

Day I AGENDA
FICCI CSR Summit Master Classes
November 29, 2017
Venue: FICCI Federation House, New Delhi

Time	Agenda
9:00 – 9:30 am	Registration
9:30 – 11:30 am	<p>Master Class Session I: Using innovative tools for assessing impact</p> <p>Creativity and good facilitation are at the heart of participatory research. The session will look at how we can move beyond surveys and incorporate few fun, engaging research methods that can be used to undertake a needs assessment study. Some of the methods covered in the session will be Visual Aids, Dotmocracy, Temperature Gauge, Hypothetical Budgets and Card Sorting.</p>
11:30 – 11:45 am	Tea/Coffee Break
11:45 – 1:45 pm	<p>Master Class Session II: Storytelling for Evaluation</p> <p>In today's world, sharing stories is one way we can connect with each other. The emotive power of digital storytelling and its participatory approach make it an excellent tool to build awareness, strengthen groups with a shared agenda or facilitate mutual understanding amongst those who do not. Some of the topics covered in the session will be Storytelling for a Cause, Stories and Data, 'Out of the box' Storytelling (Innovative Formats), Games for Change, Ethics of storytelling and Storytelling & Evaluation. The mediums of storytelling will be written, spoken, digital and audio.</p> <p>Group Photo</p>
01:45 – 02:15pm	Lunch Break
2:15 – 4:15 pm	<p>Master Class Session III: Quality Data for Impactful CSR Projects/Programs</p> <p>Data can be thought of as the new raw material of the 21st century. Social impact starts with quality data. Quantitative data is the raw ingredient in understanding how much impact a project/program have created. Data is critical to informed decision making and for effective and impactful CSR programs. It is important to quantify progress through numbers that directly indicate the value being delivered or the situation being improved.</p> <p>This session will help you to organise, analyse, interpret and visualise your primary data. We will use a live case study and create space for those who have their own sample datasets to discuss and explore data analysis options.</p>
4:15 pm	Group Photo and High Tea