



DEEMED UNIVERSITY

SOLVING HUMAN PROBLEMS

NAAC Accredited A++



1201 - 1500 Band
1045th Rank in Research



& **CMAOI ASSOCIATION**



PRESENT A ONE WEEK
**ONLINE FDP &
WORKSHOP**

ON

**INTEGRATING INTERDISCIPLINARY
RESEARCH FOR INNOVATION AND
SUSTAINABLE DEVELOPMENT**



19 - 23 AUG

2:30 PM - 4:30 PM

REGISTER



All Participants will
get eCertificate

Sustainable Business

- Practice of creating and managing businesses
- For achieving economic success & advancing environmental and social sustainability.
- Integrating sustainable practices into every aspect of a business—
 1. from product design and production processes to supply chain management
 2. corporate governance.

In a global context, sustainable entrepreneurship also encompasses addressing global challenges such as

1. climate change,
2. resource scarcity,
3. and social inequality, while navigating diverse regulatory environments and market conditions.

Sustainable Business in Global context

Significance

1. Addressing Global Challenges:
 - Environmental Impact:
 - Social Equity.
2. Economic Benefits:
 - Long-Term Viability
 - Competitive Advantage
3. Regulatory and Market Adaptation:
 - Compliance:
 - Investor Appeal:.
4. Innovation and Efficiency:
 - Product Innovation.
 - Operational Efficiency:

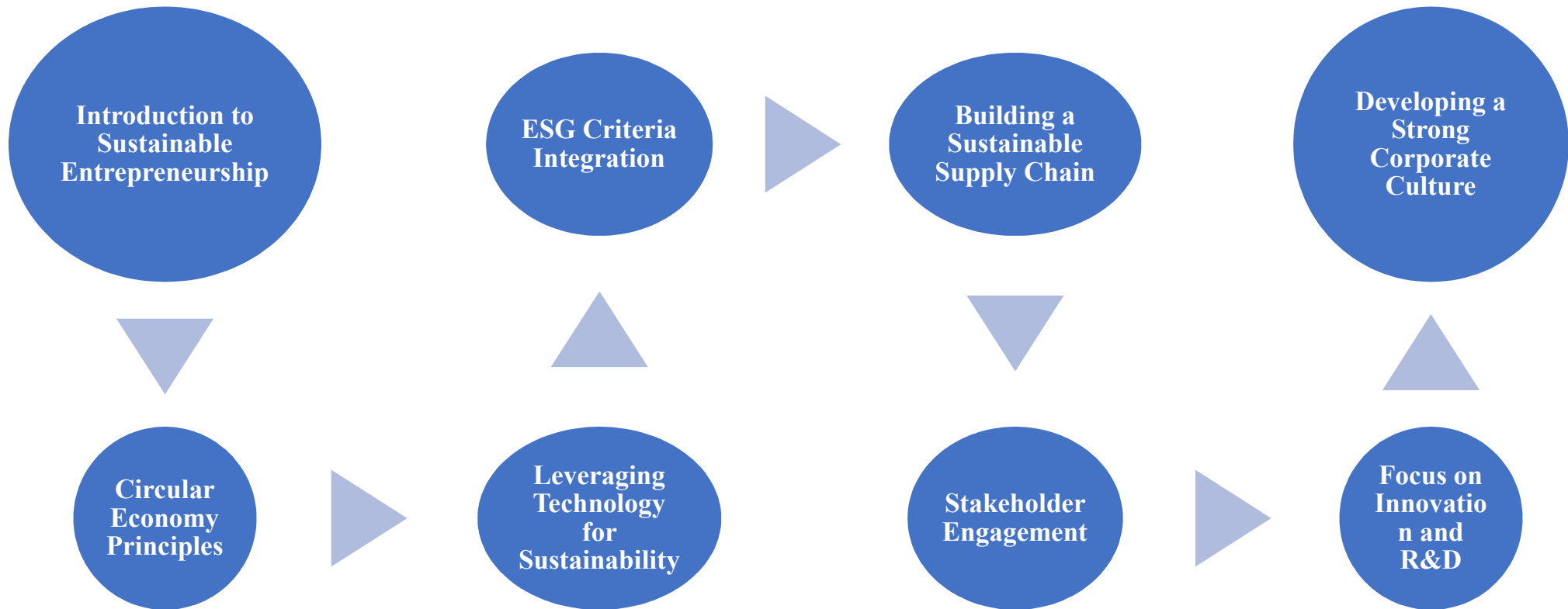
Current trends

1. Circular Economy:
 - Emphasis on Recycling and Reuse:
 - Product-as-a-Service Models:
2. Green Technology and Innovation:
 - Renewable Energy:
 - Sustainable Tech:.
3. Ethical Supply Chains:
 - Transparency.
 - Sustainable Sourcing:
4. Consumer Demand for Sustainability:
 - Eco-Friendly Products:.
 - Corporate Responsibility:
5. Regulatory Pressures:
 - Stricter Regulations:
 - Global Agreements.

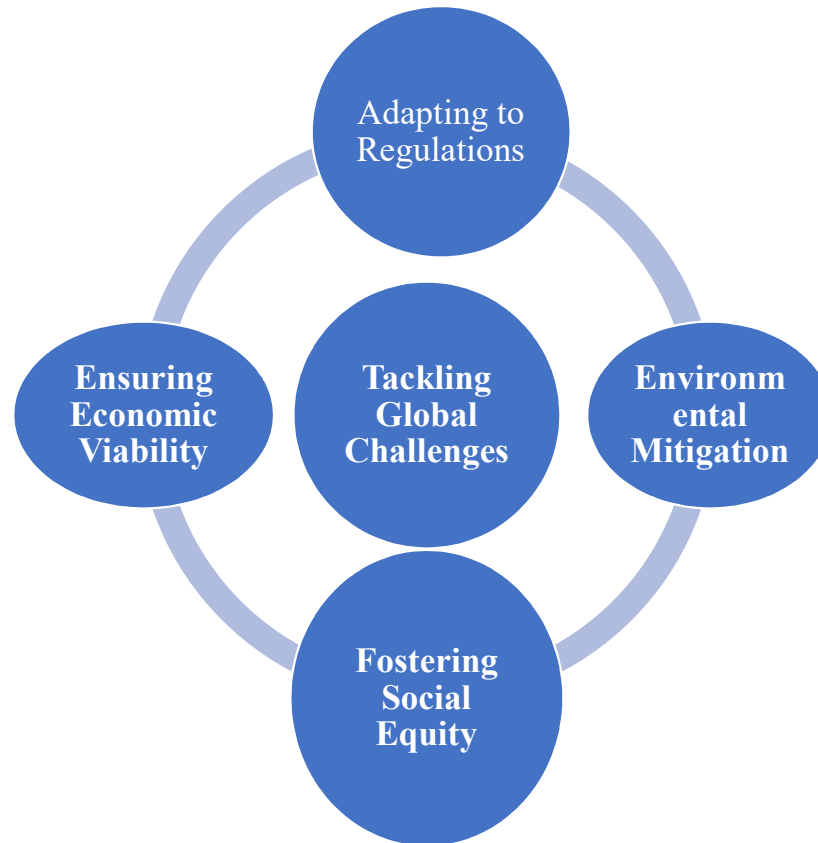
Global Business Strategies for Sustainable Entrepreneurship

Integrating Interdisciplinary Approaches for Long-Term Success

Exploring Sustainable Entrepreneurship through Interdisciplinary Strategies



Introduction to Sustainable Entrepreneurship - Merging Business Success with Sustainability Goals



Adopting Circular Principles - Enhancing Sustainability through Circular Economy Practices

Design for Longevity

- Creating products with extended lifecycles that can be easily repaired or upgraded, reducing the frequency of replacements and overall resource consumption

Material Efficiency

- Utilizing recycled or sustainably sourced materials in production to lower environmental impact, decrease resource depletion, and promote a more sustainable supply chain

Waste Reduction

- Establishing take-back or recycling initiatives to minimize waste generation, promote resource reuse, and support a closed-loop system

Integrating ESG Criteria - Enhancing Corporate Sustainability with ESG Integration



Environmental Impact -

Measure and reduce carbon footprint, water usage, and waste production to mitigate environmental harm and promote sustainable



Social Responsibility -

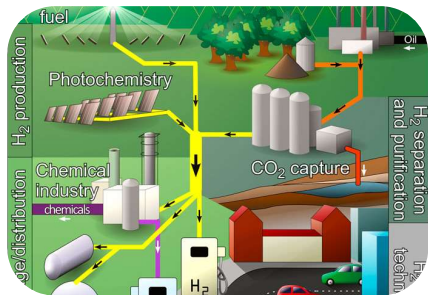
Ensure fair labor practices, community engagement, and diversity and inclusion to foster positive social impact and stakeholder



Governance - Maintain

transparency, ethical business practices, and strong corporate governance to build trust, credibility, and long-term value.

Leveraging Technology for Sustainability - Harnessing Digital Innovation for Eco-Friendly Practices



**Green
Manufacturing
Processes**



**AI in Energy
Management**



Digital Tools



**Innovation
Investments**

Building a Sustainable Supply Chain - Key Strategies for Sustainable Supply Chain Management

Sustainable Sourcing

Risk Management

Collaboration

Engaging Stakeholders

Enhancing sustainability through transparent communication and strategic partnerships

Collaboration

- Communicate sustainability goals and progress to customers, employees, and investors for informed decision-making and trust-building

Transparency

- Communicate sustainability goals and progress to customers, employees, and investors for informed decision-making and trust-building.

Sustainable Innovation Culture

Focus on Innovation and R&D - Developing sustainable products and enhancing operational efficiency through innovation and R&D.

Sustainable
Products

Process
Improvement



Corporate Sustainability Culture

Developing a Strong Corporate Culture

Key Elements for a Sustainable Culture Integration

Leadership Commitment

- Top management dedication to sustainability sets the tone and example for the entire organization.

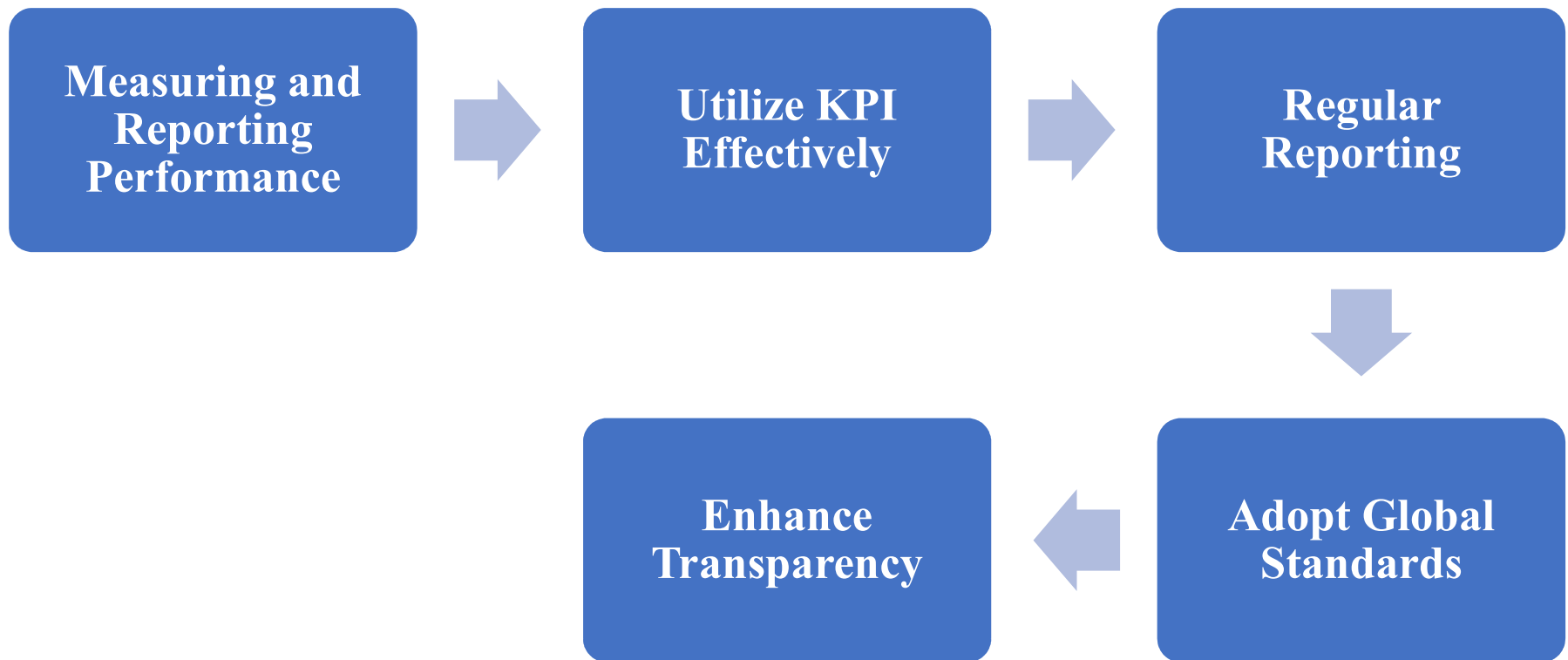
Employee Engagement

- Motivating employees to actively participate in sustainability initiatives fosters a culture of collective responsibility.

Environmental Emphasis

- focus on environmental activism showcases a successful model for engaging both employees and customers in sustainability efforts.

Key Strategies for Tracking Sustainability Progress



Expanding market research with sustainable products - Meeting Consumer Demand Through Sustainability Initiatives

Consumer Preferences

- Adapt product offerings to match the increasing consumer inclination towards sustainable and ethical goods.

Certification

- Obtain credible certifications such as Fair Trade, Organic, or LEED to enhance brand credibility and attract environmentally conscious customers

Adapting to Regulatory Changes

Navigating Environmental Regulations and Policy Advocacy for Sustainable Business Practices

Compliance with Environmental Regulations

- Stay informed about evolving environmental regulations to ensure business practices align with compliance standards

Adopting Sustainable Business Practices

- Engage in policy discussions to influence the development of sustainable business practices and regulations for long-term viability.

EU's Corporate Sustainability Reporting Directive (CSRD)

- The CSRD mandates companies to disclose comprehensive sustainability information, driving transparency and accountability.

Global Business Environment

Economical

1. **Market Opportunities**
2. **Currency Fluctuations**
3. **Access to Capital**

Political

- **Regulatory System**
- **Trade Policies**
- **Political Stability**

Social

- ❖ **Cultural Differences**
- ❖ **Demographic Trends**
- ❖ **Social Responsibility**

Technological Factors

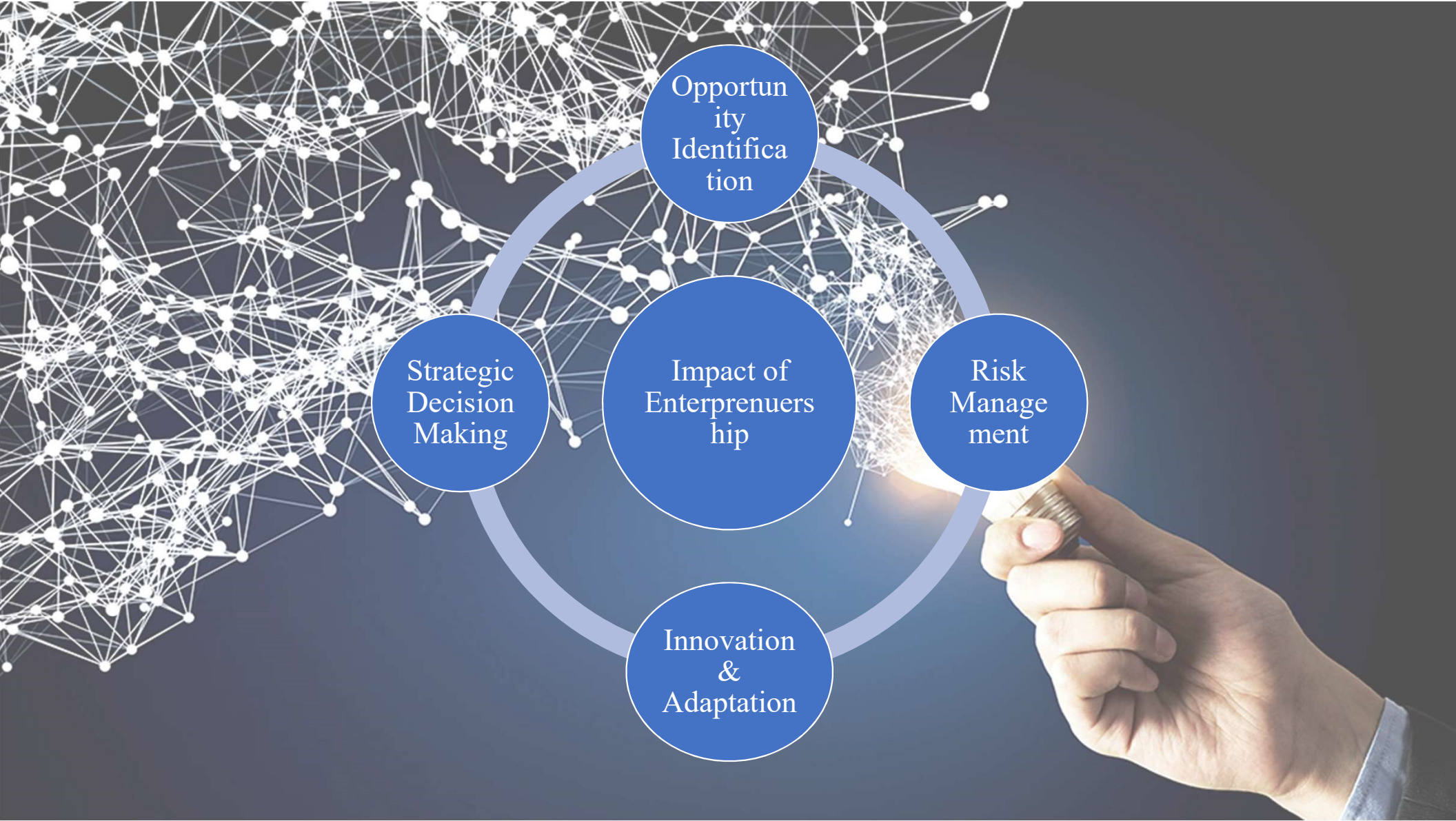
- **Innovation and R&D**
- **Digital Transformation**
- **Global Connectivity**

Environmental

- **Sustainability Trends**
- **Climate Change**
- **Resource Management**

Legal

- **Intellectual Property (IP) Protection**
- **Employment Laws**
- **Contract Enforcement**



Future Outlook

- ❖ Increased Integration of AI and Data Analytics
- ❖ Expansion of Circular Economy Models
- ❖ Enhanced Focus on Social Sustainability
- ❖ Global Collaboration and Innovation:
- ❖ Resilience to Climate Change