

ni-msme - the premier Institute

ni-msme, the pioneer institute in the field of MSME is playing a major role in providing pro-business environment to foster the progress of MSME towards success and prosperity. The raison d'être of this Institute is to assist the Government in formulating policies for Micro, Small and Medium Enterprises and to help the practicing, potential entrepreneurs and Government officials through a host of services like training, research, consultancy, information, education and extension.

Set up in 1962, **ni-msme** has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling different developing countries to get the benefit of the Institute's expertise.

Located in a sprawling and enthralling campus amidst a rich natural setting, **ni-msme** is well equipped with both physical and academic infrastructure. In keeping with the changing times and technological changes, the Institute has updated its style of functioning by focusing on the use of IT in every aspect of its activities, but at the same time retaining the wisdom and advantages of deeply ingrained traditional practices.

The Institute stores and supplies information that helps make a successful entrepreneur who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its Small Enterprises National Documentation Centre (SENDOC) and knowledge portal www.msmeinfo.in. Livelihood Business Incubator (LBI) established in 2016 under the Scheme of ASPIRE of Ministry of MSME for creating a favorable ecosystem for entrepreneurial development in the country.

The Institute has trained 4,62,393 participants by organizing 14,034 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2015-16. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9,133 International Executives from 142 developing countries. The Institute has also undertaken 909 research and consultancy projects.

The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body provides the necessary directions to the Executive Committee, accordingly the resident **Director** implements the activities.

Three Days workshop on Communicating Corporate Social Responsibility 17-19 Dec 2018



Programme Director
Dr.K.Visweswara Reddy



**National Institute for Micro, Small and Medium
Enterprises**
(An organization of the Ministry of MSME, Govt. of India)
(An ISO 9001-2008 Organization)
Yousufguda, Hyderabad – 500 045

Communicating Corporate Social Responsibility

Driven by global crises in financial, economic, and governance systems, companies all over the world devote massive resources to their corporate social responsibility (CSR). But what is CSR? What does it mean, and what does it involve? Do stakeholders really care, and if they do, how should companies communicate with them? In uncertain modern climates, CSR is a crucial driving force of a (r)evolution in business.

If you are interested in the relationship between business and society, this course is for you! It is especially relevant for industry, public policy, and academic professionals working on CSR, as well as students following a traditional business curriculum who are interested in key value questions. The content is also accessible for consumers who are curious about how to make informed decisions while pursuing their own well-defined, long-term, responsible consumption goals.

This course addresses CSR in two ways:

- As a reflection of corporate self-awareness
- As a source of innovation and a means to deal with heightened competitiveness, demands for sustainable development, and shifts in international governance.

By presenting insights from CSR experts, from both academia and practice, this course provides a way for managers, consumers, and citizens to acquire in-depth insights and critical perspectives on companies' CSR activities and communications. The multi-industry case study structure of this course enables participants to confront the challenges facing today's managers as they seek to develop and communicate their own CSR initiatives. Dedicated discussion forums also are available for participants to present personalized CSR cases.

What Participants learn

- Understand the multidimensional nature and content of corporate social responsibility
- Adopt a critical perspective on managerial practices related to societal issues
- Stimulate and manage impactful changes in organizations, toward more responsible postures

- Reconcile multiple stakeholders' interests (and understand the importance of doing so), into a clear, persuasive, smart action and communication plan
- Recognize the risks of CSR washing, as well as the opportunities related to a strong CSR communication strategy

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The programme is useful to managers of the companies, Industry Associations, marketing students and PSUs/PSEs.

COURSE DETAILS:

1. Course Dates : **17-19 Dec 2018**
2. No. of Days : 3 days
3. Course Fee: Rs. 7, 500/- (Residential) / Rs. 6, 000/- (Non-Residential) per 3 days Programme Plus GST where ever applicable.
4. The course fee covers programme cost, reading material, but does not include the travel expenses of participants to and from Hyderabad.
5. Fee Payment: Fee is payable by Demand Draft favouring "Chief Administrative Officer", nimsme, Hyderabad, Payable at Hyderabad.

Contact for further details

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Enquiries and nominations may be addressed to:

The Registrar.

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