

### **Workshop on Nuts & Bolts of CSR in Bangalore**

The Bangalore alumni chapter in collaboration with alumni associations of IIM - A,B,C organised a successful half day workshop on CSR: Nuts and bolts of Corporate Social Responsibility (CSR) under the Companies Act 2013, which was attended by nearly 250 corporates, NGOs, social entrepreneurs and CSR professionals.

The seminar was kicked off with an insightful update on CSR mandates and guidelines, followed by inspiring presentations on long-term strategy for CSR and sustainability by Vijay Vardhan of ITC, NE Sridhar of Titan and Archana Sahay of CISCO and a stimulating panel discussion with representatives from corporates and NGOs, moderated by Mayura Balasubramanian, Founder, Craftizen Foundation and ISB Co 04.

Some of the key observations included a felt need amongst companies to have structured programmes dovetailing their business goals with social and environmental objectives so that CSR truly achieves its purpose. Employee engagement emerged as an important focus area to spur large scale dissemination. Further, corporates expressed a keenness to work on programmes localised to the region in which they operate for the communities in the vicinity to feel the impact.

The workshop ended with an interactive session conducted by Samhita wherein the participants were encouraged to articulate a Corporate Strategy, Objective, Funding Plan, implementation programme and reporting to assimilate their learning's based on a case study which received huge audience participation.