

Strategic Communication and Partnership Building for Social Impact

Six-month Online Certificate Program

**Registration Deadline
5th October, 2021**



09th October 2021
to
26th March 2022



4:00 PM to
6:00 PM



26 Hrs. Program Delivery
(2 Hrs*13 Saturdays,
spread over 6 months)



From the Dean's Desk



We are delighted to continue offering - MICA's certificate program on Strategic Communication and Partnership for Social Impact to social, government and corporate sector leaders. This program will enable you to understand context specific and evidence based program design, deliver and impact. It will also help you reform program governance, stakeholders, strategy and communications for achieving and measuring the desired societal impact.

Dr. Preeti Shroff

Professor & Dean

Chair, Leadership & Management Development Programs LMDP

MICA - The School of Ideas



Course at a Glance

Communication is inherent to any organisation and serves as the most crucial element in achieving the targeted outcomes. There are multiple ways in which organisations communicate, both internally and externally to drive any project. Right communication done at the right time helps deliver the message to the right stakeholders thus fostering long-term partnerships for good.

The 6-month course on Strategic Communication and Partnerships Building for Social Impact is a one of its kind certificate course, curated by CSRBOX & MICA that will help participants learn the essentials of strategic communication which could further drive long-lasting partnerships in the development space.

- 26 hours module
- Learn and interact with the real practitioners and experts
- Interactive sessions
- Doubt-clearing classes
- Certificate of Participation
- Exposure to a great learning community

Reflections from Alumni

“

The course has been extremely helpful in understanding rural marketing tactics such as key touch points in the village, influencers and persuasion methods ”

Manjeet Varkerkar, The Rain Tree Foundation

“

Got a clear understanding of key components of communication for social impact. The examples discussed w.r.t larger cultural context made insights richer.

Guntaas Kaur, Tata Trust ”

“

The course gave a clear understanding on image building process, designing the advocacy campaigns and tools for the nonprofit sector. The case studies shared were very relevant.

Priyanka Kumari, Freelancer ”

Learning Objectives

After completing this course, you will have learnt:

- Draw out the elements of the relationship between Business and Society.
- Garner an understanding of the role of research in effective social impact communication.
- Develop insights into multi-sectoral partnerships and learn ways to handle the associated challenges.
- Get an overview of fundraising for the social sector.



Pedagogy

- Case Method and situation analysis
- Role plays
- In class assignments
- Lecture
- Group discussions
- Audio-video-analysis and Projects
- Panel Discussion

Evaluation

- Case Analysis (20%)
- Self-reflection manual with implementation details (50%)
- Quizzes & exercises (30%)

Who Should Attend?

- Non-profit communication and fundraising teams
- Budding non-profit organizations leaders
- Social business leaders and communication teams
- CSR foundation communication teams
- Individuals interested in India's social impact sector
- Early career university faculty
- Students undergoing PG programs in business management and/or social sector



Learning Outcomes

Participants will be able to achieve the following:

- Draw out the elements of the relationship between Business and Society.
- Garner an understanding of the role of research in effective social impact communication.
- Develop insights into multi-sectoral partnerships and learn ways to handle the associated challenges.
- Get an overview of fundraising for the social sector.

Certificate

You will earn a certificate on completing all the modules and fulfilling the evaluation criteria of the online course on Strategic Communication and Partnerships Building for Social Impact. It will be sent to you on your registered e-mail ID within 20 working days of the course completion.

Eligibility for Certification

- 90% attendance
- 100 % assignment submission
- Passing mid-course and end of the course examination
- Certificates will be given at the discretion of CDMC-MICA



Registration Process

Early Bird: INR 23,600* (till 1st Sept, 2021)

Pay the early bird fee in 2 installments:

- First installment of 40% of the early bird amount) should be paid upfront
- The remaining 60% should be paid by 20th Oct.

Standard: INR 28,320* (till 5th Oct, 2021)

Pay the standard fee in 2 installments:

- First installment of 40% of the standard amount should be paid upfront
- The remaining 60% should be paid by 10th Dec.

**Inclusive of taxes*

Online Payment

Please click here for registration page and online payment:

<https://bit.ly/3isNojl>

NEFT/ Bank Transfer

Download the online form from here: <https://bit.ly/3jZFMHn> and fill in your details. Once completed please send the same along with payment receipt to somya@csrbox.org

Bank Details for Payment Transfer

Account Name: Renalysis Consultants Pvt Ltd.

Bank Name: HDFC Bank Ltd

Branch: Shikohpur (Haryana)

Account Type: Current Account

Bank Account Number: 50200008642388

IFSC CODE: HDFC0003526

For any queries, contact

Somya Trivedi

somya@csrbox.org

Mobile: 8130050215

Terms and Conditions

- Registration fee is non-refundable, however the nominee name can be changed till 5 days before the beginning of the course.
- Participants will get a certificate on behalf of CDMC-MICA and CSRBOX on completing the course.
- Once you submit the registration form along with the payment (online), you will receive a confirmation email within 2 working days.
- You will receive the details of the online access of masterclass along with a demo of how to use the platform latest by 7th October.
- All other terms are subject to the host organisation's discretion.



Course Outline

- Business and Society Relationship What and How? SSD its relevance for Development Sector
- Good Governance: Organizational vision, mission and goals for better strategy
- Receiver centrality and context sensitivity for effective communication
- Communication strategy for your organization
- Evidence based decisions and design: Part 1
- Various ways to gather evidences for your work Part 2
- Branding and Evaluation Metrics for Reputation
- CSR and Social Impact-Bird eye view
- Challenges and problem-solving for social impact projects: Live discussion through multi-sectoral cases from the field
- Essentialities of Partnership for NGOs
- Partnership Development across Sectors – Case Analysis
- Impact measurement and Communication as a hook for resource mobilization: The multiplier
- Perspectives to Fundraising

CASE BASED EVALUATION – MID TERM (20%)

FINAL PROJECT SUBMISSION – END TERM (50%)

Course Facilitators

Prof. Manisha Pathak-Shelat, Chair, CDMC-MICA

Dr. Manisha has taught and worked as a media consultant, trainer and researcher in India, Thailand, and US. She has a Ph.D. in Mass Communication with a minor in gender and women studies from the University of Wisconsin- Madison, USA and in Education from the Maharaja Sayajirao University of Baroda, India. Her work has been published widely in national as well as international journals and books. She has been invited to speak by universities in India and abroad. Currently she is also the editor of the Journal of Creative Communications published by MICA and Sage. She has worked as a consultant/advisor with various social sector organizations such as Gujarat Energy Development Agency, Centre for Environment Education, SEWA, The Adani Foundation, Mahila Samakhya, United Way of Baroda, UNESCO and UNICEF among others. She has led several capacity building programs for non-profits, various state governments, corporate sector, and international organisations in communication and information management, strategic communication, gender, and media literacy.



Ms. Sushama Oza, Advisor, CDMC-MICA

Sushama Oza retired on December 31, 2019 as a Director, Strategy & Sustainability at Adani Foundation, Ahmedabad. She was also the CEO of Adani Foundation from May 2007 to October 2014 and has been playing a pivotal role in shaping the CSR for Adani conglomerate for more than thirteen years. Ms. Oza has over 37 years of experience in the development field, out of which 21 years have been as head of the organization in India and USA. She has strategized and spearheaded projects in sectors of education, primary health care and sustainable livelihood development. Before retirement she was spearheading two centre of excellence projects Swachhagraha and SuPoshan which were being implemented nationwide. She is also on the board of various companies as an independent director. In the span of her long career, she has groomed a large number of development professionals as well as volunteers. She has led several capacity-building programs in the field of CSR. She has an impressive record of successfully organizing many large-scale events for fund raising, networking and of developing partnerships with more than 150 NGOs with project specific funding and Management Training. She serves as trustee and vice chairperson, United Way of Ahmedabad. She has represented the organizations and has been invited to speak at many national and international fora. She has been and continues to support ESG/ Sustainability efforts and reporting as part of Sustainability leadership committees for Adani Group of companies and now consulting for the same.



Prof. Ruchi Tewari, CDMC-MICA

Dr. Tewari specializes in CSR and Communication. With a PhD in CSR Communication, Prof. Tewari has been engaged in teaching, training and consulting since 1997, in both the online and the offline format. She has been invited as a speaker, moderator and chair for sessions on CSR as a tool for development and social well-being by organizations like Telecom Authority of India (TRAI); Lodha Developers; Society of Business Ethics etc. Her writing is published in various journals of national and international repute. Apart from her involvement in academics, she has been engaged as a consultant and trainer with companies like Navneet Publishers; Task Staffing and Elitecore technologies. Her research, training and consulting areas deal with CSR and Communication.



Ms. Sonalini Mirchandani , Chief Executive at The Communication Hub

Sonalini has over three decades of experience in the social sector. She started as a diplomat in the Indian Foreign Service. Moving on, she was V.P., ORG (presently Nielsen) before joining Johns Hopkins University, Centre for Communication Programs, as Country Director India. In 2007 she founded The Communication Hub. An advisor to the Health Ministry, she was a Member of UNICEF's International Polio Communications Review, and is on the Global CDMC Advisory Committee. She is on the Advisory Boards of Population Foundation of India, SNEHA, CCDT and MHI, and faculty at leading communications institutes in India.



Mr. Bikram Bindra. Adjunct Faculty MICA, Global Content and Creative Strategy, Pernod Ricard

Bikram Bindra is a marketing and communications specialist who has worked across the marketing, media, research, and advertising industries for the past 15 years. Currently, he is a Global Content and Creative strategist with Pernod Ricard. He was former Vice-President- Strategic Planning at Mccann Worldgroup, where he managed a cluster of clients across the food and health category. Before this, Bikram led the Planning function at the Grey group in Delhi (part of WPP) and was the strategic leader for all GSK businesses that Grey works on (Sensodyne, Crocin, Otrivin, and Eno) for the ISC region. He has also worked with the Discovery Networks Asia



Pacific, where he led marketing initiatives across the network portfolio in India, and as a brand manager on Horlicks and Boost, working on campaign management, creative development, and consumer insights. His advertising work spans categories and clients, including Pepsi, Taco Bell, HT., Coca Cola, Pernod Ricard, Quaker Oats, and Aircel.

Dr. Rajneesh Chowdhury, Management Consultant, and Researcher

Dr. Rajneesh Chowdhury is a management researcher and consultant with focus on organization development, social impact and corporate reputation. He has advised and worked with some of the foremost organizations internationally. He has published several research papers in several highly-ranked peer-reviewed journals and books; his works bring to the surface the power of systems thinking in practice. Rajneesh's book on systems thinking was published worldwide by Springer in 2019. He currently serves as member of the Editorial Board of Systems Research and Behavioral Science, the official journal of the International Federation for Systems Research. He has been appointed Fellow at the Centre for Systems Studies (U.K.) for his continued contribution to systems thinking in academia and practice.

After completing his M.A. in sociology from Jawaharlal Nehru University (India), Rajneesh has completed his M.Sc. and Ph.D. in systems thinking for management from the University of Hull Business School (U.K.).



Prof. Santosh Kumar Patra, Associate Professor & Area Leader, Media and Entertainment Management (MEM) Head, Centre for Media and Entertainment Studies (CMES) Co-Chair, Fellow

A husband, a father of a daughter and a student for life. Santosh comes with 17 years of work experience in teaching, research and academic administration. He has held various positions at MICA, Ahmedabad, IMT-Ghaziabad and has been associated with different IIMs like Indian Institute of Management, Indore (IIMI) and other Business Schools in the capacity of visiting faculties and also serving as a member of different academic councils. A student of sociology at the core and practitioner of media and entertainment business management. He has done his masters in sociology, M.Phil in political economy and development sociology and PhD in digital sociology from Jawaharlal Nehru University (JNU), New Delhi. His teaching and research interest cuts across different subfields in media and entertainment management, social studies, which includes media sociology, digital sociology, self and cyberspace and the political economy of human existence.



Mr. Abhishek Mahapatra, Director Consumer Communication at Amazon

An integrated communications professional with experience across corporate and agencies. A strong believer of earned and owned channels; passionate about storytelling and driven by measurement metrics and delivery. Specialties: Public Relations - Advocacy & Counsel, Issues/Crisis Advocacy & Management, Reputation Management, Marketing Communications, Storytelling, Product Communications, Media and Influencer Engagement, Campaigning and Content, Brand Management, Corporate Affairs, Public Policy and Government Relations, Sustainability and CSR, Brand Communications, Experiential Marketing and Events Management.



Mr. Vivek Pradeep Rana, Managing Partner, Gnothi Seauton

Mr. Vivek Rana has Over 19 years of experience developing brands, stakeholder engagement, and marketing communication strategies for global MNC's, India conglomerates, foundations, and industry bodies. Expertise in building brands aligned to global guidelines to advance regional business goals. Mr. Rana has Led compelling Indian campaigns in the space of reputation management, global branding, social impact, public policy, sustainability, influencer engagement, digital communications and crisis management. During the last decade have worked on strategic advocacy issues like, labour reforms, health coverage, technology in agriculture, measles vaccines, AIDS, monetization of Indic languages for the internet, privacy, etc.



Mr. Neeraj K. Lal, Head - CSR at Arvind Limited

Heading CSR function of the company, responsible for conceptualisation, formulation of strategies and management of the programmes aimed at addressing the societal issues in Urban India. His present engagement is in an ambitious Educational programme aimed to improve quality of education for the poor children in Ahmedabad and influence positively their future earning streams with the help of local industry and the government



About Impact Academy

Impact Academy is a learning and knowledge centre for impact sector professionals including CSR Heads, CSR Managers, Impact Investors, Philanthropists, Non-Profit leaders, Fundraising teams etc. The academy hosts periodic boot camps, meet-ups, networking sessions and exclusive courses for the impact sector professionals. With a motto to collaborate, capacitate and create impact, the Academy bring to you some of the best innovators, professionals and change makers from the Social Sector to share knowledge and insights regarding the latest trends, and help you build your capacities and stay abreast in a fast changing world. To know more about Impact Academy, visit <https://csrbox.org/List-Impact-Academy>

About CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence driven media and advisory platform for the social impact community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. Our research and social impact advisory practice works with a few large companies and CSR foundations in India to design and deploy collaborative CSR projects. A few of our clients are Arvind Ltd, BOSCH India, Sterlite Technologies, Cognizant Foundation, UNICEF India, UNDP India and Children Investment Fund Foundation. CSRBOX is the curator of Asia's largest annual social impact event India CSR Summit. To Know more about CSRBOX, visit us at www.csrbox.org

About MICA

MICA (formerly known as Mudra Institute of Communications, Ahmedabad) is one of the premier institutes of the country, dedicated to creating leadership in strategic communication, management, and marketing. MICA's unique pedagogy draws from research and experiential learning, and equips organizations and their personnel with new thinking and experiences, tools and techniques, knowledge and skills. MICA's Centre for Development Management and Communication (CDMC) is a center of excellence that leverages MICA's expertise in strategic communication and information and communication management to strengthen development programs across sectors. It strives to bridge the gaps in the areas of development management and social impact communication, ultimately contributing to the last mile coverage of development initiatives. Know more about CDMC-MICA visit <https://www.mica.ac.in/academic-centres/cdmc>



Contact Us :

For more information about the online course, contact somya@csrbox.org

CSRBOX Impact Academy

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