

# Global Certifications in CSR & Sustainability

# CASI

Academicians and Professors have an opportunity to benefit from CASI credentials as “CASI Global Academic Lead.” This certification is aimed at faculties across disciplines at universities and/or colleges offering one or more full time programs. The faculty member, thus applying for the certification is expected to be a full-time, or a recognized adjunct lecturer, but exceptions can be authorized by the university or the institute. In addition to credential and associated benefits, Global Academic Leads have access to CASI brand by using the title CASI Academic lead when publishing their research papers.

**GLOBAL  
ACADEMIC LEAD  
CERTIFICATION**

**CASI Global ®  
New York  
United States of America**

# CSR & Sustainability; How it effects a working Professional

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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



# Why an Academic Lead Certification?

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- Particularly useful in formulating sustainability & CSR related higher education framework for your institute.
- This program will enable professors work more effectively as advocates of CSR
- Consumer and Stake holder activism has created a huge demand for consultants.
- “Corporate prefer to recruit CSR certified employees” however there is a dearth of CSR certified professionals and hence the opportunity for professors and consultants
- Enables Professors move in to a consulting career in Sustainability and CSR



# Honorary Certification? (Recommendation required)

The certification is provided at a 90% subsidy for two professors of every affiliated institute. This is in line with CASI mission to promote the cause and knowledge of CSR & Sustainability

Get an affiliation for your Institute today!!

Reach us on [casi.institute@gmail.com](mailto:casi.institute@gmail.com) / [casi.certifications@gmail.com](mailto:casi.certifications@gmail.com) to understand the process of registration

**NOTE:**

Academicians paying full fees will be conferred Academic Lead Credential

Academicians availing a subsidy will be conferred a Honorary / Academic Lead Credential

Honorary Academic Lead applicants may be exempted from examinations / thesis / case studies.

Such an exemption may be granted based on CV and recommendations preferably by CASI Regional Directors.

A Recommendation Certificate may be required from the Dean / Director / Trustee of the institute where the applicant is serving



# Definitions...

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## ➤ 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".



# Academic Lead / Honorary Academic Lead

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Academicians and Professors have an opportunity to benefit from CASI credentials as “CASI Global Academic Lead.”

This is certification aimed at faculties across disciplines teaching Masters, Post Graduate, and graduate level programs, at universities and/or colleges offering one or more degree courses. The faculty member, thus applying for the certification is expected to be a full-time, or a recognized adjunct lecturer, but exceptions can be authorized by the university or the institute.

In addition to certification and associated benefits, Hon. Academic Lead have access to CASI resources, such as case studies, model Syllabi and other valuable teaching aids -- in exchange for agreeing to share their own teaching materials and for helping to promote CASI Student Membership and more importantly the cause of CSR & sustainability.

## The Idea

Sustainability is gaining strength from various quarters including shareholder activism, educated stake holders and the community at large. CASI philosophy is that a higher level of understanding of sustainability and CSR will lead to improved action and result in over all good.

CSR is clearly not an actionable for HR department as a silo: the imperative lies on every employee and every citizen.

CASI believes that it is imperative to share and collaborate across industries and academia to build the knowledge, solution and talent for this challenge.

CASI is creating a strong tradition of research & collaboration with academia and to further enhance this, the goal of Academic Lead is to strengthen and expedite these alliances by reducing barriers and complexities in the understanding & adoption of the best practices of CSR & sustainability.

The initiative also intends to use various engagements to develop relationship with institutes starting with knowledge awareness initiatives, student projects, curriculum enablement development tuned to current industry needs and collaborative research. This will be supported by vibrant and sustained interaction with students and academia using platform where academia, students and organizations come together to discuss, share, build knowledge and create future directions.



# Global Academic Lead Program

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CASI Academic Leads' augment their own career prospects whilst providing students with the direction & guidance in thought process they need to achieve successful careers.

Two faculty members per institute/ university / college across disciplines: are also invited to become Hon. Academic Lead of CASI.

Expand your scope as an academician. Through CASI's Academic Lead Program, educators have the opportunity to guide students from the classroom to the workspace; providing a higher level of knowledge, network and experience they need to establish successful careers.

## What's in for you?

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Apart from a complementary but highly prestigious credential & being a part of an exclusive network, engagement as an academic Lead offers you the following benefits

### Enhance your Knowledge

Relentless pursuit of knowledge reflects. It reflects on your action, speech and your career. It creates an impact on how people and society at large perceives you. It effects your overall persona and the positioning.

As a Hon. Academic Associate you will not only interact with our committee members but the academic resources available to you ensures you are in touch with the leaders in business and have constant access to the latest in sustainability and CSR: be it case studies, interviews or techniques.

### Enhance your career Prospects

CASI Global Academic Lead Credential holder may submit research, case studies, interviews and surveys for assessment. Selected research material may be posted to the CASI web site.



Such a credential ensures you are in the limelight thus showcasing your candidature and research to decision makers. Ease of networking with top managers and decision makers ensures that you are better prepared to author case studies and reading material on how businesses can practice and embrace sustainability with profitability.

### **Train and guide model citizens who consider sustainability as a primary business objective**

As a full time faculty you strive to create knowledgeable and worthy citizens. An added focus on embracing the cause of sustainability across disciplines is a sure-shot way to ensure your students are professionals who understand the basics and importance of CSR and Sustainability. This creates a profound respect amongst peers and recruiters.

### **Enhance your network & resources**

As an influential member of your institute, CASI understands that you value the education your students receive and the direction it gives them in deciding what they will do in their careers. Becoming a CASI credential holder, through the Hon. Academic Lead Program or through our various certifications CASI gives you access to an abundance of resources that will not only assist your students but benefit you as well.

CASI certified professionals from across the world have a background across a variety of professions. Some are in the most senior ranks, others are at middle management levels and still others are new to the field. They work in nearly all industry categories, including financial and banking, government, service industry and manufacturing.

As a part of such a network you are in touch with some of the brightest minds from across the world.

### **Conduct lectures and seminars on Sustainability & CSR**

A credential from CASI positions you as a subject matter expert. Thus creating a demand for your opinion: not only at education institutes but also across corporates trying to design or practice sustainability across their policies and processes.

### **Help design teaching tools**

Hon. Academic Lead may submit research, case studies, interviews and surveys for assessment. Selected research material may be posted to the CASI web site.

You are also invited to undertake interviews of leading professionals and may post the same on CASI blog sites.

Further, as we constantly evolve with new products, Hon. Academic Lead will assist the institute in designing new products: design and delivery.



## Work on Case Studies

The CASI network ensures you are in touch with some of the brightest minds. Such an access allows you as an academican to author case studies.

## Network with CxO's and other fellow members

CASI is a world class network of some of the finest and brightest professionals keen to integrate sustainability practices across corporate policies and processes. Such an open network and blog allows you unlimited access.

## Placements for your students through our network of likeminded Business Leaders with a focus on sustainability

Corporates prefer employees with knowledge of CSR and Sustainability. CASI being the foremost and apex certification institute is always in the limelight. Since most board members and decision makers and faced with the daunting task of ensuring CSR and sustainability across their business models: they are always on the lookout for professionals with knowledge of CSR. CASI provides such a platform.

## Create a CASI Sustainability Chapter at your campus

[Refer Website](#)

## Conduct & assist in training sessions at Corporates

A CASI credential is a great way to present your candidature to corporates keen to train employees in sustainability and CSR. Moreover, your profile and activities are mentioned on the CASI website and e-mailers. This gives corporates an insight on selecting the right trainer or an academic Lead as a consultant. With more and more corporates eager to train their employees and an increasing number of corporates keen to understand how to incorporate sustainability in their business models; this presents a great opportunity for professors to secure consulting contracts.



# KRA of a Hon. Academic Lead

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1. An Academic Lead functions as an ambassador of CASI.
2. They will act as an intermediary between CASI, their institute, students & local corporates in order to help them adopt the best practices & develop an understanding of sustainability & CSR.
3. This will host activities like seminars, workshops, events and build relationships with students, faculty and professionals.
4. They will be interacting with industry experts, consultants, entrepreneurs and peers from across the world.
5. The core objective being identifying, supporting and developing passionate professionals across all verticals to identify & work on opportunities of sustainability with in their work and studies
6. To support the CASI advocacy efforts and garner support, visibility and space for sustainability & CSR
7. To support the cause of CASI by writing atleast 1 case study / case let (per year) and submitting the same for CASI website / blog

# Value for Global Academic Lead

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Enhance your students' career prospects while you enrich your professional resources. Educators find value in CASI Credentials as a Hon. Academic Lead because

1. You prepare your students for the job market: and today every corporate has an affinity towards employing students with an understanding of CSR & Sustainability
2. You attract students; since a core faculty with CASI credentials is a guarantee that the curriculum includes sustainability. This designation helps students find schools that offer the programs they need and allows colleges and universities market their programs to recruiters seeking students with specific qualifications.
3. Encourage students to network and get involved
4. You can utilize your CASI credentials as a preferred trainer for corporates
5. Great way to establish a consulting career especially in the field of strategy / CSR / sustainability



# Key CASI credential Benefits for (Hon.) Academic Lead

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## Professional Development

1. CASI Model curriculum helps develop your program on CSR& Sustainability
2. CASI model curriculum helps integrate sustainability studies within business, finance and other core subjects
3. As an academician you have access to the latest and cutting edge research and thoughts reflected in CASI blog

## Research & Knowledge

1. CASI certified professionals include some of the world's foremost thinkers and decision makers. Such a network gives you a ready access to case studies & research
2. Academic research is a vital part of any curriculum. Academic Lead can submit research & case-lets for evaluation and posting to the CASI site
3. CASI helps universities and institutes implement, deliver and support, monitor and evaluate various course material & subjects intermingled with sustainability. Our material specifically supports teaching sustainability in the classroom.

## Community

1. Recognition for your Institution. Institutes that have adopted a CASI Model Curricula are eligible for recognition on the CASI web site. This designation helps students find schools that offer the programs of CSR & sustainability. This allows colleges and universities market their programs to recruiters seeking students with a knowledge of CSR. With more and more corporates preferring such candidates; this becomes a positive cycle for the institute.
2. Institutes and Schools that have established an CASI Student Group, usually with the assistance of a local chapter, are also eligible for recognition on the CASI web site. CASI Student Groups provide education beyond the classroom and access to professionals in the area, preparing students for their careers and developing future leaders.
3. An Online Community of Academic Lead provides convenient access to an online network of colleagues. Community participants can access information, exchange expertise and experience, and build new understanding through collaboration.
4. Special rates on CASI Certification.
5. Promote CASI certifications for students and Open the Door to Future Employers, Professional Knowledge and Resources for Your Students. CASI Student Membership offers the benefits of CASI credentials to students at a significantly reduced rate



## Leadership

1. A dual focus is essential. One of the core subject that your student is enrolled for, and two sustainability. Every business vertical, every employee has to contribute to the cause of sustainability and CSR. It is essentially our responsibility to create future leaders with an understanding of CSR & sustainability.
2. Institutes where professors and students have knowledge of CSR, will reflect thought leadership. This definitely reflects on placements and resulting in a higher enrollment for the institute.

## Patronage from leading corporates

1. As a member of the CASI network, you have access to decision makers and business leaders. Such a network gives you an edge in placements for your students.
2. Corporates prefer to recruit employees with an understanding of CSR & sustainability. As a member of the CASI network you get this upper edge.

## Network

1. A blog of likeminded CASI credential holders, a network of decision makers with a focus on CSR, this is the base of the CASI network.
2. A global membership allows you to network with some of the most brilliant minds from leading corporates globally.
3. CASI credential holders are characterized by diversity since they come from across the world and across various business verticals, however they are united by a focus on sustainability.

\* Professors who do not qualify for a Honorary certification may apply for the Academic Lead certification. Write to us for details.



# Consulting Career

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1. Given that the KRA involves conducting seminars and training programs, this becomes an excellent way to setup your consulting practice
2. Local chapter members comprises of leading industry practitioners: giving you an easy access for training sessions and approach for consulting assignments
3. CASI is not a training body but a certification body: this ensures that your priority becomes our priority since CASI complements your efforts

## Eligibility Criteria:

1. CASI Member with an inclination towards sustainability & CSR
2. CASI Credential Holder preferred
3. Full time / Adjunct Faculty for a recognized institute / school / university
4. Minimum 3 years of professional or academic experience
5. Familiar with CASI credentials, membership, benefits and procedures.
6. Ability to commit 1 hour per month for CASI Activities
7. Prior experience of Voluntary activities is preferable.
8. Prior experience of developing or teaching business strategy is preferred.
9. Good presentation and communication skill is a must.
10. Should have experience in delivering lectures/presentations/ at various public events/ seminars/ conferences
11. Applicants should ensure necessary approvals as per with his/her organizational policies prior to taking up the role. A declaration to this effect should be included in the application form.
12. CASI reserves the right to accept and or reject applications without assigning any reasons

## NOTE:

In addition to the above eligibility criteria, the Honorary credential will be issued only to two professors of affiliated / register institutes. Alternatively we encourage academicians to apply for the Academic Lead Certification



# Maintaining your certification

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All Academic Lead certifications are valid for a period of 24 months  
Post this period, a Re-validation of the credential is essential.

The goal of the CASI Continuing Professional Education Policy is to ensure that all credential holders maintain an adequate level of current knowledge and proficiency in the field of CSR, Sustainability and accountability

After obtaining Associate, Student associate, Pro, Fellow or Trainer certifications, credential holders have an incentive to maintain these eminent titles. The following explains the benefits.

A primary benefit of holding a CASI certification is its requirement of credential holders to adhere to a program of continuing professional education. In this manner the organizations that they serve can be assured that CASI credential holders are:

1. Committed to the cause of sustainability & CSR, in which ever professions in which they serve
2. Constantly engaged in professional development activities to maintain a high level of current knowledge and proficiency
3. Better prepared to perform their jobs efficiently and effectively
4. Bound by a code of professional ethics and conduct
5. Efficacy towards understanding & working towards causes leading to them being better citizens of the world.
6. Networked with some of the best minds from across the world

Please refer website for details\*\*

Please note: CASI reserves the right to strip the candidate of the credential under specific circumstances.



# Is this program for you?

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1. If you are a professor across any vertical and wish to learn and subsequently teach sustainability / CSR, then this credential is right for you.
2. If you are a professor and consult on business strategy, then a credential in sustainability is essential for you.
3. If you are a professor and wish to network with some of the best minds across the world, then a CASI credential is right for you.
4. If you wish for your students to network and learn from some of the best minds as to how does a corporate integrate sustainability in its core business model, then a CASI credential is ideal for you

## Highlights of the Program (specific exemptions may be granted)

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### The Format

The procedure to attain the coveted CASI academic Lead credential is a choice between a thesis or writing a case study.

### Thesis Writing or Case Study

Participants keen to have the coveted CASI credential have to write a thesis related to CSR or Sustainability. They may opt to write a case study in lieu of the thesis.

### Topics for the Thesis

The participant may opt for any one of the following topics for the thesis.

1. Any one of the ten principles of United Nations Global Compact
2. Any one of the nine principles of national voluntary guidelines: India
3. CSR framework
4. Sustainability framework for a specific industry
5. Any topic and an additional paper on CSR / Sustainability



### Thesis Format

1. 40 to 75 pages
2. Including case studies supporting the principles from your country of origin
3. Please note that this thesis is an open document and CASI reserves the rights to publish the same on its website or other communication material.

OR

### Case study requirements

1. Detailed case study of a corporate house having sustainability strategy intertwined with its business strategy OR
2. Detailed case study of CSR activities of a corporate house
3. In both cases above the corporate should have a turnover of more than 5 Million USD.
4. Detailed case study on any topic as approved by your guide at CASI

The idea of a case study is to examine a successful model and help spread best practice. The case study should help readers and practitioners identify venues for sustainability, understand processes and replicate within their business practices.

**Please select any one: either a case study or a thesis.**

### Additionally, References

Two references are required.

Please fill in details of these references. CASI will initiate an email to your references.

CASI credential will be issued on completion of all of the above requirements.

### Fees

For education institutes associated with CASI, the certification is provided at major subsidy

For professors of other institutes INR 25,000/- OR USD 450/-

Payable at time of enrolment

### Additional costs

An additional cost in terms of maintaining your certification is applicable. | Please refer link for the same.



# Student Chapters

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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.(refer website for details on setting up a student chapter)

# Regional Chapters

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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.**Refer website for details**

# Why Chose CASI?

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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 worlds 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 in 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

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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 this**

## Management at CASI

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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?

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### 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?

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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

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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

## Extended benefits

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### 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 Research, 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.

## Apply for the Academic lead program

Refer website or Write to us on [casi.institute@gmail.com](mailto:casi.institute@gmail.com) / [info@csrand sustainability.com](mailto:info@csrand sustainability.com)

