

POST GRADUATE  
DIPLOMA IN  
**CORPORATE SOCIAL  
RESPONSIBILITY  
AND SUSTAINABLE  
DEVELOPMENT**



(PGDCSRSD)

**Accelerated Programme**

First of its kind Program in India  
Under University Grants Commission (U.G.C.)  
National Skills Qualifications Framework (NSQF)

# INTRODUCTION

The concept of corporate social responsibility (CSR) has received much attention in the last two decades. Although the discussion on the concept started in the early 1950s, the topic gained much attention after the launch of global initiatives like the Global Reporting Initiative (GRI) in 1997 and the United Nations Global Compact (UNGC) in 2001.

India has been the first country in the world to make CSR mandatory. It is important to note that the most of the CSR listed activities are related directly to UN Sustainable Development Goals (SDGs). Therefore, utilisation of CSR by companies requires training at all levels to conceptualize, plan and implement CSR with in-depth understanding of CSR relation to sustainable development goals (SDGs). As per an estimate, there is the minimum requirement of 150,000 management development professionals with understanding of CSR and SDGs inter-relationship. CSR is emerging as a tool of economic and social value creation by integrating CSR with corporate strategy. Increasing pressure from various stakeholder groups is also leading the companies to consider the discourse of sustainability with the strategic focus. Indian companies are now set to move forward to see CSR beyond employee welfare and charity. In the proposed program, students will not only learn about the sustainability-related challenges but would also learn practical skills to plan and implement CSR initiatives.

The postgraduate diploma in corporate social responsibility and sustainable development (PGDCSRSD) will help in:

- a. Developing pool of scientifically trained sustainability management professionals
- b. Improving the CSR contribution to SDGs through effective planning and implementation.
- c. Creating employment and entrepreneurial opportunities in area of CSR
- d. Helping in knowledge development in the subject area and thus helping inform management of CSR

## PROGRAMME

<b>Program Title:</b>	Post graduate diploma in corporate social responsibility and sustainable development (PGDCSRSD)
<b>NSQF Level (and Duration):</b>	Level 8/60 Credit (1 year)
<b>Vertical Mobility:</b>	Due to flexible and interdisciplinary nature of program it offers very flexible vertical mobility from conventional to vocational programs vice versa.

## ELIGIBILITY

Bachelor's degree in any discipline or bachelor or vocational studies (B.Voc.) short equivalent qualification.



## PROGRAMME DESCRIPTION

This program introduces students to the concept of corporate social responsibility and prepares them to develop skills required to independently plan and implement the CSR projects initiatives. It also gives students the opportunity to learn while working with the partner industry on life CSR projects. Practicing corporate social responsibility requires that a corporation melt business goals with social expectations. To do so means addressing complex questions such as: What obligations do businesses have to the societies they operate in? Can the interests of corporations and their outside stakeholders be aligned or are they in inherent conflict? This program prepares the students to answer the theoretical issues through practical interventions.



## PROGRAMME OUTCOMES

**upon completing this course will be able to:**

- Access the need for corporate social responsibility (CSR) interventions under given context.
- Plan CSR initiatives and projects for solving sustainability problems.
- Analyze the connections between corporate strategy and CSR while developing CSR initiatives that fit companies mission and vision.
- Lead the implementation of CSR projects independently.
- Drive the shared values towards CSR among the different stakeholders.
- Analyze the complex issues confronting organizational leaders block their CSR programs.
- Monitor the evaluate the CSR contribution to the identified priority areas.





# PROGRAMME STRUCTURE

## TERM 1

## FOUNDATION

- Overview CSR environment in India
- CSR Case Analysis and Capacity Mapping
- Management and Leadership Essentials
- Business, Society and Sustainable Development
- Data Driven Management Decisions
- Ethical Analysis
- Effective Communication
- Economic Environment of Business
- Introduction to Qualitative & Quantitative Methods

## TERM 2

## SPECIALIZED/FUNCTIONAL (TRACK: CSRSD)

- Regulatory Environment of CSR
- CSR Planning, Monitoring and Evaluation
- Ethics and Sustainability Reporting in Organizations
- CSR Project Management
- Stakeholder and Network Management
- Management Research
- Project - Immersion/Incubation Startup Report

# ABOUT SCHOOL OF DEVELOPMENT STUDIES

The School of Development Studies (SDS) seeks to engage with ongoing development transformation of India in the context of persisting poverty in specific geographies, widening inequalities, governance deficit and new interdependencies between 'rural' and 'urban'. To address challenges of sustainable development SDS facilitates better policy formulation, managing effective program delivery, community participation and honing skills to foster health and well-being of humanity at large.

SDS offers an MBA Degree in Development Management which envisages realization of sustainable development.

- Anybody aspiring for professional careers connected to the following may consider joining.
- Evidence-based planning, implementation, and management of Rural, Rurban and Urban Development Transformations
- Facilitate citizen engagement for accountable governance
- Development Management of CSR initiatives
- Managing Flagship Development Programmes of Govt.



## PARTNERS



## ADVISORY BOARD



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Department of Rural Development,  
Government of Rajasthan (GoR)



# ABOUT THE UNIVERSITY

IHMR University, ranked 65th in Management Category by National Institutional Ranking Framework (NIRF), is a specialized Research University in management research, postgraduate education and training in the healthcare, development studies and other allied sectors. The University aims to generate new knowledge and technologies to provide evidence and inputs for developing effective policies and health interventions and strategies. The faculty is multidisciplinary that represents management, economics, statistics, demography, social and behavioural sciences, rural development, public health, and the pharmaceutical sector.

The genesis of the IIHMR University dates back to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. The IIHMR University has been established and incorporated as a postgraduate research University by the Government of Rajasthan vide the IIHMR University Ordinance, 2013 (Ordinance No30 of 2013) which was replaced by the IIHMR University Act, 2014 (Act No. 3, of 2014) passed by the State Legislature. The Ministry of Health and Family Welfare, Government of India, identified it as 'Institute of Excellence' for its significant contribution to strengthening health systems by promoting and conducting health policy and programme management, research, training and capacity building.

Over the past three and half decades, the University is engaged in research, education and capacity building in the core areas of Public Health, Health and Hospital Management, Pharmaceutical Management, Health Economics and Finance, Population and Reproductive Health, Development Studies, Rural Management, Institutional Networking and capacity building.

The Executive Education Division of the IIHMR University has more than three decades of experience in designing and delivering high quality need-based open enrolment Management Development Programmes (MDPs) and Customized Training Programmes (CTPs). With than 2000 executive alumni base in all continents of the world, the division has served the training and executive development needs of leading multinational corporations, healthcare organizations, international non-governmental agencies as well as international agencies like WHO, UNDP, UNICEF, to name a few. The division of executive education of the university engages in designing and developing innovative needbased programmes to cater to the executive development needs in a responsive, responsible and flexible manner.



# SELECTION PROCEDURE

Candidates have to apply online. To fill the application form here is the link : <https://applications.iihmr.edu.in/application-form-for-diploma-program-for-iihmr-u>

The eligible candidates will be invited for the Personal Interview (PI). The final selection of the candidate is based on his/her performance in the Personal Interview (PI)

## LAST DATE TO APPLY

September 30, 2021

## COMMENCEMENT OF PROGRAMME

October 05, 2021

## PROGRAMME CO-ORDINATORS



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## PROGRAMME FEE

Particulars	Indian Participant ₹ (INR)	Foreign Participant \$ (USD)	Due Date for Payment
Fee	45,000	760	Within 7 days of admission





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