for Block registration (for a minimum of 3 participants per organization)

Registration:

Hurry!!! Limited Seats Available (Only 30 seats per programme).

In order to register, send us the completed Registration Form (Page 4 of this document) along with your Programme Fees to the following address:
CSO Partners, No. 33, 1st Floor, Eldams Road, Alwarpet, Chennai – 600018

Phone No.: 044 – 42112256

Email: mdp@csopartners.org.in

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REGISTRATION

Organizational Details:

Name of the organization:

Type of Organization: (Please Tick)

Corporate: Business Institution: Corporate Foundation: Other:

Address:

Contact Number:

Email Id:

Website:

Details of the person nominated:

Name:

Gender: Male: Female: Other:

Designation:

Email:

Region you wish to participate in (Please tick):

Mumbai: Delhi: Kolkata: Hyderabad: Chennai:

Welfare Initiatives: A Brief Description:

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RESOURCE PERSON PROFILE



Educational Qualifications:

B.A (Hons) in Economics from St. Stephens College,
MA in Econometrics from Delhi School of Economics,
PGDM in from IMI, Delhi, PhD in Economics from Patna University,
& MSc in Social Policy from London School of Economics.

Areas of interest

Strategic Thinking; CSR; Ethics and Governance; and Corporate Planning

Dr. Ajit Prasad
Professor
(Lead faculty)



Educational Qualifications

PhD (IIT Kharagpur), PGDBM (XLRI), BSc. Engg (BHU).

Areas of Interest

Logistics and Supply Chain Management, Publications of research papers in journals and books, Presentations at seminars and conferences, Consultancy assignments and executive development programs.

Dr. Umesh Bahadur



Education Qualifications

Masters degree in Financial Management. He got his Ph.D. from Jamnalal Bajaj Institute of Management Studies, University of Bombay. He has many publications to his credit, viz; Agricultural Project management for Bankers (1995), Rural Credit: Micro Credit Needs and SHGs(1999) and Silenced Drums(2002).

He has published more than 60 articles related to rural credit and rural development, some of which has been presented in national and international seminars. His latest book on microfinance in India has been well received. He is in the process of finalising his recent book on 'Financial Inclusion in India.'

Dr. K.G. Karmakar

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SPJIMR has been ranked among the top-10 B-schools in India. Founded by the Bharatiya Vidya Bhavan in 1981, it received the 'A' grade status of accreditation in 2003. SPJIMR sensitizes its students to the issues of the social sector through placement with non-profit organizations to work on issues of social relevance. For over last two years "Socialbrics" has been added to extend support to the social sector.

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CSO Partners is a non-profit organization that aims to mobilize "contributions" (both human and financial) and support services through a large network of "partners" specializing in the area of donor service, social investment services, financial management, governance, documentation, advocacy and communications.

For more details please visit www.csopartners.org.in



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