

SUSTAINABLE BUSINESS DEVELOPMENT MODEL



A Brief Introduction: The Sustainable Business Model event aims to engage students in exploring innovative strategies for environmentally and socially responsible business practices. Participants will design and present models that balance profitability with sustainability, fostering critical thinking and teamwork in addressing global challenges. Teams propose a Sustainable Business Model initiative for a company to improve its community engagement and environmental impact.

Key Highlights: The main objective of the event is to engage students in exploring innovative strategies for environmentally and socially responsible business practices. It will encourage the development of creative business models that prioritize sustainability, balance financial success with environmental and social responsibility and foster collaboration and analytical skills in tackling global challenges.

Outcomes:

- Participants will gain a deeper understanding of sustainable business practices and their significance.
- It will improve skills in research, teamwork, strategic thinking, and public speaking.

Eligibility criteria: 17-23 Years

Duration: 8-10 minutes

Categorization:

Group Competition: 3-4 members can participate

Rules & Regulations:

1. Teams need to identify a CSR issue (e.g., sustainability, community outreach) and propose a detailed plan.
2. Presentation should include the rationale behind the CSR initiative, expected impact, budget, and timeline.
3. Presentation should not exceed 7 minutes.
4. Judges will evaluate the initiative based on creativity, feasibility, and potential social impact.
5. Top initiatives will receive recognition and certificates.

Date & Timing: 13 Feb 2025, 10:00 AM -11:30 AM

Venue: B Block, Room No. BS 02

***The Participants are required to bring their own Material**