

Center for Sustainable Development



And

Center for Digital Innovation

At

FORE School of Management, New Delhi



Organising

Online Three Days Live Interactive Workshop on

**Creating an impact of CSR initiatives through Social
Media**

Date: December 8 -10, 2021

INTRODUCTION

The transformation brought by digital and technological advances during the last decade has made companies connect with their communities through various social media platforms. The social importance and organizational need for corporate social responsibility (CSR) and Sustainability initiatives are more prominent after CSR Rules, 2014. It is essential for an organization to engage in CSR activities and to know how to communicate effectively to their stakeholders about them. Social media can play a vital role in bridging the gap between CSR activities and their stakeholders. Not only social networking sites are free, but their reach is also global. By uploading valuable CSR initiative content on social networking sites and analyzing its engagement can do wonders for an organization, both corporate and NGOs. The well-designed communication (both internal and external communication patterns) of CSR and Sustainability initiatives is necessary for companies to achieve credibility and sustainable performance in a holistic manner.

OBJECTIVES

- To elucidate and review the gradual shift in the understanding of CSR practices and their significance to business strategy.
- To develop an in-depth understanding of approaches, tools, and techniques for CSR implementation.
- To develop insights for conducting stakeholder engagement through various communication strategies.
- To present CSR initiative content on social media: Facebook, Instagram, Twitter, Linked In, and connect with stakeholders.
- To analyze the engagement of CSR activities, both campaigns, and information on social media
- Learn sentiment analysis.

CONTENTS

- A brief overview of section 135, schedule VII of CSR Rules under the Companies Act 2013
- CSR agenda formulation process and content (Creating instrument for baseline study)
- Strategic Engagements with internal and external stakeholders (Collaborative frameworks; stakeholder engagement and materiality assessment)
- Social media platforms (Facebook, Instagram, Twitter, LinkedIn): selecting the platform, launching the page, getting followers etc
- Content management: posts and running campaigns
- Analyzing the engagements on social media
- Sentiment analysis

METHODOLOGY

Interactive mode of teaching which includes case studies, practical exercises and group discussions involving the participants.

WHO SHOULD ATTEND

Managers and executives from public and private sector organizations and MNCs. Also other agencies like government departments, Chambers of Commerce, NGOs, and organizations associated with social sector projects are welcome to participate.

DURATION & VENUE

Dates : December 8 - 10, 2021

Venue : Online, MS Teams

TIMINGS

10.00 AM - 12 PM & 12.30 PM – 2.30 PM (Virtual Mode) on each day

FEE

Corporate Executives : Rs 2360/- including 18% GST

Faculty Members : Rs 1180/- including 18% GST

Research Scholars / Students / NGOs : Rs 590/- including 18% GST

PROGRAMME DIRECTORS

Prof. Shallini Taneja, FPM (PhD), M.Phil. (Economics), MBA, MA (Economics)

Prof. Shallini Taneja is having 16 years of experience in teaching, research and industry. She is a fellow from Management Development Institute (MDI), Gurugram. She is the recipient of sponsorships from ISDRS at Columbia University and The Wharton School, USA for paper presentation and attending the conferences. She has taken lectures at St. Mount Mary's University, USA on "Business Ethics and Corporate Social Responsibility in Indian Companies". She has served as honorary advisor to BRICS Chamber of Commerce & Industry, New Delhi in the area of CSR and Sustainability. She has taken lectures as guest faculty at The Indian Institute of Corporate Affairs (IICA) under aegis of The Ministry of Corporate Affairs, GOI on agenda building & impact assessment of projects in the social sector. She has been associated with The United Nations Information Centre for India and Bhutan, based in New Delhi, India for conducting joint programmes on Sustainable Development Goals-Agenda 2030. She is currently the Chair-Economics & Business Policy Area and Head, Center for Sustainable Development (CSD) at FORE. She has conducted the International Training Program for EMBA Batch from Sichuan University, China on Business Environment and Corporate Governance. She has conducted the Workshops and Management Development Programmes on Corporate Social Responsibility (CSR), Business Responsibility Reporting, Sustainability Reporting and Impact Measurement of Social Projects for the middle level and senior managers as well as for the Executive Directors for the various companies like NHPC, GAIL, RITES, IRCTC, JK Cement, EXIM BANK, SBI etc.

Prof. Rakhi Tripathi

Prof. Rakhi Tripathi, Associate Professor, IT and Head, Centre for Digital Innovation, is an MS (Computer Science), Bowie State University (University of Maryland System), USA, and a Ph.D. from IIT, Delhi. She has 13 years of experience in research. Her areas of research are Digital Innovation, Web Analytics, Social Media Analytics, and Social Listening. Several research papers have been published in national and international reputed journals, conferences, and books. The primary objective of her research is to use Digital technologies to serve society. Her latest project, along with three other Professors from King's College London and London School of Economics, is from British Academy, UK. She has been awarded the 'Best IT Professor' National Education award by Headlines Today in 2012 and Awarded 'Outstanding Women in Science' in Information Technology in 2018 by Venus International Foundation, Chennai, India.

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