



Confederation of Indian Industry
Since 1895



CIH-TC Centre of Excellence
for Sustainable Development

Stakeholder Engagement (SE) Training

2 day
open
programme

Organisations, regardless of their activities or mandate, do not operate in isolation. Increasingly, organisations are realising the responsibility to ensure that their activities are not detrimental to the society or the environment. Stakeholder engagement is a vital lever to brand value enhancement, customer retention, and supply chain efficiency. Effective stakeholder engagement can create conditions for building confidence and trust between different actors and serve as a mechanism for providing mutually acceptable solutions and create win-win situations. The inclusive nature of the processes promotes a sense of ownership and thereby enhances its overall sustainability.

The CIH-TC Centre of Excellence for Sustainable Development offers the Stakeholder Engagement (SE) Training Programme to introduce to basic concepts and practical approaches of stakeholder engagement and facilitate strategy development in this regard. Participants benefit from a CII certificate of participation.

Objectives of the Training

Building on a combination of presentations, case studies and best practice examples, discussions and practical group exercises, the course aims at:

- Introducing the basic concepts and goals of stakeholder engagement
- Developing strategic thinking and focus on stakeholder engagement for the participants' organizations
- Providing practical tools for identifying, prioritizing and engaging stakeholders
- Exposing to and discussing examples of stakeholder engagement in Indian companies

Topics Covered

- Introduction to Stakeholder Engagement
- Stakeholder Mapping
- Defining Objectives and Issues of Engagement
- Prioritising Stakeholders and Issues
- Assessing the Current Level of Engagement
- Maintaining and Strengthening Capacities for Engagement
- Designing the Process of Engagement
- Reviewing and Reporting

About Us

The CII-ITC Centre of Excellence for Sustainable Development is an institution that creates a conducive, enabling climate for Indian businesses to pursue sustainability goals. It creates awareness, promotes thought leadership and builds capacity to achieve sustainability across a broad spectrum of issues.

Who Should Participate?

The training focuses on developing conceptual and strategic knowledge for stakeholder engagement in companies. It is open to all, but specifically targeted at participants of top, senior and middle management staff involved in the development and implementation of a stakeholder engagement strategy.

Participation Fees

SE open programme	Rs. 10,000/- (Rs. ten thousand) + service tax (as per GoI rules) per participant
-------------------	--

For further information and registration, please contact:
Ms Shagufta Kamran

CII-ITC Centre of Excellence for Sustainable Development

2nd Floor, Thapar House, 124, Janpath, New Delhi 110 001

Tel.: 91 11 41 50 23 11

Email: shagufta.kamran@cii.in

You can also visit our Website: www.sustainabledevelopment.in