

## 6 Lessons for Modern Corporates to ace their Social Responsibility on Digital Media

**30<sup>th</sup> May 2020:** FICCI Aditya Birla CSR Centre For Excellence organized a short virtual training program on “6 Lessons for Modern Corporates to ace their Social Responsibility on Digital Media”.

The training imparted how corporates can promote our social and sustainable measures in digital in the 2020s. Following topics were discussed-

1. Why is CSR in 2020s more important than any decade yet? Two case studies
2. The do's & don'ts of CSR during a pandemic – being sensitive and ethical matters
3. Why is Online Reputation Management a key pillar for modern CSR? AI Social Listening tools to watch out for.
4. Content rules for spreading CSR - 'Sensitive doesn't mean boring and engaging doesn't mean rash'
5. Hold your campaign, how sustainable are you?
6. External consultants are bonus, YOU are the core

The session was conducted by Master trainer **Abhik Choudhry**. He is the Chief Strategist and Founder of Salt & Paper Consulting. He's a regular contributor for **Forbes, Quartz, Business Insider, The National, BusinessWorld & Yahoo Finance**. He has previously been the judge of **Ireland Bloggers Award and Armani Exchange Confluence Meet**.

Various organisations like JK Lakshmi Cement, Wells Fargo, United Way, Bayer CropScience, Nuvoco Vistas Corp Ltd, Jindal Steel & Power Limited, UltraTech Cement Hindalco Industries, Aditya Birla Fashion and Retail, Grasim Industries Limited, Smile Foundation, PLAN, PRADAN, etc participated.

