



CII-ITC Centre of Excellence
for Sustainable Development



Confederation of Indian Industry

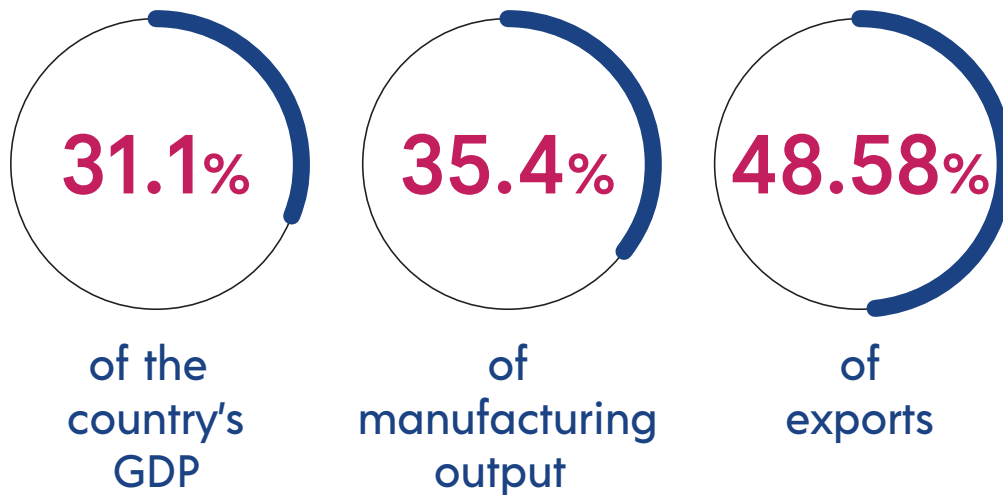


ASCEND

Accelerating Supply Chain Competitiveness

CEO-led Forum for MSME Transformation

MSMEs ARE PIVOTAL TO INDIA'S GROWTH STORY



Second largest employer
in India after agriculture



As sustainability becomes increasingly important, collective action is needed to transform MSME to become future-ready, sustainable, resilient and globally competitive supply chains for India.



A collective action initiative, ASCEND is a national CEO-led movement to support the sustainability transformation of MSMEs across their supply chains.



The movement brings together leading sourcing companies and industry leaders who commit to transform a defined number of MSMEs by 2030, either within their own supply chains or by mobilizing MSMEs through their role as CII Office Bearers or Industry Leaders.



Together, these commitments will drive the transformation of MSMEs into sustainable, resilient and globally competitive enterprises.



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VISION 2030



To build India's largest CEO-led MSME transformation movement, transforming 100,000+ MSMEs by 2030 into resilient, sustainable and globally competitive enterprises

MISSION



Enable businesses to extend sustainability beyond their own operations and embed it across their value-chain ecosystems



Support enterprises and their partners with the knowledge, tools and technical assistance required to set and implement sustainability goals



Facilitate companies' value chain partners in complying with evolving national and international regulations, reporting requirements and sustainability standards



Strengthen the capabilities of MSMEs to improve sustainability performance, attract sustainable finance / investment and get better access to markets

SCOPE

CII initiative ASCEND will support MSMEs across their sustainability journey through:



FOUNDING MEMBERS



eternal



SKODA | VOLKSWAGEN





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JOIN THE MOVEMENT



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

For more than 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. With its extensive network across the country and the world, CII serves as a reference point for Indian industry and the international business community.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Accelerating Competitiveness: Growth, Resilience, Inclusion, Sustainability, Trust" as its theme for 2026-27, prioritising five key pillars. During the year, CII will align its policy advocacy, institutional initiatives, partnerships, and outreach to support Indian industry in strengthening these five interconnected pillars of competitiveness.

Confederation of Indian Industry

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CII-ITC Centre of Excellence for Sustainable Development

The CII-ITC Centre of Excellence for Sustainable Development (CESD) is the ecosystem creator for sustainable development in India. As a 20-year-old Industry-led institution within CII, the Centre drives sustainable, environmental, inclusive and climate-friendly transformation among stakeholders through research, data-driven digital tools, frameworks, collaborative initiatives and capacity development.

CESD works towards bringing local and global macro challenges to the centre stage; building policy consensus on critical issues; strengthening stakeholders' awareness and representation on policy & regulatory reforms and enabling actions that positively impact the environment, nature and communities.

With a vision to drive transformation towards sustainable development, CESD continues to play a focal role in Government-Industry dialogues on national regulations; articulating stakeholders' discourse on global policies; putting forth Indian Industry's stand on macro-economic issues and accentuating the need for sustainable and inclusive transformation.

CESD focuses on six transformational pathways: Advancing Creation of a Circular Economy; Facilitating an Enabling Ecosystem for ESG Reporting; Accelerating Nature Positive Actions; Enhancing Solutions for Clean Air; Building Climate Resilience and Low-Carbon Economy and Fostering Dialogues, Engagements & Knowledge Exchange.

Confederation of Indian Industry CII – ITC Centre of Excellence for Sustainable Development

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