

**2-Days (Residential) MDP on “Strategizing CSR, Sustainability Project Design & Development, Sustainable Development Goals(SDGs) Implementation and Way Forward Action” on October 26-27, 2017 at IICA, Manesar**

On the inaugural day, Shri A.B. Chakraborty, CSO & Head, IICA-CESD welcomed the participants for the subject programme and briefed them about the 2 days schedule. Prior to start of the technical sessions, he touched upon the curriculum, programme delivery and other information relevant to the programme area.

Dr. Navneet Sharma, Head, School of Competition Law & IICA Academic Committee briefed the participants about the unique experience of attending this programme and the learning which is going to be both horizontal and peer to peer learning. While addressing the participants, he emphasized on the word “DO”. He stated that there is a difference between talk on doing and actual doing. Actual doing is the magic. So learning what to do, what not to do, when to do and how to do strategic CSR is very important. He further added, while doing, orientation of thoughts, evaluation of project, feedback becomes necessary. You need to find the true compass for right direction wherein you can move to true north and this programme helps you to find your true north. Networking is very important and likewise the peer learning. This programme helps you to achieve both. The organization’s true north must compass the CSR & Sustainability where profits alone don’t call the shot. Citing the example of Sachin Tendulkar, the former opening batsman of India, he pointed out it is important to assess all the directions before hitting the shot and the same holds good in case of CSR also. There are lots of external influences for contributing to a particular CSR area/situation and you need to plan your shot systematically. He emphasized upon the functioning of Safety Committee which requires sufficient inputs from the CSR & Sustainability professionals working in the organization. Before concluding, Dr. Sharma said that the business of business is not a business only, but it has to be a holistic business wherein society plays an important role.



**Photo - Dr. Navneet Sharma addressing the participants**

Sh. A.B. Chakraborty, CSO & Head, IICA-CESD, gave the programme overview in brief, to the participants. 2 days programme covered subject lectures, interactive sessions and experience sharing among participants on wide range of themes in areas of Strategic CSR, Sustainability and Sustainable Development viz. Sustainable development-Imperatives, Sustainable Development Goals(SDGs), Sustainability Strategies & Risk Mitigation, Project planning and design, Biogas for clean energy and environment sustainability, Natural Resource conservation – Water & Energy, Biodiversity Conservation, Waste Accounting & Management, Need Assessment & Baseline Mapping, Project Monitoring & Scaling up.



**Photo - Sh. A B Chakraborty giving the programme review**

The programme ended on the 2<sup>nd</sup> day with distribution of certificates to the participants at the hands of Shri R.C. Meena, Director, ICLS Academy.



Photograph for running bar at top



Group photograph