

India CSR Summit and Exhibition 2018

NGO Masterclass: CSR: The NGOs-Corporate Bridge

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

Date: 25th Sept. 2018 | Time: TBD | Duration 50 minutes

Participants: NGOs, Corporate Partnerships and Fundraising Team, Social Enterprises, Philanthropic Foundations.

The Context

The Companies Act 2013, has shifted the spotlight from corporates as givers and NGO's as receivers to building a picture of a partnership. This relationship of parity calls for a change in the mindset of both the corporate and the NGO with the onus being on the NGO's to be proactive and positive in building an association with the corporate and holding trust in the corporate's CSR program to support social and environmental issues without becoming a weak pawn. The NGO's can now take the lead as a representative of the civil society and play the role of a strategic partner in tri-party relationship between the government, civil society and commercial business houses. It's the most opportune time for the NGO's to take up leadership roles and establish new norms and models for Corporate-NGO partnership.

Objectives

- To bring out the hidden opportunity for the NGO's in the current business environment
- To discuss the plausible challenges which may be encountered in the process

Highlights

A blend of corporate, NGO and stakeholder view shared by academicians and trainers who have first-hand experience of working and researching in the same domain. The session will be interactive which will be driven by the participants and moderated by the facilitators to ensure active engagement. The situation/case based pedagogy will help exemplify the theoretical concepts detailed and discussed by the facilitators.

Format: Active learner-oriented pedagogy of business cases and situation analysis clubbed with discussion about the CSR, communication and Corporate-NGO partnership concepts and models.

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

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