

Business Sustainability in the Digital Era Harnessing The Power of Millennials



JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of the Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high quality professional education since 1993. Our campus at Kalkaji, has over time developed into a reputed center of excellence for conduct of research and consultancy services for the private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in accreditation of our institute with the NBA, NAAC and ISO 9001-2015 quality certifications.



Our Campus has been honored with the following coveted rankings/awards during the year 2018-19:

- 34th Best Pvt B-School in India and 5th Best in Delhi-NCR (Education World Survey, May 2019)
- 30th Best B-School in India (TOI Survey, Mar 2019)
- Top B-School of Super Excellence (GHRDC-CSR Survey, Oct 2018)
- 39th Best B-School in India (NHRDN - Cinque Survey, Mar 2018)

UN Global Compact Network India

UN Global Compact Network India (UNGCNI), formed in November 2000, was registered in 2003 as a non-profit society to function as the Indian Local Network of the UN Global Compact, New York. It is the first Local Network in the world to be established with full legal recognition. It also has a country level platform for businesses, civil organisations, public and private sector, aids in aligning stakeholders' responsible practices towards the Ten Universally Accepted Principles of UNGC in the areas of Human Rights, Labour, Environment and Anti – corruption, broad UN goals including Sustainable Development Goals and other key sister initiatives of the United Nations and its systems.

At present, the India Network ranks among the top 10, out of more than 90 Local Networks in the world. It has also emerged as the largest corporate sustainability initiative in India and globally with a pan India membership of 230 leading business and non-business participants and 341 signatories, strengthening their commitment to the UN Global Compact Principles by becoming proud members of the Local Network in India.

Programme Fee

Programme fee is Rs. 1000/- per participant for Corporate and Rs. 750/- for Academicians and Rs. 500/- for Students and Ph.D scholars. Fee to be paid in cash or demand draft in favour of "Jagannath International Management School, New Delhi"

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Organised by:
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National Seminar

JIMS in collaboration with the UN Global Compact Network India (UNGCI) is organising a National Seminar on "Business Sustainability in the Digital Era: Harnessing The Power of Millennials" on **Sat, 7th Sep 2019** in the Kalkaji Campus Auditorium.

Background

The digital revolution is as much about innovations in technology as it is about the people creating and managing them. Whilst one significant aspect of the digital age involves utilizing the latest tools and developments the other concerns the evolving workplace culture that is driven in large part by the millennial generation.

Millennials the demographic born between 1980 and 2000 make up around 30% of the world's population and by 2030 will constitute 75% of the world's workforce. They are arguably the most concerned generation when it comes to environmental sustainability and social issues. A 2018 Deloitte Millennial Study report found 87% of Millennial believe that companies should address urgent environmental and social issues. Hence "purpose" and not so much "pay" is what attracts these young workers.

Experts claim that sustainability is one of the key factors that would drive Millennials to support a company. Accordingly to a recent Nielsen Global Survey of CSR and Sustainability, three out of four Millennial consumers would pay more for sustainable products and services. Companies therefore need to acknowledge and capitalize on this phenomenon.

The Millennial workers are no less than customers. Just like how much effort and detail goes into mapping customer journeys, the same is the case with employees. Whilst without customers there is no business, without engaged employees, there is no culture. In 2019 it is the first time that five generations will be seen in the same workforce. The need to understand millennials will have to gain priority. Understanding what they desire and what drives them should become a business priority if companies are to survive in the unpredictable times ahead.

Objectives:

The seminar is designed to achieve the following key objectives:

- Provide knowledge and perspectives on the innovative strategies being deployed to promote business growth and sustainability in the digital age.
- Develop understanding of the nature of the new workforce and how millennials will lead the digital transformation agenda.
- Create awareness of the changing role of HR and how it will harness potential of millennials to drive business growth and sustainability.

Themes Areas:

- Digital Transformation and Business Sustainability
- Corporate Strategies in a Digital Age
- Millennials and their Impact on Sustainability
- Role of HR in Digital Transformation
- Developing Leaders for Managing the New Workforce
- Reshaping of Workplace culture by Millennials
- HR Analytics for Talent Development

Target Participants

The Seminar is intended for corporate managers at all levels and also for academicians, students and research scholars seeking to enhance knowledge and awareness of trends and practices in the field of HR, especially, in an era in which millennials have embraced digitalization.

Programme Schedule

Time	Event
0945hrs. – 0950hrs.	Introduction of Guests
0950hrs. – 0953hrs.	Lighting the Lamp Ceremony
0953hrs. – 1003hrs.	Welcome Address by Director-General, JIMS Dr. (Cdr.) Satish Seth
1003hrs. – 1020hrs.	Keynote Address Ms. Ruchi Sharma, Deputy General Manager (Operations) Paharpur Business Centre
1020hrs. – 1035hrs.	Address by Chief Guest Mr. Kamal Singh Executive Director UN Global Compact Network India (UNGCI)
1035hrs. – 1040hrs.	Vote of Thanks by Director, JIMS Dr. J K. Batra
1040hrs. – 1045hrs.	Felicitation of Guests
1045hrs. – 1120hrs.	Session 1 "Corporate Strategies in a Digital Age" Mr. Sandeep Shrivastava, Sr. Vice President, Corp Sustainability & Environment Ambuja Cements Limited
1120hrs. -1200hrs.	Session 2 "Reshaping of Workplace culture by Millennials" Ms. Meenakshi Batra, CEO, CAF India
1200hrs. – 1245hrs.	Session 3 "HR Analytics and Talent Development" Ms. Kuljeet Kaur, Manager (Information Systems), Indian Oil Corporation Limited
1245hrs. – 1250hrs.	Vote of Thanks
1250 hrs.	Lunch