

INTERNSHIP REPORT

DIGITAL TRANSFORMATION IN CSR: EVALUATING PORTAL-BASED MANAGEMENT SYSTEMS FOR ENHANCED STAKEHOLDER ENGAGEMENT AND IMPACT ASSESSMENT

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in Development Management

by

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IIHMR University, Jaipur 2025

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BATCH: MBA (Development Management) 2023-25

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1. Introduction

Corporate Social Responsibility (CSR) initiatives undertaken by organizations like Ambuja Foundation play a vital role in societal development and sustainability. This study investigates the role of portal-based management systems in transforming CSR practices, with a focus on enhancing stakeholder engagement and improving impact assessment mechanisms. During my [internship/association] with the Ambuja Foundation, I focused on understanding how technology can be leveraged to optimize CSR outcomes. The experience provided exposure to CSR strategy, stakeholder engagement, impact assessment, and digital tools used in managing corporate social responsibility (CSR) initiatives. My primary role involved analyzing existing CSR practices, identifying areas for improvement, and evaluating the potential of portal-based management systems in enhancing CSR effectiveness.

2. Objectives of the Internship

To explore the role of portal-based management systems in enhancing stakeholder engagement for CSR initiatives undertaken by Ambuja Foundation.

To evaluate the impact of technology-driven CSR management on transparency and accountability in CSR practices.

To analyze the effectiveness of digital tools in improving impact assessment and reporting of CSR initiatives.

To identify best practices in leveraging portal-based management systems for optimizing CSR outcomes and stakeholder satisfaction.

To develop a framework for implementing portal-based CSR management systems that can be replicated across similar organizations.

3. Organizational Profile

Ambuja Foundation is a leading organization dedicated to implementing sustainable CSR initiatives. The foundation focuses on community development, education, healthcare, and environmental sustainability. With a strong commitment to stakeholder engagement and impact assessment, Ambuja Foundation aims to create lasting social impact.

4. Services Provided by the Organization

- **Stakeholder Engagement Strategies:** Designing inclusive programs to foster community participation and feedback.
- **Impact Assessment Frameworks:** Developing methodologies to measure the effectiveness of CSR initiatives.
- **Digital Outreach:** Leveraging technology to enhance communication and transparency in CSR practices.
- **Community Development Programs:** Implementing projects in education, healthcare, and skill development.
- **Sustainability Reporting:** Creating reports to showcase CSR achievements and areas for improvement.

5. Key Works Undertaken During Internship

- Conducted stakeholder analysis to identify key engagement areas for Ambuja Foundation's CSR initiatives.
- Collected data on existing CSR practices and impact assessment methodologies used by the foundation.
- Analyzed the role of portal-based management systems in enhancing stakeholder engagement and impact assessment.
- Developed a framework for implementing portal-based CSR management systems at Ambuja Foundation.
- Identified best practices in digital transformation for CSR initiatives.

6. Key Learnings from the Internship

- Portal-based management systems can significantly improve stakeholder engagement and impact assessment in CSR initiatives.
 - Digital transformation can enhance transparency, accountability, and sustainability in CSR practices.
 - A cross-methodological approach ensures inclusivity and functionality in CSR portal development.
 - User training, security, and policy alignment are essential for long-term success of CSR portals.
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