

## Housefull - IIMAAA's CSR Workshop - a great success

IIM Ahmedabad Alumni Association, Bangalore Chapter took the lead in organizing '**CSR Workshop: The Nuts and Bolts of CSR**' along with local chapters of alumni associations of IIM-Bangalore, IIM-Calcutta and ISB Hyderabad. This workshop was in continuation with the panel discussion organized by the IIMAAA-Bangalore Chapter during Prof. Ashish Nanda's (Director, IIMA) visit to Bangalore in June 2014. The workshop was sold out (250 participants)

CSR initiatives are mandatory under the Companies Act, 2013, among others, for all companies with a minimum net profit of 5 Crores. This workshop was intended for corporates with CSR programs or for those who intended to set up CSR initiatives as it enabled meeting and interacting with practitioners of CSR from different industries with several years of experience. There were two unique aspects of the workshop – 1. Bringing the givers i.e corporates and receivers i.e. NGOs on a common platform and 2. Hands-on group exercise on structuring CSR

Amber Sinha from NovoJuris covered the legal perspectives of CSR under the Companies Act 2013 and other regulations and provided guidelines to participants. N.E. Sridhar from Titan Industries, Archana Sahay from CISCO and Vijay Vardhan from ITC provided insights and case studies on the structured CSR work, which they have been doing on the ground for several years. This was followed by a panel discussion in which G. Srinivasan from IIMPACT, Ramesh Swamy from SGBS Trust & Unnati and Moloy Bannerjee from Sattva joined the representatives from corporates to discuss CSR activities and issues faced by corporate and NGOs while undertaking CSR initiatives. IIMPACT, SGBS Trust and Sattva are founded respectively by the alumni of IIMA, IIMB and IIMC. Panel discussion was moderated by Mayura Balasubramanian, founder Craftizen Foundation and alumni of ISB.



Priya Naik, founder of Samhita Social Ventures spoke on importance of structuring of long term CSR programs and provided case studies on structured CSR initiatives which were enabled by Samhita. She also spoke on social impact measurement methods and provided frameworks for structuring CSR activities. Following this, the participants were divided in groups of 10 and were given case studies related to CSR. Participants had to apply the tools and frameworks of CSR to the problems given in case studies. One group presented their findings to the entire group.



The workshop had more than 250 participants and the participants provided positive feedback on the workshop. IIMAAA-Bangalore Chapter intends to follow up with another CSR session in the coming few months and will be shortly launching a CSR-NGO portal to interconnect Corporates & NGO's.