

## **MEM Seminar Series**

Friday, 31 March 2017, 6.00pm, LR425 SDE3

National University of Singapore

Free Admission. Please register here [MEMSS09](#)

# **Simplifying Corporate Sustainability**

*Dr Charu Jain, Senior Manager, Sustainable Manufacturing Asia, Burberry (S) Distribution Co Pte Ltd*

## **Synopsis**

Our world is currently driven by increasing consumerism and consumption. We are long past the era of industrialization. Yet the pillaging of our natural environment for economic growth has never been as high in history as it is today. Problems such as global warming and climate change have brought the world's attention to the growing need to shift towards Sustainability. Sustainability promises a better tomorrow by helping us incorporate environmental and social concerns into our economic activities.

Corporations are slowly recognizing the need for adopting sustainability into their core functions. Increasing awareness among people and the need to contribute positively towards the environment and the society have made corporations acknowledge the benefits of sustainability towards their business. There is a shift in the attitude of industries from being negligent towards environmental and social issues towards adopting Sustainability into core business functioning. However, there are many companies worldwide that struggle on how to begin their sustainability journey;

Through this talk, Dr. Jain will emphasize upon the need of grass root level knowledge on sustainability. She will further describe the basic framework that she has created and published in her book "*Simplifying Corporate Sustainability*", on how companies, that are new to sustainability, can adopt its concept into their core business practices. These are explained in its simplest form to enable the audience to easily adopt these practices in their corporations.

Her book explains the basics on how to incorporate sustainability into any business. It gives a simple understanding of the concept of sustainability, and the basic approaches to identify, implement and measure sustainability in any business. She has simplified 'Corporate Sustainability'. This talk should be useful for all students, who wish to learn how to build a sustainable world; as well as corporate professionals; - those working in or outside the field of sustainability and for all those interested in beginning their Sustainability journey.



## Guest Speaker

Dr Charu Jain is a professional and strategist with a passion for training and consulting in the field of Corporate and Supply Chain Sustainability. In her career span of 20 years she has held management level positions with corporates to implement their Sustainability Strategy at the global level. Currently she works with International Luxury Brand Burberry as a Sustainability, Senior Manager for Asia Pacific.

Charu has been awarded the "Global Sustainability Leadership Award 2013" by CSR World Congress for her achievements in Sustainability Management. She was also recognized as a "Change Maker" by NET IMPACT Singapore in 2014. She serves on the advisory board of various Sustainability Organizations and plays an instrumental role in developing sustainability frameworks and trainings for the Textile and Chemical Industry.

She has been a recipient of University Grant Commission Scholarship for her research in Sustainable Textiles and a "Young Scientist Award" nominee by Indian National Science Academy, India.

She has written several articles and research papers on "Sustainability in Textiles Supply Chain" in Indian and Asian Journals and has won appreciation for her work in this field. She has been speaker at many conferences internationally to talk on "Supply Chain Sustainability and Sustainability Management."

She has a deep interest in applying the principles of Sustainable Development and Corporate Sustainability to build sustainable businesses and economies.

Through this book, Charu wants to help the corporates and professionals to begin their journey with a simplified approach to adopt and implement Sustainability. You can contact Charu through her website [www.charujain.com](http://www.charujain.com) or email her at [charu@charujain.com](mailto:charu@charujain.com) .