

सत्यं वद धर्मं चर



Peter Senge, Author, 'The Fifth Discipline' and Director, Center for Organizational Learning, Sloan School of Management, Massachusetts Institute of Technology (MIT), says, "Years ago, during the dot-com bubble, C. K. Prahalad moved from the University of Michigan to the West Coast because he wanted to be in the middle of the entrepreneurial environment. I asked him then whether he believed entrepreneurs there were motivated by the opportunity to make money. He responded, 'Oh, I think that's absolutely true - for all the mediocre entrepreneurs.'"

A Three Day Workshop on

EVOKING SUSTAINABILITY VALUES AND PRACTICES FOR ORGANISATIONAL EXCELLENCE

January 24, 25, 26 (Friday, Saturday, Sunday), 2014

Convention Hall, PSG Institute of Management, Coimbatore - 641004

WORKSHOP TOPICS/ THEMES

- Sustainability as a Business Strategy
- Green and Societal Marketing
- Global Reporting Initiative (GRI)
- Introduction and Research into Socially Responsible Investing, and Impact Investing
- Eco-labels and the process of Eco-labeling
- Spirituality as a Context for Corporate Social Responsibility
- Holistic and Evolutionary Leadership
- Environmental Accounting
- Companies Act 2013 and CSR: An Overview
- The role of NGOs/ Not-for-Profit Organisation/ Advocacy Groups in the Emerging Global Economy
- Pay It Forward and Gift Economy: An Economy Based on Gratitude and Love
- My Experience as an Entrepreneur engaged in Sustainable Business Practices
- Transformation of Waste into Wealth
- Green Buildings and Sustainable Architecture
- Climate Justice as a Humanitarian Issue, and not an Environmental Issue
- Tools for Climate change solutions awareness and mitigation action
- How Civil Society Groups impacts the Bottom-line of a Company

There will also be conversational sessions that operate on the “World Café” approach.

LEARNING KIT

- A note on Eco-labeling
- A note on CSR and Company’s Act
- How to read a Sustainability Report
- Case Study Collection/ Business Examples:
 - Annalakshmi Restaurants
 - Puma’s Environmental Accounting
 - The Story of Ethicus: India’s First Ethical Fashion Brand
 - Interface Inc.: Doing Well by Doing Good
 - GoodSearch.com and Ecosia.com
 - Wal-Mart’s Environmental Strategy
 - Unilever’s Sustainable Living Plan
 - Life-Cycle Analysis at L’Oreal: Measuring Carbon Footprint
 - Compensation for Watershed Services: An example from Bolivia’s Amboro National Park
- List of Open Source/ Freeware Software Collection
- Declarations on Sustainability Values by various spiritual and religious organizations
- The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard

Participants are also requested to bring their laptop/ pen-drive, so that some of the resource materials that are audio-visual in nature could be copied to these digital devices. While it is not mandatory to bring a laptop/ pen-drive, a lack of it may result in a situation where we will have to copy these

resources in a CD, which most of the times are tossed out without optimal usage/ no usage, causing harm to nature.

PARTICIPATION COST

This workshop is designed and offered on the model of gift economy. We would like to share with you our knowledge and experience on the basis of “*Caring, Sharing, Giving*”. In the spirit of generosity, someone has gifted you an opportunity to participate in this program with a bill total of zero rupee. To continue the circle of giving and to ensure that such programs continue to happen, you are welcome to contribute whatever you wish – “*Pay as your Heart Feels*”¹ – after the program is completed. We will be glad to make a receipt to your organisation for the contribution made. Those who may be inclined to donate anonymously may also do so. The organizer of this workshop give the assurance that any surplus generated would be channelized towards the conduct of similar programmes in the future. Lunch and refreshments will be provided at the institute campus canteen (*Akshayapatra, the Annakshetra at PSGIM*) on the basis of “*Pay as your Heart Feels*”.

PARTICIPATION REQUIREMENTS

Interested participants are requested to send an email that lists out the below:

- How do you plan to make this program aligned to the purpose of your life?
- How do you plan to make this program aligned to the goals of your organization?

Participants would be willing and committed to attend all the sessions. Participants will have to arrange accommodation by themselves, though we can assist in securing accommodation in the PSG Institute of Management guest house, if rooms are available. The billing has to be made directly to the guest house. For more details about the programme, registration, and for accommodation details, please contact the below:

1. Mr Prakash Packiam, E-mail: prakash.psgim@gmail.com, Mobile Number: 9500906697.
2. Mr Ashiq Kamil, E-mail: kamilashiq@gmail.com, Mobile Number: 9092033642.

LEARNING FACILITATORS

Ajith Sankar R N

Ajith Sankar R N is an Assistant Professor at PSG Institute of Management, Coimbatore. His interest area is ‘Indian Ethos and Values’ and its application in the field of Human Resources, Environment Management and Social Responsibility. In line with this theme, he has co-authored the book ‘Indian Ethos and Values in Management’, published by Tata McGraw Hill. His doctoral research was focused on the theme of *Trikaranasuddhi* (Purity and Unity of Thought, Word and Deed) and leadership. An author of some of the best selling case studies, he has also worked in the verticals of Retailing, Media, and Business and Equity Research, and was associated with two start-up companies. Ajith has completed all the three exam levels of the ‘Chartered Market Technician’ programme offered by Market Technicians Association, NY, USA. His other qualifications include an MBA, from University of Hyderabad, with a specialization focused on Environmental Management and Human Resources Management, Bachelors

¹ “Pay as your Heart feels” is a concept dedicated to Swami Shantananda Saraswathi, a disciple of Swami Sivananda. Swami Shantananda inspired the creation of Annalakshmi Restaurants where the guest can Pay As Her/ His Heart Feels, after a dining experience. This concept has inspired a number of similar initiatives across the world, including Seva Café at Ahmedabad (<http://www.youtube.com/watch?v=I54MhY9M-SQ>) and Karma Kitchen at Berkeley (http://www.youtube.com/watch?v=_S5r7fbLvvc).

Degree in Psychology from Annamalai University, and a three year full-time diploma in Hotel Management from IHMCTAN, Mumbai.

Ramesh Chandran

With over 22 years of corporate experience spread over US, Europe and India mainly in the financial services industry, Ramesh has worked across several functions such as operations, fund management, business development, global business strategy and corporate governance. In his last position, he was based in The Hague (Netherlands) as the head of business strategy support for the global operations of Aegon Asset Management (a global asset management company managing over €250 billion of assets world-wide) and corporate secretary to its boards. Now based in Coimbatore, he is working to establish a social venture that would promote sustainability in India by building social enterprises and developing local entrepreneurs. Ramesh holds a B.Tech. from University of Kerala, an MBA from Kelley School of Business (Indiana University, USA) and CFA from the CFA Institute of USA.

Sreedevi Lakshmi Kutty

Sreedevi (Devi) has over 14 years of corporate experience mainly as a life insurance professional across the functions of operations, underwriting and systems. After stepping out of her last corporate role with Infosys in its Domain Consultancy Group in 2003, she has been working in the area of sustainable agriculture. Having engaged with farmer groups in the USA and non-profit organizations across US, Europe and India, she presently works for Thanal, an environmental advocacy group in Kerala and its program "Save Our Rice", aside from being part of the Coalition for a GM-free India, an association of over 150 civil society groups across India. She was previously involved in the campaign against the introduction of Bt Brinjal in 2010, and has also co-founded Urban Leaves, an urban farming initiative based in Mumbai. Now based out of Coimbatore, Devi continues to be engaged with sustainable agriculture and is also learning to farm herself. She has authored several articles and reports in various publications. Devi holds a degree in economics from University of Kerala and a masters in Sociology from University of Louisville, Kentucky, USA.

Suresh Kalagnanam

Dr. Suresh Kalagnanam is an Associate Professor in the Department of Accounting, Edwards School of Business, University of Saskatchewan, Saskatoon, Canada. His primary focus of scholarly activity is management accounting and management control systems; Dr. Kalagnanam has published research articles, instructional cases and textbooks covering these areas. More recently he has developed an interest in integrating spirituality into management control, and in the areas of environmental management accounting and social return on investment.

T Suresh Kumar

Suresh Kumar heads BNM-TSK Trust, a Coimbatore based NGO, whose flagship project includes the Tinkle Evening School, which works towards underprivileged children getting access to quality education, and also in the area of empowering the youth through skill development. At this NGO, he has engaged in the roles of counseling, fundraising, donor engagement, and building volunteer networks. He has more than a decade experience in the verticals of Pharmaceuticals, CRM and Educational Services, and endeavors to connect the bridge between industry and academia. Suresh holds a MBA degree, with specialization in Marketing and HRM, and is an alumnus of PSG College of Arts and Science, Coimbatore.

V D Krishnaveni

Ms. Krishnaveni, an Assistant Professor at PSG Institute of Management (PSGIM), Coimbatore, is an alumnus of BITS, Pilani and PSGIM. She received the CMA-Entyce Award for Best Management Student-

2013 and also the ALG Thulasilingam Rajamani Endowment Award for Best Academic Performance-2013. She has over 3 years experience in the Information Technology sector where she has worked for renowned international clients. Her interests lie in the area of Sustainable Development. Currently she is part of the 'Centre for Sustainable Development for Small and Medium Enterprises', a recently started PSG venture which hopes to advocate and establish sustainable practices and promote environmental stewardship in small and medium enterprises.

Vivek Gilani

Vivek is an Ashoka Fellow and an Environmental Engineer with expertise in Water, Wastewater Treatment and GHG Inventorying. He is the co-founder of India's first Carbon-Footprint-Calculation and Reduction movement - the NO2CO2 project at www.no2co2.in, and developer of India-specific Carbon ERP Tools and GHG Emission Factor Databases as Founder/Director of the cBalance Solutions Hub. He is also the Co-Founder and Member of the Steering Committee for the First Ecolabelling Program in India – TheGreenSignal. Vivek did his MS in Environmental Engineering from University of Massachusetts, and BS in Chemical Engineering from Florida Institute of Technology. In addition to his interest in environmental management, he is also a civic-rights interventionist working to usher in an era of informed participation in democracy, as Founder of the 'Informed Voter Project' currently on the web at www.MumbaiVotes.com.

Yusuf Turab

A self-motivated Ecopreneur and consultant with a vision of a greener world and a passion for smarter, sustainable living. He is the Managing Director of YT Enterprises, an organisation that offers green building solutions. Yusuf is an Indian Green Building Council (IGBC) Accredited Professional, a LEED Green Associate, and a GRIHA trainer. He is also a core team member of the environment group of CII-Young Indians.

We invite your presence for this workshop, which, by the way, offsets all carbon emissions related to this event. Thankyou.

In the mission of re-energizing and re-invigorating the Radiance and Effulgence of Bharat,
Ajith S R N

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