



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## SUSTAINABLE BUSINESS TRANSFORMATION



**Programme Directors: Prof. Bodhibrata Nag &  
Prof. Partha Priya Datta**



**Programme Dates: September 23 - 27, 2024**



**Programme Venue: MDC, IIM Calcutta**

# INTRODUCTION

Embark on an exhilarating journey of discovery and innovation with our transformative training programme on sustainable business practices. Utilizing Inchainge's dynamic "The Triple Connection" simulation game, this course immerses you in the thrilling world of sustainable business management. Get ready to dive into interactive gameplay, thought-provoking debriefs, and stimulating discussions that will challenge and inspire you.

As a participant, you'll navigate the intricate intersections of Sustainable Development Goals (SDGs), the Triple Bottom Line (TBL), analytical techniques, and sustainable supply chains. This is not just a course—it's an adventure into the heart of sustainable business, empowering you with comprehensive insights on how businesses can drive positive change for a more sustainable and equitable future. You'll transform your organization's climate commitments into practical, actionable strategies, laying the foundation to meet the growing demands for supply chain sustainability from a range of stakeholders.

"The Triple Connection" isn't just a game; it's an innovative, immersive experience brought to you by Inchainge, meticulously designed to educate and engage you in the complexities of sustainable business management. The key features of "The Triple Connection" include:

- **Interactive Gameplay:** Step into the virtual world as a VP of Purchasing, Marketing and Sales, Operations and Supply Chain, or Sustainability. Make strategic decisions and experience their real-time impacts in this captivating simulation.
- **Integration of SDGs:** Explore how the 17 United Nations Sustainable Development Goals intertwine with business operations and strategies, highlighting the critical role businesses play in tackling societal and environmental challenges.
- **Triple Bottom Line Focus:** Navigate the TBL framework—People, Planet, and Profit—balancing these dimensions to deepen your understanding of sustainable business practices.
- **Sustainable Supply Chains:** Delve into the complexities of sustainable supply chain management, exploring ethical sourcing, resource conservation, and minimizing environmental impacts.
- **Realistic Challenges:** Face real-world business dilemmas, from environmental regulations to labor practices, stakeholder engagement, and profitability concerns.
- **Strategic Decision-Making:** Align your strategic choices with SDG objectives and TBL principles, covering product development, sourcing, production methods, and marketing.
- **Feedback and Reflection:** Benefit from immediate feedback on your decisions, encouraging reflection and strategy adaptation, enhancing your understanding of sustainability concepts and their practical application.

Join us for a transformative experience that will not only broaden your horizons but also equip you with the tools to lead your organization towards a sustainable future.

## OBJECTIVES

- Learn about sustainable transformation and strategy into action (customer value proposition, maturity level, growth pace).
- Explore customer value propositions, maturity levels, and growth pace.
- Learn about sustainability trade-offs and priorities (budget limitations)
- Learn how to integrate TBL into business strategies
- Learn how to make sustainability measurable
- Understand the importance of internal and external alignment
- Learn about the financial trade offs in the supply chain
- Learn to focus on the right KPIs and information
- Learn how to balance costs, capital and revenue
- Practice quick decision making and having a helicopter view



## KEY TOPICS

1. Introduction to The Triple Bottom Line (TBL) and Sustainable Development Goals (SDGs):
  - Understanding the concepts of TBL and SDGs.
  - Role of businesses in achieving SDGs.
2. Sustainable Supply Chains and Value Chain Mapping:
  - Exploring sustainable supply chain strategies.
  - Techniques for mapping value chains in relation to sustainability.
3. Exploring 3P Metrics (People, Planet, Profit):
  - Delving into the dimensions of TBL: People, Planet, and Profit.
  - Analyzing the impacts of supply chains on these dimensions.
4. Customer Influence on Logistics and Emissions:
  - Examining the impact of customer decisions on logistics and emissions.
  - Exploring the Global Logistics Emissions Council (GLEC) Framework.



## 5. Circular Supply Chain Concepts and Challenges:

- Transitioning from linear to circular supply chains.
- Reviewing key processes, reverse flows, and real-life challenges.
- Identifying new opportunities and trends in circular supply chains.



## PEDAGOGY

The course format includes a mix of case studies, applied projects, and business-case simulations, offering a dynamic and interactive learning experience that bridges theory and practical application.



## WHO MAY ATTEND

The Programme is recommended for managers at all levels and from all functional areas. A varied cross section of participant profiles adds new dimensions and perspectives to the discussions and experiential sessions.



## PROGRAMME DIRECTORS

**Bodhibrata Nag** (Fellow/PhD, IIM Calcutta and B.Tech-Electrical Engineering, IIT Madras) is a Full Professor of Operations Management at the Indian Institute of Management Calcutta. He has 21 years of transportation and energy industry experience and 18 years of teaching and research experience at IIM Calcutta. He has been a visiting Research Professor at the University of Michigan and BNSF Railway on the Fulbright Fellowship. He has authored three books and case studies for Harvard Business Publishing and IIM Calcutta Case Research Centre, besides publishing in numerous national and international journals and conferences proceedings. He has also been a consultant to organizations such as The World Bank, Deloitte Touche Tohmatsu, Comptroller and Auditor General of India, Ministry of Railways, Planning Commission, and the Union Ministry of Health & Family Welfare.

**Partha Priya Datta**, PhD (Cranfield, UK), MBA (Lancaster, UK) and BTech (Honours) (Mechanical Engineering, IIT Kharagpur), is a Professor of Operations Management at IIM Calcutta. Prof. Datta's research centres on performance, strategy and policy issues in manufacturing, operations and supply networks, focusing on SMEs, start-ups as well as larger firms undergoing significant transition driven by the environment. He is particularly interested in studying the interdependencies that occur across multiple decisions at different levels of manufacturing/service operations and the implications of these interactions for innovation and long-run operational excellence. His work examines sectors such as FMCG, healthcare, advanced technology, defence and aerospace industry, and combines empirical studies with agent-based simulations. He was engaged by the Ministry of Defence, Government of India, as consultant for conducting a study to frame the Aerospace Manufacturing Policy of India. Prior to beginning his academic career Prof. Datta was an engineer in India's leading organisations, where he worked with the project teams to develop new integrated heat treatment and machine shop for Caterpillar excavator undercarriages in Navi Mumbai, develop central workshop unit for eastern India's largest petrochemicals plant and expand zinc rolling facility for India's largest battery manufacturer. He won the prestigious James Cooper Memorial Cup in 2007 from the Chartered Institute of Logistics and Transport, UK for best PhD thesis in logistics and supply chain management. Professor Datta is a British Chevening Rolls Royce Research, Science, and Innovation Leadership Fellow.



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on September 23, 2024
- Programme Conclusion:** 2:00 PM on September 27, 2024
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** September 22, 2024 (6:00 PM onward)
  - **Check-out:** September 27, 2024 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,45,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,35,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA'S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta's MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: **Board** +91 33 7121 6000-01, #6012, 6016 | **Direct** 7121 6016

Email: [programme\\_mdp@iimcal.ac.in](mailto:programme_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to [programme\\_mdp@iimcal.ac.in](mailto:programme_mdp@iimcal.ac.in)