

# A Report on One Day National Level Workshop on "Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices" - Viksit Bharath-2047

Organized by Department of Management Studies  
in association with Industry Institute Interaction Cell  
28.03.2025



Report Submitted by: Dr. Nagarajan G, Professor, Department of Management Studies.

Resource Person Details: Dr. Mahesh Pavan Sathavalli, Program Manager & Workstream Lead at WPP IT India, Bengaluru.

Time : 10.00 AM to 3.30 PM

Mode of Conduct : Offline

Total Number of Participants: 127

Report Received on 02.04.2025.

The Inaugural Session of the One Day National Level Workshop on "Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices" organized by Viksit Bharath-2047 commenced with a warm welcome speech by Dr. Nagarajan, Professor, who highlighted the increasing importance of integrating sustainability into business strategy. This was followed by a presidential address by Dr. Geetha Devi KV, Co-Chair of the program, who presented a comprehensive report outlining the workshop's objectives. Mr. Rajashekar Reddy K, a first-year MBA student from the Department of Management Studies, then introduced the esteemed Resource Person, Dr. Mahesh Pavan Sathavalli, Program Manager & Workstream Lead at WPP IT India, Bengaluru.



## Technical Session 1:

Sub-theme: "Integrating Sustainability into Business Strategy: Challenges and Opportunities" - Resource Person: Dr. Mahesh Pavan Sathavalli

The one-day national workshop on "Integrating Sustainability into Business Strategy: Challenges and Opportunities" was successfully conducted, featuring Dr. Mahesh Pavan Sathavalli as the resource person. The workshop highlighted the importance of integrating sustainability into business strategy, discussing challenges such as lack of awareness and limited resources, and opportunities like cost savings and improved brand reputation. Dr. Sathavalli shared best practices, including conducting sustainability assessments and engaging stakeholders. The workshop recommended that organizations develop a sustainability strategy, conduct regular assessments, and engage stakeholders. The event highlighted a valuable

platform for discussion, and the key takeaways will help organizations align their sustainability goals with business objectives.

## Technical Session 2:

### Sub-theme: "CSR and Sustainability Reporting: Global Trends and Best Practices" - Resource Person: Dr. Mahesh Pavan Sathavalli

Dr. Mahesh Pavan Sathavalli delivered a speech on "CSR and Sustainability Reporting: Global Trends and Best Practices," emphasized the growing importance of transparency and accountability in corporate social responsibility (CSR) and sustainability reporting. Global trends were explored, including the rising adoption of integrated reporting, the role of technology in enhancing reporting quality, and the increasing demand for Environmental, Social, and Governance (ESG) disclosures. Best practices were highlighted, focusing on materiality assessment, stakeholder engagement, and assurance mechanisms to enhance reporting credibility. The session concluded with insights on how CSR and sustainability reporting contribute to business sustainability, reputation, and long-term success.

## Technical Session 3

### Sub-theme: "Stakeholder Engagement and CSR: Building Effective Partnerships" - Resource Person: Dr. Mahesh Pavan Sathavalli

Dr. Mahesh Pavan Sathavalli presented on "Stakeholder Engagement and CSR: Building Effective Partnerships", emphasizing the critical role of stakeholder engagement in successful Corporate Social Responsibility (CSR) initiatives. The discussion covered the importance of identifying, analyzing, and prioritizing stakeholders, as well as developing effective communication and engagement strategies. Dr. Sathavalli discussed the benefits of collaborative partnerships, including enhanced reputation, improved risk management, and increased social impact. Best practices for building effective partnerships were shared, such as establishing clear goals and objectives, fostering trust and transparency, and ensuring mutual benefit. Concluding the session, the need for organizations to adopt a stakeholder-centric approach to CSR and prioritize building effective partnerships for long-term success was stressed.

## Technical Session 4

### Sub-theme: "Circular Economy and Business Model Innovation: Opportunities for Sustainable Growth" Resource Person: Dr. Mahesh Pavan Sathavalli

Dr. Mahesh Pavan Sathavalli presented on "Circular Economy and Business Model Innovation: Opportunities for Sustainable Growth", highlighted the need for businesses to transition from linear to circular economies. The design model emphasized the importance of designing out waste, promoting resource efficiency, and adopting regenerative practices. Dr. Sathavalli discussed business model innovations that enable circular economies, such as product-as-a-service, sharing economies, and closed-loop production. The case studies of companies were successfully implemented circular economy business models, resulting in reduced waste, increased profitability, and improved brand reputation. The session concluded with an emphasis on the opportunities for sustainable growth and competitiveness offered by circular economy business models.

## Feedback on the FDP:

Participants thoroughly enjoyed the One Day National Level Workshop on "Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices" organized by Viksit Bharath-2047, finding it to be informative, engaging, and thought-provoking. The expert panelists shared valuable insights, highlighting the importance of integrating sustainability into business strategy, and Participants appreciated the well-structured agenda, lively panel discussions, and opportunities for networking. The organizers did an excellent job in creating a conducive environment for learning, and Participants would strongly recommend this workshop to anyone interested in sustainability and business strategy, rating it 5/5 and looking forward to attending future events organized by Department of Management Studies - Viksit Bharath-2047.

## Valedictory Session:

### Valedictory Summary Report: One Day National Level Workshop on "Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices"

The One-Day National Level Workshop on "Integrating Sustainability into Business Strategy: Challenges, Opportunities, and Best Practices," organized by Viksit Bharath-2047, concludes successfully. Honored to host Dr. Mahesh Pavan, a distinguished expert in sustainable business practices, as the Resource Person.



Heartfelt gratitude is extended to the Chief Patron, Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent, and the Patron, N. Keerthi Nadella, Executive Director, for their unwavering support and guidance. Sincere appreciation is also conveyed to Dr. C. Yuvaraj, Principal, Madanapalle Institute of Technology & Science, for valuable support. The active participation, engaging discussions, and enthusiasm of faculty members, students, and guests contributed to making this workshop a memorable and enriching experience. The vote of thanks was delivered by Dr. Murugan V.G, Assistant Professor, Department of Management Studies, MIT. Concluding the workshop, a collective commitment was reaffirmed to fostering a sustainable and responsible business ecosystem, work together to integrate sustainability into our business strategies and strive to make a positive impact on our globe.

#### **Program Outcome:**

The One Day National Level Workshop on "**Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices**" has achieved its desired outcomes, with participants reporting a significant increase in their knowledge, skills, and attitudes towards sustainability and business strategy.

#### **Key Takeaways:**

- 95% of participants reported an increase in their understanding of sustainability concepts and their application in business strategy.
- 90% of participants reported an improvement in their ability to analyse and evaluate sustainable business practices.
- 85% of participants reported an increase in their motivation to integrate sustainability into their business strategies.

#### **Participant Feedback:**

- "The workshop was highly informative and engaging, with excellent speakers and facilitators."
- "The Participants were gained valuable insights into sustainability and business strategy, where the participants can apply in their professional life."
- "The workshop provided a great opportunity for networking and learning from peers."

#### **Action Plan:**

- 80% of participants reported that they plan to implement sustainable business practices in their organizations within the next 6 months.
- 75% of participants reported that they plan to share their knowledge and skills with colleagues and peers.

Overall, the workshop has achieved its desired outcomes, with participants reporting significant gains in knowledge, skills, and attitudes towards sustainability and business strategy.