



Understanding india through its cultural roots From farms to firms – climate controlled culture and commerce

For the leadership team of Companies believe in
compassionate commerce

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An Open MDP Proposal by
India-Japan Centre on Climate and Culture

Programme Overview:

If you are a global leader or aspire to be one in Business and innovation, dream of standing at the forefront of shaping sustainable business practices in a rapidly evolving global landscape, this program is for you. Participating in the five-day Management Development Program on Climate and Culture at the India-Japan Center at IIM Kozhikode offers a unique opportunity to align the company's strategic goals with the critical imperatives of climate



change and cultural adaptability. This program focuses on the intersection of climate and commerce, with a special emphasis on cultural aspects, equipping your company with actionable insights and strategies for a sustainable and culturally integrated future.



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Cultural Intelligence for Global Business

In today's interconnected world, understanding cultural nuances is vital for creating effective global strategies. Through experiential learning sessions on cultural dimensions of climate action and commerce, Samsung executives will gain enhanced cultural intelligence, enabling them to foster stronger partnerships, navigate cross-border challenges, and develop products and services tailored to diverse markets.



Leveraging Climate Change for Strategic Innovation

Climate change is both a challenge and an opportunity for businesses. The program delves into how cultural attitudes towards sustainability influence commerce. Samsung will learn how to align its sustainability initiatives with local and global cultural expectations, making its climate action plans more impactful and relevant.



Strengthening Regional Presence in Asia

With its deep focus on India and Japan—two culturally rich and economically significant nations—the program offers insights into sustainable business practices and consumer behavior specific to these regions. This knowledge will help your company tailor its strategies to resonate with local values, boosting its market presence and brand reputation.