



The **measure of a society** is found  
in how they treat their weakest  
and **most helpless citizens.**

—— Jimmy Carter ——

## Introduction to CSR and Sustainability

Duration: 10 hours

Course Fee: NOW INR 10,510/- (Incl Taxes)

Register NOW:

<https://iicsronlineinstitute.com/page/reporting-and-measurement-tools>

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## Introduction

International Institute for Corporate Sustainability and Responsibility (IICSR) established in 2015 is a training, research, and development institute dedicated to Responsible Business practices.

We offer courses with International practitioners to develop the global workforce of trained professionals for Sustainable Development. The courses are delivered by online and offline modes coupled with working on research papers, live projects solving global problems for senior executives, for student offering internships, and placement assistance. Our trainers are leading practitioners based in India, Africa, Europe, the USA, and other countries. We are also among the first one's in India to curate 2 years full-time dual degree course in MBA in CSR.

Understanding the requirements of the working professionals we have designed a flexi learning model, self-designed Masters Certificate course with diverse range of courses.





## OFFLINE Courses

- Social Return on Investments (SROI) studies
- Introduction to CSR and Social - Value Change
- Workshop on CSR Project Monitoring and Reporting
- 2 years offline Dual degree MBA in CSR
- Impact Investments

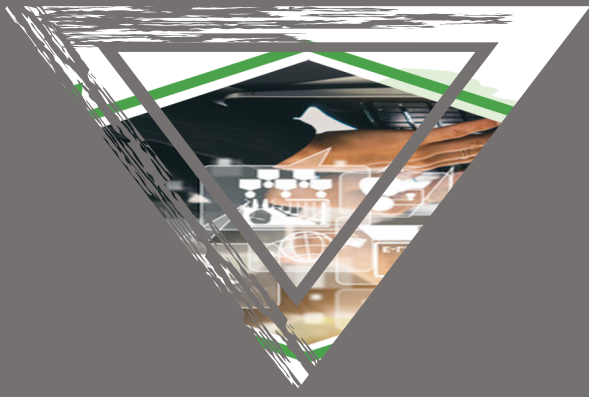
## ONLINE Courses

- Introduction to CSR and Sustainability
- Value creation by ESG Reporting
- And more ongoing

## EVENTS & Interactions

- Next Step – Promoting Social entrepreneurs
- National Summit on Extractive Industries and Sustainable Development
- CSR Roundtable and Meet-ups
- Mining Industry and Sustainable Development
- Sustainability Dialogues at Washington D.C
- International Responsible Investments Dialogues
- Live Interactions with Global Changemakers





## **Course Brief:**

**Introduction to CSR and Sustainability is a foundational course for the beginners to learn the basics of CSR and Sustainability.**

**It would give you exposure to different facets of CSR and Sustainability which can be learned individually too.**

**It prepares you to the next ladder of theory and practical experiences you can gain from CSR and Sustainability.**

### **Take away:**

**Application to CSR and Sustainability**

**Reporting and Measurement Tools**

**Social Entrepreneurship**

**Strategic Sustainability Communications**

**Fundraising for Foundations.**

**Evaluation on the basis of Paper submission**

**Each section is of 2 hours.**

## **Audience:**

**CSR and sustainability professional,**

**Corporate,**

**NGOs,**

**Social enterprises,**

**PG Students,**

**Philanthropic**

**Organizations and Academia**



# Course outline



## Session 1

### Reporting and measurement tools

- CSR Measurement tools
- SDGs, GRI, ISO26000
- Framework and guidelines: UNGC Principles
- CSR Reporting Formats: MCA
- Status of CSR reporting today in India

## Session - 2

### Application of CSR and Sustainability in Management Verticals

- Introduction/Background
- Ages & Stages of CSR & Sustainability
- Relevance CSR for Core Business Success.
- CSR & business Competitiveness
- Sharing Case studies (National & global)

## Session - 3

### Social Entrepreneurship (SE)

- What is SE? Why is SE being talked about? Why is SE important?
- Where is SE relevant? Stakeholders of SE
- When is it prudent to address SE? How to go about SE?

## Session – 4

### Strategic CSR and Sustainability communications

- Strategic communication to engage stakeholders. Build a brand reputation
- Create value for an organization
- Concepts of sustainability communications Impact. Role of in CSR communications.

## Session – 5

### Fundraising for the Foundations

- Why not feel guilty about fundraising?
- Characteristics of various funding sources.
- NGOs preparedness and Strategy for donors
- Corporate and Retail fundraising - decoded
- Funding funnel - Effort vs Result

**Complimentary: 1 session of Live Interactions with Global Changemakers and Felicitation**

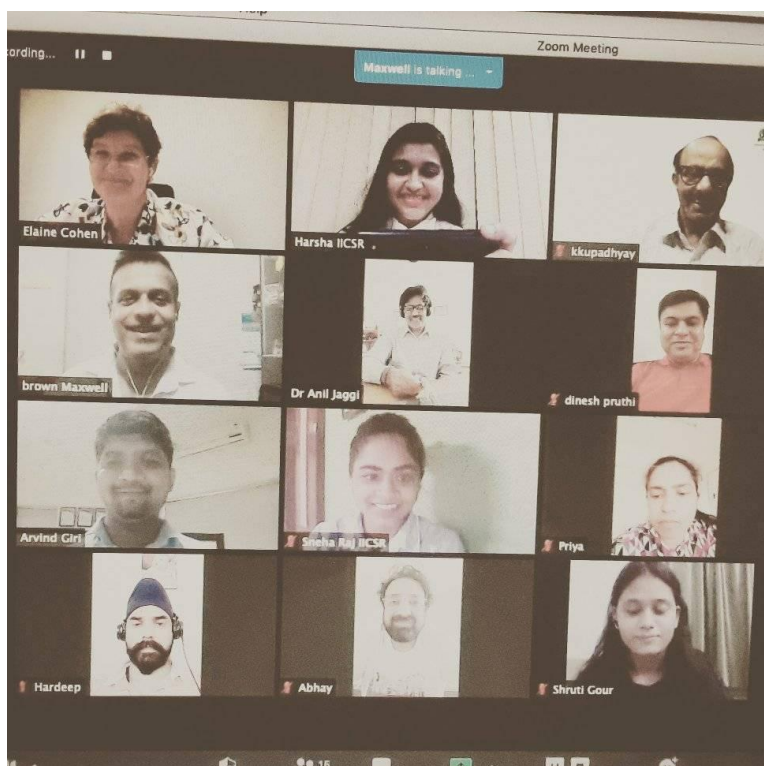
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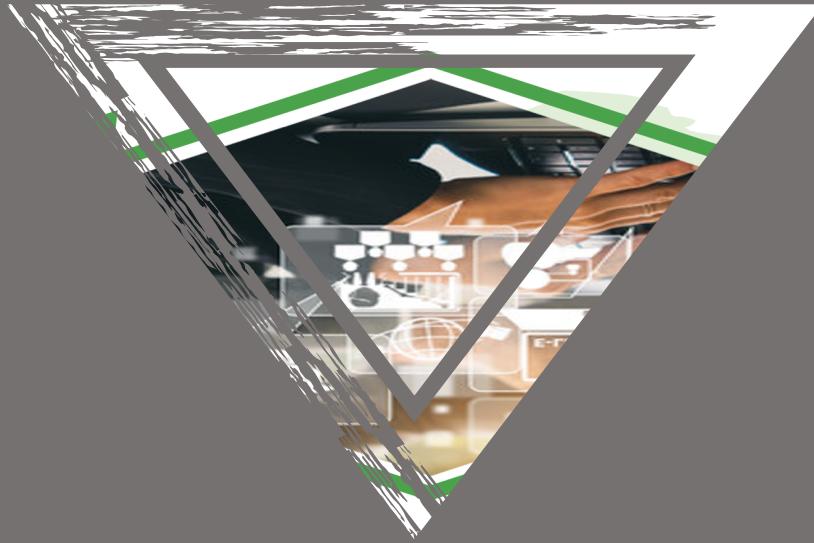
## Trainers:

1. Dr KK Upadhyay – Reporting and Measurement tools
2. Dr Anil Kumar – Application of CSR and Sustainability in Management verticals
3. Dr Smriti Pahwa – Social Entrepreneurship
4. Ms Meera Tenguria – Strategic CSR and Sustainability Communications
5. Mr Dhimant Chovatia – Fundraising for Foundations

**Complimentary:  
Live Interactions  
with Global  
Changemakers**



**Digital  
Felicitation  
Ceremony**



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