

## India CSR Summit and Exhibition 2018, New Delhi

### Corporate Masterclass: Traversing the CSR Topography

**Hosted by: MICA - Center for Development Management and Communication, Ahmedabad**

**Date: 24<sup>th</sup> Sept. 2018 | Time: TBA | Duration 60 minutes**

**Participants: CSR Heads/Managers, Corporate Communication and PR Teams**

#### The Context

Companies Act, 2013 has reshaped the corporate and stakeholder relationship within a paradigm which distinctly frames the corporate into the responsibility bracket and the community and customers as an active stakeholder groups. The corporate and its external business environment is now charged with accountability, activism and pressure from various quarters. Corporate are now seen as an arm in development beyond the limited realms of economic growth to the broader agenda of social development and environmental care. The triple-bottom line matrix of measuring organizational success requires companies to walk the tight rope. CSR design, planning and implementation, communication, feedback and re-alignment are all done in such a way that there is seamless alignment between the organizational goals and needs of the stakeholders.

Just how much responsibility is enough to be known as a responsible organization and not have adverse impact on the financial performance of the company is a complex issue to handle. Similarly, just how much communication of CSR must be made to engage the stakeholders into a credible communication partnership is an important decision to consider. The changing media environment with multiplicity of channels of communications, information abundance and a blurred space between real and fake news calls for caution and making mindful choices while communicating about the organization's CSR.

#### Objectives

- To dissect and present to the corporate representatives the various facets of CSR and demonstrate it as a strategic business tool.
- Establish the role of Communication in making CSR a success or failure.

#### Resource Persons

**Dr. Manisha Pathak-Shelat: Professor and Chair, Center for Development Management and Communication, MICA, Ahmedabad**

Prof. Manisha Pathak-Shelat has taught and worked as media consultant/trainer and researcher in India, Thailand, and the US. She has a Ph.D. in Mass Communication with a minor in gender and women studies from the University of Wisconsin-Madison, USA and in Education from the Maharaja Sayajirao University of Baroda, India. Prof. Pathak-Shelat's special interests are communication for social change, new media, civic engagement, transcultural citizenship, young people's media cultures, intersection of civic, popular, and consumer cultures, media literacy, and gender. Broadly, her research over the years has addressed the question of how ordinary individuals engage with media to experience agency, to explore identities, and to participate in social change.



Her works are published widely in internationally reputed journals and books. She has been invited to speak by universities in India and abroad. Currently she is also the editor of the Journal of Creative Communications published by MICA and Sage. Prof. Shelat has previously worked as consultant/advisor with various social sector organizations such as Gujarat Energy Development Agency, Centre for Environment Education, SEWA, The Adani Foundation, Mahila Samakhya, The United Way of Baroda, UNESCO and UNICEF among others.

**Dr. Ruchi Tewari, Associate Professor of Communication, MICA, Ahmedabad**

Dr. Tewari has specialized in CSR and communication consultancy. She has a Ph.D. in Communication with focus on Corporate Social Responsibility. She has engaged in teaching, training and consulting and has participated in various reputed national and international platforms as an invited speaker, moderator and chair for sessions on CSR as a tool for development and social well-being.



Her writing is published in various journals of international repute and she is a communication consultant specializing in organizational communication including communication for employee engagement.

For more information, please visit [www.indiacsrsummit.in](http://www.indiacsrsummit.in)

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