



**Gramalaya - Tiruchirappalli**

கிராமாலயா - திருச்சிராப்பள்ளி

## Gramalaya – Tiruchirappalli

An approved Key Resource Centre of the Ministry of Drinking Water and Sanitation,  
Government of India, New Delhi

# State-level Workshop on CSR for Sanitation

- Linking NGOs and Corporate Companies for achieving our Sanitation goal –

(Supported by UNICEF, Chennai)

Date : 30<sup>th</sup> April, 2014

Venue : Breeze Residency, Tiruchirappalli

ORGANIZED BY

**GRAMALAYA, TIRUCHIRAPPALLI & SHANTI ASHRAM, COIMBATORE**

**Gramalaya**, an NGO with more than 25 years of experience in the sanitation sector and **Shanti Ashram**, a Gandhian Center for International Development, Learning and Collaboration, Coimbatore jointly organize a State-level **Workshop on CSR for Sanitation** at Breeze Residency, Tiruchirappalli City, Tamil Nadu.

Speakers from the CSR wing of leading Companies in India, Consultants & Experts working for CSR Initiatives and leading NGOs involved in the field of sanitation will share their experiences in this workshop. The workshop will provide more insight and strategies to promote sanitation, thereby increasing toilet coverage in rural areas through CSR Initiatives.





## Overall Objectives of the workshop

- Introduce participants to the background, context, purpose and content of the MDGs
- Enable them to have a “human face” to the statistics of MDG related to India & in particular Tamil Nadu (with focus on Health, Education, Nutrition and WASH)
- List out partners, groups, networks and coalitions engaged in action to promote the MDGs
- Define and summarize the concept of Corporate Social Responsibility.
- Explain different techniques of engaging Corporate Partners in a process of discussion and avail possible support to accomplish MDGs
- Study the local trends, methodologies and examples of model Corporate Social Responsibility (CSR) projects being carried out in India, with special reference to MDG
- Enable the participants to prepare action plan to promote the MDGs, through Corporate Social Responsibility

## Who can participate?

- NGOs interested in Sanitation promotion
- Companies interested in sanitation as part of their CSR
- Interested organizations and agencies in this sector

## When and Where:

**Breeze Residency, Tiruchirappalli – Website :** <http://www.breezeresidency.com/>

The workshop will commence at 10 a.m. on 30<sup>th</sup> April, 2014 and will end at 5.30 p.m. on the same day.

## Core Facilitator of the workshop :

**Mr.Arputhasamy Devaraj, Head, Bala Shanti Program, Shanti Ashram, Coimbatore,**

*Former Project Officer, Water, Sanitation & Hygiene, UNICEF,*

*Former Indian Advisor, DANIDA, (Government of Denmark)*

*Former Senior Consultant and Training Officer, CMC & H, Vellore*

## What benefit you will acquire?

- Latest CSR guidelines
- Recent CSR Rules published under the Companies Act
- Proposal guidelines for CSR Initiatives
- Presentation on Sanitation, existing CSR projects and potential for fund mobilization
- Linking between NGOs and Companies



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## Register yourself

Representatives from NGOs working in Tamil Nadu, Professionals, Consultants and Corporate / Companies interested & engaged in promoting sanitation through CSR initiatives can participate. There is no registration fee. The participants have to meet their travel and accommodation for attending this workshop. Workshop Organiser will provide (a) working lunch & Refreshments and (b) Course materials and other presentations

You can register your participation through the registration form attached. Please send your registration form duly filled in to **sampathgramalaya@gmail.com**

For more details, please email: S.Damodaran - email : [sdamodaran63@gmail.com](mailto:sdamodaran63@gmail.com)

## Contact Address:



### GRAMALAYA

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### SHANTI ASHRAM

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