

# Management Development Programme



## Competencies for Business and Sustainability Management

December 06-08, 2017  
MDI Campus, Gurugram



**MDI**  
GURGAON

Management  
Development  
Institute

## Why You Should Attend?

World economy's current focus has been on Sustainable Development and Climate Change. With India signing Paris Agreement on United Nations Framework Convention on Climate Change on 22nd April, 2016, sustainability challenges have become more relevant for business today. Energy conservation, water conservation, waste disposal management are all important areas where Corporate sector has a huge role to play in meeting the targets of Paris Accord. Not only that, the schemes like "Swachh Bharat" or Clean India drive has received attention under the Government of India initiative through Swachh Bharat Cess.

India's focus had earlier been towards social and environmental sustainability. This policy was envisaged keeping in view of the "trickle down" effect of economic growth and inclusive development. The guidelines from Department of Public enterprises, GOI, and Ministry of Corporate Affairs now link CSR strategies with sustainable development goals. Both private sector players and public sector players have started to roll out their CSR activities. However implementation issues of CSR and sustainability framework are many. The appropriate CSR agenda linked with business strategy, CSR programme design, implementation of the same, selecting the right NGO, evaluation and monitoring of NGOs and compliance pattern following the MoU as mentioned in the guidelines, have become increasingly important to understand and roll out social initiatives of the company

Government schemes and policies are not enough to meet Paris Agreement unless the corporate sector comes forward voluntarily. Corporate sector can internalize environmental and social sustainability in a cost effective manner by appropriately choosing the strategies that would help their business to achieve economic sustainability as well.

This training programme would therefore incorporate understanding the linkage between CSR strategies with sustainable development and effective implementation. It would focus how a potential threat to business growth from nation's climate change mitigation policies could be converted into business opportunities.

Training would be based on developing competencies of executives and officers based on case studies and research developed on implementation issues and how to bridge the gap that exists between policy and practice. Participants would be taken to the field to show an organization's initiatives for a live case study for them to nurture their thought process to develop new business strategies towards it.

In today's age when climate change and sustainable development has become so important to address, it is important to develop competency in making use of opportunities towards energy sustainability, greenhouse gas emission reduction and substantial reduction in water foot-printing. The programme would end up with an action plan that all participants would envisage and discuss and review to go back and implement in their organization.

The participants may include:

- Managers
- CSR professionals
- Public Relations Officers
- Communication and/or Marketing Managers
- Human Resources Managers

The significant takeaways for the participants will be

- Appreciating the idea of sustainability and CSR as a value proposition for organizations;
- Understanding the role of business in relation to CSR & sustainable development;
- Learning leadership skills to promote the organizational branding through CSR & sustainability;
- Innovative ways of looking at and solving problems related to stakeholders' expectations;
- Green Supply Chain Management
- Linking Sustainable development goals and CSR strategies
- Evaluating CSR schemes and monitoring of NGOs
- Reporting CSR and sustainability practices and disclosure mechanisms
- Business strategies to strike a balance between business and environment

## Objectives

1. To develop competencies for sustainability and CSR related business practices in the rapidly changing corporate scenario;
2. To familiarize participants with the drivers of CSR at the organizational level;
3. To discuss about the end results of Sustainability and Social Responsibilities (SSR) for the organization;
4. To deliberate upon the implementation approaches for SSR
5. To align SSR strategies with sustainable development goals. (SDGs)

## Content Themes

This 3-day competency enhancement programme explores the challenges and opportunities of current Sustainability models, as well as the next generation of issues that business practitioners will face. Through specialized, detailed and highly focused training, it provides them with the tools and necessary practical framework of every aspect. New frameworks and concepts will help them sharpen the focus on sustainability initiatives and integrate social and environmental responsibility throughout operations in order to position the firm for higher levels of success.

The key themes to be covered include:

- CSR & Sustainable Development concepts
- Guidelines for CSR & sustainability Implementation under Company's Act 2013
- Paris Accord of Climate change and Role of India
- The Stakeholder approach to CSR and sustainability
- Global Standards / Models / Tools for sustainability and CSR integration with business goals
- Business strategies for water sustainability, energy conservation and climate change mitigation
- Green Supply Chain Management
- Sustainability Reporting practices
- CSR and sustainability Action Plan
  - Issues in implementation
  - Evaluation of NGOs in implementing CSR and sustainability framework

## Methodology

The pedagogy would include lectures, case discussions, field visit and structured exercises besides experience sharing with eminent leaders and public officials from the government, industry and civil society.

## Venue and Duration

The programme is scheduled during December 06-08, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 05, 2017 to the noon of December 09, 2017.

## Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. 27,000/- (Rupees Twenty Seven Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. Service Tax as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

## Important Dates

The last date for receipt of nominations is November 29, 2017. The last date for withdrawal of nominations is December 01, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

## Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),  
Management Development Institute,

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## Faculty Profile

**Prof. S.K. Tapasvi**

**Professor, Public Policy & Governance**

**Chairperson - PG Public Policy & Management**

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Prof. S. K. Tapasvi is Professor in Public Policy and Governance Area and is a lead faculty for this programme. He has teaching and research experience of more than 23 years and specializes in training and consulting on themes related to public management, policy implementation, public governance, corporate social responsibility, and change management in organizations. He conducts custom-designed executive education programmes for public sector organizations.

He has earned master degree from JNU, New Delhi and Ph.D. from IIT Kanpur in the area of Sociology and his areas of current interests are: Managing Change and Innovation in Public Organizations, Citizen-Centric Governance, Strategic Governance, Corporate Social Responsibility and Alternative Models of Public Service Delivery. He also designs and facilitates Organization Development interventions using Appreciative Inquiry Methods.

**Prof. Rupamanjari Sinha Ray**

**Assistant Professor, Economics**

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Dr. Rupamanjari Sinha Ray an Assistant Professor in Economics Area of MDI Gurugram. She has been awarded PhD in Economics from Jadavpur University in the area of International trade and Environment. She was a UGC-NET-JRF Fellow. She has ten years of PG management teaching experience including executive management teaching and training. She has worked in research projects on CSR and sustainability and involved in training and teaching sustainability. She has published research papers in the field of International Trade and environment, CSR and Environmental responsibilities of firms and SEZs in reputed and refereed journals. She has published a book jointly with another colleague on CSR practices in India. Currently she is working on a research project on sustainable development practices of MSMEs. She is also engaged in consultancy and activities in CSR evaluation of companies and research in this field.



## About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

### MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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