



**THE INSTITUTE OF  
Company Secretaries of India**  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament

18 March 2016

## PRESS RELEASE

### CHIEF OF BUREAU

#### **International Conference on Sustainable Business Models: Innovative Strategies and Practices"**

The President of Institute of Company Secretaries of India CS Mamta Binani was invited as a distinguished speaker in an International Conference on "Sustainable Business Models: Innovative Strategies and Practices" organised by Department of Commerce, Shyam Lal College, University of Delhi on 17th March 2016 at India International Centre, New Delhi.

The President highlighted the role of Company Secretary professionals for making business models sustainable and successful in emerging economies. She discussed various aspects looked after by Company Secretaries being Key Managerial Personnel in Corporate sector. She also emphasised on role of Corporate Governance and CSR in success of any business model.



#### **International Conference on "Sustainable Business Models: Innovative Strategies and Practices"**

During discussion with audience, she emphasized on passing the importance of sustainability to young start-ups and advised them to imbibe discipline in their efforts to create and sustain such innovative business models. She related spirituality with sustainability by taking

examples from Indian ethos. She concluded on an excellent note that for sustainability, “you have to build the team and build that team permanently, and for that invest in enriching knowledge base of your team”. She appreciated and thanked the organizers for providing a platform for bringing many learned scholars and experts to discuss sustainable business models which will further lead to development of Nation.

Arti J Shailendar  
Joint Director  
Corporate Communication  
0120-4522077/011-45341076-77  
arti.shailendar@icsi.edu