

**Centre for Excellence
in
Corporate Social Responsibility
(C-CSR)**



**Chairperson
Dr. Parul Rishi**

**Members
Dr. Ashutosh Verma
Dr. BK Upadhyay**



**Indian Institute of
Forest Management**

B ACKGROUND

Today's time is swarming with lively discussions about the role of Corporate Social Responsibility (CSR) and its vision to confluence the corporate and social space. The Companies Act, 2013 passed by Indian parliament, which came into effect on 1st April, 2014 has introduced the idea of CSR to the forefront and through its disclose-or-explain mandate is promoting greater transparency and disclosures. However, the ambiguity about CSR both as a concept and practice is widely accepted by all and the role of academic institutions to address this need through training, research and consultancy is extensively acknowledged. To address this gap, a Centre for Excellence in CSR has been established at Indian Institute of Forest Management, Bhopal.

IIFM & CSR

The Indian Institute of Forest Management, under Ministry of Environment, Forests & Climate Change, Government of India, is a sectoral management institute, which constantly endeavors to evolve knowledge in the areas of Forest, Environment and Natural Resources Management and allied sectors. It disseminates such knowledge in ways that promote its application by individuals and organizations. Application of such knowledge in the field of CSR is one of the upcoming need of the sector for which IIFM has taken this initiative to support the CSR initiatives of organizations through baseline surveys, need assessment, impact assessment, planning process, project identification and implementation and through this facilitate the capacity building of CSR professionals.



Realizing the same, C-CSR at IIFM has been established to provide thought leadership to corporate organizations through cutting edge research and publications, in order to facilitate promotion of greater environmental and social responsibility through individual and community based social initiatives.

Being an academic institution of national repute, Teaching, Training, Research and Consultancy in broader domain of CSR are same to the core activities of IIFM. The current involvement of IIFM in the field of CSR is detailed as under:

- IIFM has already been involved in teaching a course on *Business Ethics and CSR* at the master's level for last one decade.
- Research in CSR sphere on the topics like venture philanthropy, community development, sustainability, social and corporate responsiveness, CSR expenditure etc. are also being undertaken.
- A Guidance document for "Corporate Social Responsibility in Natural Resource and Environment Management Sectors" has also been published in the year 2015 by IIFM.
- IIFM is engaged in conducting annual CSR conclaves with students' initiative.
- IIFM has the potential to undertake consulting assignments on monitoring and evaluation/third party impact assessment of social/environmental/CSR initiatives of public sector/other organizations.



RATIONALE FOR CENTRE FOR EXCELLENCE IN CSR

Schedule VII of section 135 of Companies Act 2013 has listed out activities like ensuring environmental sustainability, ecological balance, protection of flora & fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water, employment enhancing vocational skills based rural development projects to be carried out under CSR.

IIFM has extensively undertaken research, consultancy and training in the areas of corporate social responsibility. Under the aegis of Centre for CSR, IIFM is undertaking cutting edge research and consulting activities in interdisciplinary fields of CSR and having a dedicated platform for addressing knowledge gap in professional handling of CSR activities. IIFM is offering consulting services to corporate world especially in the areas of social and environmental sustainability initiatives. As a resource center, the C-CSR can provide strategic direction to the development of inclusive and holistic CSR practices; create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas and support partnerships that add value to business and recognize and reward business enterprises contributing towards sustainable and inclusive development. More so, it is projecting IIFM as a CSR hub to provide 360 degree support to organizations who are trying to showcase their CSR activities on a wider platform.

Some of the proposed assignments/ works which IIFM is taking up under the C-CSR are:

1. Short term capacity building Programmes for professionals in the field of CSR and Sustainability
2. Research/Consultancy with a focus on CSR activities like CSR assessment, CSR strategy, programme identification and design, social entrepreneurship, social return on investment, impact investing, sustainability reporting including integrated reporting framework, need assessment analysis, monitoring and evaluation as well as reporting, corporate governance etc.
3. Developing corporate linkages with academia for long term mutual institutional benefits to complement and supplement each other.

Sponsorship Requests Though C-CSR started working informally since last one decade but the formal structure has recently been approved by Ministry of Environment, Forests & Climate Change. IIFM is looking forward for generous support from industry under their CSR capacity building head, to build up the infrastructure and equip its C-CSR in order to provide state of the art facilities to organizations regarding capacity building of CSR professionals. Organizations may write to parul@iifm.ac.in for such possibilities.

IDENTIFIED ORGANISATIONS FOR COLLABORATION AND NETWORK

The center is looking forward to establish collaboration and network with various organizations (GOs and NGOs) like Indian Institute of Corporate Affairs (IICA), Confederation of Indian Industries(CII), CSR Box/NGO Box and other similar organizations for collaborative research and consulting assignments. Interested organizations who would like to collaborate with us may write to parul@iifm.ac.in.

OUR TEAM

Mentor- Director, IIFM

Chairperson – Dr.Parul Rishi, involved in Ethics and CSR related teaching, research and consulting activities

Members – Dr.Ashutosh Verma(Corporate Finance) Dr.B.K.Upadhyay (Human Resource Management, Behavioural issues of NRM). Besides , faculty working in the multi disciplinary areas related to CSR.

ADVISORY BOARD

Role of the advisory board is to guide the center to achieve its objectives. The board would be constituted by the Chairperson of the center in consultation with members. Interested academicians/ professionals having expertise in the field of CSR and sustainability may send their profile to parul@iifm.ac.in for being considered by IIFM for being inducted in C-CSR as advisors.



IIFM Knowledge Base in CSR

One research project, two Ph.D. and one consulting assignment has been recently completed/ongoing at IIFM. Besides few bids for CSR impact assessment have also been made. IIFM is also in the process of being empaneled by Coal India for their impact assessment studies. Selected publications on CSR by IIFM faculty are as under:

PUBLICATIONS

Bammi, Ruchika & Verma, Ashutosh (2014). Venture Philanthropy: An Emerging Paradigm of Venture Capital, *Vilakshan*, 11(2), pp. 127-140.

CVRS Vijya Kumar, Abhshek(2008). "Modeling Corporate Social Responsibility" , *Paper presented at 41st ORSI conference held at Tirupati from 15-17 December, 2008.*

<http://link.springer.com/article/10.1007/s10551-015-2597-1>

Debnath, D. (2007). "Corporate Social Responsibility in Community Development: Tata Steel" published in the book entitled "Management Case Studies" , edited by Dr. Balvinder Shukla, Dr. Sanjeev Prashar and Harvinder Singh. Amity Business School- AU and Excel Books Private Limited, New Delhi.

Debnath,D. Documentation of Community Initiatives in Tata Steel, *Amity Journal of Management*.

Pandey Suchitra & Rishi Parul (2015).Linking CSR and Sustainability with Organizational Culture,Values and Business Ethics-A Qualitative Analysis of Indian IT Companies. *International Journal of Intelligent Enterprises* .

Pandey Suchitra ,Rishi Parul & Aadil Arshi (2016).Promoting Ethical Behaviour through Management of Bad Apples. *Journal of Organisation & Human Behaviour*.Vol.5 No.1.

Rishi, Parul, Dubey, Parag & Moghe,Swati(2009).Environmental Initiatives and Corporate Practices of Hind Lamps Ltd. of Bajaj Group. In P.Rishi (Eds.) *Environmental Issues: Behavioural Insights*, Jaipur: Rawat Publications.

Rishi,Parul & Moghe, Swati (2013). Integrating Corporate Social Responsibility and Culture as a Strategy for Holistic Corporate Success in India. *Journal of Corporate Citizenship*. Green Leaf Publication, Vol.51.pp 17-37.

PUBLICATIONS.....contd

Rishi, Parul & Moghe, Swati. (2012). Leading the Corporate for Social and Environmental Responsiveness, *Journal of Organisation & Human Behaviour*, Vol. 1 No.1.

Rishi, Parul, Dubey, Parag & Moghe, Rishi (2012). Corporate Social Responsibility in India: Greening the Business" in R.K. Arora Eds. *Ethical Governance in Business and Government*. Akshat Publications- Jaipur.

Sarma, Ujjal Kumar & Barpujari, Indrani (2010). From Philanthropy to 'Multi-Stakeholder' Participation: Has CSR in India Come of Age? *Jharkhand Journal of Development and Management Studies*, 8 (2), pp. 3883-3897.

Suchitra Pandey and Parul Rishi (2016). Logical Framework Analysis of Corporate Social Responsibility Initiatives of Indian Paper Industry, *Journal of Organisation & Human Behaviour*, Vol 5(4), pp13-17.

Verma, Ashutosh & Vijayakumar, C.V.R.S. (2014). An Analysis of CSR Expenditure by Indian Companies, *Indian Journal of Corporate Governance*, 7(2), pp. 82-93.

Yadava, R and Sinha, B. (2015). Strengthening adaptive capacity to climate change vulnerability: Opportunity through CSR. Proceeding on Global Summit on CSR, organized by IIM Raipur and IICA, New Delhi, May 15-16.

Yadava, R. N. and Sinha, B. (2015). Scoring Sustainability Reports Using GRI 2011 Guidelines for Assessing Environmental, Economic, and Social Dimensions of Leading Public and Private Indian Companies. *Journal of Business Ethics*, 1-10. <http://link.springer.com/article/10.1007/s10551-015-2597-1>)

Yadava, R.N. and Sinha, B. (2013). A Review of Corporate Sustainability Reporting; Global and National scenario *G- Journal of Environmental Science and Technology* 1(3): 76-81.

IIFM has also published a guidance document on CSR and sustainability for Natural Resource and environment sector in 2015.

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