



IICA and WNS Global Services launch YBRANT programme on CSR, ESG & Sustainability

Programme aims to prepare students for leadership roles that align business performance with positive social impact

India's CSR expenditure has grown from ₹10,065.93 crores in FY 2014–15 to ₹34,908.75 crores in FY 2023–24 : CEO and DG, IICA

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The Indian Institute of Corporate Affairs (IICA), in collaboration with WNS Global Services, successfully launched the IICA–WNS Ybrant CSR, ESG & Sustainability Program on 11th November 2025. The event was graced by Shri Gyaneshwar Kumar Singh, Director General & CEO, IICA; Mr. Gopal Agarwal, Head CSR, WNS Global Services.

In his address, **Shri Gyaneshwar Kumar Singh** emphasized that the Ybrant Program marks a strategic step toward nurturing a new generation of sustainability-driven and socially responsible leaders. Through the IICA–WNS Ybrant Program, we aim to bring CSR, ESG, and sustainability into mainstream management education. The idea is to prepare students for leadership roles that align business performance with positive social impact. This way, together, we will be nurturing the next generation of responsible leaders in India- the future leaders who see business not just as a means for profit, but as a force multiplier for sustainable and inclusive development.



He highlighted how India's CSR expenditure has grown from ₹10,065.93 crores in FY 2014–15 to ₹34,908.75 crores in FY 2023–24, and more than 2.2 lakh crores have been spent on CSR in the last 10 years by the companies, reflecting a maturing ecosystem that demands convergence between business strategy, sustainability, and governance. At this stage, the CSR ecosystem needs a cadre of professionals who understand the balance between just profit making and a responsible business conduct which focusses on sustainable business practices which has beneficial societal impact.

Speaking on the occasion, Mr. Gopal Agarwal said that the Ybrant Program is a strategic collaboration initiative among Govt., Corporate sector and the Academia. The idea is to catch them young so that future CEOs will imbibe the perspective of sustainable development while they are young and learning. It is designed as a blended learning model integrating academic rigour with industry insights, aims to equip students with practical exposure, case study-based learning, and certification through IICA's digital credential system verifiable through QR code, Digi-locker, and even shareable on Linked.

Mr. Mukesh Kumar, Head-Centre for Excellence in CSR & Corporate Citizenship at IICA while welcoming the participants and guests informed that the program duration is six months and combines 22.5 hours of academic sessions with 18 hours of fieldwork. It has 15 modules — starting with the basics of CSR and sustainability and moving into themes like global CSR trends, Indian CSR laws, impact assessment, ESG reporting, corporate governance, and leadership. Learner will have weekly live sessions with IICA faculty and industry experts, and everything is hosted on IICA's online Learning Management System, so it's accessible from anywhere in India and abroad.

The event was attended by more than 250 student participants from five premier academic institutions including IIM Shillong, CHRIST University Bengaluru, Banasthali Vidyapeeth, Rajasthan, Symbiosis International (Deemed to be University) Pune, and St. Aloysius (Deemed to be University) Mangalore.

The event concluded with a vote of thanks by Dr. Ankita Sharma, Senior Research Associate, IICA, and was moderated by Ms. Sana Farid, Research Associate, IICA.

NB/PK

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