



# CASI New York Global Fellow Program

Specializations include HR / Operations / Finance / Supply Chain / IT / Strategy / Marketing, PR & Corporate Communication / Engineering / Manufacturing / Smart Cities / Waste Management / Strategy / Energy / CSR / Sustainability

## Welcome to CASI.

There is no doubt we have challenging times ahead. Apart from on-going business challenges and growth targets; managers today face an unprecedented task of incorporating sustainability within every aspect of business, be it sales, marketing, manufacturing, supply chain, information technology, finance or brand management.

IN the ever changing business scenario ensuring your policies, processes and products are leading to sustainable development is becoming one of the primary concerns faced by governments, industry and communities across the world. We know that our actions today, and our responses to this challenge, will have serious ramifications for the generations that follow.

While development is imperative, corporates and governments are hard pressed for sustainable development. **“Today every senior management professional across verticals has a huge role to play in this quest for Sustainability”**

CASI Global supports leadership in sustainable development and sees sustainable tools and processes as central to achieving this goal.

CASI has a range of training products and initiatives that support sustainable outcomes for businesses, and is committed to continuing to stay at the leading edge of sustainable development.

Every program at CASI Global has sustainability as a compulsory subject in addition to your elective. This ensures while you attain credentials for strategic management in your elective; sustainability is interwoven in your business across functions.

CASI Global is the world’s largest peer to peer network for Sustainability & CSR. We offer our programs in over 50 countries and every Global Fellow at CASI serves as a Regional Director thus ensuring your involvement is intricate at CASI and not restricted to a certificate alone.

On behalf of the Board of CASI Global New York, we encourage you to see CASI as a critical partner in your quest to support sustainable development.

We are pleased to present to you ‘Global Fellow Program and look forward to you joining the CASI Global Family.

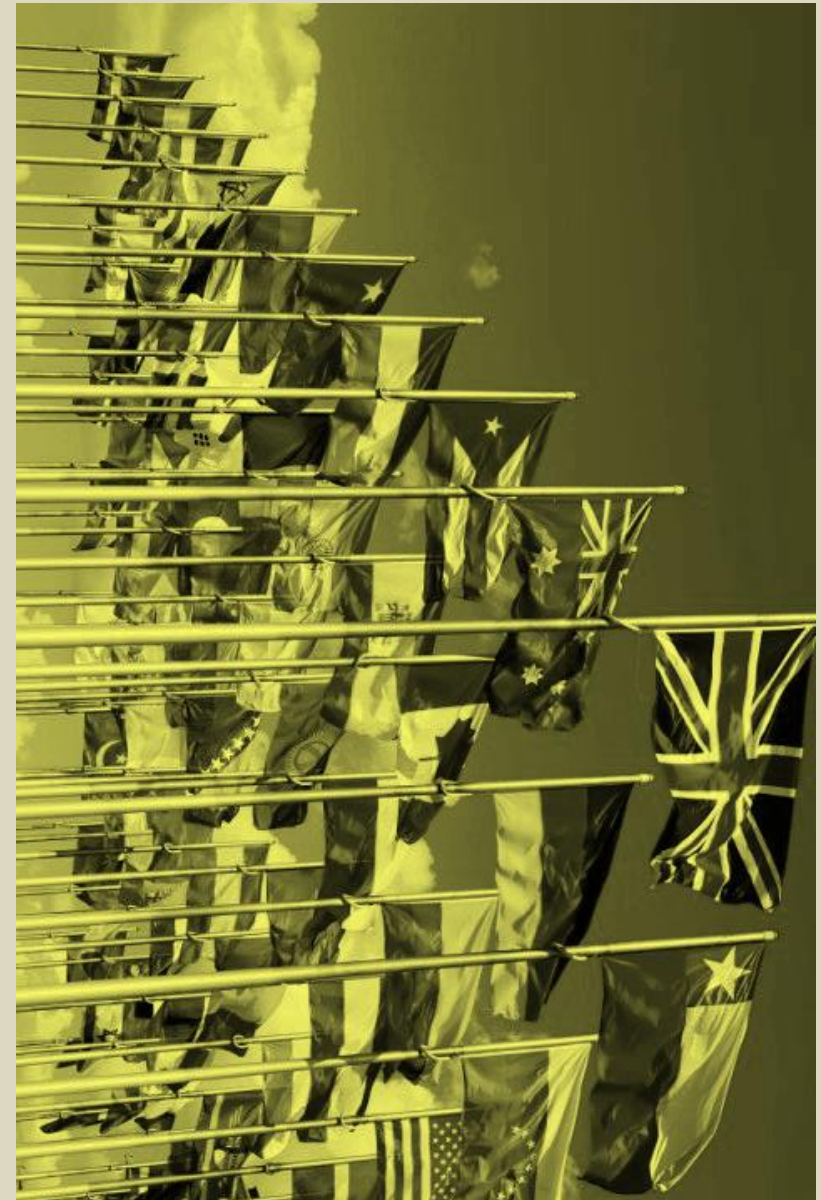
**The Mentoring Board  
CASI Global New York**



**Originated in New York: Spread across 50 Countries**

## The Global Fellow Program

- Senior Management & Consulting Practitioners are encouraged to apply for the Global Fellow Program.
- A 11 month research based, distance learning program designed to prepare senior management professionals to magnify their impact on corporate & business strategy.
- The program will help you strategically integrate your expertise with a deep knowledge that you can leverage in situations arising out of an increasingly volatile business world
- Three parts to the program: Strategy + Electives + Sustainability. (electives maybe your function eg HR / Sales / IT OR industry eg chemical / pharma / IT / BFSI)
- In an ever changing world, with sustainability taking the center stage, governments, civic organizations, stake holders, activists and responsible investors are pushing business managers towards adopting sustainability within their core business strategy.
- Regardless of your function be it strategy, general management, Human resources, manufacturing, supply chain, finance or sales; the ever changing dynamics will force you to understand and implement sustainability within your business vertical.



## The Fellow Credential

- Globally Accepted, Recognized & Coveted
- Subject Matter Expert recognition
- Ideal for CxOs & board members
- Every Fellow is registered at New York
- Degree awarded from New York
- Every Fellow passout becomes a part of the management team at CASI NY
  - To guide upcoming Fellow participants
  - Mentor management / engineering institutes.



## The Title

➤ CASI Fellow passouts are awarded a highly coveted title apart from the certificate. The title 'Global Fellow' reflects the individual impeccable understanding of the subject and sets apart the credential holder based on his ability to inculcate sustainability & CSR within the business strategy of a company.

## Is it right for me?

As an experienced executive you have lead teams, designed and executed strategies and driven corporate performance. But in an ever changing world; product and business expertise is not the sole criteria for success. Investors, stakeholders, governments and consumers today demand you incorporate sustainability within your core business strategies.

Gain the skills and confidence to deal with these changes. Position your candidature as a subject matter expert.

**The CASI Global Fellow serves this purpose.**

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.



Differentiate  
Your CV

#### **Lead Change**

Conducted over 11 months with flexible options, the research based programme ensures you are in sync with the latest business practice and research to enhance your leadership skills, sharpen your strategic thinking and lead change in your organisation.

#### **Your Thesis**

Integrate theory & practice and apply it to an organisational or industry issue. Examples of previous topics include use of CSR in PR, sustainability in pharma manufacturing, business growth using Sustainability for a Global leading IT company, Product innovation in the Automobile sector using sustainability as a business strategy.

#### **Business Skills for Leaders**

You have spent over 10 years in a function and are an expert in you product and business function. However a cross industry learning reference and a great peer to peer group network is all that is required for your next big jump.

***Global Fellows applicants are highly experienced professionals with an average of over 10 years of experience in vertical or general management functions. They bring a depth of knowledge in their area of expertise & collaborate with other participants to expand their horizons***

# The CASI Global Fellow is Right for You.....

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## If you have experience in.....

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- **Strategic leadership:** participating in strategic decisions which affect your organizations future direction and success. OR
- **Technical leadership:** are accountable for technical issues and matters at board level, or if your supervisor who is at a board level. OR
- **Operational leadership:** are accountable for operations at board level or if your supervisor is at board level. OR
- **Functional leadership:** experience of leading functional areas within an organization at a board level or if your supervisor is at a board level. OR
- **Consulting Experience:** if you have a consulting experience of over 7 years
- **Academic Experience:** if you are a full time / part time faculty for over 7 years

# A Honorary Office Bearer

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A CASI Global Fellow passout is bestowed upon a honorary position at our regional chapter. He serves as a honorary regional director or a general secretary depending on the current team in place. This is a honorary position & does not entail any emoluments but is very prestigious & enables the recipient to network with some of the finest minds in the world.

## Your KRA as a CASI fellow

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As a CASI fellow, there is a certain responsibility and accountability on you. It is imperative that you coach younger generations on the concepts and applications of CSR and sustainability.

There is a specific KRA in place for every CASI fellow credential holder. Such a KRA is on a yearly basis and the onus of supplying information that this KRA has been achieved lies on the credential holder.

**The following KRA is set as of now: (announced yearly)**

1. **Lectures:** A minimum of 3 lectures per year to be conducted at corporates or any education institute.
2. **Writing white papers and Articles:** A minimum of 1 article per year to be submitted to CASI
3. **Interviews:** A minimum of 1 interview per year on CSR / Sustainability to be submitted.
4. **Conferences / seminars:** Optional requirement, But essential to submit details if the credential holder has participated as a speaker on any sustainability / CSR seminar / conference.



## The Student Chapter

**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.

## The Regional Chapter

**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.

*Regardless of your function & area of expertise; Sustainability & CSR is at the core of what you do.  
A CASI credential helps you establish this.*



# The Global Fellow Thesis – A Three Pronged Approach

- 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



- **Select function or Industry as an elective**

- **FUNCTIONS**

- Operations, Supply Chain
- Finance/ HR / OD / IR
- Sales / Marketing / PR
- Vendor Management
- Production / Packaging etc
- Strategy / Board Member

- **INDUSTRY**

- Chemical / Pharma
- BFSI/ Info Tech / Consulting
- Mining / FMCG / etc

Elective

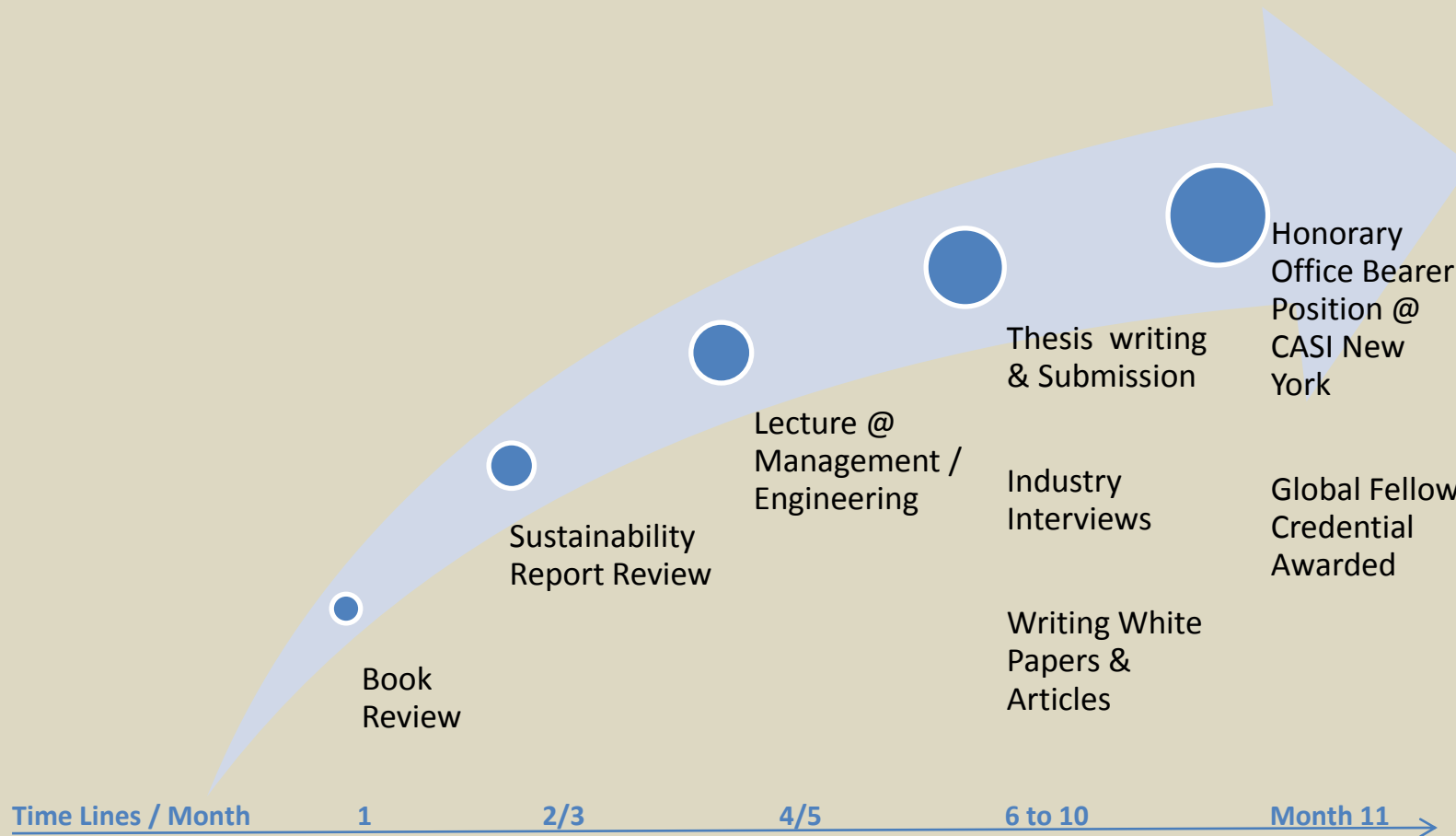


- Incorporating Sustainability within policies, processes and products with the business strategy
- Incorporating Sustainability Strategy within divisional strategy

Sustainability



# 11 Months process – Position your candidature as a subject matter expert





## Writing a Fellow Thesis

This is your plan of action for a specific segment of the industry. This is your key to positioning your candidature as a subject matter expert.

## A Suggested Format

*(Please note this is one of the ways, please discuss with your guide for an optimum way to present your thesis.)*

1. Unlike a Regular PhD thesis, the Fellow thesis is forward looking and does not entail lengthy research on industry history and formation.

2. The Fellow thesis is a document which is presented to corporates where you are looking for an assignment.

a. Hence the idea is position your candidature as a thought leader. The thesis is a plan of action based on industry opinion, your opinion and interpretation of what the future beholds for the industry or the function.

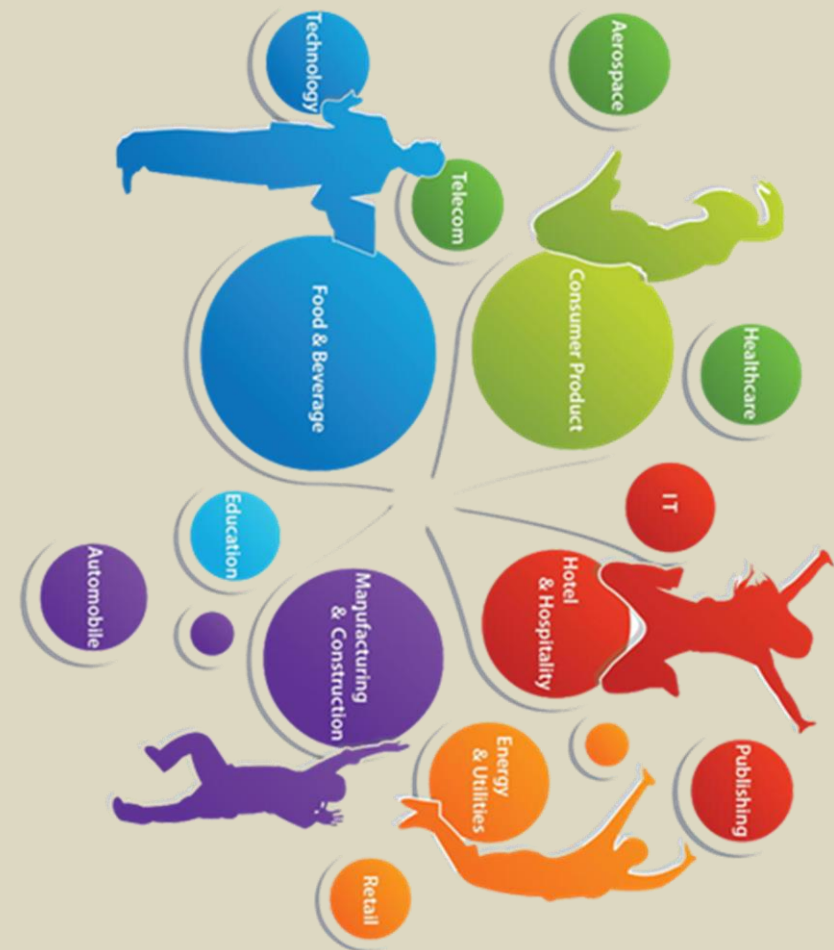
3. The Fellow Thesis also acts as a point of reference / origination for corporates

a. Hence imperative that you start with a 30,000 feet vision & then outline an execution plan. It is advised not to consider road blocks while developing this plan; else you will not be able to achieve a breakthrough. Road blocks are to be mentioned in the thesis but to be cleared / worked upon while actually executing the POA created though your thesis.

4. A step by step proposal for a corporate to strengthen product / sales / reputation/ brand is also accepted as a thesis.

## Specializations in Fellow Credential (Partial List)

1	Operations
2	Supply Chain
3	Finance
4	Human Resources
5	Strategy
6	Marketing, PR & Branding
7	Corporate Communications
8	Engineering
9	Smart Cities
10	Waste Management
11	Energy
12	CSR
13	Sustainability
14	Manufacturing
15	Product Management
16	Innovation
17	Information Technology
18	Health Care
19	Infrastructure
20	Water Management
21	Packaging
22	Managing Foundations



## Meet the 2015 batch at CASI Global, New York: Indian Participants (partial list)

Sr. No	Name	Designation	Company
1	John	Managing Director	Accenture
2	Ashok Shrivastava	CEO	Sona Alloys, (Fomento Mining Goa)
3	Keith Pinto	General Manager	Glaxo
4	Parmeshwaran	General Manager	ILFS
5	Dheeraj Jaggi	Head OD & Learning	Viocom TV 18
6	Naresh Taneja	President	IRB Infrastructure
7	Pushpalata	General Manager	VM Ware
8	Krishna Mishra	Executive Director	USA India Importers Association
9	Dr. Reji Thomas	CEO & Director	Techno Pilot
10	Ajay Pandey	Chief (Global) OHS & Security	Acacia Mining
11	Vetrival	General Manager	Glaxo
12	Shyam	Senior Consultant	Hewlett Packard
13	Ravindran	DVP PR	HDFC Bank
14	Neelesh Singh	Head Risk (operational & Market)	ANZ Grindlays Bank
15	Radharamanan	Director	DGPL
16	Narendra Wagh	Senior Vice President	Walchandnagar Industries
17	Ashok P	State Head	FINO
18	Prashant Deshpande	Program Officer	Water Foundation
19	Uma	Senior Associate	Tata Trust
20	Dr. Pankaj Roy Gupta	Director	Petroleum University
21	Sandeep Bhardwaj	Dean	Vivekananda Engineering College
22	Prof. Prabhu	Dean	SMI Business School

CASI NY Students include some of the smartest professionals from across industries & across job functions: working on inculcating sustainability within their business & functional strategies

### **The CASI Advantage**

- The Global certification body for CSR & Sustainability
- Presence across 50 countries
- Globally colleges seek CASI affiliation to launch sustainability programs
- Degree from New York
- Involvement as a honorary office bearer for every Fellow participant ensures you build a great network

### **The Mission at CASI Global**

“Promote the Cause & Knowledge of CSR & Sustainability”  
This is done through Regional chapters, Student chapters, Corporate chapters, Certifications, Alliances and Research. We also offer co-branded certifications.

### **Sustainability is here to stay.**

The business world is undergoing a permanent change, and smart business leaders are inculcating sustainability into their business model. In addition to environmental benefits, sustainability offers great financial, competitive & other business rewards that give corporates a competitive edge in a global market.

“A business strategy inculcating a sustainability strategy is essential to help corporates meet one or more business-oriented, environmental or ecological outcomes leading to creation of higher shareholder value.”

**The Time to Act is Now!**

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*Showcase your Ability  
to  
Integrate Sustainability  
within the  
Business Strategy.*

## CASI India Presence

### Co-Branded Programs

CASI offers co-branded certifications with multiple education institutes & universities. Co-Branded programs include specialization in Finance / Engineering / Design / Management / HRM / etc..

### Corporate Outreach

CASI Global New York is present in India through Global Fellow Students and Regional Directors at the following corporates ***(PARTIAL LIST)***

1 Acacia Mining	26 Edelweiss Tokio Life	51 InterBase Services Pvt Ltd	76 Sandvik Asia Private Limited
2 Accenture	27 Emaar MGF Ltd	52 IRB Infrastructure	77 Sanofi Aventis
3 Aditya Birla Group	28 Ericson	53 IRCON (GOI Undertaking)	78 Sharekhan
4 Alcatel Luicent	29 Ernst & Young	54 JSW	79 Simply Invest
5 Anil Industries	30 Essar	55 Kalaniketan Textiles	80 Snapdeal
6 Apollo Hospitals	31 Essel Infra & Utilities	56 KPMG	81 Social Entrepreneur
7 APRA Group	32 EXIM BANK	57 Landmark insurance	82 Sociedade de Fomento
8 Archidply Industries Ltd	33 FINO	58 MG Motors Ltd	83 Sodexo
9 Associated Capsules	34 GAIL	59 Miranda Tools	84 SSI Production
10 Astarc Group	35 Gemini Group	60 Monad University	85 Sun Capital
11 AstraZeneca	36 General Motors	61 MSP	86 Tata Motors
12 Bank of America	37 Glaxo	62 Mumbai University	87 TATA Power
13 Bank of Baroda	38 Google	63 Oberoi Hotels	88 Tata Trust
14 Benetton	39 HCL	64 Petroleum University	89 Technosol, Caless payments pvt ltd
15 Biocon Ltd	40 HDFC Bank	65 PricewaterhouseCoopers India	90 TVS Motors
16 BSE	41 Hewlett Packard	66 PTC Infotech	91 USA - India Importers Council
17 CARE INDIA	42 IBM	67 Radius Developers	92 VASP Technology Consultants
18 Carl Zies	43 ICICI Bank	68 Ratnakar Bank	93 Vedanta Foundation
19 Computer Science Corporation	44 ICRISAT-Mali	69 RBI - Bank Note Paper Mill India Pvt Ltd	94 Versatile Card Technologies
20 Consulting	45 IDBI Bank	70 Reliance Industries Limited	95 Vio Com TV
21 Crisil	46 ILFS Engineering	71 Reliance Power	96 VM Ware
22 DCNS (Defence company France)	47 Indo American Society	72 RESINQ	97 Walchandnagar Industries
23 DMG India	48 Indus1Advantage, M&A Advisory	73 Rockwell Automation	98 Wipro Information Systems
24 Dow Chemicals	49 Indusind Bank	74 Rolta India Ltd.	99 Yash Technologies
25 Dr. Reddy,s Laboratories	50 Ingersol rand	75 Royal Orchid Hotel	100 Yoshika Engineer pvt. Ltd

## About CASI

The Mission at CASI is to promote the cause & knowledge of CSR & Sustainability. This is pursued through certifications, regional chapters, student chapters, alliances and research. CASI Global is present across 50 countries and is generally referred to as the 'Global Certification body for CSR & Sustainability'

## Co-Branded Certifications

We encourage education institutes to develop co-branded certifications in partnership with CASI New York

## Corporate Nominations

CASI regional chapters are virtual extensions and are managed by Global Fellow passouts and nominees from corporates. We encourage large corporates to nominate a member of your senior management as an 'Honorary Regional Director' on our regional board.

## Certifications for School / College students

CASI NY offers world class certifications for school / college students. Please reach the local country office for further details.

## Reach us

Please reach our local country office for a detailed discussion on how obtaining a Global Fellow Credential will help you support your personal and career aspirations.

