

Registration Fee

Sl.	Category	Fee (INR)
1.	Corporates/ Enterprises	3,000
2.	Academician / NGOs	2,000
3.	Research Scholars	1,000

Registration fee will include Admission to all sessions, Conference Kit and Participation Certificate for every One delegate. Nomination details and Full Papers along with proof of online payments made in NIRD General Savings Account, (State Bank of Hyderabad; A/c.No: 52040475313; IFSC Code: SBHY0020965; MICR Code: 500004101) should be sent to Mr. C.Hariprasad, (Email: chichilihari@gmail.com; +91-800051823) latest **February 06, 2017**. Fee paid once will not be reimbursed for any reasons.

Seminar Chair **Dr.W.R.Reddy, IAS.,**
Director General

Seminar Coordinator **Dr.R.Murugesan**
Professor & Head, CSR

Accommodation & Travel

Since the program is residential in nature, NIRD&PR will provide accommodation at its Guest House and will bear boarding charges for the participants. However, the spouse and/or children accompanied with the participants would be charged. Further, TA/DA will not be paid to the participants.

About NIRD&PR

The National Institute of Rural Development & Panchayati Raj (NIRD&PR) is an apex organisation for Training, Research, Action

Research and Consultancy assignments in all aspects of rural development in India. It is also a premier institution in the Asian and Pacific region having close linkages with regional and international organizations. The institute functions as a think-tank of the Ministry of Rural Development, Government of India. The mission of NIRD&PR is to facilitate rural development vigorously through both governmental and non-governmental initiatives.

The Centre for CSR, PPP & PA is providing services on consultancy basis in the form of specific training on demand from Public Sector Undertakings, Corporate Houses, National and International service organisations. Many CSR Executives were trained through such national level programs with one week duration for the public sector undertakings such as HCL, BHEL, NMDC, ONGC, IOC, Airports Authority of India, Cochin Shipyard Corporation etc., on CSR in Rural Development. This encouraged us to organise regular four week International Training program on Corporate Social Responsibility in Community Development for the developing economies. The institute is venturing into several new areas and dominance of knowledge that will have a bearing on the rural development. Detailed information is available at the institute's website. <http://nird.org.in/csr.aspx>.

For Details, Contact

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National Seminar on



RURAL DEVELOPMENT

(February 16 - 17, 2017)



**Centre for Corporate Social Responsibility, Public
Private Partnership & Peoples' Action**

**NATIONAL INSTITUTE OF RURAL DEVELOPMENT &
PANCHAYATI RAJ**

(Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad – 500 030.

The Need

To enable the engine of inclusive development, it is necessary to enhance public services by building roads, constructing schools, health centers, providing access to potable drinking water and sanitation, training/capacity building of youth/ volunteers/SHGs and besides an effective transportation and communication network, all of which requires substantial spending in the country. A variety of organizational forms we call it as multi-stakeholders are in the fray viz., Government Development Administration, Non-Government Organisation, Cooperative Societies, Voluntary agencies and Public and Private sector enterprises.

The Corporates and multinationals also urged to play a vital role towards sustainable rural development through their mandated responsibilities under the section 135 of the Indian Companies Act 2013, but the number is very less. The nexus of corporate giants with community based organizations' response to remove poverty or overall social development may be one of the most exciting areas of organizational experimentation. It is believed that their joint effort would directly influence the public to achieve the fruits of overall development in rural India. However, available evidence suggests that serious organizational problems beset all service organizations, ranging from lack of commitment in development, bureaucratic rigidity, outside interference or domination, corruption etc., to lack of managerial skills.

Given the least participation and managerial skills among the poor, can there be any effective development without interference of outside management knowledge? And if they get multiple stakeholders' help, whether professional or political, can they continue to raise the social interests of the poor? This seminar provides a potential answer to the sort of external help that can give rise to the social responsibilities of the corporate houses which are actively involved in the upliftment of the rural poor. Further, this seminar would throw a light on facilitating the development processes by ensuring people's involvement on public spending and partnership with private players for triumphing inclusive development in the rural areas.

Objectives

1. To discuss the CSR Strategies, prospects and problems of CSR in the Rural Development contexts,
2. To analyse managerial skills, tools and techniques in planning and effective management of rural and social issues via CSR,
3. To highlight best CSR models and methods of implementation in rural and affected areas,
4. To explore the possibility of inclusive development through convergence approaches
5. To expose the participants to the best and innovative practices in Rural Development.

Themes for Papers & Discussion

- a) CSR Policies, Strategies & Governance Issues
- b) Participatory Planning, Implementation, Monitoring methods of CSR in Rural Development

- c) Technical and Efficient Management Practices of Corporate Houses and their Automation
- d) CSR and Sustainability: whether Corporate or Public or Environmental
- e) Problems Identification and Solutions: Social, Economic and Political Aspects.
- f) Energy conservation, Environmental and Pollution Issues
- g) Health, Education and Sanitation: Inter-sectoral co-ordination
- h) Skill Development, Vocational Training, Technology Interventions: IEC Strategies and Entrepreneurship Models for CSR benefits
- i) Social Mobilisation and Community Participation: Role of various Stakeholders
- j) Government, Private and Peoples Partnership: Participatory techniques and tools
- k) Cases studies on Best Practices in CSR

Who can Participate & Present Paper

This Seminar would be a platform for intellectual debates on Corporate Social Responsibility in Rural Development and is open to: Public Sector Undertakings (PSUs), Corporate and Micro, Small & Medium Enterprises (MSMEs), Government Policymakers, Chairpersons, Directors and Practicing Managers of Companies, NGOs, Consultants, Business Managers, Academicians and Researchers.

Duration and Venue

The Seminar will be organized during **February 16 - 17, 2017** at NIRD&PR Campus, Rajendranagar, Hyderabad, Telangana state.