

## **IICA at Conference on CSR- CSO Bridge 2014: "A way forward towards capacity building of CSR implementing agencies"**

The Confederation of Indian Industry (CII) organised a one day conference- CSR-CSO Bridge 2014: "A way forward towards capacity building of CSR implementing agencies" August 22, 2014 at CII NR HQ, Chandigarh. The programme was aimed at establishing a bridge to strengthen the existing links between industry and voluntary organisations in order to build their capacities for sustained inclusive growth.

Mr. Mukesh Kumar, Chief Programme Executive, NFCSR, IICA, delivered a session on "Building CSR strategy and altering the practice to meet business terms". The 5th edition of CSR - CSO Bridge is CII's leading initiative to channelize the capacities of change makers; individuals and organizations, to catalyse social change, thereby giving impetus to India's development. The programme included a conference that brought together leaders to identify strategies, policy interventions and other mechanisms for strengthening such connectivity.