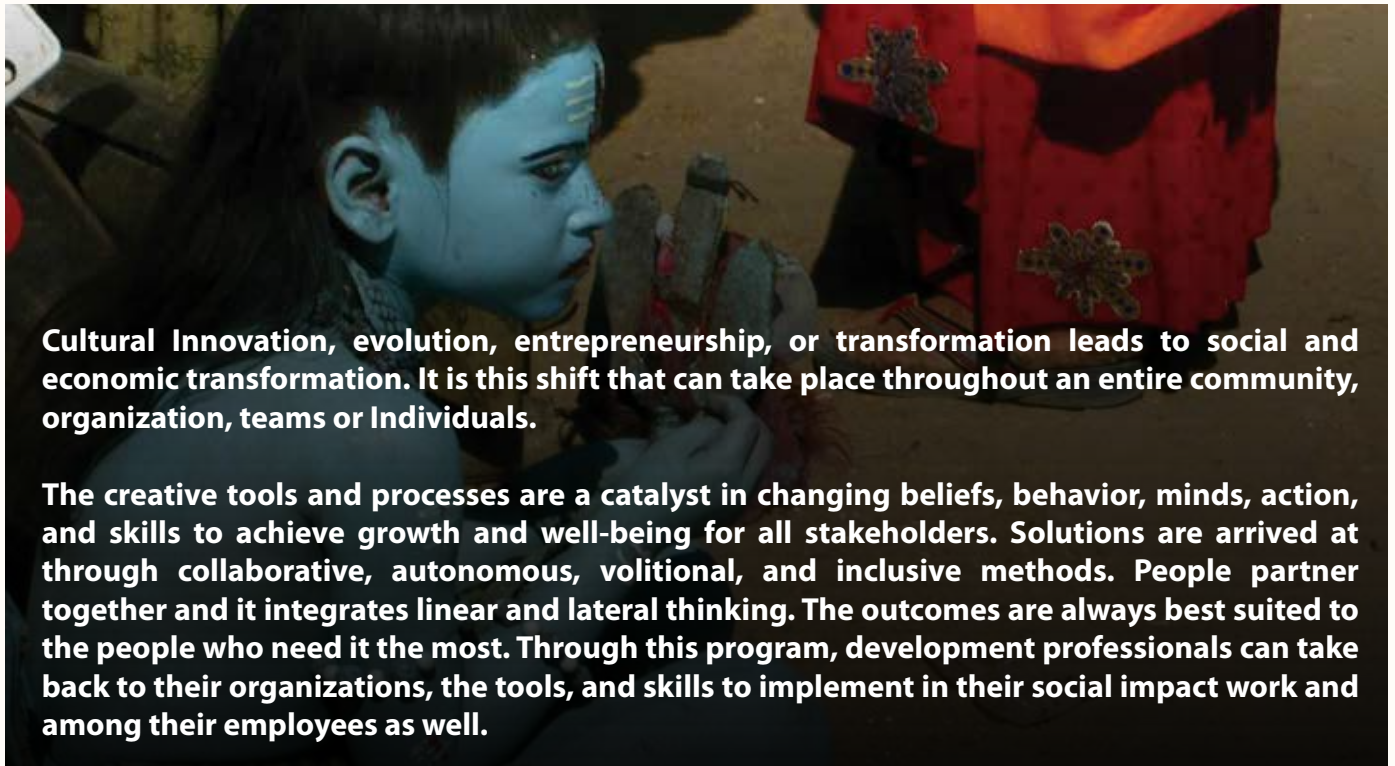




**Cultural Innovation**  
for to build  
**Socio-Economic transformation**  
for **Development Sector**  
**Professionals**

## Context and Relevance:



**Cultural Innovation, evolution, entrepreneurship, or transformation leads to social and economic transformation. It is this shift that can take place throughout an entire community, organization, teams or Individuals.**

**The creative tools and processes are a catalyst in changing beliefs, behavior, minds, action, and skills to achieve growth and well-being for all stakeholders. Solutions are arrived at through collaborative, autonomous, volitional, and inclusive methods. People partner together and it integrates linear and lateral thinking. The outcomes are always best suited to the people who need it the most. Through this program, development professionals can take back to their organizations, the tools, and skills to implement in their social impact work and among their employees as well.**

## Aim of the Course

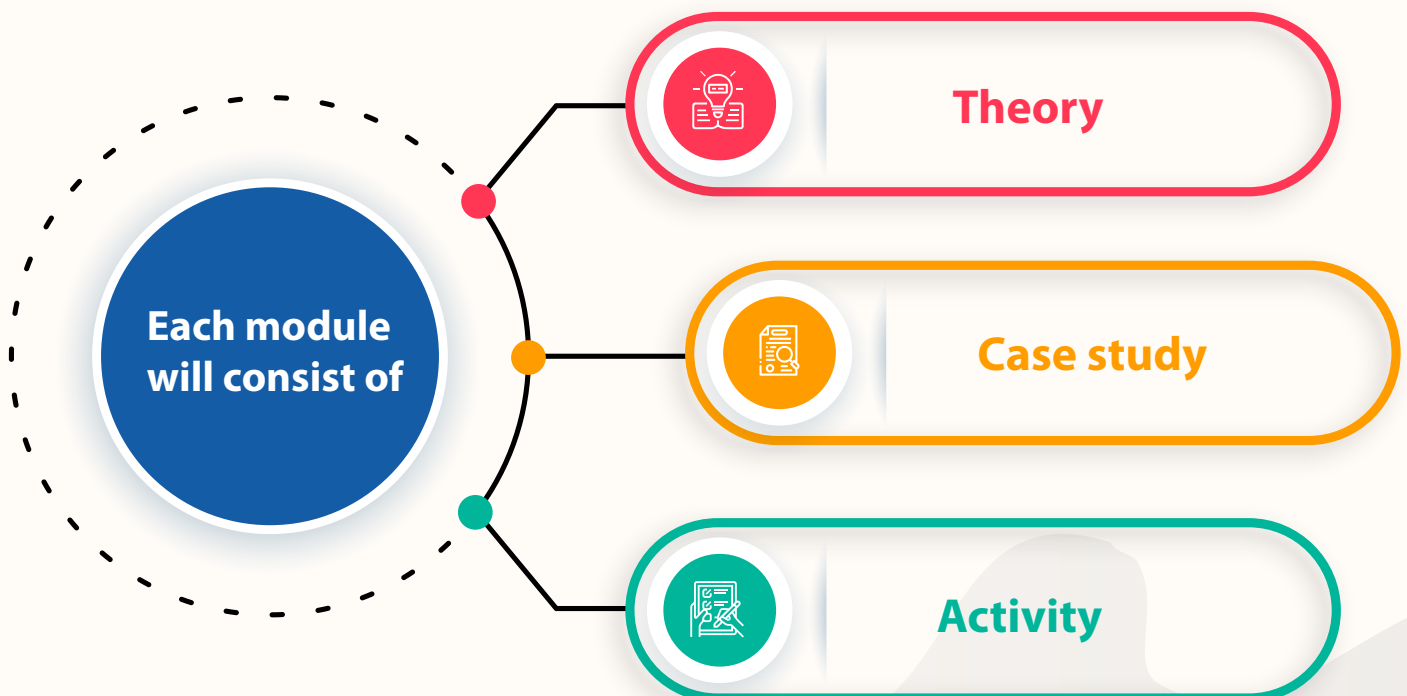
- ▶ To build art and culture-based people power into your next program, campaign, or community engagement.
- ▶ Give you tools for art and culture designed for 'engagement', 'organizing', 'volunteering', and more with your community.
- ▶ Learn from case studies how 'people power' has increased the size and success of campaigns and find success.

## Who is the Program for?



## Programme Highlights and Learning Outcomes:

- ▶ Cultural Innovation for social change helps in understanding and developing keen insight about your stakeholder, audience, and communities.
- ▶ This three-sixty approach builds measures to find solutions with lasting impact.
- ▶ Cultural Innovation transforms behavior and actions adopted by a group of people. These are passed on to future generations.
- ▶ Such perspectives help in breaking through deep-rooted challenges for stakeholders, as cultural tools give an understanding of beliefs, behavior, norms, and Action.
- ▶ It is a process that is collaborative, inclusive, and based on creative problem-solving Tools.
- ▶ The engagement is immersive and experiential in problem identification, building solutions, and making them actionable.



## Duration of the Course

Each module will be a short video of 30 minutes. There will be 8 - 10 such videos. So typically the course will be 5 - 6 hours long.

### It will cover

Theory of Cultural Innovation.

How does culture drive society?

Why do we need cultural innovation for socio-economic transformation?

Why do we need to galvanize cultural innovation for socio - socio-economic development?

How does cultural innovation build our present and future?

What is cultural entrepreneurship? How does it work?

How does it lead to socio-economic transformation?

Cultural Innovation Tools?



## Fees and Registration

Period	Price
Early bird	2500 INR + GST (2950 INR)
Standard	3500 INR + GST (4130 INR)

### Registration process:

#### Online payment:

Please visit the link <https://bit.ly/41Jq5Yn> for the registration page and online payment

#### NEFT/Bank Transfer:


Download the offline form from here <https://bit.ly/3ZyZwml> and fill in your details. Once completed please send the same along with the payment receipt to [impactacademy@csrbox.org](mailto:impactacademy@csrbox.org) and mark a cc to [lakshana@csrbox.org](mailto:lakshana@csrbox.org).


Bank Details for payment transfer:

Account Name: Renalysis Consultants Pvt Ltd.  
Bank Name: HDFC Bank Ltd  
Branch: Shikohpur (Haryana)  
Account Type: Current Account Bank  
Account Number: 50200008642388  
IFSC CODE: HDFC0003526

### Contact:

#### Kanika

 [kanika@csrbox.org](mailto:kanika@csrbox.org)

 9310307249

For any immediate escalations or to know more about the Impact Academy, please feel free to write at [lakshana@csrbox.org](mailto:lakshana@csrbox.org)

### Terms & Conditions:

1. The registration fee is non-refundable; however, the nominee's name can be changed.
2. Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material.

## About the Facilitator

### Piyali Dasgupta Satish

Founder, The Hijibijee Collective

Her career spans 23 years and as an interdisciplinary creative consultant, she dons many hats as an educator, strategic advisor, artistic director, festival curator, writer, mentor & speaker.

The Hijibijee Collective is an intersectional organization, which lies in between culture, social impact and education. It uses expressive arts and creative problem-solving devices and tools to build transformation, narratives, equity and agency for social change. Its aim is to create social transformation in civil society working in collaboration with communities, government bodies, social enterprises, NGOs, CSRs, educational and cultural organisations globally. Its domain expertise in: Empowerment, Strategic Advisory and Socio - cultural innovation.

Empowerment, which includes masterclasses in business communication for startups, intersectionality of arts with social impact, cultural innovation for social transformation, storytelling for narrative building, creative problem solving for nonprofits/startups, design thinking for social enterprises, marketing communication and employability skills for community CSR projects, climate action, advocacy for underserved communities and others.

She has created pedagogy and facilitated courses for clients like Impact Academy , CSR Box, We - Hub Telangana Government, UNLTD India, Centre for Entrepreneurship - Ashoka University, Delhi School of Communication, NAWEC - Gambia National Water & Electric Government, Katha, Jaipuria Institute of Management, Technoserve India Foundation - SNTD Colleges, Mumbai, UNDP - Innovations Marketplace for Gender Equality Program, AIMS Smart City Accelerators, Facebook, Climate Reality Project, Mash Project Foundation, Pokhrama Foundation, Delhi Metropolitan Education and others.

### Theatre

She started out as a child actor, trained under the tutelage of the oldest amateur Bengali theatre group in Delhi, Dhumketu. All her original theatrical/film works written/dramatized and directed by her have received critical acclaim around subjects like climate equity, mental health, data privacy, democracy and others. My Peace is not your Piece, Suicide Note, My Darling Clementine, This is how we live and Voices In Our Head, her first documentary film, was world premiered at the The ViBGYOR Film Festival is the largest alternate film festival in South Asia. It is a five-day-long film festival held every year at the Sangeetha Nataka Akademy Campus in Thrissur. It was part of the repertoire for the best 50 documentary films, globally about the agency for children in the adult world.



## Writing

She has written for various publications in India and New York like Bust New York, Sheroes, Vagabomb, Homegrown, Medium, and Vagabomb. Her writing revolves around topics like patriarchy, access to equal opportunities, gender, mental health, sexuality, relationships, women leaders, caregiving, employment, power, and agency.

## Festival Curation

She curates arts-based festivals for social impact like Katha Utsav, India Festival of Children and Youth Empowerment, Deshbandhu Chittaranjan Memorial Society Festivals.

Piyali is a member of the International Storytellers Network, a climate leader, a trained palliative counselor, and a mentor in the Community Arts Network.

Prior to this, for a decade (1999 - 2008) she was the Customer Care Manager for KLM Airlines for the Indian subcontinent ( India, Nepal, Bangladesh, Bhutan, Sri Lanka, and Maldives). She designed and ran customer care experiences for the Indian subcontinent.

She majored in English literature from Sri Venkateswara College, Delhi University in 1999 and then completed her post-graduation in Expressive Arts Therapy from Women's Christian College, Chennai University in 2013.



## About Impact Academy by CSRBOX

Impact Academy is a learner-centered and social-sector focussed platform addressing the gaps in developmental sector professionals' knowledge, ground execution, and further enabling solutions. To complement the inspiring vision and strategy of high caliber small-medium sized social sector organizations and the skills of development sector professionals, Impact Academy offers a set of carefully curated capacity-building courses, masterclasses, workshops, seminars, and boot camps across multiple domains to equip professionals with essential skills to operate and successfully scale their work through the lessons from sector experts.

## About CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence-driven media platform for the development community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. Here, we connect and inform over three million professionals through our online platform, and bridge information gaps by providing a range of services for Corporate, NGOs, and social enterprises, to enhance their capacities, aid collaboration, plan projects, publish knowledge resources, conduct research, amplify their reach and much more.

