

CSR FOR STARTUPS
“A Great way to Build Human and Social Capital”

Friday, August 7, 2020
3:00 - 4:00 PM

Registration Fee
Rs 300/-
(inclusive of GST)

REGISTRATION TO THE LIVE WEBINAR
<https://www.npcindia.gov.in/NPC/User/webinarpage>

Expert Speaker
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Webinar Title: CSR for Startups - A Great way to Build Human and Social Capital

Expert Speaker: Mr. Sanjiv Tare, Director- Strategy & Communications, NuSocia, Pune

Webinar Date: Friday, 7 August, 2020 **Time:** 15.00 hrs to 16.00 hrs

About Webinar

Generally, CSR is contextualised with large-scale corporates in public and private sectors. Any enterprise, however big or small, is umbilically connected with the community and the society it is surrounded with. Especially start-ups, SMEs or MSMEs have wider touch points with the communities they work in. CSR in today’s world is no longer a one-off activity but has emerged as a mainstream management function just as critical as others. Start-ups begin their journey with a small amount of financial capital and also do need the human capital, such as people’s skills and experience. It is equally important for the start-ups to establish and maintain key stakeholder relationships as well as community involvement for fostering a good image of their products or services as they start to grow. CSR for start-ups can be an innovative landscape of possibilities such as to train and hire talent and enhance their brand acceptance and positive conversions.

Webinar Coverage:

- Refreshing the concepts of CSR, human and social capital
- Defining the social context of start-ups
- How the implementation of CSR can help the Start-ups, SMEs/MSME sector
- Sharing of few shining cases
- Suggested action plan for the Start-ups-SMEs/MSMEs to implement CSR