

CSR, ESG & Sustainability Program

Government-Backed Certification for
Future Business Leaders

Program Context

India's push for sustainable development and skill enhancement has created a timely opportunity for our organization to co-deliver the Ybrant CSR, ESG & Sustainability training program with top business schools and the Indian Institute of Corporate Affairs (IICA). This initiative directly aligns with national priorities in sustainability and skilling.

The Government of India, through mandates like the Companies Act 2013 requiring companies to invest 2% of profits in CSR, has signaled the need for trained CSR and ESG professionals. IICA, an autonomous institute under the Ministry of Corporate Affairs has a mission to build capacity for responsible business conduct and sustainable development.

Market Opportunity

The Indian Institute of Corporate Affairs (IICA), an autonomous institute under the Ministry of Corporate Affairs, has a mission to build capacity for responsible business conduct and sustainable development. This collaboration enhances credibility with policymakers and stakeholders.

Meanwhile, regulators like SEBI have mandated ESG disclosures (BRSR) for top companies, and India's climate commitments (e.g. net-zero by 2070) underscore the urgency for ESG-literate management.

Our Ybrant program thus aligns with national skilling priorities by empowering the next generation of business leaders with future-ready skills in CSR, ESG, and sustainability.

Value Proposition to B-Schools and Students

IICA Certification

The program will confer an IICA certification in CSR/ESG, a badge of honor backed by the Ministry of Corporate Affairs. Students gain professional recognition from an institute of national prominence, enhancing their resumes with a credential that carries weight in industry and public sector circles.

For Business Schools

For B-Schools, collaborating on a Ministry-endorsed program elevates their academic offering and signals alignment with government initiatives. The content is co-developed and vetted by IICA (the government's think-tank on corporate affairs), ensuring academic rigor and practical relevance. This endorsement by IICA differentiates the program from generic sustainability courses and assures quality.

Key Benefits for Institutions:

- No extra content load - IICA provides curriculum and platform
- Turnkey solution with minimal operational burden
- Can integrate as elective or add-on certificate course
- Flexible delivery combining online modules with optional workshops
- Enhanced reputation for strong placement outcomes

Industry-Relevant Skills

The curriculum focuses on real-world CSR and ESG competencies – from sustainability reporting and impact assessment to ethics and governance – which are increasingly demanded by employers. By joining the program, students acquire skills that make them job-ready for emerging roles in sustainability and corporate responsibility.

In today's market, companies are actively seeking talent versed in ESG, and there is a severe shortage of genuine ESG expertise at all levels. Graduates with this training will fill that gap, giving B-Schools a reputational boost for strong placement outcomes. Sustainability and ESG roles often command a salary premium as organizations compete for these skills.

Student Benefits

For the learners, program offers a blend of academic and practical learning. They will learn from leading experts: IICA's faculty and industry practitioners (the program can feature guest lectures by CSR heads, ESG analysts, etc., arranged through our network).

Learning Experience

- Case studies and interactive projects
- Capstone aligned with real CSR/ESG challenges
- Applied understanding through practical assignments
- Expert faculty from IICA and industry

Career Advantages

- Government-backed certification
- Professional networking opportunities
- Access to IICA's National Association of Impact Leaders (NAIL)
- Enhanced employability in growing ESG sector

Students also join a growing professional network upon certification – IICA's National Association of Impact Leaders (NAIL) community of certified ESG professionals, which provides ongoing networking and development opportunities. Beyond the certificate, this networking and alumni aspect adds long-term career value.

Course Structure

Curriculum

MODULES	KEY TOPICS
Module 1 - Introduction to CSR and Sustainability	Definition, scope, and objectives of CSR, ESG, Sustainable development, strategic importance of CSR for business success, CSR's evolving role globally and in India.
Module 2 - Evolution of CSR and Sustainability	Historical development of CSR and Sustainability leading to ESG, key milestones, CSR's integration into business models and how Sustainability is the key to survival, CSR laws (Companies Act, 2013).
Module 3 - The Implementing Agencies of CSR	Types of implementation agencies of CSR, Due diligence and the process of engaging with them, assessing their effectiveness, aligning CSR projects and Sustainability with organizational goals.
Module 4 - Monitoring and Evaluation of CSR Projects	Tools for Real-time monitoring, impact assessment, using MIS for tracking, making mid-course corrections.

MODULES	KEY TOPICS
Module 5 - Social Return on Investment (SROI) and Impact Reporting	Measuring CSR impact, frameworks for impact assessment, calculating SROI, reporting outcomes to stakeholders.
Module 6 - CSR and Branding	Role of CSR in corporate branding, using CSR as a competitive differentiator, brand reputation and customer loyalty through CSR.
Module 7 - CSR and Technology	How AI and other technologies enhance CSR ecosystem stakeholders, CSR reporting, data analytics for measuring impact, leveraging technology for disclosure and transparency.
Module 8 - Global CSR Trends and Innovations	Global CSR practices, international standards (ISO 26000, GRI), CSR in developed and developing countries, future CSR innovations.
Module 9 - Introduction to ESG, and Carbon emission & capturing	Definition scope and objectives of carbon emission and capturing, International frameworks and Net Neutrality, methods of carbon capturing, sequestration, storage and conversion into green fuel.
Module 10 - Leadership in CSR and ESG	Leadership roles in CSR, strategic integration of CSR and ESG into business leadership, ethical decision-making, fostering a culture of Business responsibility within organizations, beyond compliance.
Module 11 - Regulatory Framework of ESG (BRSR and other reporting frameworks)	Amendments (2021), BRSR regulations in India, Other global frameworks and their alignment with SDGs, reporting mechanisms (CSR-2 form), and the evolving legal landscape.
Module 12 - CSR, ESG and its integration into Business Strategy	How CSR & ESG impacts business operations, alignment of CSR and ESG with business goals, driving innovation, leveraging CSR for long-term business success.
Module 13 - Corporate Governance and Ethical Practices in CSR & ESG	Governance structures for CSR, transparency, accountability, and ethical practices in CSR and ESG.
Module 14 - Driving ESG Initiatives within the organization	Practical approach to implementing CSR projects and ESG initiatives, selecting right thematic areas, working with implementation agencies, integrating SDGs.
Module 15 - The Future of CSR and ESG Leadership	Emerging trends, future challenges, CSR's role in SDGs, preparing the next generation of CSR and ESG leaders, role of leadership in achieving global sustainability goals.

COURSE DESIGN & DELIVERY

Program Structure:

- 22 hours of academic sessions and 18 hours of field work immersion.
- Spans six months with ongoing evaluations to ensure continual learning.
- 15 Modules of comprehensive course content
- 1.5 hours of weekly interaction with industry experts and academicians
- Delivered online via the LMS platform
- The course can be completed over six months

Interactive Content:

- Incorporates live sessions, guest lectures, and Q&As with industry experts.
- Encourages collaborative learning through online discussions and team projects.

ASSESSMENT & CERTIFICATION

Blended Assessments

- Written assignments, case studies & practical project evaluations.
- Balanced mix with quantitative tools.

70% Minimum Score Required
(academic + practical)

FEATURES

- ✓ IICA's LMS platform
- ✓ Pan-India accessibility
- ✓ Verifiable Certificate
(Available over QR Code, DigiLocker, and LinkedIn)

Certificate will be made available through a QR Code and can also be downloaded via DigiLocker and added to the students' LinkedIn profiles by IICA.

Register here: <https://tinyurl.com/ytpvp8md>

Course Fee: Free (Sponsored Program)

About IIM Shillong

Indian Institute of Management Shillong, an Institute of National Importance under the Ministry of Education, Government of India, was established with the vision of expanding management education and research in the North Eastern region and beyond. The Institute is committed to nurturing responsible leaders through its academic, executive, and policy-oriented programs. IIM Shillong regularly conducts Management Development Programmes (MDPs), Executive Education, and Capacity Building initiatives for government officials, corporate professionals, and development practitioners across sectors.

In line with its core philosophy of sustainability and inclusivity, IIM Shillong also undertakes social impact and community intervention programmes aimed at empowering rural communities, promoting entrepreneurship, and fostering sustainable development in the North Eastern Region. With a focus on excellence, innovation, and ethical leadership, IIM Shillong continues to play a pivotal role in shaping transformative leaders and contributing to nation-building.

About IICA

The Indian Institute of Corporate Affairs (IICA), established as a Society on 12th September 2008, functions as an autonomous institution under the Ministry of Corporate Affairs (MCA), Government of India. The Institute's campus at Manesar, Haryana, became operational on 13th April 2012.

IICA serves as a hub for capacity building, research, and policy advocacy, supporting the Ministry of Corporate Affairs in developing an enabling ecosystem for corporate growth and governance in India. It works to strengthen the capabilities of both public and private sector organizations through training, consultancy projects, and knowledge partnerships. As a national think tank, IICA engages in research, advocacy, and advisory services, bringing together Government, Regulators, and Corporates to promote responsible business conduct, corporate governance, and sustainability. The Institute also manages the Independent Directors' Data Bank, enhancing professionalism and transparency in corporate boards.



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