

## **Careers in Corporate Social Responsibility (CSR) for MBAs in Rural Management**

In India philanthropy for establishing schools and colleges or hospitals has been the main driving force behind CSR initiatives. With the state outlining the recent policy framework for mandatory CSR action by companies, both private and public sector, the CSR sector in India is poised at an expansion making it an important stakeholder in positive rural transformation. Although it is difficult to estimate the total amount available, CSR funds available in the years to come would be around 10,000 crore rupees.

CSR operations of most organizations in India are either directly operational initiatives in the rural areas or support rural development projects through grants and endowments. There has been a widening of interest to adopt process oriented approaches to rural development that have yielded good results. Some of the important CSR organizations in private and public sector that have been making an impact in the rural development are Coal India, ONGC, State Bank of India, Allied Trusts of Tatas, Azim Premji Foundation, Reliance Foundation, Cairn Energy, GMR, etc. Program interventions like environmental sustainability, skill enhancement, interventions aimed at financial inclusion and entrepreneurship development, sustainable agriculture are becoming popular. Even with respect to sectors like rural education and health services, traditional favorites of business philanthropy, there has been an encouraging openness to adopt community based and long term approaches to rural development.

An MBA in Rural Management at IIHMR prepares you for challenging yet satisfying careers for youth ignited by the urge to do something meaningful for society at large, to play a small but positive role in meaningful rural transformation in India.

(For Course Details See <http://www.jaipur.iihmr.org/Academic/PGDRM/PGDRM-program.aspx>)