

## India CSR Summit & Exhibition 2017

### Masterclass: Making Social Responsibility Impactful

Hosted by: **IFMR LEAD**

Type: **Pre-registration required**

**Date: 18/19 Sept. 2017    Timing TBA\*    Duration: 45 Minutes**

**Participants-** CSR Heads?Managers, NGO Heads, Project Managers

#### Highlights

1. Measuring Impact - When and Why?
2. M&E versus Impact Assessment
3. Developing a Program Theory of Change
4. From Theory of Change to Key Performance Indicators (KPI)
5. Building Evaluations into Program Design
6. Case studies from IFMR LEAD's work
7. Why IFMR LEAD is best placed and most credible to assist with M&E of CSR initiatives?

#### The Context

Corporates are gradually shifting from a compliance-based approach of social responsibility to a more systematic integration of social and environmental responsibility with business development, thus making their investments more impactful. A large number of organizations are practicing various forms of CSR - funding community activities, grants for NGOs, environmental sustainability programs and efforts in redefining the entire value chain.

At IFMR LEAD we strive to help organizations drive and deliver strategic corporate social responsibility as they progress along the CSR value continuum. We work alongside the corporates to –

1. Craft a comprehensive and cohesive strategy aligned with core business objectives, competencies and area of operations,
2. Create a participatory project identification mechanism, where we assist organizations in identifying avenues to target in order to maximize value for both their internal stakeholders as well as the society at large,
3. Develop performance metrics to measure and monitor the impact of activities on the internal and external ecosystem to ensure long-term sustainability,
4. Design dissemination channels to communicate work undertaken in the domain for value addition and relationship building.

We believe that CSR programs in India can be structured to be responsive to evidence and capable of leveraging learning to maximize the intended impact. IFMR LEAD's research strength can help CSR initiatives to become more impactful, scalable and sustainable. Through this Masterclass, we help guide corporates evaluate/assess the quantum of impact of their investments, and provide advice on how corporates can align their social activities with their core line of business, and suggest ways in which CSR can make a difference. We will elaborate on the importance of actionable social responsibility initiatives and how measuring the impact of interventions provide insights on their scalability and replicability in the context of promoting holistic development.

## Resource Persons

### 1. Sharon Buteau, Executive Director, IFMR LEAD

Sharon has over 15 years of experience in the field of research and international development. As the Executive Director of IFMR LEAD, Sharon leads the strategic direction of the organization and provides technical, administrative, financial and strategic oversight to research, policy and capacity building engagements. Sharon has extensive experience in building strategic partnerships between academia, donor agencies, corporates, policymakers and practitioners to promote evidence-based policymaking and practice. She also has hands-on experience in research and analytics, and is a Principal Investigator on several IFMR LEAD studies. She has been with IFMR LEAD since 2008. Prior to joining IFMR LEAD, Sharon was an Economist with the Analysis Group in Montreal, Canada.

She holds a MSc in Economics from the Universite du Quebec a Montreal, as well as an M.A. in Social Research Methods from the London School of Economics with a focus on Development Economics.

Sharon has extensive experience in coordinating with CSR partners to assist them in understanding the importance of evaluating the interventions on the ground in order to determine their scalability and widespread application.

### 2. Ajay Kumar Tannirkulam, Advisor, IFMR LEAD and Founder, Magasool

Ajay's interest in the livelihoods of small farmers made him spend significant time in the field identifying issues in agriculture that have resulted in low growth rates. Ajay co-founded Magasool in 2012, a not-for-profit initiative aimed at improving the lives of small and marginal farmers in Tamil Nadu. Magasool focuses on providing specialized agriculture inputs that improve yield or decrease input costs. In addition, Ajay has been an Advisor to IFMR LEAD since February 2013.

Ajay received his PhD in Astronomy and Astrophysics from the University of Michigan, Ann Arbor in 2008. He joined IFMR LEAD as the Head of the Analytics Unit in January 2009. Between 2011 and 2013 he was heading the Financial Inclusion vertical of IFMR LEAD in an interim capacity.

3. Preethi Rao, Head – Innovation, IFMR LEAD
4. John Arun, Senior Project Manager – MSME & Entrepreneurship, IFMR LEAD
5. Misha Sharma, Project Manager – Financial Inclusion, IFMR LEAD
6. Vivek Venkataramani, Research Manager – Environment & Climate Change, IFMR LEAD
7. Diksha Singh, Policy & Outreach Manager, IFMR LEAD

### About IFMR LEAD

IFMR LEAD is a non-profit research organisation that conducts policy-oriented, scalable, action research to promote inclusive and sustainable development in India and other Low and Middle Income Countries. Since 2005, IFMR LEAD has been a leader in the field of research, monitoring and evaluation, and training in India, and has recently expanded to Nepal and Bangladesh. Housed at the Institute for Financial management and Research, a leading B-School in the country, IFMR LEAD has extensive experience in designing and implementing large-scale impact evaluations which comprise of quantitative, qualitative and mixed method approaches. IFMR LEAD's focus areas include Financial Inclusion, MSME and Entrepreneurship, Infrastructure and Governance, Environment and Climate Change, Public Health, Agriculture, and Data Analytics. In 2016, the Institute was awarded the 'Best Institute Serving Social Cause-CSR' by ASSOCHAM.

\* Final schedule of the masterclass will be announced on 20th August 2017

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