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**BSSS
INSTITUTE
of Advanced
Studies**



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MDP

Green Initiatives for Business: Eco-Smart Strategies for Sustainable Growth

January 23 to 24, 2026

About BSSS IAS

The BSSS Institute of Advanced Studies (BSSS IAS), an AICTE-approved institution, is engaged in education, research, training, and consultancy activities in the areas of management, sustainable development, rural development, social sciences, etc. It strives to provide a comprehensive platform for growth and empower individuals to thrive in their respective fields. It is one of the best Professional Management Institutions engaged in multidisciplinary activities and has collaborated with Assumption University, Thailand, and Synergy University, Russia, for joint research, training, and management education. The Institute envisions emerging as a top Professional Management Institution in Central India by playing a pivotal role in professional management education in the coming years and adorning a path with an undivided focus on quality education and excellence, thereby placing itself as an institution of national and international importance. Its excellent infrastructure provides an environment conducive to academic activities, professional deliberations, and social interactions.

BSSS IAS has a strong portfolio of multidisciplinary faculties, experience in

national and international consultations and the best training Institute in Central India. As a part of the Executive Training programme, we have proposed many Management Development Programmes which are focused to increase managerial business skills and leadership capabilities of managers who aspire to be among the top leadership in their organizations. BSSS IAS is organising a series of training programmes for corporates and also for govt. employees.

Rationale of the Programme

Sustainability has become a strategic priority for modern organisations, with stakeholders increasingly expecting responsible environmental practices and alignment with global goals such as ESG and Net Zero. Every small action—whether reducing waste, conserving energy, or choosing greener alternatives—contributes to meaningful environmental progress. These actions, when integrated into daily corporate life, can significantly strengthen an organisation's long-term resilience and reputation. This MDP is designed to equip participants with practical, research-backed approaches to implementing green initiatives at the workplace. It explores how eco-conscious strategies—ranging from green nudges and circular economy practices to digital sustainability tools and zero-waste events—can reduce environmental impact while enhancing employee engagement, organisational culture, and customer trust. By translating sustainability principles into actionable business

practices, the programme enables organisations to build eco-smart workplaces, foster a culture of responsibility, and contribute to a greener and more sustainable future.

Programme Objectives:

After attending the programme, participants will be able to:

- Understand how green nudges promote consistent eco-friendly behaviour at the workplace.
- Strengthen employee engagement and retention through impactful green initiatives.
- Build a sustainability-driven culture through purposeful green bonding activities.
- Enhance customer trust using eco-storytelling and green communication strategies.
- Know about Net Zero-aligned approaches to support sustainable business growth.
- Recognise circular economy practices for effective waste and resource optimisation.



Registration Fees

- Offline (Non- Residential)- 4,000/-
- Offline (Residential - Double) - 7,000/-
- Offline (Residential - Single)- 8,000/-

Registration fee includes the study material, practice handouts, working lunch, & tea.

Certificate will be issued to the participants who have attended the complete Programme.

- Understand about digital tools and sustainability certifications to track and showcase environmental performance.

Programme Components:

- Green nudges to promote everyday eco-friendly behaviours
- Employee engagement and retention through green initiatives.
- Green bonding activities to build a sustainability-driven culture.
- Customer connection through eco-storytelling and green communication.
- Driving business growth with Net Zero-aligned green strategies.
- Circular economy practices for waste and resource optimisation.
- Digital sustainability tools and credible certification.
- Creating eco-smart workplaces and zero-waste events.

Duration - 2 days

Who Should Participate

This programme is designed for professionals involved in advancing sustainability, culture-building, and operational excellence within their organisations. It is ideal for HR and L&D managers, sustainability teams, operations and facility managers, marketing and communication professionals, seeking to implement green practices. Entrepreneurs, startup founders, decision-makers, and anyone aiming to align with Net Zero and ESG goals while fostering a greener culture, enhancing employee engagement, and driving practical sustainability initiatives will also benefit.

Programme Coordinator(s):



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