



JAGRAN LAKECITY  
UNIVERSITY

*igniting minds; changing lives*



# CSR – From Authority to Authenticity

Two Days Management Development Program On  
Realigning, Strengthening and Enhancing CSR Efficacy

---

## About IIFM, Centre for CSR:

The IIFM Centre for CSR has been established to provide thought leadership to corporate organizations through cutting edge research and publications, in order to facilitate promotion of greater environmental and social responsibility through individual and community based social initiatives. Teaching, training, research and consultancy in the area of Corporate Social Responsibility form the core activities of IIFM Centre for CSR.

## About Jagran Lakecity University, Centre of Excellence in CSR

JLU Centre of Excellence in CSR, a pioneering effort by the Jagran Lakecity University, works to create a conducive, enabling climate for Indian Businesses to pursue social responsibility goals. The Centre promotes awareness, encourages thought leadership and builds capacity to achieve CSR and business sustainability across a broad spectrum of issues. Academics, Training, Advisory, and Policy Advocacy activities underpin the action landscape of Jagran Lakecity University COECSR.

## About FICCI Young Leader Forum:

FICCI Young Leaders (FYL) Forum has been set up with the aim to work on India's growth with cross sectoral views, knowledge & background. FICCI Young Leaders Forum is aimed at encouraging the youth of the nation, the aspiring entrepreneurs /professionals to recognize and reinforce their role in the sustainable development of the country. With India's socio-economic landscape getting progressively transformed with young India's growing role in every sphere, it is imperative that the voice of youth starts influencing the decision-making process. The forum is to provide young entrepreneurs a platform to promote awareness and discuss upon new ideas.

## About the Programme

The online programme is designed to provide conceptual insights, knowhow and experience sharing on CSR. The workshop is relevant for everyone who is involved in the process of CSR, from project planning, implementation, monitoring, and impact assessment to reporting. The programme would cover sessions on the national and international imperatives on CSR, holistic CSR project designs for sustainable projects, keeping in view their alignment with the Sustainable Development Goals. Also included in the training are sessions on challenges faced during implementation of CSR projects and their solutions. The programme also would include discussions around strategic CSR Communications and the various standards and legislations like GRI to be considered at the time of reporting.

---

## Objective

The workshop intends to consolidate the thought process around CSR and put on the table the latest additions to the law of CSR, learnings from the last five years of CSR law implementation, challenges faced by the organization and their probable solution and the way forward to take up effective and impactful CSR.

## Who Should Join

Junior, Middle and Senior level Professionals, operational managers, independent consultants, NGO professionals, finance managers, academicians, researchers, Government officials, and other members involved or working in the areas of CSR and sustainability.

## Topics Covered

- Global Perspective on CSR and Sustainability- Government Expectations, Roles and Responsibilities of Corporates
- CSR mandate- Post Implementation and way forward.
- Aligning CSR with Sustainable Development Goals: Implementation and Impact Assessment.
- Strategic CSR Communications – Building the Brand through CSR Communications –Story Telling, Presentations and Social Media presence.
- CSR Reporting - Standards and legislations like GRI to be considered at the time of reporting.
- Leveraging CSR as an effective driver to harness Employee Engagement.
- Case study discussions/ Open Forum for Discussion.

## Resource Persons:

1. Dr. Madhukar Gupta, Ex. Additional Chief Secretary & Principal Resident Commissioner, Government of Rajasthan
2. Brigadier Rajiv Williams, Corporate Head CSR, Jindal Stainless Limited Group
3. Mr. Rajeev Mohan Agrawal, President, Association of All Industries, Mandideep
4. Dr. Neelam Gupta, Founder President and CEO, AROH Foundation
5. Mr. Partha Basu, TAFE and others.

---

## Patrons:

Dr. Pankaj Srivastava,  
IFS, Director, IIFM, Bhopal

Professor Diwakar Shukla,  
Dean- Faculty of Journalism and Creative Studies  
Head-JLU Advancement & International Relations  
Jagran Lakecity University

## Program Convenor



### Dr. Parul Rishi

Dr. Parul Rishi is the Chairperson, Centre for excellence in Corporate Social Responsibility and Area Coordinator, Faculty of Human Resource Management at Indian Institute of Forest Management, Bhopal for last 26 years. She has published over 90 papers in international/national journals and book chapters. She has supervised two doctoral theses on CSR and published a guidance document on CSR in Natural Resources and environment sector. Her forthcoming book on Managing climate change and Sustainability in East and West: Integrating Behavioural science and CSR is being published by Palgrave Macmillan. Her area of research is Corporate Social Responsibility, Business Ethics, Climate Change and Sustainability issues from behavioral perspective and stress management.



### Dr. Shruti Sinha

Dr. Shruti Sinha is the Head, Centre of Excellence in CSR at Jagran Lakecity University, Bhopal. She is also a practitioner in the domain and has been in the advisory role for CSR to public sector organizations like PFCCL. She is a certified trainer on CSR and is actively involved in training of CSR professionals. She has published multiple research papers in international/national journals and her area of research is Corporate Social Responsibility, Psychological Empowerment and Work Engagement.

---

## Event Details

### Date & Time

19th March, 2021 to 20th March, 2021; 11:00

Hrs to 17:00 Hrs

### Last date for registration

16th March, 2021

**Online Platform:** The online link for the programme will be shared with the participants after completion of registration formalities.

### Participation Fee

1. For research Scholars: Rs. 2500 per participant
2. For professionals: Rs 5000 per person, Bulk Registrations (for atleast three participants) – Rs. 3500 per participant
3. For International Audience - \$ 100 per participant

### Payment Link

[https://m.paytm.me/jlucsr\\_nrweb](https://m.paytm.me/jlucsr_nrweb)



### Certificate of Participation

Participants will receive an e-certificate for their participation in the MDP

### For any queries please email at

shruti.sinha@jlu.edu.in and mdpoffice@iifm.ac.in or call at 9713140002