

**5-Days AICTE Training & Learning (ATAL) Academy Sponsored  
Online Faculty Development Program  
On  
“Sustainable Business Eco-System”**



**August 23<sup>rd</sup> - 27<sup>th</sup>, 2021  
Hosted Online**



**Organized By  
School of Management  
National Institute of Technology Rourkela  
Odisha (India)**



**PATRON**

***Prof. Animesh Biswas***  
***Director, NIT Rourkela***



**CHAIRMAN**

***Prof. Rajeev Kumar Panda***  
***HoD, School of Management***



**PROGRAM COORDINATOR**

***Prof. Manvendra Pratap Singh***  
***Assistant Professor, School of Management***



**PROGRAM COORDINATOR**

***Prof. Mayank Yadav***  
***Assistant Professor, School of Management***

## About the Institute

NIT Rourkela is one of the premier national-level institutions for technical education in the country and is funded by the Government of India. It came into existence on 15<sup>th</sup> August 1961 as Regional Engineering College, Rourkela. The government of India elevated it to a deemed university under the name National Institute of Technology Rourkela in 2002. Constantly maintaining an overall ranking in the top twenty institutions for technical education in India, NIT Rourkela has carved a niche for itself, its students and all its stakeholders. With twenty-one (21) academic departments offering a wide range of courses designed to meet the current requirements of industry and academia.

The institute secured 32<sup>nd</sup> rank in NIRF in overall ranking and second rank in NITs in the overall ranking in NIRF-2020. NIT Rourkela also secured 16<sup>th</sup> rank in engineering institutions as per NIRF rankings 2020.

The main objective of the institute is to produce quality engineers, managers, and scientists at graduation and postgraduation levels in various branches of engineering, sciences, and management. The government of India has recognized NIT Rourkela as a premier institution of repute and has developed it as a center of excellence under plan funding. NIT Rourkela is a lush green campus spread over 648 acres and surrounded by scenic hills, which provides the campus a rejuvenating experience. The institute has also completed its 60 years of establishment. The year 2021 is the Diamond Jubilee celebration of NIT Rourkela



## About AICTE TRAINING & LEARNING (ATAL) ACADEMY

AICTE Training and Learning (ATAL) Academy is dedicated to offering quality technical education in the country by introducing various schemes started by Govt. of India, the Ministry of Education. The vision of AICTE is to facilitate faculties to accomplish goals of Higher Education like access, equity, and quality. It focuses on training the faculty members, research scholars, PG scholars, participants from government, industry, school teachers, and staff of host institutions. The objective of ATAL Academy is to deliver diversified opportunities for training and exchange of experiences via workshops and other faculty development programs

## About School of Management

School of Management, NIT Rourkela was established in 2010 to offer quality management education in the country. The department offers two-years post-graduate program in management (MBA) and doctoral program in management. The department holds a strong alumni base working at good positions across the country and abroad. The department comprises of highly qualified faculties from reputed universities of India as well as institutes of national importance. The department focuses on value-based teaching and learning environment, research orientation and consulting industries by developing strong industry-academic interface. The department focuses on applied management research in marketing, human resource, finance, operations, strategic management, entrepreneurship etc. to fulfil the requirements of industry, academia and society. The department also holds various consultancy projects and sponsored R & D projects from the corporates and various government agencies.

## Profile of the Program Coordinators

### Prof. Manvendra Pratap Singh

Prof. Manvendra Pratap Singh is a faculty in the general management area at the School of Management, National Institute of Technology, Rourkela. He holds a doctoral degree in corporate sustainable Strategies from the National Institute of Technology, Durgapur. He worked very closely with micro, small and medium enterprises (MSMEs) on sustainability-related challenges. His research interest spans in the area of sustainability, MSMEs, entrepreneurship, strategy and education. He has published his work in various peer-reviewed journals and presented his work at leading international conferences.

### Prof. Mayank Yadav

Prof. Mayank Yadav is an Assistant Professor of the marketing area in the School of Management, National Institute of Technology (NIT) Rourkela. He is a Ph.D. in Social Media Marketing from the Department of Management Studies, Indian Institute of Technology (IIT) Roorkee. He is actively involved in teaching and research for more than a decade. His last academic assignment was with FORE School of Management, New Delhi. He has also taught at EGPX 2020 batch at IIM Rohtak. He has published his research work in journals of international repute like Telematics and Informatics International Journal of Non-profit and Voluntary Sector Marketing, Benchmarking: An International Journal, Journal of Direct Data and Digital Marketing Practice, Social Network Analysis and Mining and others. His research interest includes social media marketing, e-commerce, consumer behavior, relationship marketing. He has also conducted various training programs for Agra Police, India Post, UPSRTC, etc.

## Target Participants

The FDP is open to all faculty members of AICTE approved institutions, research scholars, PG scholars, participants from the government (bureaucrats/technicians/Participants from industry, etc.), school teachers, and host institutions.

## Registration & Venue.

- Registration will be done on First Come, First Serve bases
- Only Online Registration for the online FDP by using the link given below:
- Venue: NIT Rourkela (Online Mode), the link will be shared with registered participants.

<https://atalacademy.aicte-india.org/signup>

## Program Coordinators'

### Contact

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**Prof. Mayank Yadav**

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## About the Faculty Development Program

A sustainable business eco-system is a business environment that ensures all processes, products, manufacturing activities, and services adequately address present environmental and social concerns along with business profit. A sustainable business eco-system is a value-added source of competitiveness to gain a competitive advantage in managing resources for firms. It can maintain full functions and properties with smart harvest through resource optimization and productivity checks. It is the process of assessing how to design products and services that will reap the benefits of the present socio-environmental situation and well perform with renewable resources. Sustainable business strategies aim to take advantage of sustainable revenue opportunities to protect business value against energy costs, regulatory requirements, and volatile competition. The sustainable strategic focus can also provide valuable insights into short and long-term viability and future strategic initiatives. A better understanding of the business eco-system provides more preparedness for positive changes and growth

## Program Content

-  Sustainable business: Beyond compliance
-  Sustainable business strategies
-  Situation based learning
-  Operational challenges in building sustainable business eco-system
-  Financial challenges in building sustainable business eco-system
-  Sustainable business eco-system: A daydream for MSMEs
-  Circular economy
-  Sustainable Marketing Strategy
-  Corporate social responsibility
-  Sustainability beyond CSR
-  ESG reporting
-  Role of HEIs in co-creating sustainable business executives



## Program Schedule

23 <sup>rd</sup> August 2021 Monday Day-1	Inauguration (09: 30 AM to 10:00 AM)		
23 <sup>rd</sup> August 2021 Monday Day-1	Session-I (10:00 AM to 11:15 AM) Sustainable Business: Beyond Compliance (Key-note address)	Session-II (11:45AM to 01:00 PM) Sustainable business strategies	Session-III (03:00 PM to 04:30 PM) Situation based learning with examples
24 <sup>th</sup> August 2021 Tuesday Day-2	Session-I (10:00 AM to 11:15 AM) Operational challenges in building sustainable business eco-system	Session-II (11:45AM to 01:00 PM) Financial challenges in building sustainable business eco-system	Session-III (03:00 PM to 04:30 PM) Sustainable business eco- system: A daydream for MSMEs
25 <sup>th</sup> August 2021 Wednesday Day-3	Session-I (10:00 AM to 11:15 AM) Sustainable Marketing Strategy	Session-II (11:45AM to 01:00 PM) Corporate social responsibility	Session-III (03:00 PM to 04:30 PM) Sustainability beyond CSR
26 <sup>th</sup> August 2021 Thursday Day-4	Session-I (10:00 AM to 11:15 AM) Circular economy: An expert's dialogue	Session-II (11:45AM to 01:00 PM) Corporate social responsibility: Expert's lens	Session-III (03:00 PM to 04:30 PM) ESG reporting: Expert's opinion
27 <sup>th</sup> August 2021 Friday Day-5	Session-I (10:00 AM to 11:15 AM) Role of HEIs in co-creating sustainable business executives	Session-II (11:45AM to 01:00 PM) Written Test	Session-III (03:00 PM to 04:30 PM) Valedictory session

## Program Certification

Certificates shall be issued to those registered on the ATAL portal: [www.aicte-india.org/atal](http://www.aicte-india.org/atal) and attend the program with a minimum of 80% attendance and secure a minimum of 60% marks in the test.

## Resource Persons



**Prof. P. Balachandra**  
Chief Research Scientist  
Department of Management  
Studies and Centre for  
Sustainable Technologies  
Indian Institute of Science (IISc)  
Bangalore



**Mr. Abhinav Kumar Pandey**  
Chief Manager  
(Natural Gas Pipeline O&M) -  
NCR Region, Noida in GAIL  
(India) Limited



**Mr. Rahul Prakash,**  
MD, Amalfarm  
Noida



**Ms. Mansi Gupta**  
Director, ESG Research  
Arabesque S Ray-India  
Gurugram



**Dr. Arpita Chakraborty**  
Sustainable Education  
Consultant  
Rourkela



**Mr. Anirudh Tiwari**  
Technical Head,  
Envirocare Consultancy,  
New Delhi



**Prof. Chandan Kumar Sahoo**  
Professor  
School of Management  
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**Prof. Rajeev Kumar Panda**  
Associate Professor & Head  
School of Management  
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**Prof. Dushyant Ashok Mahadik**  
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**Prof. Vikas Thakur**  
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