About the Centre for Business Sustainability at IIM Lucknow

Professor Sushil Kumar

The Centre for Business Sustainability (CBS) at IIM Lucknow has been established as a multidisciplinary, collaborative body of experts committed to provide support to the society in the process of reconciling profit imperatives with environmental and social imperatives. CBS helps business to view emerging Social and Environmental issues not just as challenges but also as opportunities for growth, diversification, cost savings, refining/redefining the business models etc. It also facilitates businesses to shift from the conventional paradigm of 'shareholder value creation' to the emerging paradigm of 'stakeholder value creation'. The Centre does this by undertaking innovative and collaborative research projects in all dimensions of business sustainability. CBS disseminates knowledge and makes available appropriate latest modern management and decision making tools and techniques to the business leaders by organizing events in the field of business sustainability. The Centre develops designs and delivers short term and long term training programmes, and highly tailored workshops according to specific needs of corporate and non-corporate sectors. Being integral part of IIML, expertise in leadership, strategy, organizational change, marketing and innovation with related fields is abundantly available to the Centre. IIML has strong linkages with policy makers, so CEBS also plans to carry out research and provide inputs for formulation of effective public policies in the field of business sustainability. The Centre undertakes consulting projects and thereby extends its services nationally as well as internationally.

Business Sustainability News

FICCI organizes first India Sustainability Conclave:

On March 6 and 7, 2012 FICCI organized the first ever India Sustainability Conclave in New Delhi. Eminent personalities which included the Mr Jairam Ramesh, Hon'ble Minister of Rural Development, GoI, Mr S Ramadorai, Advisor to the Prime Minister in the Prime Minister's National Skill Development Council, Mr Ranjit Barthakur, Founder & Trustee, Balipara Tract & Frontier Foundation, Mr Kamal Nain Pandya, Balipara Tract & Frontier Foundation & Ms Naina Lal Kiwai, Senior Vice President, FICCI & Country Head HSBC, CEOs, sustainability experts, NGOs, development agencies.

<Read more>

Brazil and India Stock Up on Sustainability

The Securities and Exchange Board of India (SEBI) and Brazil's Sao Paulo Stock Exchange have made submission of Business Responsibilities Reports mandatory as a part of the annual reports for the companies. This announcement of new requirement for the corporate shows both of these are committed to sustainability reporting. According to new provisions the companies must submit Business Responsibility Reports, as a part of their Annual Reports.

<Read more>

Locally Produced Food Get Boost Through Food Hubs.

The USDA is helping small farmers connect with people who want to buy locally produced food by fostering "food hubs."

These hubs remove some of the most onerous, time draining chores for farmers, who typically reach consumers by driving long distances to farmers markets and restaurants. Even running a CSA (community supported agriculture) farm takes a lot of administration. By aggregating local produce from many small farmers, food hubs can sell to large buyers that want locally and regionally grown food, such as schools and hospitals.

Ms Kathleen Merrigan, Deputy Secretary of the USDA said as she talked to farmers across the country, regardless of what they produce or where, they all shared one common challenge: how to best move product from the farm to the marketplace. This is especially crucial for small and midsize farmers who may not have enough capital to own their own trucks, their own refrigeration units, or their own warehouse space. They might not have the resources to develop sophisticated distribution routes, build effective marketing campaigns or network with regional buyers and customers.

<div align="right"><Read more></div>

Reliance Foundation Launches 1st Braille Newspaper in Hindi

While there are infinite number of newspapers launched and registered daily, Reliance Drishti was the nation's first fortnightly in the Braille script that caters to the visually impaired. With Husna Shaikh who is a young visually challenged student being able to decipher from the black dots that were imprinted on that white paper, the newspaper undoubtedly achieved its purpose. Funded and assisted by Nita Ambani, this newspaper will surely enlighten millions of visually impaired people.

This Braille newspaper edited by Swagat Thorat will be free of cost distributed to 325 institutions across the country and may attain a readership of approximately 20,000 readers. Swagat Thorat has previously edited Sparshdyan, the Marathi Braille newspaper and will extend his support to this Hindi fortnightly too.

<div align="right"><Read more></div>

Tips:

1. Travel light, don't carry unnecessary heavy luggage this may lead to better mileage of vehicle and reduce fuel consumption.

2. Use products with minimum possible packaging to effect reduction in wastage.

3. Plastic carry bags should be used judiciously as they take very long time to decompose. Carry your own bags those are biodegradable and/ or reusable bags while going for shopping for vegetables and grocery items..

4. Plan movement for the day in an organized way, so that instead several short and repetitive trips all necessary works can be performed in a single trip. This will save fuel on warming up engine every time and also by cutting down distance by avoiding repeat visits to same place.

5. Share vehicle for going to office and other common destinations with your colleagues and friends. This will save fuel and also result in reduced expenditure.

Global Compact Network National Convention

Smt. Jayanthi Natarajan Minister of State (Independent Charge) Ministry of Environment and Forests Government of India inaugurated Global Compact Network National Convention in New Delhi on March 21, 2012. Mr. C.S. Verma, Chairman, SAIL & Chairman, Convention Committee, GCNI, Mr. S Vasudeva, Chairman and Managing Director, ONGC & President, GCNI, Mr Patrice Coeur- Bizot, Resident Coordinator, UNDP India and Dr. Uddesh Kohli, Executive Member, GCNI and Sr. Advisor, UNGC were also present.

The Minister of State for Environment and Forests, Smt. Jayanthi Natarajan addressing on Corporate Perspective on Sustainable Development: Rio + 20 and Beyond, in New Delhi on March 21, 2012.

Inaugurating the event, the Minister said "Economic growth, social development and environment protection are the three pillars of Sustainable development. Sustainability has different meanings for different contexts. For example, while developed countries are grappling with lifestyle sustainability, the developing countries are tackling issues of livelihood sustainability.

The welcome address and introduction of the theme was given by Mr. C S Verma, Chairman, SAIL & Chairman, Convention Committee, GCNI. He said "The convention will facilitate deliberations on the roadmap, targets, timelines and role of participating institutions. For manufacturing companies in India, reduction in green house gas emissions is the primary focus area."

<read more>

Forthcoming Events

Academic Programme in Sustainability

Internationally there are several universities and institutions those are conducting academic programmes related to business sustainability, but in India still lot is to be done in this direction. **TERI University** Delhi offers Masters programme in the area of Business Sustainability intended for fresh graduates as well as mid-career professionals. The course is an effort to align leadership in both industry and government to current contexts. TERI states that it is not merely M.B.A. programme; it's a M.B.A. plus programme. This programme combines conventional M.B.A. curriculum with new sustainability challenges that have direct impact on a firms' future performance financial and otherwise. The programme also leverages TERI's knowledge capital in sustainable development to deepen the social and ethical consciousness of management education in India. The graduates of this programme will become competent business leaders with a holistic and long-term perspective for a world that demands new skills and attitude.

<Read more>

Coming up mega conference in support of Business Sustainability

CSR India is organizing a conference in support of business sustainability. The conference is titled "**CSR and Competitiveness"** on May 9, 2012 at Ramada Plaza Palm Grove, Juhu Beach, Mumbai. Eminent personalities from Business, Industry, academia and CSR practitioners are expected to be on speakers list. The conference aims at addressing some of the main barriers for managing and developing CSR and aligning it with current business process and sustainability objectives. Enlightened speeches and discussions would guide us towards the path of reinventing the organization into a learning and innovative organization. Topics of the conference include CSR and Corporate Governance, CSR and Sustainable Development, Leadership in CSR, Sustainability reporting, Role of Corporate in climate and environment security, Best practices in CSR initiatives.

<Read more>

"TAKING CARE OF BUSINESS: SUSTAINABLE TRANSFORMATION"

The Association for Sustainability in Business Inc. is a Non Government, Not-For-Profit Organization, which is organizing a conference titled, The 'Taking Care of Business: Sustainable Transformation'. This Conference will be held on the Gold Coast, in Australia during May 2012. This will bring together 'green economy' leaders from Australia and New Zealand and an opportunity to network with others who are building profitable and sustainable business models, services and products.

The conference will update delegates on a range of effective sustainable business practices including energy saving and carbon pricing. The keynote speakers will include Ian Berry, Gary Horsefield, Vice President Supply Chain Asia Pacific, PEPSICO, Mike Ritchie, Director MRA Consulting, Andrew Petersen, CEO, Sustainable Business Australia, Professor John Cole, Director, Australian Centre for Sustainable Business and Development, Prof Malcolm McIntosh, Professor and Director of the Asia Pacific Centre for Sustainable Enterprise at Griffith University and Rob Cawethorne, Managing Director, Carbon Reduction Institute.

Conference topics are: Carbon, Green, Corporate Responsibility, Resources, Resilience, Built environment, Profitability - the bottom line, Organizational sustainability.

<Read more>

Business Sustainability Conference

A conference is being organized in Florida, USA during June 11-13, 2012 by Association to Advance Collegiate Schools of Business. Michael J. Page, Provost and Vice President for Academic Affairs, Bentley University is the conference chair. This conference will be a platform for discussing that to provide students with the necessary skills; programs must integrate corporate social responsibility, ethics, and other special initiatives into their curricula.

The topics of the conference are:

- International Sustainability
- Building a Sustainability Program
- Responsible Global Leadership
- Sustainability in b-school Curricula

The conference will be of interest for the academia. One may learn through others' examples of sustainability efforts on b-school campuses and how certain businesses are working to further serve local and global communities.

<Read more>

Climate Bond Initiative

The Climate Bonds Initiative is an investor-focused not-for-profit organization, promoting large-scale investments that will deliver a global low-carbon economy. Climate Bonds provide long-term debt designed to overcome medium term investment barriers to achieving economies of scale in low-carbon industry sectors. They will finance a global transition at speed and at scale.

<Read More>