



ALAGAPPA UNIVERSITY



(A State University Established by the Government of Tamil Nadu in 1985,
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle, Graded as Category-I
University and Granted Autonomy by MHRD-UGC, MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

KARAIKUDI - 630 003, Tamil Nadu, India

DEPARTMENT OF CORPORATE SECRETARYSHIP

Value Added Course

IMPLEMENTATION OF CSR ACTIVITIES THROUGH NGOS

Course Code : **CSVAC-05**
Duration : **30 Hours**
Session : **August - September 2022**

Course Coordinator
Dr. K. GANESAMURTHY



LEARNING OUTCOMES :

After successfully completing this course

- The students would be able to undertake CSR activities of companies through NGOs.
- The students can stand NGOs after following the required formalities and Undertake CSR activities of Companies

Course Code: CSVAC-05 Course Name: **Implementation of CSR Activities through NGOs**

Objectives	<p>The objectives of the course are:</p> <ul style="list-style-type: none"> • To acquire the knowledge about the concept of CSR practices in NGOs. • To understand the list of CSR activities provided by the NGOs. • To apply the knowledge in an organization as an employee in company • To develop the skills in the field of CSR activities
Unit-I	<p>Introduction to NGO and CSR</p> <p>Meaning & Definition of CSR - History and evolution of CSR - Concept of Charity - Corporate philanthropy - Corporate Citizenship - CSR-an overlapping concept - Concept of sustainability & Stakeholder Management.</p>
Unit-II	<p>Legal Framework of CSR under Companies act 2013</p> <p>CSR-Legislation In India & world - Section 135 of Companies Act 2013 - Scope for CSR Activities under Schedule VII.</p>
Unit-III	<p>NGO Promotion</p> <p>Meaning - Promoting the NGO's - Mission – Objectives Utilizing various communication channels -Social media - Websites, and newsletters -Awareness about the NGO's work - Impact and inspire support</p>
Unit-IV	<p>Role of NGO & CSR Initiatives</p> <p>Identifying key stakeholders of CSR & their roles - Role of Public Sector in Corporate - government programs that encourage voluntary responsible action of corporations - Role of Nonprofit & Local Self Governance in implementing CSR - Contemporary issues in CSR & MDGs - Global Compact Self Assessment Tool - National Voluntary Guidelines by Government of India - Understanding roles and responsibilities of corporate foundations.</p>
Unit-V	<p>Monitoring and Evaluation of CSR Projects</p> <p>Review current trends and opportunities in CSR - CSR as a Strategic Business tool for Sustainable development - Review of successful corporate initiatives & challenges of CSR - Case Studies of Major CSR Initiatives</p>
<p>Booksforstudy</p> <ol style="list-style-type: none"> 1. "Strategic Corporate Social Responsibility: Sustainable Value Creation "by David Chandler and William B. Werther Jr. (2013) 2. "Business and Society: Ethics, Sustainability, and stakeholder Management "by ArchieB. Carroll and Ann K. Buchholtz (2018) 3. "Corporate Social Responsibility: Reading sand Cases in a Global Context t"edited by Andrew Crane, Dirk Matten, et al. (2019) <p>Related Online Contents https://www.icsi.edu</p>	