

Programme Structure for Cohort I CII CSR Fellow Programme

Weeks	Modules	Topics	Objectives	Webinar Dates & Timings				
Week 1 3 May- 9 May	Introduction to Development	<ul style="list-style-type: none"> Orientation from CII CSR in the context of development sector 	<ul style="list-style-type: none"> Overview and expectation from the programme Fundamentals of CSR in the context of development sector 	<p>W1 3 May, Fri 4pm -6pm</p>				
	Basics of CSR	<ul style="list-style-type: none"> The Changing Business Environment Key CSR Trends FAQs on Section 135, the Companies Act 2013 CSR Framework: National & International Relevance & Linkages of frameworks with CSR 	<ul style="list-style-type: none"> Introduce the participants with present and evolving business requirements and its interconnection with socio-economic and environment issues Learn about the key concepts, scope of the Section 135, calculation of CSR spends, tax benefits and do's and don'ts Discuss the CSR trends of the last three-year Broadening the understanding of applicability of the Disclosures, Rating Systems/Guidelines/Principles, Regulation/Legislation and Universal goals (SDGs) in CSR sphere and their tangible and intangible impacts Understand how CSR practices can benefit business 	<p>W2 9 May, Thu 4pm -6pm</p>				
Week 2 10 May -16 May	Self-study							
Week 3 17 May-23 May	Self-study							
Week 4 24 May- 30 May	Cohort I (10 days)							
Week 5 31 May -6 Jun	Immersion	Immersion	Immersion	Immersion	Immersion	Immersion	Immersion	
Week 6 7 Jun- 13 Jun	CSR Strategy Development	<ul style="list-style-type: none"> Project Development 	<ul style="list-style-type: none"> Importance of project/programme mode for CSR activities Designing of project: devising purpose, objective, expected outcomes, monitoring & evaluation plan Project sustainability plans Effective engagement of key stakeholders Strategy for project life cycle management: implementation, monitoring and impact measurement of a project Knowledge management of CSR projects 	<p>W3 7 Jun, Fri 4pm -6pm</p>				
Week 7 14 Jun – 20 Jun	Practical work							
Week 8 21 Jun – 27 Jun	Stakeholder Engagement	<ul style="list-style-type: none"> Stakeholder Engagement 	<ul style="list-style-type: none"> Discussion on the importance of stakeholder engagement Identification of key stakeholders (internal/ external) from project development perspective Introduction of the stakeholder engagement process from project development perspective Designing strategic stakeholder communication and management 	<p>W4 21 Jun, Fri 4pm -6pm</p>				
Week 9 28 Jun – 4 Jul	Practical work							
Week 10 5 Jul – 11 Jul	Identification & Designing of CSR projects	<ul style="list-style-type: none"> Program Design for Monitoring & Evaluation (M&E) M&E: Methods and Tools 	<ul style="list-style-type: none"> What is the purpose of M&E on the field – check direction, correction and revision of goal if situation changes What is the purpose of indicators and how to identify resources required for collecting data and conducting M&E. Need for training for M&E, how to conduct internal/ external assessment. 	<p>W5 5 July, Fri 4pm -6pm</p>				



			<ul style="list-style-type: none"> ○ What is the purpose of NES/ SES and How to get involved. ○ Discuss widely used methods and tools for monitoring and evaluation including some global approaches ○ Qualitative and quantitative techniques for analysing the collated data 	
Week 11 12 Jul – 18 Jul	Self-study			
Week 12 19 Jul – 25 Jul	Role & Selection of an Implementation agency (IA)	<ul style="list-style-type: none"> ○ Role of IA ○ Selection of Implementation Agency (CESD NGO Assessment Framework) 	<ul style="list-style-type: none"> ○ Outline the role and importance of the implementing agencies ○ Highlight the challenges organisations face in identifying credible implementing agencies ○ Do's and Don'ts in selection of implementing agencies ○ Introduce various frameworks and sources available for selection of an implementing agency ○ CESD NGO assessment framework to assess the capacity and capability of implementing agencies ○ Experience of the similar projects by the person and not the agency (time, location, activity, situation) ○ How and why to get involved with the implementing agency 	W6 19 Jul, Fri 4pm -6pm
Week 13 26 Jul – 1 Aug	Practical work			
Week 14 2 Aug – 8 Aug	Social impact measurement of CSR projects	<ul style="list-style-type: none"> ○ Program Design for impact assessment ○ Impact Assessment: Methods and Tools 	<p>Program Design for Impact assessment</p> <ul style="list-style-type: none"> ○ Introduce the importance of impact and social value measurement ○ Implications of impact on businesses ○ Identifying the impact indicators for a project <p>Impact Assessment: Methods and Tools</p> <ul style="list-style-type: none"> ○ Introduce various impact measurement frameworks ○ Discuss widely used methods and tools for impact assessment ○ Qualitative and quantitative techniques for analysing the impact assessment data 	W7 7 Aug, Wed 2pm -4pm
	Communication strategy & Brand Building	<ul style="list-style-type: none"> ○ Role of CSR Communication ○ Connecting CSR to building brands 	<p>Role of CSR Communication</p> <ul style="list-style-type: none"> ○ Discuss best CSR practices of companies both from national and international perspectives ○ Identify internal and external tools of CSR communication ○ Create awareness about CSR washing and impacts of the communication <p>Connecting CSR to building brands</p> <ul style="list-style-type: none"> ○ Discuss the significance of CSR activities with brand building and reputation ○ Integrate different modes/methods available for internal as well as external CSR engagement and communication ○ Challenges and opportunities associated with CSR communication ○ Discuss some of the practices followed by Indian and international companies for brand visibility 	W8 6 Aug, Tue 4pm -6pm
Week 15 9 Aug – 15 Aug	Practical work			
Week 16 16 Aug – 22 Aug	Learning mission: Cohort I (3 days)			
Week 17 23 Aug – 29 Aug	Concluding Workshop for both the cohorts			