

## India CSR Summit & Exhibition 2017

### Masterclass: Making your penny count (CSR spend for impact)

Hosted by: **niiti Consulting**

Type: **Pre-registration required**

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

**Participants-** CSR Committee members, Directors, CSR Heads/Managers

Any CSR programme can be meaningful only if it enables its beneficiaries to improve their lives and move the needle on social change in a sustainable manner. CSR programmes need to determine their effectiveness on ground not just in terms of financial spends but also whether the objectives that were laid out in terms of social change were met. The outcome of any project is defined as impact.

Having a robust monitoring and evaluation design to measure impact integrated into the programme itself could provide CSR managers an opportunity to not just demonstrate results and ground level impact but also provide a means to seek feedback from stakeholders, improve the service delivery system, and the ability to plan and optimise resource allocation. A good impact measurement system helps improve accountability to the key stakeholders and makes the programme goal-oriented.

Impact can be measured by creating a monitoring and evaluation design that is two-pronged. One part involves creating a financial audit design that helps manage fund efficiently. The other involves creating a logical framework to measure social impact, and determining indicators to test process and efficacy of the programme on ground at various stages. Logic model frameworks are usually a graphical depiction of the logical relationships between the resources, activities, outputs and outcomes of a programme leading to measurable impact.

#### Why should you attend the niiti Consulting's Masterclass on CSR spend for Impact?

You will find the masterclass very useful if

- a) You are interested in running your existing CSR programme more efficiently in terms of fund utilization
- b) You are about to initiate a CSR programme and would like to design it in a way to ensure expected impact on ground
- c) You have an ongoing CSR programme that you aren't able to demonstrate clear results for
- d) If you are an implementation agency that is in need to demonstrate the impact of your work to suitable corporate donors
- e) You are looking at hiring an agency to measure impact and are struggling with setting the right terms of reference

## Resource Persons



**Meena Vaidyanathan**

Founder Director-Niiti Consulting

Certification in Social Entrepreneurship, INSEAD  
Masters in Biotechnology and Business



**Ruchi Jolly**

Chief Operating Officer  
Chartered Accountant  
Bachelors in Commerce, Delhi University



**Sudeshna Chatterjee**

Senior Consultant  
Phd in Economics, Kolkata University  
Masters in Economics, Mumbai University



**Swati Gaur**

M & E Consultant  
Masters in Economics, Mumbai University  
Course in Microfinance, Boulder Institute

### About niiti Consulting

niiti is an implementation-focused consulting firm that supports ideas leading to scalable social impact through research, strategy and design. A private limited, and geography unlimited company, niiti has a core team of passionate, creative minds along with an open network of advisors and partners.

The team at niiti works with a wide set of organisations from corporate sector to civil society to academic institutions, both within and outside of India giving a holistic approach to providing sustainable change solutions to clients. Our core team of consultants and its wider network of specialists have skills and experience across many industry sectors.

### About India CSR Summit & Exhibition

India CSR Summit & Exhibition is an annual event hosted by NGOBOX and promoted by CSRBOX since 2014. The event is the largest CSR forum in India with participation from CSR heads of leading businesses, government departments, nonprofit organizations, social enterprises and impact investors. The 2017 event is the historic in terms of participation of 300+ CSR heads, 1400+ organizations and 2100+ delegates. The event will host overall 30+ micro and mega sessions, talks, masterclasses and open sessions.

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

For more information/registration write at [csr@ngobox.org](mailto:csr@ngobox.org) or call at +91-9560352170 or visit [www.indiacsrsummit.in](http://www.indiacsrsummit.in)