

## **2 Days MDP on “Strategic CSR Projects for Sustainable Development: Design, Implementation, Monitoring, Reporting & Way Forward Action” on March 9-10, 2017 at IICA, Manesar**

Sh. A B Chakraborty, CSO & Head, IICA-CESD introduced Dr. Navneet Sharma, head of IICA Academic Committee to the participants. During the inaugural address, Dr. Navneet Sharma, Associate Professor, School of Competition Law & Market Regulation mentioned the CESDs captioned programme to be meaningful, reflects the sincerity, depth & commitment of purpose.

He further told the participants that this kind of programme and the content is very rare in the country. While Section 135 of Companies Act is very good but this programme brings out the strategic intent to the content in entirety.

Maintaining the Eco Systems need no further emphasis and based on the existing political systems, the interventions required would be necessary to meet global objectives. What is more important is the strategic interventions in achieving the overall objectives, thus the adequacy of the programme.

Regarding the implementation of projects, he emphasised that the execution skill is key to success and for monitoring, technological intervention would be necessary besides the legal compliance of reporting needs to be accurate. If at the project design stage there is clarity of objectives, then linearity in reporting becomes easy. He emphasised the quote of Steve Jobs, who said :

- Do as if it is your last day.
- Do what can you do as if it is your last day (death meter?)

He explained the phenomena of market failure where normal forces to balance the demand & supply, is the key to whole situation. Whenever needed Govt. brings out scheme to address the issues of market failure. Greater the failure, greater is the impact. Accordingly, in respect of CSR too, strategic action needs to be specific to the location of the problem. Before concluding, he mentioned about the CSR National Award by the Govt. which is likely to be advertised in next few weeks. He wished the programme all success.



Dr. Navneet Sharma addressing the participants

Sh. A B Chakraborty, CSO & Head IICA-CESD, gave the programme overview in brief, to the participants; viz, Sustainable development-Imperatives, Sustainable Development Goals, CSR project design aligning with core strengths / business areas, project development & implementation steps, Need assessment ,baseline, Mapping, focus area identification and work plan, Transforming waste into energy through Biomethanation, Biogas for clean energy and environment sustainability, Solar-Wind Hybrid Systems for Rural Electrification and various applications, Wildlife Conservation, Solid and Liquid Waste Management, Monitoring, Evaluation, Impact Assessment & Reporting of CSR Projects, Community Development, Afforestation and Livelihood Generation and Wetland Conservation.



Sh. A B Chakraborty giving the programme overview.

The programme ended with distribution of certificates to the participants.

