



CAMPUS AMBASSADOR PROGRAM 2022

INFORMATION BROCHURE



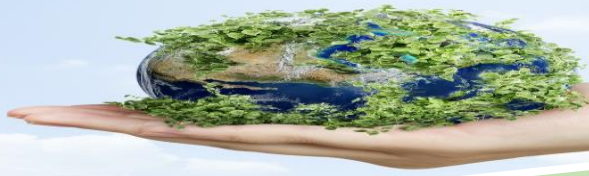


ABOUT US

The Center for Research and Implementation of Sustainable Practices is a dedicated organization thriving research towards implementable sustainable solutions. The center is currently working in the areas of Waste Management, Circular Agriculture, Rural Development, Village Tourism, and Industrial Sustainability Practices. Overall, it aims to create a socially conscious society through identification and activation of students. The current projects that have been undertaken by CRISP are Uttam Kheti, S-preneur and Voice for Sustainability. Uttam kheti is a platform to build an online community of farmers for knowledge sharing in the field of Circular farming. S-preneur is a mentorship program to identify, train and activate undergraduate and postgraduate students for social development. Voice for Sustainability is a discussion forum that presents individual perspectives of diverse people working on the ground in different areas related to sustainability.

More details at: <https://crispglobal.org>

<https://www.linkedin.com/company/crisp-sustainable>



CAMPUS AMBASSADOR PROGRAM 2022

The Center for Research and Implementation of Sustainable Practices (CRISP) presents you a golden chance to become our Campus Ambassador (CA) and represent our Organization on your campus. This program will improve your branding, marketing, interpersonal, and social media handling and much other skill sets required to be an entrepreneur. The CA program this year is fully designed for the Campus Ambassador's skill development. All CAs will work closely with the core team of Center for Research and Implementation of Sustainable Practices. By becoming a part of this program, you'll be able to connect with a lot of students on your campus, by knowing your campus like never before. It will help you develop your public relations and build your network which is a crucial part of your upcoming life, not only in business but also in the corporate world. Help us to connect with the targeted audience, keep your eye on becoming the BEST CAMPUS AMBASSADOR who will be awarded a certificate of Best Campus Ambassador and Letter of recommendation, and many more interesting incentives. Be our CA and gift yourself with the attitude and skill set of an entrepreneur.



RESPONSIBILITIES OF CAMPUS AMBASSADOR

“Be the leader of your Campus”

#BE THE BRIDGE

You'll be connecting the link between Center for Research and Implementation of Sustainable Practices (CRISP) and students of your campus. Creating awareness about Centre for Business and Social Research amongst peers and representing our brand in your college.

#PROMOTE

Help us increase the reach of all our activities via your social media platforms, reaching out and communicating with students and getting maximum no. of participation from your campus and Spread awareness about “Leadership for Sustainable Development” within the student community.

#COOPERATE

Cooperating with public relations and all the core team members of Center for Research and Implementation of Sustainable Practices (CRISP) to accomplish the goals set by the team.

#PARTICIPATE

Organize events on the campus by promoting the program. These events can be interactive by hosting questionnaires to clear any doubts that their fellow students might have about the program. Every CA must ensure their participation before anyone else to gain more knowledge of entrepreneurship and developing that mindset.

#REPRESENT

Being the face of Center for Research and Implementation of Sustainable Practices (CRISP) on your campus, you'll handle the public image of CRISP on your campus spreading information about various activities carried out and Working to meet weekly interaction and closing sales targets. Collecting student feedbacks.



TERMS & CONDITIONS

- Center for Research and Implementation of Sustainable Practices (CRISP) will have the right to remove a CA from the program if CA isn't following given instructions properly and not coordinating with the Campus Ambassador Coordinator.
- The incentives will be provided only on the successful completion of the program.
- More than one CA be selected from a college depending on the strength and location of the college.
- All the promotional material provided to CA for promotion shall not be used by CA for any other purpose.
- All the rights to take the decision about Campus Ambassador Program 2022 belongs to Center for Research and Implementation of Sustainable Practices (CRISP).

Contact us:

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CENTER FOR BUSINESS
AND SOCIAL RESEARCH



Center for Research and Implementation of
Sustainable Practices
think. sustainability.

Jointly Present

An Online Certificate Program

On

“Leadership for Sustainable Development”

2nd July 2022 – 23rd July 2022
(Only on Saturdays)



¹ Saturdays Only

About the Program

With the growing concern on sustainable development, there is a growing need of people who can lead this development. Against this backdrop, the Center for Business and Social Research (CBSR), an independent global action-based research institution, and the Center for Research and Implementation of Sustainable Practices (CRISP), a think tank dedicated to sustainable research and social development, jointly present the Leadership for Sustainable Development Program (LSD).

This program aims to prepare stakeholders from different organizations, including employees, researchers, industry managers, teachers, students, and research scholars, to build a foundation for preparing tomorrow's sustainability leaders. The program shall disseminate knowledge and impart skills on topics like resource efficiency, environmental protection, sustainable financing, green marketing, strategies for the circular economy, sustainability reporting etc., in the Indian as well as global context.

Course Coverage

LSD is an online certification program with classes only on Saturdays (10 am - 2 pm) spread over four weeks. The modules are as follows:

Module 1: Introduction to Sustainable Development

Evolution, Global and Regional Context, Evolution, Current Challenges, and Opportunities, the SDGs, the Paris Agreement, COP26

Module 2: Understanding Organizational Sustainability

Logic for Sustainability, Difference between Sustainability, CSR, and Social Entrepreneurship, Regulatory framework including Section 135, Guidelines for PSUs, Business Responsibility Guidelines 2019, Business Responsibility and Sustainability Framework

Module 3: Sustainable Finance

Sustainability and Financial Performance, ESG Finance, Impact Investing, Socially Responsible Investing (SRI), Green finance

Module 4: Sustainability as a Marketing Strategy

Green marketing/social marketing, Building Sustainable Brands, Green washing etc.

Module 5: Reporting Sustainability

Stakeholder engagement and materiality analysis, BRR Framework of SEBI, GRI Standards, Integrated Reporting

Module 6: Sustainable Lifestyles

Sustainable Consumption, Organic Farming, Green Homes, Education for Sustainability

Module 7: Leadership and Sustainability

What's leadership, Thought leadership and leading implementation, Sustainability and contingency leadership approach, Linking organizational dynamics and Sustainable Development, Motivation and inculcating culture of sustainability orientation, Incentivizing and rewarding, What leaders think about sustainability?

Takeaways

By the end of the program, the participants will:

- gain a critical understanding of key concepts of leadership, sustainable development, organizational sustainability and the linkages
- be able to explain important concepts in sustainable finance and marketing
- be equipped with the skill set to understand and interpret sustainability reports
- develop a futuristic approach towards development
- network with active stakeholders in academia, industry, NGO etc

Pedagogy

The program will be delivered by academicians, industry experts and practitioners from the field of sustainability. The participants will be engaged in group practicum for application-based learning. The focus will be on “interdisciplinary” and “practical” learning - that clearly aligns with the SDGs. Each session, around a specific sub-theme, will address three fundamental questions – (a) Does it make business sense to invest in a sustainable organisation? (b) If yes, how can it be achieved? (c) What are the existing best practices in the area? Case studies on leading practices as well as innovative policies promoting sustainable development at regional/national/global level will also be covered.

Who should attend?

The program is open to all the stakeholders including professionals from industry and NGOs, faculty, research scholars, staff members and students, representatives from government, entrepreneurs and sustainability enthusiasts. All the registered participants would be given **study material** and a **certificate of participation** at the end of the program (subject to fulfillment of requirements i.e. attendance).

Registration

Participants may register for this program on [CRISP website \(www.crispglobal.org\)](http://www.crispglobal.org) under the section Events.

One participant can register and pay fees on behalf of multiple participants and then provide the details of other participants through the google form (generated after successful payment).

Important Dates

- Opening of link for registration on CRISP website (www.crispglobal.org): April 11, 2022
- Last date of Early Bird registration: May 15, 2022
- Last date of registration: June 20, 2022
- Commencement of the program: July 2, 2022
- Conclusion of the program and certificates: July 23, 2022

* Only weekend sessions on Saturdays; timing from 10 am - 2 pm




Fees for the program are as follows:

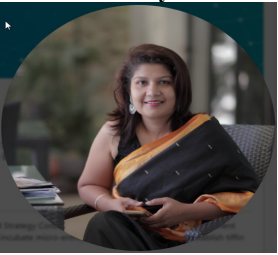

Category	Amount(₹)
Early Bird Offer till May 15, 2022	1500
After May 15, 2022	2000

Venue

Online Sessions through Google Meet/Zoom/MS Teams, links will be shared with the registered participants after closure of registrations.

About the Team

Program Directors	
Manipadma Datta 	Prof. Manipadma Datta is the Chairman, Executive Committee of CBSR and a Visiting Professor at the NTPC School of Business. Prior to this he was the Vice Chancellor and Professor of Policy and Management Studies at TERI SAS. Prof. Datta has served many institutions of eminence including University of Calcutta, Vidyasagar University, Nirma University, Institute of Management Technology Ghaziabad, Indian Institute of Management Lucknow, International Institute of Management Delhi and Vrije University Brussels. He is a regular contributor to national and international refereed journals and is on their editorial boards. A regular consultant to IFC, World Bank, Government of India sponsored research projects; he has developed housing finance models for the poor in Bangladesh and Nepal and a business model for utilizing biodiversity of the Cooperative Republic of Guyana, South America. He holds a Masters Degree and a PhD from the University of Calcutta; he is also a Fellow (FCS) of the Institute of Company Secretaries of India.
Faculty for the Program	
Ritika Mahajan 	Ritika is an Assistant Professor in the areas of General Management and Strategy at the Department of Management Studies, MNIT Jaipur. Prior to this, she was working at the TERI School of Advanced Studies, New Delhi. She has a PhD from IIT Roorkee. She has been a trainer to the Indian Institute of Coal Management Ranchi, and a visiting faculty at Shiv Nadar University, and University of Delhi. She has also been a consultant to the United Nations Switch Asia Program, the Center for Research and Implementation of Sustainable Practices, and the Slow Ventures Pvt. Ltd. Published work is here: https://ritika.stck.me/
Vaibhav Aggarwal 	Vaibhav is a sustainability practitioner, driven by innovation, problem solving approach and research. He joined a renowned international trading organization in the areas of Strategic Planning, Marketing and Change management after graduation from IIT Roorkee. Gradually, driven towards sustainability issues and challenges, he founded the Center for Research and Implementation of Sustainable Practices (CRISP) for research and outreach of sustainable practices and lifestyle.

<p>Sulaksha Shetty</p> 	<p>Sulaksha currently heads HR, IR and CSR function at Everest Industries Ltd. In the last 2 decades as HR professional, she has worked in organization such as Godrej and Boyce, Saint Gobain, Holcim (ACC Ltd.) and Abbott Healthcare. She is Founder Director LeadEarth Foundation, an NGO established to work on Sustainable Development and to support Inclusive Growth. She is also Founder Director at Life IS Beautiful Business Services which has nurtured Tiffins and Thots - a food startup promoting sustainable living and women empowerment. She is currently pursuing her PhD from TERI School of Advanced Studies and is also associated with Maharashtra Institute of Labour Studies, Alkesh Mody Institute of Management, WE School of Management and NMIMS as visiting faculty.</p>
<p>Ria Sinha</p> 	<p>Dr. Ria Sinha is a Senior Fellow and Research Lead at the Indian School of Development Management (ISDM) working on various sustainability issues, philanthropic funding and impact investments. Previously Ria has been a consultant with EU Switch Asia and Department of Finance, University of Szczecin, Poland. She is also a Visiting Faculty at TERI SAS, New Delhi in the Department of Business and Sustainability. She has expertise in the areas of Climate Finance, Voluntary Sustainability Standards (VSS, Sustainable Finance, ESG with ten years of experience in research and academia. Dr. Sinha holds a PhD in Sustainable Finance from TERI School of Advanced Studies (TERI SAS), New Delhi and is a Masters in Economics from University of Calcutta.</p>

About the Center for Business and Social Research (CBSR)

CBSR aspires to be an independent global action-based research and institution, dedicated to sustainable business, and economic and social development. The major stakeholders in a society, viz. the state, business and community are navigating their ways through several interactions among themselves and other social actors including government, civil society and academia. This process of interaction though creates friction also paves the way for addressing issues and problems in the society through integrated solutions. The interface of these social actors with the market leads to decision making, policy formulations and implementations. There is a need for various stakeholders to work in tandem, serving the interests' of all and enhancing social and economic welfare. CBSR recognizes the importance of this interface and aims at bridging the gap among state, market and community for more holistic, integrated and diversified solutions. More details at: <http://www.cbsr.in/>

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For queries, please write to program@crispglobal.org or rm1.cbsr@gmail.com or md.cbsr@gmail.com or call 7827290270 / 8882346767.