



CESD brings the best expertise and experience to help companies create more impact through better CSR. We work with companies to ideate CSR projects, develop CSR strategies aligned to organisational vision and business strategies, measure impact of CSR activities, benchmark CSR portfolio, conduct customised NGO assessments, and recognise best practices in CSR.

## Idea workshops for CSR projects

CESD conducts cross-functional and multi-stakeholder workshops for companies to ideate CSR projects. Which developmental and geographical areas should companies get into? How does it align with priorities of business and sustainability? How does it leverage resources available with the company and its partners?

A typical idea workshop is half- to full-day. CESD prepares itself and participants before the actual workshop basis the history of company's CSR portfolio and its CSR policy.

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## Needs Assessments

CESD undertakes needs assessments of project beneficiaries and concerned stakeholders. Assessments are done using primary and secondary research techniques such as household surveys, interviews, and focus group discussions. Both qualitative and quantitative inputs are captured and analysed that provide vital inputs to CSR project design.

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## Impact Measurements

Impact measurement is important to understand the effectiveness of CSR projects. A well-designed impact study can also provide insights into stakeholder expectations and feedback on the projects conducted. Methodologies include control group comparisons, personal interviews, focus group discussions. Usually a combination of methodologies are deployed.

CESD also helps with valuing social capital that a company creates via its CSR activities. Primarily using the methodology of Social Return on Investment or SROI, social capital valuation helps boards take informed decisions on social investments.

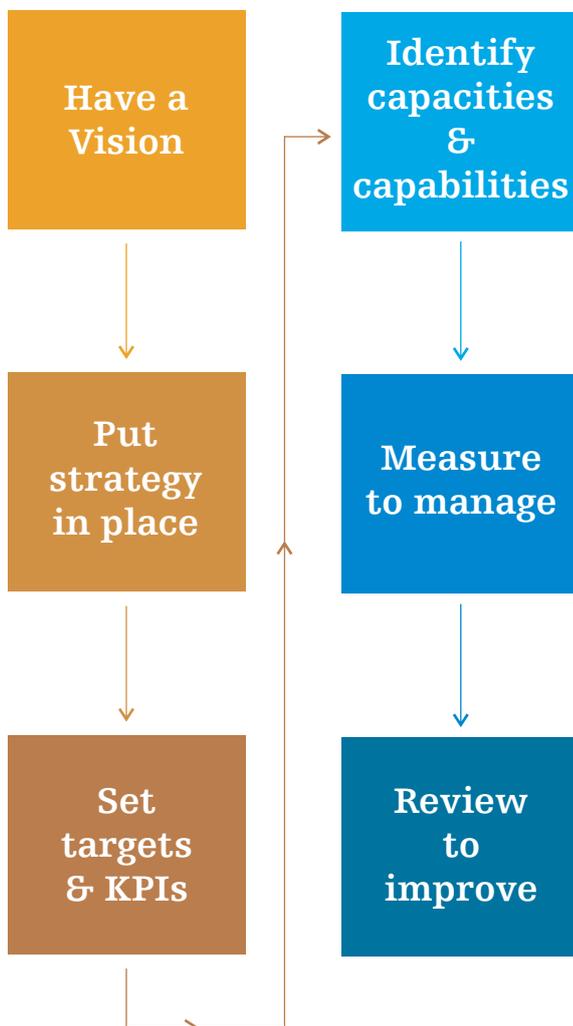


## Annual CSR Tracker

CESD has developed Annual CSR Tracker that provides macro insights into CSR activities of companies in a financial year. Based on corporate disclosures on CSR in director's report, the Annual CSR Tracker is supplemented by survey of companies on their experiences with CSR in that financial year. **Advance booking for Annual CSR Tracker 2015 is now open.**

## Developing a CSR vision and strategy

CESD helps companies to develop CSR vision and strategy by aligning it with vision, mission and business strategy of the company. In the process identify resource availability and gaps, identify KPIs to measure and manage.



## Benchmarking CSR portfolio

Companies learn by benchmarking CSR activities with the best in the industry. CESD helps companies with benchmarking on a readymade database of almost 1300 companies. Customised benchmarking with companies of desire or additional indicators is also possible.

## Excellence in CSR – CII-ITC Sustainability Awards

CII-ITC Sustainability Awards - CSR Domain Excellence recognise companies that have positively impacted both business and society by taking a strategic approach to CSR through collaborative programmes with government and civil society.

Over a period of six months, applicants undergo a rigorous valuation process that is based on principles of business excellence. The findings of this assessment, presented in the form of a detailed Feedback Report to every applicant, further help applicants by providing insights that improve the impact of their sustainability initiatives and drive overall performance by identifying opportunities for improvement.

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