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Asia-Pacific Institute of Management
New Delhi



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Initiative

Send your case studies

Final Submission: January 31st, 2017

Book on Successful CSR Projects

(Based on Real Case Studies from India)

**Book to be Released and Participating Corporates to be Awarded
at National Summit on Best Practices in CSR: Learning & Future**

Ahead on 3rd March 2017 at New Delhi

Guidelines for Writing CSR Case Study

Serial No.	Topics	Word Length	Remarks
i.	Creative Title of the Case Study	15	
ii.	Executive Summary of the Case Study	150	To be used for Advertisement Purposes & Snapshot of Book
iii.	20 Key words		
iv.	Present Geographical Operation Area		Geographical (City/ District/ State and Country)
v.	Broad issue being addressed by project		
vi.	Year of start of the project		
vii.	Duration of the project or programme		
viii.	Three great Quotations aligned to the case study spirit		
Section 1 Organisation Profile (Max. 500 Words)			
1.1	Introduction	100	
1.2	Core Values & Vision of the Organisation	100	
1.3	Organization's Global Operation (if any)	50	
1.4	CSR and Sustainability Policy	50	
1.5	Organization's Global CSR programmes (if any)	50	
1.6	Organization's Indian Operation	100	
1.7	Brief overview of CSR programmes in India	100	
Section 2 Project Profile (Max. 1000 Words)			
2.1	Project Introduction and Situational Context	100	
2.2	Objective of the programme	50	
2.3	Scope of the CSR project	50	
2.4	Stakeholders of the project & their roles	50	
2.5	Socio Economic Condition of the Region	50	
2.6	Geographic Coverage of CSR Project	50	Details of Region/ Village/ Districts
2.7	Socio-economic profile of the People around CSR project	50	
2.8	Situation analysis and need assessment of the project	100	
2.9	Alternates available / considered for solving the issues	100	
2.10	Reasons for selection of the final solution	100	
2.11	Feasibility Study : Social / Financial / Environmental	200	
2.12	Sustainability plan of the project	100	
2.13	Innovative aspects of the initiative	100	

Section 3: CSR Project Implementation (Max. 700 Words)			
3.01	CSR Project Management Team	50	
3.02	Budgetary provisions of the project	50	
3.03	Implementing Partners and its expertise	100	
3.04	Implementing method	100	
3.05	Challenges Faced during the implementation	100	
3.06	Intervention on the issues to be covered in step wise and topic wise	300	
3.07	Effective change management	100	
Section 4: Impact Assessment & Reporting (Max. 700 Words)			
4.01	Outcomes of the project- Immediate impact of Project Impact of the project with no. of beneficiaries	100	
4.02	Long term impact of Project	50	
4.03	Monitoring and Evaluation of the project	50	
4.04	Documentation and Communication	50	
4.05	Before after comparison- In photo, info graph and narration both	100	
4.06	Key Achievements	50	
4.07	Overcoming Barriers and outcomes	100	
4.08	Sustainability of the project	100	
4.09	Testimonials of various stakeholders and immediate/direct beneficiaries	100	
4.10	Awards and appreciations to the projects	50	
Section 5 : Project Learning and Conclusion (Max. 250 Words)			
5.01	Way Forward	100	
5.02	Project Learning and recommendations	50	
5.03	Conclusion	100	
ix	List of Pictures with caption and source of the picture		
x	Repository of links to project related videos-subtitle in English		
xi	Glossary of abbreviations		
xii	References		

Maximum word limit: 5000 words

Attachments:

- Logo of the Organization
- Logo of the Foundation
- Logo of the partner organizations.
- All Images/ Diagrams in High Resolution (JPG/ PNG Format)

Other Information:

- Editors and publisher shall have rights to make minor modification in the submission, specially in terms of grammar, spellings and formatting.
- All the facts and reports submitted in the CSR CASE need to be verified by authors. Editors and publishers will have no responsibility for any misrepresentation of facts.
- Kindly obtain due approval from authorities prior to submission of CSR Case Study for this project. Scanned copy of the same needs to be submitted along with final approval.
- All the files for CSR projects should be copied in a single folder and then it should be converted to ZIP / RAR format.
- All the text should be in MS-Word File only.
- Please avoid PDF Files (Only scanned images can be sent in PDF Format).
- All the files for one case study should be in a single ZIP/RAR format, in a single email only.
- Publisher will have all the rights on case studies published in the book.
- Book shall have ISBN Number.
- One copy of the book shall be given to all registered cases.
- More copies of the book may be purchased at a special discounted rate from publisher.

Send your expression of interest or Queries:

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