



ON-SITE THEATRE CSR

ON-SITE THEATRE FOR MEANINGFUL CSR ENGAGEMENT





WHY NOW?



CSR Fatigue: A 2023 Deloitte survey reveals over 70% of CSR programs fail to create long-term employee engagement because they lack real-time, human-centred experiences.

Our On-Site Theatre CSR Program delivers customised, live, workplace-appropriate performances that tackle social issues and spark actionable conversations — right in the heart of your organisation.

PROGRAM OVERVIEW



Theatrical Performances



15 min – 30 mins



50 – 500 Participants



Thought Provoking



Key Objectives

- Align **CSR** with **Workplace Culture**
- Engage Employees as **Change Agents**
- Bring CSR themes (mental well-being, diversity, inclusion, sustainability) to life





PROGRAM DESIGN

Program Flow

Pre-Program Customisation

Consultation with CSR/L&D teams to select the social theme, adapt scripts, and align with organisational tone and policies.

On-Site Theatre Acts

Live performances (15–30 mins) at workplace common areas or conference halls, delivered by professional actors, blending humour, emotion, and learning and creating a lasting connection between company values and employee behaviours.

Facilitated Reflection & Action Mapping

Short, guided discussion post-performance to translate emotions into tangible workplace or community actions.

**01**

**Pre-Program
Customisation**

02

**On-Site Theatre
Acts**

03

**Facilitated
Reflection &
Action Mapping**





ABOUT THE FACILITATOR



Yogesh Baldotra

Yogesh Baldotra is a leading voice in Corporate Theatre, with 12+ years in Learning & Development roles at global firms like Cognizant and TCS, and 8+ years designing theatre-based training for top corporate clients.

Trained in stage direction under Broadway's Jack Hofsiss (HB Studios, New York) and in film direction at the New York Film Academy, Yogesh has mastered storytelling across theatre, film, improv, street plays, and clowning.

Known for their impact and memorability, Yogesh's sessions consistently earn praise from both participants and leadership for driving tangible workplace transformation.

TANGLIBLE TAKEAWAYS

01 Customized Event Summary Report (pdf)

02 Pre-Event Teaser Campaign (2-3 Creatives)

03 Post-Event Highlight Video (2-3 mins)

04 Photo Deck of the Session





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