

Management Development Program
On
“Business Case for Sustainable Development”

September 18-20, 2019



Program Directors:

Prof. Sonu Goyal
Prof. G.K. Agarwal



International Management Institute
New Delhi 110 016

INTRODUCTION

During the last few decades, most countries have undergone broad social, political and economic changes. Businesses and corporations, both national and multi-national, are experiencing new pressures from regulators, non-governmental organizations (NGOs), community groups and even from their peers to effectively address complex and pressing global issues. One of the key challenge, is the demand on companies to behave in a more socially and environmentally responsible manner and above all ethically. The 'triple bottom line' approach which simultaneously considers social, environmental, and economic sustainability (i.e., "people, planet, profits") creates a set of different challenges than does the traditional model of maximizing profits and then sharing these profits with shareholders and worthy causes.

Business responsibility has elevated from a mere voluntary act to an integral component of firm's strategy for sustainable advantage. The recent changes in the Companies Act have made it mandatory for companies to spend a 2% of their net profit on CSR activities. The prominence now being afforded to CSR reflects the growing recognition of its "strategic" nature which ensures that investment in CSR creates 'shared value' both for business and the society. A key challenge facing business is to integrate strategic CSR initiatives in the business processes and embed sustainability in the DNA of their companies. It is, therefore, necessary that management at all levels understands their business context for Sustainable Development and Strategic CSR. The recent CSR law needs to be adopted with a proactive stance rather than in a compliance mode, so that corporate can design and implement powerful strategies for enduring success as well as create positive social impact.

OBJECTIVE & COVERAGE

- To discuss the key concepts of sustainability, and its growing relevance in the current socio-economic scenario in India.
- To understand how should businesses balance their social, environmental and economic responsibilities in an ethical manner?
- To discuss the National Guidelines for Social, Economic and Environmental responsibilities of the Business
- To provide an in-depth understanding of the evolving conceptual framework of strategic CSR; to integrate social responsibility in ways that benefit both society and business.
- To facilitate experience-sharing with organizations who have made a positive impact in society through their CSR initiatives for gaining clarity on ground realities and challenges of implementing CSR initiatives.
- To expand the awareness about the environment as an increasing part of the core business model and explore business strategy in response to the threats and opportunities created by persistent problems of environmental degradation.
- To discuss the recent Companies Act, current regulatory framework and new guidelines for CSR.

CONTENT

- Sustainable Development & business responsibility
- Triple Bottom line approach
- Conceptual Framework of Strategic CSR
- Environmental Responsibility - Greening the Planet
- Regulatory Framework for CSR – Recent Act and Guidelines
- Sustainability: Application & Reporting

METHODOLOGY

The three day program will combine theoretical constructs with practical applications. Case studies, videos, panel discussions and interactive sessions will be used for enhancing learning in the area of Sustainable Development. Participants will be encouraged to share their experiences and views on the subject. The program should bring into focus the key challenges faced by the Corporate and Civil Society as they partner with the government in bringing about the change desired for a sustainable future.

WHO MAY ATTEND?

The program is specifically designed for corporate executives (working at various levels). CSR managers and those engaged in departments such as Sustainability, Environment Health and Safety, Community Development; NGOs, consultants and individuals engaged in Sustainable Development and Strategic CSR practice and have deep interest in the subject.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in the various sessions.

PROGRAM DIRECTORS

Prof. Sonu Goyal is a Professor of Business and Corporate Strategy at IMI, New Delhi, India. She is a doctorate from Faculty of Management Studies, University of Delhi. Her research and teaching interests are in the field of Industry and Competitive Dynamics, Managing Innovations, Entrepreneurship, CSR and Sustainable Development, Business in Emerging Markets. She has chaired an International Conference on 'Green Competitiveness for Sustainable Development' in collaboration with George Mason University, USA and Monash University, Australia. She has also edited a book on 'Green Business'. She has conducted many in-company management development programs for PSUs such as ONGC, NHPC, DOT, CSIR, Power Forum, Engineers India Ltd, IOCL, GAIL as well as private firms such as CSC India, Moser Baer and Jindal Steel & Power Ltd. She holds open management programs on various strategy related subjects such as Strategic Thinking, Execution Skills and Organizational Effectiveness, Leadership, Managing for Global Competitiveness, Sustainable Development and CSR. She has also been engaged in conducting FDPs on case writing and teaching methodology and has a rich case writing experience on companies from diverse industries, confronting variety of managerial challenges. She has conducted Doing Business in India course for the Omnium Global Executive MBA Program of the Rotman School of Management, University of Toronto, Canada and University of St. Gallen. She spearheaded the program on Entrepreneur's path to Global Expansion in collaboration with DIPP, GOI and InWent Capacity Building International, Germany for the Indian entrepreneurs. She has been an active member of the National Entrepreneurship Network (NEN) and is a certified Goldman Sachs – NEN Scholar. She was also the coordinator for the CSR training for the select CPSE's of Northern India as part of the DPE initiative.

Prof. G.K. Agarwal is a faculty in Strategic Management Area at IMI. He did his B.Tech. from I.I.T. Kanpur and M.S. (Industrial & Management Engineering) from U.S.A. Before IMI, he taught at MDI for three years. Prof. Agarwal has over 36 years

of professional experience in both public and private sectors. Prior to his stint in academics, he was with NTPC as Executive Director (HR & Power Management Institute). He also worked with Bharti Enterprises as Director (HR). He has been actively involved in developing CSR strategies and its implementation at NTPC and Bharti Enterprises. Prof. Agarwal has been a member of Academic Councils of several Business Schools, the Governing Body of National HRD Network, HRM Sub-committee of Confederation of Indian Industry (CII) and HRM Sub-committee of ASSOCHAM. He is a Life Member of All India Management Association and National HRD Network. He has been conferred AIMA Fellowship and given HR Leadership Award by Employer Branding 2007-08. In addition to Strategic Management, his areas of interest include Performance Management Systems, Corporate Social Responsibility, Business Ethics, Corporate Governance and HR & Leadership Development.

ADMINISTRATIVE DETAILS

Dates:

September 18-20, 2019

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential – Rs 25,000 per participant (plus GST @ 18%) covering professional fee, programme kit and tea/lunch.

Residential – Rs 35,000 per participant (plus GST @ 18%) covering professional fee, programme kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from post-noon of **September 17, 2019** till noon of **September 21, 2019**.

Group Discounts –

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "International Management Institute" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288

MICR Code: 110010007

IFSC Code: ALLA0211083

Pan No.: AAAT10972K

GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the program.

ABOUT IMI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

For registration/any other information, please contact:

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