

CASI: Global Certifications



CASI

The CASI associate certification program is a flagship program offered to working professionals across all streams. The underlying objective behind this program is to equip professionals with a basic knowledge of CSR and sustainability. This is in line with our core beliefs that “Corporates prefer CSR certified employees” & “Stake Holders Reward Responsible Corporates” (In terms of Sustainability, CSR Practices, Policies, Processes and Products)

CASI
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CSR & Sustainability; How it effects a working Professional

1. CSR in India is a **20, Thousand Crore per annum Kitty**, hence corporates are keen to employ people with knowledge of CSR & Sustainability
2. Responsible Investing Principles (and articulating their commitment to integrate ESG issues into investment decision-making and active ownership processes) is now equal to 915 investors representing **\$25 trillion**. (That's 10 to 12 times the size of Indian economy)
 - a. Only companies with processes policies and products in line with sustainable development have access to these funds....
3. The new **Government rule of 2% for CSR** has created a huge demand for trained / certified professionals within all streams : be it finance, HR, manufacturing or supply chain
4. Manufacturing in India is highly affected by sustainability norms
 - a. This has created a demand for manufacturing & supply chain professionals with an understanding and certification in sustainability
5. **Over a million new jobs** will be created due to effects / norms of CSR & Sustainability



Definitions...

➤ CSR

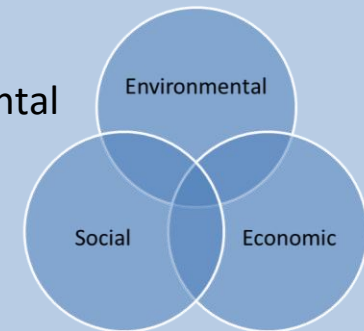
- Corporate Social Responsibility is a management concept whereby companies integrate social & environmental concerns in their business operations
- CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line-Approach”)

➤ Sustainability

- **“Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”**

➤ Triple Bottom Line

- Is an accounting framework with three parts: social, environmental (or ecological) and financial. These three divisions are also called the three Ps: people, planet and profit, or the "three pillars of sustainability".



CASI Associate Certification Program

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CASI Associate Certification Program:

This certification program is for you if, you are currently a working professional across any stream across any company.

Sustainability is today an integral part of a business model and hence this program is recommended for working professionals across all verticals regardless of them pursuing engineering, management, finance or science as a core function.

A CASI credential helps you become a preferred employee, world over!!

“Corporations as well as B Schools should strive towards integrating CSR and Sustainability with their business strategies & Curriculum”



John Elkington, Originator of Triple Bottom Line concept
Source Economic Times, February 2014, India



Why should a working professional (HR or NON HR) get a CASI credential?

The essence of strategy is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match, with the final idea being 'better and higher output for lower inputs'

Strategy is at the core of any corporate and is at the forefront of factors dramatically reshaping the economy. Strategic management is a fast-paced and intellectually stimulating career option that attracts some of the best and most ambitious minds. To operate at the cutting edge of this industry and stretch the boundaries of knowledge and practices in such a competitive environment demands professionals who are able to combine extensive field expertise, outstanding analytical & research skills with critical thinking.

Today sustainability and CSR are an integrated part of strategy.

Regardless of your function and area of expertise, Sustainability is at the core of what you do. A CASI credential helps you establish this.

The certification

The certification not only adds to your knowledge and CV value, it also ensures that you remain in touch with the latest in CSR, sustainability and accountability. The CASI membership which comes with the certification ensures you network with some of the best minds from across the world.

Eligibility

If you are a working professional and believe that the core strategy of a company or business model should be intertwined with CSR & sustainability, then this program is for you.

The exam format (subject to change without notice)

60 multiple choice questions: 90 minutes

Designed by some of the best minds from IIM

And a yearly membership qualification criterion ensures that you continue to grow with CASI.



Fee

INR 7999/- + S.T as applicable in India

Reading material

Online material, access is granted to students on payment of fees. This reading material is updated every six months.

Apart from the portion for the examination, students, members and credential holders are advised to regularly go through interviews, opinions and other material available on the CASI website. Staying abreast with the latest on sustainability is a promise you make when you undertake a CASI membership.

Admissions requirements

If you are a working professional, we encourage you to enroll for the Associate certification program.

Portion

Unit 1: Introduction of CSR

Unit 2: Stakeholders in CSR

Unit 3: Current Trends in CSR

Unit 4: Ethics, CSR and Corporate Behavior

Unit 5: Performance Evaluation and Reporting

Unit 6: Implementation of CSR

Plus case studies and Government regulations.

Please note all our reading material is in the E-Format.



Application form

Please write to info@csrandsustainability.com / download from website www.csrandsustainability.com

Regional chapters

CASI has regional chapters in multiple cities and has planned for similar chapters across the world.

Participation in a regional chapter gives you a face to face access with some of the best minds from academic and corporates. A CASI credential gives you free membership to a regional chapter.

For details refer website.

“Employees who believe that management is concerned about them as a whole person— not just an employee— are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability.”

— Anne M. Mulcahy
Chairwoman of The Business Roundtable
and former CEO of Xerox



Student Chapters

CASI encourages students to form student chapters at education institutes and universities.

Memberships to these chapters are free* of charge. Along with free memberships to students, two professors are also eligible for a free certification**

For details refer website.



“India Inc. Must Embrace Mandatory CSR”

Harvard Business School Dean, Nitin Nohria

Source Economic Times, Mumbai, India 18th December 2014

“We communicate our corporate social responsibility goals around. We communicate it to employees. We communicate it to our shareholders, other stakeholders. We feel that's very important. Our employees are very proud of what we do in corporate social responsibility. We feel our customers feel good about it. We feel our other stakeholders feel good about it.”

– AdiGodrej , Godrej Group



Why Should You Enroll?

A changing world order

Skill sets desired of employees....

“Ability to understand corporate strategy and the ability to integrate own action with in line with corporate strategy”

One of the foundations for any corporate strategy is the CSR & sustainability strategy of a company. How intertwined this is with the corporate strategy & how can the corporate contribute to the sustainability of the environment is a skill desired from every employee

Million new jobs to be created

Around 8,000 companies would fall under the Companies Act's ambit and this in turn would open a host of new job opportunities for individuals looking to work in the social development field. At present, the CSR work of a company is mostly done by corporate communications team but with this law, many firms would have to build a strong team of around five-six people for the purpose.**

Apart from this, employees with a core understanding of CSR & Sustainability would have an obvious preference; CASI aims to give you this edge.

CSR norms would affect HR professionals

Sustainability norms will affect all professionals across each vertical of the company



Consumers seek Sustainability focused companies

Over 90% of consumers in US say environment influences their day to day purchase decisions

Over 26% actively seek such products

This will change the way you market, this will change the way you train, this will change the way you recruit!!!!

It's about how companies earn profits and not how they spend profits.

Every Product, Policy & Process of every Company, will have to ensure it adheres to Sustainable Development Norms



“The rise of the conscience consumer is a movement that is gathering momentum and will change the face of business” Patrick Cescau | Group Chief Executive Unilever Plc



Why Chose CASI?

With a CASI qualification, you will join the first certification institute for CSR & sustainability. You will be able to use the CASI certification / Logo and be part of a truly global network. This is not only a certification; but a thought process; a way of life. At CASI you have the opportunity to join millions of like-minded professionals with varied business backgrounds. As a CASI certified professional, you not only earn the respect of corporates and communities alike but also get priority on various fronts including placements. As a CASI certified professional, it is imperative that the world looks at you differently. You bring a sustainability guarantee.

With millions of corporates struggling to build in sustainability within their business models, the CASI certified professional stands apart and is often looked upon to bring in CSR and sustainability angles with businesses and business models.

Why should a working professional (HR or NON HR) get a CASI credential?

The essence of strategy is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match, with the final idea being 'better and higher output for lower inputs'

Strategy is at the core of any corporate and is at the forefront of factors dramatically reshaping the economy. Strategic management is a fast-paced and intellectually stimulating career option that attracts some of the best and most ambitious minds. To operate at the cutting edge of this industry and stretch the boundaries of knowledge and practices in such a competitive environment demands professionals who are able to combine extensive field expertise, outstanding analytical & research skills with critical thinking.

Today sustainability and CSR are an integrated part of strategy.

Regardless of your function and area of expertise, Sustainability is at the core of what you do. A CASI credential helps you establish this.

The CASI certification is a powerful differentiator.

With millions of students graduating every year from various business and other schools, the differentiator is a single question, "what else do you bring to the table? What skill sets do you have, which set you apart from others?"

A CSR certification is a great differentiator.



Combine CSR with Business

There is simply no option.

More and more corporates are searching for the perfect cause to support. Identifying a cause is no longer easy. In the yesteryears corporates identified the cause which was closest to the heart of the promoters, or even the cause which was a fad. A few corporates identified causes which helped build a stronger and a better nation and a society.

Going forward, causes will no longer be identified and supported this way.

The right cause is one which your business model supports. The CASI philosophy : “CSR is not the way you spend your profits, but the way you earn it ion the first place” is not being the underlying philosophy adopted by all corporates globally.

Thus, an Increasing demand for employees with a certification in CSR and Sustainability

Combine Sustainability with Business Models

It’s not the way you spend your profits: but how you earn it that describes your sustainability quotient!!

The ability to combine business with sustainability is highly recognized by corporates; the CASI credential is the first step towards developing such an ability.

Boost your earning Potential

While there are other candidates possibly with your experience and expertise, a CASI certification sets you apart.

Corporates are keen today to

1. Integrate their CSR & sustainability preferences with their core business models.
2. Have employees who can engage in CSR and societal welfare along with their regular jobs.
3. Given the 2% mandate from Indian government, corporates will scout for best available options and talent.

A CASI certification is the key, the answer to all these



Management at CASI

CASI has a three tier system of management to ensure ethics, quality and continuation.

The Global Mentoring Board (GMB) is responsible for strategic decisions and cross country outreach program. Cross border alliances are also managed by the GMB. Furthering the cause of CSR & Sustainability across borders; through CASI certifications, regional chapters, free student chapters at education institutes and alliances are the KRA's of the Global Mentoring Board.

CASI is actively setting up over a hundred regional chapters. These chapters are managed by Honorary Regional Office Bearers. These are senior working professionals serving at CASI in a honorary capacity. Promoting the dual causes of CSR & Sustainability through certifications, setting up free student chapters and organizing and managing events is the KRA of regional chapters

The CASI Secretariat manages the day to day operations and coordination.

A CASI Students Chapter is the grass root level representation and collaboration towards promoting the cause of sustainability. Institutes / Colleges / Universities and Schools are encouraged to form a chapter / council of students headed by a faculty to promote the knowledge and cause of CSR & sustainability. This gives corporates a chance to step on, display and further their commitment on CSR & sustainability. Such Student chapters are also an opportunity for corporates to discuss research on CSR / Sustainability with academicians.

A Regional Chapter is recognized by CASI as a virtual local constituent, with the objective to develop a platform and facilitate professionals to come together, meet, learn, and interact on the theme of sustainability and CSR. A local chapter enables this, by organizing events and providing opportunities to its local community of professionals for Volunteering, Networking, and Building Knowledge.

The primary goal of CASI: to disseminate the knowledge of sustainability & CSR and to enable professionals from all walks of life to come together on a common platform: is profoundly supported by local chapters. Regional Chapters play a very important role and manages key stake holders including CASI credential holders, academia, industry and community at large. Finally, it's all about empowering professionals with knowledge and skillsets to integrate sustainability within their business models.



Why should I become a CASI certified credential holder?

Become better at your job

No matter what profession you are in or the business your company is in: sustainability is everyone's business. An affinity for sustainability in products, processes and policies will help garner customers and finally translate in to higher cents per dollar of profits.

Not only customers but every stake holder today is demanding that corporates and professionals have a business model intertwined with CSR and sustainability

Increase your value to your employer by expanding your skill sets

A CASI credential is a proven way to expand your horizons. Such a credential is a guarantee of an additional skill set.

Add to that the great network support provided by the institute with free access to innovative ideas and blogging. And finally regional chapters which enable you to have a face to face interaction with local support groups, corporates and members.

Highlight your expertise by earning a professional credential

Our multiple certification programs enable you to showcase your expertise at various levels of the corporate hierarchy. Such credentials not only build your resume but also provide a constant assurance to your stakeholders that your company and department is striving in the right direction.

Position yourself in a global market

A CASI credential not only reflects positively on your candidature but also reflects the philosophy in your company. With governments and corporates across the globe striving for a focus on sustainability: a CASI certification helps you showcase yourself globally in line with share and stake holder expectations.

Moreover CASI's international certifications offer opportunities to learn more about business models, Sustainability actions & priorities, and best practices from around the world

Such a certification and continued up gradation gives you an insight in to demands of stakeholders and shareholders.

Position yourself for management opportunities

With CSR & sustainability becoming a key word in business, Corporates globally seek CSR certified employees. Corporates prefer CSR certified employees. A CASI credential helps your candidature.



What's in for you?

We at CASI, encourage you to undergo a formal study of CSR & sustainability. We are so sold on the idea of every citizen having an understanding of CSR and sustainability, that we encourage you to undergo such a training / certification at CASI or at any institute you prefer.

A formal credential in CSR / Sustainability would have the following advantages;

Your Income Potential Is amplified

A certification in CSR gives heightened opportunities for advancement

The marketplace is in a state of evolution and demands a CSR certification for success

Universal appeal and recognition for the concepts of CSR and sustainability

The caliber of people you interact with whilst pursuing a CSR certification will be higher

Building valuable network, friendships or partnerships with like-minded professionals

Opportunity to learn from other students

CSR credential holders, often offer greater experience to prospective employers

A CSR certification will definitely help tick every box for HR & employers eager to hire

The certification

The certification not only adds to your knowledge and CV value, it also ensures that you remain in touch with the latest in CSR, sustainability and accountability. The CASI membership which comes with the certification ensures you network with some of the best minds from across the world.

CASI: the Global Certification Body for CSR & Sustainability

Certification Programs for Students | Working Professionals | Business Leaders | Academicians | Trainers

www.csrand sustainability.com

www.csrand sustainability.com



Extended benefits

Continuing membership

The program is designed as such that you need to stay in touch with other CASI members. Maintaining your CASI credentials is a must. Apart from a nominal yearly membership fee, there is a process in place which ensures you stay abreast with the latest developments in the fields of CSR, accountability and sustainability.

Blog

A world class blog for CASI credential holders is a platform created to share views. This blog ensures you network with some of the best minds from academia and corporates. This blog also equips you with opinions and views with in the subjects. A participation in these blogs allows you to learn from

Network

CASI members, mentoring board and regional directors are amongst some of the best minds from across the world. Such a network ensures you are in touch with the latest in sustainability, accountability and CSR.

Once you clear your CASI exam, you get a membership to one of the Regional chapters. Regional chapters are extended virtual arms of CASI. Face to face meetings and seminars organized by Regional chapters allow you to interact with local thought leaders and CxO's of corporates. Consulting assignments undertaken by our academic associates are freely shared and members of regional chapters are encouraged to participate in these consulting assignments.

A great network ensures your journey “From Knowledge to Behavioral Change”

With millions of corporates struggling to build in sustainability within their business models, the CASI certified professional stands apart and is often looked upon to bring in CSR and sustainability angles within businesses and business models.



CASI Placement cell

Corporates are keen to hire CSR certified employees. Be they at a management trainee level or at a director on the board level. Professionals who have a understanding of sustainable products and manufacturing would always be in demand.

Further the ability to intertwine sustainability in the business strategy is rare and in demand. One of the best option for corporates in to reach out to CASI certified professionals.

CASI certified academic leads, fellows and members have their brief curriculum vitae on the site. This is an excellent medium for corporates, placement agencies and think tanks to reach out to our credential holders.

In order to facilitate the recruitments and assist corporates, CASI has a placement cell.

“I would like to see people applying for a job...to show in their cv...that they are committed to social causes”



Michael Hastings : global Head of Citizenship and diversity:

KPMG | Source <http://www.firstpost.com>

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www.csrand sustainability.com