



BSA CRESCENT UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES

presents

MANAGEMENT DEVELOPMENT PROGRAM

on
Leveraging on Corporate Social Responsibility
for Creating Shared Value

Venue:
Crescent University, Convention Centre, Seminar Hall I
On
6th October, 2017, Friday



## **About the University:**

**BSA Crescent University**, Vandalur, Chennai-48, (formerly B.S. Abdur Rahman University) has been established under section 3 of the UGC Act 1956. It is one of the largest engineering institutions in India and is ranked among the top engineering colleges of the country. The institution is acclaimed throughout India for its quality in teaching and research. The University lays emphasis on innovative research, investment in high quality facilities and top notch infrastructure. The university offers wide choice of interdisciplinary degrees in Engineering, Architecture, Commerce, Management, Arts, Science and Pharmacy. The university has been accredited with A grade by NAAC.

## **About the Department:**

The Department of Management Studies (DoMS) was established in the year 1994 with an objective to produce competent management and business professionals. A team of well-qualified faculty members with rich industrial and academic experience contribute to the strength of the department. In addition, the department invites a large number of professionals from Industry and foreign universities for expert sessions. DoMS has participated in the National Institutional Ranking Framework (NIRF) ranking process and secured a rank in the band of 75-100 out of 542 Business Schools that participated in the evaluation process. The Department of Management Studies continues to aim for the best under the directions and leadership of our Vice Chancellor, Prof Sahol Hameed.

## **About the program:**

The introduction of mandatory CSR has brought in new vigour in the area of business-society relationship. The law has brought in a paradigm shift in the social interventions of business from meagre philanthropic activities to more systematic and strategic involvements. Undoubtedly the mandate has put a spotlight on CSR and has motivated firms to invest more time and money towards social causes, and it's reporting. The bigger challenge with the mandate lies on ensuring a sustained interest of firms in indulging in impactful CSR initiatives. Undertaking initiatives that create social value for the beneficiaries while simultaneously creating economic benefits for the firm is considered to be an alternative that will ensure sustained spending on CSR by the firms. To achieve that within the framework of the Act requires firms to integrate CSR with the core business strategy. It may also require adoption of new models of CSR in terms of selection, implementation and monitoring of projects. There are several such important issues that need to be realized so as to make more CSR more impactful both to firm and society. This Management Development program on "Leveraging CSR for Creating Shared Value" intends to offer a clear insight on the strategies that will make CSR initiatives a venue of mutual value creation. The program provides a platform for the exchange of views, ideas and expectations between the various stakeholders of the business. The MDP will provide a much needed discussion, learning and co-learning platform for businesses, social enterprises as well as implementing partners. The program will augment discussions on best practices, exchange of workable ideas, discovering impact driven solutions, building capacities and strengthening network. The program will facilitate more concrete understandings on which the firms can further build their CSR approaches and strategies.

## Key Speakers & Sessions

Overview of Mandatory CSR Law and its Implications	Dr. K. Deepamala Head-Development Initiatives Confederation of Indian Industry Southern Region
Changing Role of NGO's in creating impactful CSR Programs	Mr Sandeep Mookerjee President Hand in Hand India
Introduction to Social Audit and its importance	Dr.Latha Suresh Director, Social Audit Network India
Moving from traditional CSR to Shared Value Creation	Ms. Sanjula Bai - AVP ,Country Head ,Corporate Social Responsibility and Community Affairs,Wells Fargo
Integrating CSR to Business Value Chain	Dr.Samip Baruah Manager International Sales at ITC Limited
CSR-The Ground Realities	Mr Karthick Ramaswamy Consultant on CSR, Sustainability and Design Thinking

### Expected participants profile:

The programme is specifically designed for middle and senior managers working with or interested to work in the field of CSR, NGO's, activists and social workers involved in CSR projects, consultants, academicians and research scholars working in similar areas.

### Fee and Registration details:

Corporate Participants / Consultants (Special discount of 20% for group of two or more attending together )	Rs 1000
NGO Representatives /Academicians	Rs 800
Research Scholars	Rs 500
(The fee includes Refreshments, Lunch and the Kit )	

\* The sessions will begin at 9.00 a.m. and closes by 5.00 p.m.

Payment can be made through Demand draft drawn in favor of HOD Management Studies, payable at Chennai (or) through Electronic transfer to HOD, Management Studies, B. S. Abdur Rahman University, Indian Overseas Bank, Vandalur Chennai-48 A/c No 165701000019310, IFSC No IOBA0001657 IOB Branch Code 1657

Kindly fill in the Registration form mentioning full details of the participant(s), sponsoring organization and the payment particulars. The soft copy of the filled in form(s) along with payment details may be emailed to mail id mentioned below before the commencement of the program.

## **Chief Patron**

**Abdul Qadir Abdul Rahman Buhari, Chairman-Board of Management**

**Prof Emeritus Tan Sri Dato' Sri Dr.Sahol Hamid Bin Abu Bakar, Vice Chancellor, BSACU**

## **Patron :**

**Dr V Murugesan, Registrar, BSACU**

## **Organizing Team**

### **MDP Convener**

Dr. Haider Yasmeen,  
Professor & Head-DoMS

### **MDP Co-ordinator**

Mr. Charlie Thomas  
Asst. Professor-DoMS

### **MDP Co-ordinator**

Ms. Hemalatha J  
Asst. Professor-DoMS

### **MDP Facilitator**

Ms. Amitha Babu  
Research Scholar-DoMS

## **For further queries or clarification:**

Mail to [\*crescentdomsmdp@gmail.com\*](mailto:crescentdomsmdp@gmail.com)

Or

Call : Dr.Haider Yasmeen # 9884380227      Amitha Babu # 8754411318

B.S.ABDUR RAHMAN  
**CRESCENT UNIVERSITY**

B.S.Abdur Rahman Crescent Institute of Science & Technology  
(Estd. u/s 3 of the UGC Act, 1956)



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**Department of Management Studies**  
**Management Development Programme**  
**'Leveraging on CSR for Creating Shared Value'**  
**October 6<sup>th</sup> 2017**  
**REGISTRATION FORM (INDIVIDUAL)**

Name: Mr./Ms./Dr. ....

Designation: .....

Department: .....

Institution: .....

Address for Communication (With PIN code) : .....

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E-Mail: .....

Phone: ..... Mobile: .....

Experience (years and/or months): .....

Payment Details: DD / NEFT ..... Date: .....

Amount: ..... Name of the Bank: .....

Signature of applicant

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