

6TH INDIA CSR SUMMIT 2019



Corporate Masterclasses

23rd-24th September, 2019 at Hotel Pullman and Novotel

- **Corporate Masterclass: Leveraging #Daanutsav to Achieve your CSR Goals**
- **Corporate Masterclass: Going Viral: Towards Engaging Communication**
- **Corporate Masterclass: How to use Disruptive Technologies innovatively to create Social Impact?**
- **Corporate Masterclass: The Art and Science of Impact Measurement; Theories and Practice**
- **Corporate Masterclass: Impact through Social Enterprises: How do we go from good to great?**
- **Corporate Masterclass: Adaptive CSR Strategy & Impact Thinking: Agile@Scale**

Corporate Masterclass: Leveraging #DaanUtsav to Achieve your CSR Goals

Workshop Facilitator:



MR. VENKAT KRISHNAN N

Founder- India Welfare Trust and Ex-Founder, GiveIndia



Hosted by: DaanUtsav

Date: 23rd Sept, 2019

Duration: 45 Mins.

Objective:

Participants will be made to understand how they can leverage a 'festival of giving' like #DaanUtsav- the Joy of Giving Week, to accomplish their company's "round the year" CSR Goals.

- How to maximise social "return on investment" by leveraging one's resources
- How to utilize the #DaanUtsav week to best accomplish one's CSR goals
- How to think through the "Ikigai" for one's corporate

Activity:

The facilitator will aid the participants to think through the "Ikigai" for their corporate. 1-2 hours of pre-workshop preparation is required to participate in this workshop that is designed for CSR, HR and Corporate professionals. Ahead of the workshop, each participant will be given a worksheet to do some "homework" on and will use the platform to design simple activities that can make a significant contribution to achieving CSR goals.



Corporate Masterclass: Going Viral: Towards Engaging Communication

Workshop Facilitators:



MR. SUMEER MATHUR
National Head- Strategy and Planning,
Edelman India



MR. KUNAL ARORA
Managing Director,
Edelman Digital, India



Hosted by: Edelman
Date: 23rd Sept, 2019
Time: 50 Mins.

Objective:

Participants understand the various elements that make owned content engaging, trustworthy and builds the reputation of the organisation/ makes a cause resonate with many. Specifically:

- How companies/organisations can earn trust
- The power of influencers: employees, partners, and beneficiaries
- CEO activism in today's age

Activity (approx. 30 mins):

Participants in groups of 4-5 develop campaign ideas that can have high engagement, earn trust and create impact.

Please note: Registration to this masterclass is based on 'by invite' only. If you are selected to attend the masterclass, you will receive an email confirmation within 7 working days

How to Register

Register for India CSR Summit 2019 using registration button on www.indiacsrsummit.in. Our team will review your profile and send you an invite email for the masterclass.

OR

If you represent a company's (including CSR foundation) corporate communication or CSR or HR/Employee Engagement Team, send us an email at sweta@csrbox.org

Corporate Masterclass: How to use Disruptive Technologies innovatively to create Social Impact?

Workshop Facilitator:



MS. KINKINI ROYCHOUHDARY

Director, Accenture Development Partnerships

accenture

Hosted by: Accenture
Development Partnerships

Date: 23rd Sept, 2019

Time: 45 Mins.

Objective:

The workshop will introduce disruptive technologies and their value levers relevant to development sector, then take the audience through a playbook of case studies on how globally these technologies are being used to deliver CSR programs and then end with a design thinking activity where participants come-up with a concept poster as a take-away (for ex. using of AV/VR in fundraising or using blockchain for transparency in program delivery).

Overall, the structure is:



Corporate Masterclass: The Art and Science of Impact Measurement; Theories and Practice

Workshop Facilitators:

Grant Thornton Team



Hosted by: Grant Thornton

Date: 24th Sept, 2019

Time: 45 Mins.

Objective:

Are you still trying to resolve the puzzle of what, when, and why of impact and similar evaluations? Or have you conducted one in the past but not satisfied with the outcomes?

Evaluation of social development programs is not contemporary and has a varied set of approaches, but with the evolution of development activities to meet the societal need, it has become a key ingredient of Result-based Approach for any successful social transformation program.

Moreover, the advent of CSR Rules has opened a large array of expectations of internal and external stakeholders to not only undertake these evaluations periodically but also deploy comprehensive and innovative models with the right use of technological solutions.

The masterclass will empower to solve the puzzle of evaluation, through practical case study and example led approach.

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Corporate Masterclass: Impact through Social Enterprises: How do we go from good to great?

Workshop Facilitators:



MR. MOHAMMAD AZHAR
Impact Investor & Lead – Government
& CSR projects, Villgro



MR. SUBHRANGSHU SANYAL,
CEO, IIM Calcutta Innovation
Park & Startup Evangelist



Hosted by: Villgro

Date: 24th Sept, 2019

Time: 45 Mins

Objective:

The workshop will provide actionable insights to leaders in India's CSR community by giving a voice to social entrepreneurs who have overcome the high-risk periods of starting an enterprise to go on to create impact at scale. The outcomes that participants can expect from this workshop are:

- Developing a better understanding of the social enterprise model - challenges, support available, and potential for impact
- The role played by Incubators in helping social enterprises cross 'the valley of death' and go on to create large scale impact
- How Villgro is 'Incubating Incubators' - equipping more incubators with the tools, methodologies, and networks required to create successful social enterprises
- How & Why should companies direct part of their CSR contribution towards incubators.

Workshop Facilitators:



DR. SWAMINATHAN RAMANATHAN
Director, Consulting- S&O:
Social Impact (COE),
Deloitte India



DR. ROHIT NAIR
Associate Director, Consulting-
S&O: Social Impact (COE),
Deloitte India

Deloitte.

Hosted by: Deloitte Social Impact

Date: 24th Sept, 2019

Time: 50 Mins.

Objective:

The masterclass leverages the strong credentials, expertise, team strength and diverse portfolio of experiences of Deloitte's Social Impact practice. It will bring their combined experience in strategy design, programme management, monitoring and evaluation and aligned action to support the participating organisations with structuring a playbook towards high impact.

- Building blocks of adaptive CSR - evidence based, collaborative, innovation, risk, technology, learning ecosystem
- Case study approach to impact thinking and creating transformational outcomes Future cast CSR opportunities and impact thinking in the age of digital technology, Artificial Intelligence (AI) and Industrial Revolution 4.0.

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6th
CSR Impact
Awards 2019

Dalmia Bharat Limited and CSRBOX present 6th CSR Impact Awards 2019 for encouraging companies, CSR foundations and CSR implementing agencies to deliver high impacts through CSR projects and adopt multi-stakeholder approach, leading to excellence in project outcomes. This initiative focuses on identifying high impact CSR projects in 14 thematic categories at pan-India level to recognize and set benchmark in projects planning to project implementation, through evaluation by faculty of esteemed institutions and domain experts.

Apply by 3rd September 2019

For more information, visit: www.indiacsrsummit.in