



Centre for Multi-disciplinary Development Research (CMDR)

(A National Institute of Research, Teaching and Training supported by ICSSR, Government of India and Government of Karnataka)



Bharatiya Social Science Webinar Series

Topic : Sustainable Development Goals and Green Marketing



Resource Person :

Prof. Anand Thakur

Department of Financial Administration
Central University of Punjab

Date : 20th May 2026

Time - 11.30 am

Yalakki Shettar Colony, Dr. Ambedkar Nagar, Lakshmanahalli
Dharwad - 580004, Karnataka, India.

www.cmdr.ac.in

Certification

To acknowledge the commitment to academic growth, Digital Certificates of Participation will be issued.

- ✓ After the conclusion of every lecture, participants are required to fill out a feedback/attendance form.
- ✓ Soft copies of the certificates will be sent to the registered email addresses of the attendees, providing them with a formal record of their professional development.

Why Should I Participate?

In a globalized world, understanding our roots is not just an act of looking back, it is a way of moving forward with clarity. Participation in this series offers a unique opportunity to:

- To go beyond textbooks and gain insights into multi-disciplinary sciences.
- To connect with experts and interact with eminent scholars and other specialists who are redefining Bharatiya social science.
- To expand your horizon, whether you are an agriculturist, an economist, or a historian, the multi-disciplinary nature of these talks will provide you with a holistic "big picture" view of development.
- For academic enrichment, skill enhancement, credential building and access to innovation

Introduction

The Centre for Multi-Disciplinary Development Research (CMDR), an autonomous institute under the Indian Council of Social Science Research (ICSSR), has long been at the forefront of policy-oriented research and academic discourse. In an era where social, economic, and cultural landscapes are rapidly shifting, there is an urgent need for a platform that bridges the gap between traditional wisdom and modern empirical research.

The CMDR Social Science Webinar Series is being planned to serve as a vital platform for discussions on the intricate intersections of India's civilizational heritage with contemporary global shifts. While rooted in the "Deep Roots" of traditional wisdom, the series pivots toward widespread discussions on social, economic, and cultural challenges of the 21st century.

The webinar series will focus on wide range of issues which influence society in general and the young aspiring minds in particular. The range of topics include

- Sustainable Development Goals and Indian/Green Economy
- Issues related to contemporary political, economic, agriculture, psychology, management, language, etc and their impact on soft power of the nation
- Implications of disruptive technologies, from AI-driven socio-economic restructuring to the digital transformation of cultural narratives.
- Development revolutions in Bharat and its consequences on society
- Impact of science on society with special reference to Bharat's context
- Implications of "Brain-Drain" and "Brain-Gain"
- How Global issues affect Local issues (with special reference to culture, language, agriculture, politics, economics etc.)

Analysis of issues and their impact on time-honoured frameworks, the series fosters a multidisciplinary dialogue aimed at navigating technological disruption while preserving the ethical and sustainable core of Bharatiya knowledge systems. By fostering a multi-disciplinary approach, CMDR aims to channelise high-level social science research and stimulate critical thinking on India's grand civilizational heritage and its future trajectory.

Objectives of the CMDR Social Science Webinar Series

- To provide a platform for scholars and practitioners to engage into dialogue on issues associated with history, economics, agriculture,

sociology, psychology, and management etc and to bring both academic and aspiring young audiences on common platform.

- To explore intersections of global issues with local contexts in culture, language, politics, and economics.
- To strengthen research temperament among students and early-career faculty and expose participants to diverse perspectives, rigorous academic standards, and multidisciplinary approaches.
- To generate insights for sustainable development practices and institutional reforms and contribute to shaping policies that balance technological disruption with ethical and cultural sustainability.

Methodology

The series adopts a streamlined, interactive digital format to ensure maximum accessibility:

- **Platform:** Hosted via a high-capacity online webinar interface (Zoom).
- **Structure:** Each session typically consists of a 45-60 minute expert lecture followed by a dedicated 30-minute Question & Answer (Q&A) session. This allows participants to engage directly with the speakers, clarify complexities, and challenge existing paradigms.
- **Resource Sharing:** Where applicable, supplementary materials or presentation slides are shared with participants to aid further study.

Please Click here for Registration

<https://forms.gle/NjyjhJwnTasLG9UV7>