



IFS One-week Compulsory Training Course

On

Forest Certification: A Marketing tool for Sustainable Forest Management

11-15 October 2021



Sponsored by

MoEFCC



Ministry of Environment, Forest and Climate Change, Government of India, New Delhi

Organized by



Indian Institute of Forest Management, Bhopal

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Registration Link:

<https://docs.google.com/forms/d/1Zmve7SwOeXjrZNeVPgAMyNy6eE4I8jysFJ4fJSq7Yk/edit>

The Programme

Forest Certification: A Marketing tool for Sustainable Forest Management is designed specifically for the officers of the Indian Forest Service and is intended to deliberate on the emerging issues of SFM & FC from the perspective of the need, implications and opportunities in the Indian context. The programme is scheduled during the **11-15 October 2021** and will be **conducted online** by the faculty of IIFM. The pedagogy will be a hybrid format with a mix of interactive lecture-discussions, panel discussions, presentations and experience sharing among the participating officers.

Background

Environmental issues are beginning to take more of a centre stage in global economic, business, trade and consumer discourses. There is renewed interest in management of the forests as global resource pool for the international community. The United Nations Forum on Forests in the year 2017 at UNFF special session arrived at **Six Global Forest Goals** emphasizing on increasing area and the proportion of forest products derived from sustainably managed forests.

Forest Stewardship Council (FSC) is the most recognized forest certification scheme and labelling programme by the consumers and the businesses globally.

Programme for Endorsement of Forest Certification (PEFC) is a global program that focuses on bringing harmonization between the global certification standards and the national forest certification needs & processes through a system of mutual recognition of a National Forest Certification Scheme.

The Institute

Indian Institute of Forest Management (IIFM) is a premier GoI institution in the forestry and environmental management area offering a range of educational programmes and capacity building training programmes for the professionals working in this sector. The Centre of Excellence on SFM & Forest Certification at IIFM has undertaken certification studies in various parts of the country.

Online Facilities

A hybrid format with a mix of interactive online discussions using software Moodle LMS or other appropriate contemporary software, analysis of case studies in India, and presentations with audio-visual aids and real case presentations by the participants. The learning and experience will be further enhanced through panel discussions.

In the light of growing environmental awareness at global level, there is need to encourage public and private decision makers to incorporate environmental and socio-cultural aspects into economic planning and growth strategies. This requires a new thinking among the policy makers, experts, businesses, project managers and other public and private actors in order to internalize the environmental externalities in the policy making and business-decision making processes. Forest degradation is recognized as one of the major anthropogenic causes contributing to the climate change. Efforts have been made to address the problem of loss of forests and its degradation through concepts such as Sustainable Forest Management.

The Bhopal-India (BI) Process is one of the eleven global processes for development of Criteria & Indicators (C&I) for Sustainable Forest Management (SFM). The 8 criteria and 37 indicators developed under the BI process have been incorporated in the National Working Plan Code 2014.

As a logical next step in the **Chain-of-custody** of forest resource trade is the market tool called '**Forest Certification**' (FC) that links Sustainable Forest Management practices to the environmentally conscious consumers through a third party assessment, certification and labelling process.

Forest certification essentially focuses on the triple-bottom-line approach that harmonizes the objectives of business profits, planets' ecosystem integrity and people's benefits.

About The Programme Director

Dr. Manmohan Yadav is Professor and Chair, Marketing Management Area and Coordinator, Centre for Sustainable Forest Management and Forest Certification at the Indian Institute of Forest Management, Bhopal. He specializes in sustainable management of natural resources, marketing, branding of natural products, green consumer behaviour, and forest certification. He has written 04 books and 02 monographs and number of papers in peer reviewed journals. His latest book "Handbook on Forest Certification" is a textbook for academic and executive training programs at IIFM. Dr. Yadav has supervised 04 doctoral students.

He has undertaken several international and national research and consulting assignments. Dr. Yadav has conducted more than 20 training courses for professionals, practitioners and policymakers on topics related to sustainable natural resource management and forest certification.

