



## Three-day workshop on

# DEVELOPING A SUSTAINABLE BRAND NARRATIVE

Sponsored by

**Ministry of Environment, Forest & Climate Change,  
Government of India**

February 9-11, 2026



INDIAN INSTITUTE OF FOREST MANAGEMENT, BHOPAL

**About IIFM:** Indian Institute of Forest Management (IIFM), Bhopal, Madhya Pradesh, is an autonomous institute under the Ministry of Environment, Forest and Climate Change, Government of India. IIFM, established in 1982, is a sectoral management institute focused on Forestry, Environment, and Natural Resource Management.

**About Programme:** In the current age of industrial advancement and rapid economic growth, have emerged as the primary driver of environmental degradation. From deforestation and air pollution to water contamination and excessive waste generation, the ecological footprint of commercial enterprises is immense. Traditionally, the primary objective guiding business decisions has been the pursuit of profit—often at the expense of environmental and social well-being. On one hand, product developers prioritise cost efficiency, material optimisation, and market appeal, frequently overlooking environmental implications. Consumers reinforce these practices through their demand for convenience, affordability, and immediate gratification, often disregarding the environmental and social cost. This symbiotic relationship has perpetuated a cycle where environmental considerations are secondary to commercial gain. However, organisations are beginning to acknowledge their role in protecting the environment by integrating sustainability into their strategic frameworks in response to regulatory pressure and consumer advocacy for long-term business viability and brand integrity in a sustainability-conscious market.

Sustainability is central to corporate identity and is now being factored into Product design, Marketing communication, Branding, supply chain operations, circular economy principles, etc., for reducing carbon footprint. This transition presents a valuable opportunity for industry professionals, academicians, and researchers to collaborate in driving forward the sustainability agenda. Industry professionals can embed environmental metrics into performance indicators. Academicians can work on interdisciplinary research to develop innovative models for green branding, policy and practice. Environmental degradation and social issues must be placed at the heart of marketing strategy in an era increasingly informed and cautious customers and stakeholders who reward companies following sustainable practices.

**Objectives of the Training:** The proposed training programme aims to acquaint the participants with the following Sustainable Marketing and Branding Strategies for Sustainable Development Goals:

- Designing sustainable products for improving resource efficiency, circularity and social good.
- Design and develop effective positioning and branding strategies that integrate sustainability.
- Designing marketing communication focusing on educating and promoting sustainable practices amongst targeted market segments focused on sustainable buying and consumption behaviour.

**Training Outcomes:** Participants will understand the role of Marketing in achieving sustainability.

- They will be able to integrate the Environmental and Social aspects in making commercial decisions of 4 Ps (Product, Price, Place and Promotion) and STP (Segmentation, Targeting and Positioning) of Marketing management.
- They will develop understanding of sustainable branding to gain competitive advantage in crowded market place in various product and service industries.

**c. Participants/Target Group:** Industry persons from Public/Private organisations working in the field of Marketing, Entrepreneurs, PhD Scholars, Faculty, NGOs.

**Course Fee:** There is no training fee, the programme is supported by the Ministry of Environment, Forest and Climate Change, Government of India.

Accommodation will be provided on a twin-sharing basis. Travel will be reimbursed for Sleeper/ 3<sup>rd</sup> AC/ Chair Car train / Bus travel. A maximum of Rs. 2500 (Two Thousand & Five Hundred only) will be reimbursed on the submission of the claim form and tickets.

### How to apply:

Apply through the registration link:  
<https://docs.google.com/forms/d/e/1FAIpQLSd-SwX7zgW9qNIW1b1VocCMqSArqjBNv6P97Am8CUidu2jJK0/vi ewform?usp=header> on or before **January 12, 2026**.

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**Venue:** Indian Institute of Forest Management, Bhopal