

कोरोना से बचें

हाथ धोएं बार बार

सही से मास्क पहनें

Impact Assessment of CSR Project of  
Mass Awareness Campaign on COVID-related  
Social Behaviour Norms in Aspirational Districts

Submitted by

Center for Corporate Governance and Corporate Social Responsibility



Estd: 1964

**INSTITUTE OF PUBLIC ENTERPRISE**

(Under the aegis of ICSSR, MoE, GoI)

Hyderabad

Submitted to



**Power Finance Corporation Limited**

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सही से मास्क पहनें

हाथ धोएं बार बार

लिम्बाएं दो मज की दूरी

जब तक दवाई नहीं  
तब तक ढिलाई नहीं

पावर फाइनेंस कॉर्पोरेशन लिमिटेड

(एन सी सी आर का अंग)।  
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# ACKNOWLEDGEMENT

We are thankful to the executives of Power Finance Corporation Ltd., (PFC) for entrusting consultancy assignment to Centre for CG and CSR, Institute of Public Enterprise, Hyderabad for conducting Impact Assessment studies of various CSR activities.

We are grateful to all the executives at PFC who have supported in completing the work on time. We are thankful to all our stakeholders for their valuable time and information enabling us to conduct the fieldwork and interactions.

We are thankful to our research team, field officers and others for extending full support in completing the project.

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# Executive Summary

COVID-19 is a terrible human, health, economic, and financial disaster that would persist for the upcoming years, rather than just a short-term health issue. The country has experienced considerable cutbacks in livelihoods due to the nearly three month-long total national lockdown and interruptions in the manufacturing and supply chain services sectors. To create awareness about COVID-19, PFC has contributed Rs 3.49 crore towards effective awareness campaigns including displaying relevant information that can provide knowledge to people and developing positive attitudes among the public towards adopting preventive measure. The main aim of this project was to create awareness through displayed Billboards/Hoardings containing information about COVID-related social behavior norms including wearing of masks, social distancing and Hand Washing /hygiene in 20 Aspirational Districts in the country.

## Outcomes

Hoardings were one among the communication method chosen by Government to create awareness among people in various locations to prevent the spread of COVID-19. It was the need of an hour where an intense awareness campaigns were proposed to minimise the spread of the virus through positioning the hoardings. With PFC's initiation the hoardings were strategically positioned in 100 locations in 20 aspirational district enabling people across to the region to see and follow the social behavioural norms during COVID19.

## Observations

- The messages regarding social behavior norms during the COVID-19 pandemic were strategically positioned in 20 aspirational districts across the country, due to the financial support from PFC CSR. In each district, there were 100 hoardings of different sizes, ensuring effective communication with the public.
- This initiative played a crucial role in reinforcing social behavior norms, particularly in terms of social distancing, hand washing habits and mask-wearing, which were essential in curbing the spread of the disease in these project areas.
- The project raised awareness regarding the spread and prevention of COVID-19, leading to a decrease in panic among the population.
- The dissemination of information regarding social behavior norms has been proven effective in reducing the rapid transmission of the COVID-19 virus, as it has reached a significant portion of the population.

# CHAPTER 1

## Introduction to Corporate Social Responsibility

### Introduction

According to the UNIDO<sup>1</sup>, Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (Triple-Bottom-Line Approach) while at the same time addressing the expectations of shareholders and stakeholders. In this sense, it is important to distinguish CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Corporate social responsibility (CSR) is one of the most central concepts in the literature and, indicates the positive impacts of businesses on their stakeholders. However, despite the growing literature on this concept, the measurement of CSR is still problematic. Although the literature provides several methods for measuring corporate social activities, almost all have some limitations.

### CSR in India: The Present Scenario

The CSR provisions of the Companies Act, 2013 seek to create an enabling environment by promoting and facilitating far better connections between businesses and communities. It aims at facilitating deeper thought and long-term strategies for addressing some of our most persistent social, economic, and environmental problems; they will assist in synergizing partnerships between corporate, governments, CSOs (civil society organizations), academic institutions and social entrepreneurs. Business resources can be channelled into various programmes to address social, economic, and environmental problems and bring about a sustainable future for all. The latest Companies Act, 2013, reflects the importance of CSR as part of a companies business strategy. Section 135 contains five sub-sections on CSR. Schedule VII of the Companies Act lists out the CSR activities. Section 135 (5) CSR expenditure states that the board of every company referred to in sub-section (1) shall ensure that the company spends, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its CSR policy:

*Provided further that if the company fails to spend such amount, the board shall, in its report made under clause (o) of sub-section (3) of section 134, specify the reasons for not spending the amount.*

<sup>1</sup> <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration>



The various initiatives studied in each of the thrust areas of CSR are:

- Initiatives under education: maintain schools, infrastructure support, quality of education, scholarship, adult education, girl child education.
- Initiatives under health: infrastructure and equipment support, water and sanitation, senior care, maternal and child health and health camps.
- Initiatives under livelihood: skill development and income generation.
- Initiatives under environment: green initiatives, water management, water conservation.
- Initiatives under rural development: support for differently able, awareness generation, rehabilitation initiatives, infrastructure, and youth clubs.



Figure 1.1: CSR Areas

## New Amendments in CSR

The Ministry of Corporate Affairs vide Notification No. G.S.R. 40(E), dated 22 January 2021, issued the Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021. After 22 January 2021, the governments cleared their intention on CSR policy that do for society or is ready to pay the fine along with CSR amount. The whole concept of CSR provisions shifted from 'Give the explanations for not spending the CSR and now do the CSR activities' to 'Pay the fine for not spending the CSR and transfer the fund into National fund'. Basically, in this CSR Companies (CSR Policy) Amendment Rules, 2021, many changes came into effect such as:

- Change in the definition of CSR.
- Shifting from direction to mandatory CSR obligation
- Mandatorily Registration of CSR Agency / NGO / Trust
- Change in board responsibilities.
- Analysis of Impact on Society by Impact Assessment
- Introduction of 'Ongoing Project'
- Comment on Spent & Unspent CSR fund by the statutory auditor.

After seeing these amended provisions of CSR, corporates have taken special care that donating to an agency / NGO / Trust will not fulfil CSR obligation. It is the responsibility of the board to comply with all the provisions under these rules.

## About Power Finance Corporation and its CSR and Sustainability Policy

PFC is a Maharatna company incorporated on July 16th, 1986. PFC is a leading Non-Banking Financial Corporation in the Country which plays a crucial role in the rise of India as a global player. PFC is rated as 'AAA' by Domestic Rating Agencies such as CRISIL, ICRA & CARE.

### CSR and Sustainability Policy of PFC

- Ensure an increased level of commitment at all levels in the organisation to operate its business in an economically, socially and environmentally sustainable manner while recognizing the interests of its stakeholders.
- Generate a societal goodwill for PFC through CSR activities and help reinforce a positive & socially responsible image of PFC as a corporate.

### CSR Thrust Areas

 <p>Ensuring environmental sustainability measures</p>	 <p>CLEAN WATER AND SANITATION</p> <p>Sanitation &amp; Provision of Safe drinking water</p>
 <p>Promoting Education and Employment enhancing vocational skills</p>	 <p>PERSONS WITH DISABILITIES</p> <p>PWD</p> <p>Activities related to supporting differently abled person</p>
<p>Activities related to health sector</p> 	<p>Others</p>  <p>स्वच्छ भारत एक कदम स्वच्छता की ओर</p> <p>Swachh Bharat Kosh</p>  <p>National Mission for Clean Ganga</p> <p>Clean Ganga Fund</p>  <p>DONATE TO PM CARES FUND</p> <p>PM CARES Fund</p>

### CSR and Sustainability Development Committee

The following Committee approves and recommends the projects to be undertaken by the company in CSR and SD. The committee comprises of the following members:

- Independent Director - Chairman
- Independent Director - Member
- Director (Finance) - Member
- Director (Projects) - Member
- Director (Commercial) - Member

## CHAPTER 2

# Scope, Approach and Methodology

The study is of descriptive in nature. A descriptive study essentially reviews whether the project has been operating as planned, scheduled and determines whether the project has achieved desired objectives, and finally analyses the outcome of the project.

### Objectives and Method of Study

The major objective of the study is to create awareness through displayed Billboards/Hoardings containing information about COVID-related social behavior norms including wearing of masks, social distancing and Hand Washing / hygiene in 20 Aspirational districts.

To achieve the above objectives the impact assessment criteria adopted is that of the OECD - Development Assistance Committee(DAC) Framework. The projects impact is assessed with the help of the six parameters.



### Scope of work

As per the provisions of Rule 8 (3) (a) of the amended Companies (CSR Policy) Rules, impact assessment of CSR projects must be undertaken by companies. The scope of the study covers the following:

- Impact assessment of the CSR project
- Case studies from the initiatives
- Short videos and geotagged photographs for the projects








## Sample

Simple random sampling method is used for the selection of random subset of people from a larger group or population. In this method, each member of the group has an equal chance of getting selected. The method is commonly used in statistics to obtain a sample that is representative of the larger population.

S. No.	Name of the District	Total Sample
1	Ferozpur, Punjab	50
2	Khammam, Telangana	55
3	Bhoopalpalli, Telangana	52
4	Vishakapatnam, Andhra Pradesh	51
5	Siddharth Nagar, Uttar Pradesh	53

S. No.	Aspirational Districts	Amount (in Rs.)
1	Ferozpur, Punjab	Rs. 3480000
2	Khammam, Telangana	Rs. 1980000
3	Bhoopalpalli, Telangana	Rs. 1980000
4	Vishakapatnam, AP	Rs. 1980000
5	Siddharth Nagar, UP	Rs. 1560000

The following is the impact matrix that has been drawn from the framework:

Very Low	Low	Moderate	High	Very High
<50% 	50% - 59% 	60%-69% 	70%-79% 	≥80% 

## Outputs and Deliverables


The outcome of the study are as follows:

- To analyse the relevance, efficiency, and effectiveness of the project
- To provide information regarding impact assessment of the project and understand the stakeholder's perception about the project.

As a deliverable of the project, a well-structured, well-documented impact assessment report with all relevant analysis, photographs, and short videos.

## CHAPTER 3

# Impact Assessment of CSR Project of Mass Awareness Campaign on COVID-related Social Behaviour Norms in Aspirational Districts

<b>Name of the Project</b>	Impact Assessment of CSR Project of Mass Awareness Campaign on COVID-related Social Behaviour Norms in Aspirational Districts
<b>Project Start and End date</b>	18. 03.2021 - 31.03.2021
<b>Project Cost</b>	Rs 3.49 Crores
<b>CSR Schedule VII item</b>	Health Care (i)
<b>SDG Goal</b>	

### About Aspirational Districts

Launched by the Hon'ble PM in January 2018, the Aspirational Districts Programme (ADP) aims to transform 112 most under-developed districts quickly and effectively across the country. The broad contours of the programme are Convergence (of Central & State Schemes), Collaboration (of Central, State level Nodal Officers & District Collectors), and Competition among districts through monthly delta ranking; all driven by a mass movement.

With States as the main drivers, this program focuses on the strength of each district, identifying low-hanging fruits for immediate improvement and measuring progress by ranking districts on a monthly basis. The ranking is based on the incremental progress made across 49 Key Performance Indicators (KPIs) under 5 broad socio-economic themes - Health & Nutrition, Education, Agriculture & Water Resources, Financial Inclusion & Skill Development and Infrastructure.

### Need for the Project

COVID-19 is a terrible human, health, economic, and financial disaster that would persist for the upcoming years, rather than just a short-term health issue. The country has experienced considerable cutbacks in livelihoods due to the nearly 3 month-long total national lockdown and interruptions in the manufacturing and supply chain services sectors. A ray of hope for overcoming the pandemic exists thanks to India's sizeable domestic economy, sizeable foreign exchange reserves, ample food supply stocks, and high human capital provided the health crisis is effectively managed. Such disruptions have had a negative impact on economies around the

world. During the period people were getting panicked, emotionally unsecured, depressed and in a stage of confusion, unaware about facilities provided by the government, regarding reliable news sources, symptoms of COVID-19 and its prevention with the cure.

It became extremely important for the government to create awareness about the symptoms, precautions, facilities created by government, managing mental health to overcome trauma, safety measure, etc.

## PFC Initiation

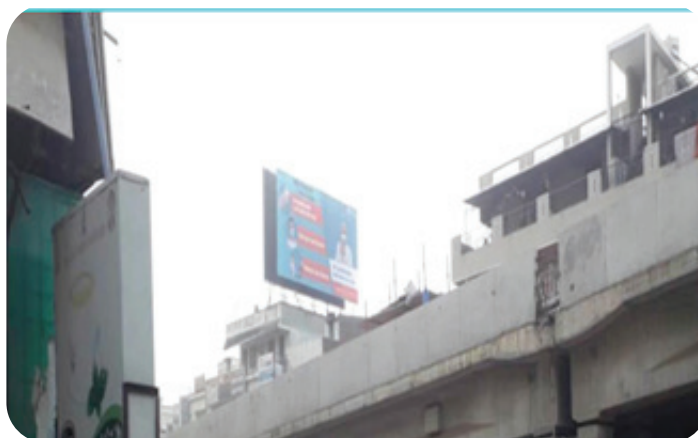
PFC has contributed Rs 3.49 crore towards effective awareness campaigns including relevant information can improve the knowledge people, and they must be effective in developing positive attitudes among the public towards adopting preventive measure. The project aimed to create awareness through displayed Billboards/Hoardings containing information about COVID-related social behavior norms including wearing of masks, social distancing and Hand Washing / hygiene in following 20 Aspirational districts:

1. Khagaria 2. Purnia 3. Gaya 4. Muzzafarpur 5. Sitamarhi 6. East Singhbhoomi 7. West Singhbhoomi 8. Ranchi 9. Shravasti 10. Siddharth Nagar 11. Ferozpur 12. Monga 13. Narmada 14. Dahod 15. Baramulla 16. Kupwara 17. Mammit 18. Khammam 19. Bhoopalpalli 20. Visakhapatnam

In the selected aspirational districts, PFC spent around Rs 1.09 crore.

S. No.	Aspirational Districts	Amount (in Rs.)
1	Ferozpur, Punjab	3480000
2	Khammam, Telangana	1980000
3	Bhoopalpalli, Telangana	1980000
4	Vishakapatnam, AP	1980000
5	Siddharth Nagar, UP	1560000
	Total	10980000

The various Sizes of hoarding that were placed in the aspirational districts are of the these different sizes :Feet: 50 X 20, 40 X 20, 30 X 20, 40 X 25, 10 X 20, 20 X 20 , 35 X 20 , 20 X 10, 42 X 31, 35 X 30, 30 X 30, 25 X 12, 30 X 15, 24 X 12, 30 X 10, 24 X 10, 25 X 25, 40 X 12, 30 X 12, 20 X 12, 40 X 10, 40 X 15, 23 X 12 etc. In every district the implementation agency has strategically positioned 100 hoardings in prominent locations.



## Impact Assessment

### Relevance

The COVID-19 pandemic and its outbreak has severely impacted the Nation, disrupting normal lives and the economy. Even as the country geared up to tackle this crisis through various control measures. Due to the explosive nature of COVID-19 transmission, many infected COVID patients were hospitalized, but there were no ample facilities for treating them, and the death rate increased drastically. Many hospitals could not handle the relentless (unstoppable) inflow of patients whilst also running short of beds, oxygen cylinders and other essentials during the first and second waves of the COVID pandemic. As COVID is a spreadable disease, creating awareness is important measure. To encourage healthy behaviours, the wearing of face masks, and maintaining social distance were few measures that were promoted by the project.



### Efficiency

Social behaviour norms are the unwritten social rules that guide social behavior, that they adopt and the extent to which people within those societies follow them. During COVID-19, NITI Ayog has provided various norms to secure the containment of the COVID. To promote this awareness, hoardings were placed all the aspirational districts in India. The project was efficiently implemented by National Advertising Agency. The campaign was organised from 1<sup>st</sup> November 2020 to 30<sup>th</sup> November 2020.



## Effectiveness


As the project aimed to create awareness of among masses during the pandemic on wearing the mask, handwash measures, social distance norms, etc. The project was highly effective as it achieved the objective. The hoardings created awareness among the community. The messages on the hoardings were also provided in Hindi and English enabling people to read and understand the importance. Media plays the role of prime source of information having noticeable impact on the governmental healthcare involvement to bring the epidemic outbreak under control, as it affects individuals' behavior toward the disease outbreak. Through media and hoardings aware and education about diseases to prevent its spread by taking precautions such as social distancing, wearing protective masks, quarantine, and vaccination, to lessen their chance of being infected.

## Impact

PFC supported initiatives have provided high impact on creating awareness on communities. The interventions were timely and were highly appreciated. As the hoardings were placed in major localities in the aspirational districts, in Hindi and English resulting to high impact of the project.

## Impact Analysis Matrix

<b>Very Low</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>
				

<b>Impact (Rating)</b>	<b>1 (Very Low)</b>	<b>2 (Low)</b>	<b>3 (Moderate)</b>	<b>4 (High)</b>	<b>5 (Very High)</b>
Relevance					
Efficiency					
Effectiveness					
Coherence					
Impact					
Sustainability					

Relevance: 20 points; Efficiency: 20 points; Effectiveness: 20 points; Impact: 20 points; Sustainability: 20 points

<b>Impact Parameter</b>	<b>Score</b>
Relevance	16
Efficiency	13
Effectiveness	14
Impact	15
Sustainability	12
<b>Total</b>	<b>70</b>

## Project Outcomes

Hoardings have already come up in several areas with advisories on the steps one must take to prevent the spread of COVID-19. It was need of the hour where an intense awareness campaigns were proposed to minimise the spread of the virus. Approximately hundreds of hoardings on prominent locations visible to everyone were placed.



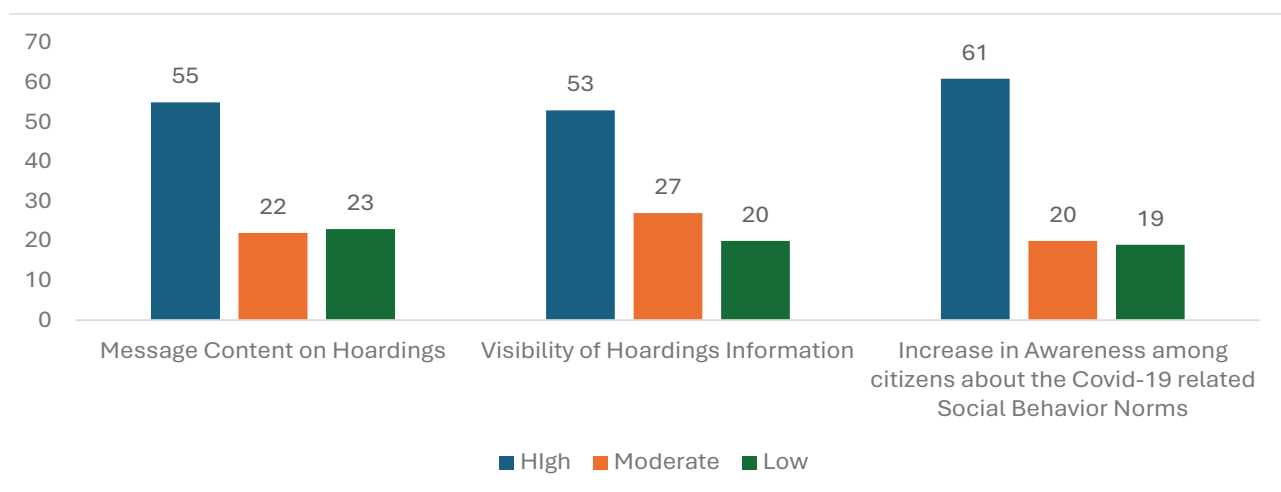
## Satisfaction Survey

Citizens Satisfaction Levels Survey on Mass Awareness Campaign on COVID-related Social Behaviour Norm in percentage (Total Sample: 261 (taken from five locations)):

S. No.	Name of the District	Citizens / Stakeholders
1	Ferozpur, Punjab	50
2	Khammam, Telangana	55
3	Bhoopalpalli, Telangana	52
4	Vishakapatnam, Andhra Pradesh	51
5	Siddharth Nagar, Uttar Pradesh	53

The IPE team interacted with 261 individuals hailing from Ferozpur, Punjab state, Khammam & Bhoopalpalli in Telangana state, Vishakapatnam in Andhra Pradesh state, and Siddharthnagar district in Uttar Pradesh state. The citizens from these districts expressed their satisfaction with the mass awareness campaign on COVID-19 related social behavior norms, which was prominently displayed at key locations such as marketplaces, highways, temples, business centres, bus stands, railway stations, hospitals, schools, and colleges through informative hoardings. This initiative was carried out in 20 aspirational districts identified by NITI Aayog, Government of India, with CSR financial support from Power Finance Corporation Limited for its execution.

Citizens Satisfaction Levels Survey on Mass Awareness Campaign on COVID-19 related Social Behaviour Norms (in %):



### 1) Message Content on Hoardings

A significant 55% of the population in five districts have indicated their high satisfaction with the COVID-19 related Social Behavior norms communicated through hoarding messages. These norms encompass the importance of wearing face masks, maintaining hand hygiene, adhering to social distancing protocols in public spaces, preventing the transmission of COVID-19, and encouraging individuals to seek treatment until recovery. The dissemination of this information was carried out through hoardings strategically placed in prominent areas within districts and along highways, utilizing both English and Hindi languages for wider reach. However, despite the efforts made in disseminating information through hoardings, 22% of respondents revealed their moderate satisfaction.



## 2) Visibility of Hoardings Information

In the five districts, the visibility of hoardings information regarding COVID-19 related social behavior norms has garnered a high satisfaction rate of 53% among the respondents. These individuals were able to easily read and comprehend the content displayed on the hoardings. These respondents believed that the information displayed on the hoardings was helpful in reminding them of the necessary social behavior norms to prevent the spread of COVID-19. They appreciated the constant reinforcement of these guidelines through the hoardings, as it served as a visual reminder to adhere to the recommended safety measures.

## 3) Increase in Awareness among citizens about the COVID-19 related Social Behavior Norms:

In a survey conducted across five districts, it was discovered that 61% of the participants expressed their high satisfaction with the increased awareness among citizens regarding the social behavior norms associated with COVID-19. They stressed the fact that most individuals diligently adhered to wearing face masks, maintaining social distancing in public areas, and regularly sanitizing their hands during the pandemic. These practices were strongly believed to have played a pivotal role in curbing the transmission of COVID-19.

## Observation

- The messages regarding social behavior norms during the COVID-19 pandemic were strategically positioned in 20 aspirational districts across the country, due to the financial support from PFC CSR. In each district, there were 100 hoardings of different sizes, ensuring effective communication with the public.
- This initiative played a crucial role in reinforcing social behavior norms, particularly in terms of social distancing, hand washing habits and mask-wearing, which were essential in curbing the spread of the disease in these project areas.
- The project raised awareness regarding the spread and prevention of COVID-19, leading to a decrease in panic among the population.
- The dissemination of information regarding social behavior norms has been proven effective in reducing the rapid transmission of the COVID-19 virus, as it has reached a significant portion of the population.

## Case Studies

### Case Study 1

During my time as a taxi driver transporting passengers to various destinations like the steel plant, bus stands, railway stations, streets, markets, and other locations in Visakhapatnam, Gajuwaka, Simhachalam and Anakapalli, I observed several hoardings promoting awareness about COVID-19 preventive measures. These hoardings stressed the significance of social distancing, hand hygiene, mask-wearing, and seeking appropriate medical care for COVID-19. Notably, the information on these hoardings was displayed in English and Hindi languages I could understand due to my educational background. However, it was clear that individuals with lower literacy levels would find it challenging to grasp this information unless it was presented in the local language. Hence, it would have been more impactful if the hoardings were in Telugu to cater to a broader audience.

- Shri Simhadri

*Auto Taxi-driver, Gajuwaka, Visakhapatnam*

## **Case Study 2**

Various Hoardings were strategically positioned in several areas including Mamata Hospital, Old and New RTC bus stand areas, Railway station, Khammam-Warangal Cross Road, Indiranagar, and more, to disseminate information about Covid-19 related social behavior norms. These hoardings emphasized the importance of social distancing in public places, proper hand washing practices, and the essential use of masks. While conducting my personal business activities, I encountered these informative displays which effectively educated the residents of Khammam town and prompted them to adhere to the Covid-19 related social behavior norms.

**- Shri Srinivas**

*Merchant, Khammam*





# About the Centre for Corporate Social Responsibility (CCSR)

The Centre for Corporate Social Responsibility (CCSR) was set up during 2011 to promote training, research, consultancy assignments and document case studies in thrust areas of CSR. The Centre works on the existing body of knowledge, systems, structures, models, and mechanisms associated with different CSR initiatives; it also provides a platform for discussing CSR guidelines and the latest developments in the field. The Institute of Public Enterprise (IPE) has been part of the Department of Public Enterprises (DPE), Government of India initiative on introducing Corporate Social Responsibility (CSR) as an element of the performance matrix in Central Public Sector Enterprises (CPSEs). IPE was invited to attend the meetings of the Working Group on CSR in 2007-08 and 2009-10, and was nominated by DPE as a Member of the Executive Committee on CSR in 2011 to develop, design, and implement courses for CPSEs. Recognizing the importance of the subject and also the realization that there is a dearth of experts in this emerging field, it was decided that IPE could play a major role in research, development, and advocacy of CSR. This idea led to the establishment of the Center for Corporate Social Responsibility in 2011 at IPE.

The main objectives of the center:

- To conduct interdisciplinary and collaborative research and document case studies in thrust areas of CSR dealing with contemporary issues and challenges.
- To integrate the existing body of knowledge, systems, structures, models, and mechanisms associated with different CSR initiatives by interfacing with industry and academia.
- To disseminate information about the latest happenings in the CSR field to the people engaged in policy making, policy analysis, policy research, practitioners, and other stakeholders.

## PROJECT LEADER

**Prof. S. Sreenivasa Murthy**, Director, IPE

## PROJECT COORDINATOR

**Ms. J. Kiranmai**, Head - Centre for CG and CSR, IPE

## TEAM MEMBERS

**Mr. M. Vaman Reddy**, Project Associate, IPE

**Ms. B. Deepa**, Research Associate, IPE

## About Institute of Public Enterprise (IPE)



The Institute of Public Enterprise (IPE) was established in 1964 as an autonomous non-profit society. IPE is a premier AICTE approved management Institute focusing on transforming students into leaders of tomorrow in organizations and society. IPE's key objectives include management education, research, consultancy, and training. In 1995, the Institute launched its first two

year full-time Post Graduate Diploma in Management (PGDM) programme to provide skilled human resources to meet the requirements of industry.

Keeping in view the market demand, the Institute also launched sector specific PGDM programs in the areas of Marketing, Banking Insurance and Financial Services, International Business and Human Resource Management. IPE's engagement with long-term management education has received wide appreciation from the industry, government, and social sector enterprises. The Institute continuously endeavours to update the content and teaching methodology of its courses based on feedback from the end-users, ensuring the quality, relevance, and utility of all its programs and courses.

IPE is consistently ranked among the leading B-Schools in India in most well-known ranking surveys. IPE has also been awarded a premium accreditation label of the SAARC region, 'The South Asian Quality Assurance System' (SAQS). Over the years IPE has won several awards and honours for its academic & research excellence.

IPE has a very successful track record of running MDPs over a long period of time. IPE also has a strong Research and Consultancy division, which provide consulting services and undertakes research projects for various national organizations. The Institute has been recognized as a 'Center of Excellence' by the Indian Council of Social Science Research (ICSSR), Ministry of Education, and Government of India.

The Governance of the Institute is overseen through a Board of Governors composed of eminent policy makers, academicians, and CEOs of public and private sector enterprises.



# INSTITUTE OF PUBLIC ENTERPRISE

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