



Programme Structure for Cohort II 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 	W1 3 May, Fri 4pm -6pm				
	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 	W2 9 May, Thu 4pm -6pm				
Week 2 10 May -16 May	<i>Self-study</i>							
Week 3 17 May-23 May	Cohort II (5 days)							
Week 4 24 May- 30 May	Immersion	Immersion	Immersion	Immersion	Immersion	Immersion	Immersion	
Week 5 31 May -6 Jun	<i>Self-study</i>							
Week 6 7 Jun- 13 Jun	CSR Strategy Development	<ul style="list-style-type: none"> CSR Strategy 	<ul style="list-style-type: none"> To provide an insight on key elements such as objectives, responsibilities, focus areas, implementation approach (partners), geography and role of CSR committee in the CSR policy Role of CSR policy in making a company more efficient regarding implementation and becoming responsive Understand the importance of corporate governance Engagement with stakeholders Role of the board and CSR committee in developing, executing and monitoring CSR projects 	W3 11 Jun, Tue 4pm -6pm				
Week 7 14 Jun – 20 Jun	<i>Practical work</i>							
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 CSR strategy perspective Introduction of the stakeholder engagement process from CSR strategy perspective Designing strategic stakeholder communication and management 	W4 25 Jun, Tue 4pm -6pm				
Week 9 28 Jun – 4 Jul	<i>Practical work</i>							
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 purpose of M&E at the corporate level - preparing MIS, checking progress w.r.t to output and outcome. When, why, where, and which indicator is to be selected for M&E When and where should you select external and internal assessment 	W5 9 July, Tue 4pm -6pm				



			<ul style="list-style-type: none"> What is the purpose of NES/ SES and How to prepare TOR Application of information collected from M&E for decision making 	
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 Application of the result based "CESD NGO assessment framework" to assess the capacity and capability of implementing partners Criteria, experience of similar projects, passion, agency vs agency person How to decide the content of TOR for implementing agency Why to make a provision for mid-term change in plan/ augmenting resources to face challenges 	W6 23 Jul, Tue 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 	<ul style="list-style-type: none"> Introduce the importance of impact and social value measurement at the corporate level-preparing MIS, checking progress w.r.t to output and outcome. Introduce various impact measurement frameworks When, why, and which indicator is to be selected for different impact assessment methods Identifying the impact indicators for a project How to prepare TOR Application of information collected from impact assessment for decision making 	W7 2 Aug, Fri 4pm -6pm
	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"> What are the needs and objectives of communication strategy Discuss best CSR practices of companies both from national and international perspectives Insight on the changing landscapes CSR communication practices 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 activities and reputation Integrate different modes/methods available for internal as well as external CSR engagement and communication Challenges and opportunities associated with CSR communication Develop a strategic communication plan for CSR Discuss some of the practices followed by Indian and international companies for brand visibility 	W8 8 Aug, Thu 4pm -6pm
Week 15 9 Aug – 15 Aug	Practical work			
Week 16 16 Aug – 22 Aug	Learning mission: Cohort II (3 days)			
Week 17 23 Aug – 29 Aug	Concluding Workshop for both the cohorts			