



SANRAKSHAN 2024

"Building Resilient Businesses Through Sustainability"

20 24

Event Date: 24-25 August 2024

Venue: IIM Lucknow, Noida Campus

Post Event Report



Sanrakshan 2024 - Business Sustainability Conclave Report

Theme: Building Resilient Businesses Through Sustainability

IIM Lucknow, Noida Campus | 24–25 August 2024

Introduction

Sanrakshan, IIM Lucknow's flagship Business Sustainability Conclave, held on 24th and 25th August 2024 at the Noida campus, marked a defining moment in advancing dialogue and action around sustainability in India. Celebrating 10 years of the PGPSM program, the event embodied this year's theme: "Building Resilient Businesses Through Sustainability", and drew over 1,500 participants, including students, industry leaders, policymakers, and academicians. The event featured around 35 speakers across 5 panel discussions, sharing insights and best practices in sustainability.

The conclave was proudly supported by:

• **Title Sponsor**: BIRAC (Global Bio India 2024)

• Case Partners: HPCL, Unstop

• **Event Partners**: NTPC, Brevistay

• Media Partner: Business Standard

About Sanrakshan

Sanrakshan is IIM Lucknow's flagship **Business Sustainability Conclave**, conceptualised as a platform to bridge the gap between business imperatives and sustainability goals. Hosted annually by the **Post Graduate Programme in Sustainable Management (PGPSM)** and the **Centre for Business Sustainability (CBS)** at the Noida campus, it brings together

policymakers, corporate leaders, academicians, entrepreneurs, and students to deliberate on solutions that balance economic growth with environmental stewardship and social equity.

Over the years, Sanrakshan has evolved into a nationally recognized forum for thought leadership in sustainability, showcasing innovations in clean energy, climate finance, circular economy, sustainable supply chains, and green entrepreneurship. It not only facilitates dialogue but also drives action by engaging students in competitions, policy simulations, and live problem-solving challenges with real-world impact. The 2024 edition was particularly significant as it celebrated **10 years of PGPSM**, reinforcing IIM Lucknow's commitment to shaping future leaders who integrate **people**, **planet and profit** in their decision-making.

About the Organisers

Sanrakshan is organised jointly by the **Post Graduate Programme in Sustainable**Management (PGPSM) and the Centre for Business Sustainability (CBS) at IIM Lucknow.

- PGPSM, launched in 2015, is India's pioneering full-time management programme
 integrating business leadership with environmental and social stewardship. It aims to
 prepare future leaders capable of balancing profitability with sustainable development
 goals.
- CBS acts as IIM Lucknow's dedicated knowledge and innovation hub for advancing sustainability practices in business. It engages with corporates, policymakers, and academia to co-create solutions addressing climate change, resource efficiency, and inclusive growth.

Event Highlights - Sanrakshan 2024 at a Glance

Dates: 24–25 August 2024

Venue: IIM Lucknow – Noida Campus

Theme: Building Resilient Businesses Through Sustainability

By the Numbers:

• Speakers & Panelists: 30+ from industry, policy, and academia

• **Participants:** 1500+ across two days

• **Startups Showcased:** 10+ in the Startup Mela

- Case Competitions: 4 flagship B-School challenges
- **Cultural Performances:** 2 major segments including *Pran Prakriti* classical dance and Sustainable Fashion Show
- **Social Media Reach:** 100,000+ online impressions
- Media Coverage: Featured by India Today, PIB, Business Standard, and Skilloutlook



Inaugural Ceremony & Keynote

The Sanrakshan 2024 Business Sustainability Conclave commenced with a profound and dignified inaugural ceremony, setting the tone for two days of dialogue, innovation, and strategic insights on building sustainable businesses. Held at the prestigious IIM Lucknow Noida Campus, the inaugural session brought together esteemed dignitaries from academia, government, and industry, alongside an enthusiastic audience comprising students, faculty, and invited guests.

Lamp Lighting Ceremony

The event began with the traditional lamp lighting ceremony — an auspicious and symbolic practice in Indian culture, representing the dispelling of ignorance and the illumination of knowledge. Esteemed dignitaries, including faculty members, the Dean of IIM Lucknow (Noida Campus), and chief guests from industry and government, joined hands to mark the formal inauguration of the conclave. The ceremony was not merely a formality, but a moment to reflect on the purpose of Sanrakshan — to spark meaningful conversations and inspire solutions that can lead to a more resilient and sustainable world.



Welcome Address

The Chairperson of the PGPSM programme Prof. Dipti Gupta and Chairperson of the Centre for Business Sustainability (CBS) Prof.

Kaushik Ranjan Bandyopadhyay delivered a thoughtful and aspirational welcome address. They traced the journey of PGPSM from its inception a decade ago to its current status as one of India's premier sustainability-focused management programmes. The address emphasized the growing importance of integrating sustainability across all business functions, and highlighted how PGPSM





graduates are today leading ESG, decarbonisation, and climate finance initiatives across India's top corporations and policy platforms. The warm welcome also acknowledged the support of Sanrakshan's partners — BIRAC, HPCL, NTPC, and Business Standard — and expressed gratitude to all stakeholders for their commitment to the cause of sustainability.

Address by the Dean, Noida Campus

Prof. Ajay Singh, Dean, Noida Campus, IIM Lucknow

Prof. Ajay Singh underscored the **crucial role of sustainability** in shaping innovation and building a competitive edge in today's business environment. He emphasised that sustainable practices are no longer limited to regulatory compliance or environmental responsibility; rather, they have emerged as strategic drivers of innovation and long-term value creation.

Reflecting on the evolving business landscape, Prof. Singh highlighted the **critical importance of responsible resource management**, noting that the judicious and efficient use of resources is fundamental to ensuring enduring environmental sustainability. He urged participants to view sustainability as an



enabler of transformative ideas and as an indispensable component of modern business strategy, aligning profitability with planetary well-being.

Special Address by Mr. Ansuman Patnaik, Director General, Competition Commission of India

Mr. Patnaik brought a unique and timely policy perspective to the stage. His address focused on





the regulatory shift toward supporting sustainability-led innovation in markets. He spoke about how traditional competition frameworks are being reshaped to accommodate the dynamics of green entrepreneurship, climate technology, and bioeconomy ventures.

Drawing from India's evolving regulatory environment, Mr. Patnaik highlighted the role of regulatory bodies like CCI in enabling ethical competition while incentivising innovation in sectors critical to India's low-carbon transition. His message was particularly impactful in showing how market design, regulation, and sustainability are now interconnected levers in economic policymaking.

Keynote by Ms. Shilpy Kochhar, Head - Business Development & Communications, BIRAC

Representing BIRAC, the Title Sponsor of Sanrakshan 2024, Ms. Shilpy Kochhar delivered a powerful keynote address that brought attention to biotechnology's transformative role in India's sustainable development journey. She showcased how BIRAC has been instrumental in supporting over 5000 bio-startups, many of which are working on climate-resilient agriculture, biofuels, green healthcare, and circular economy models.

She spoke about the rise of India's bioeconomy, projected to reach \$300 billion by 2030, and positioned it as a key pillar of sustainable



economic growth. Her address provided valuable insights into how biotech-led innovations can align seamlessly with ESG goals — not just in healthcare but across energy, sanitation, and food systems. Her presence also reaffirmed the crucial link between innovation ecosystems and institutional platforms like Sanrakshan.

Cultural Segment: Pran Prikriti

Sanrakshan 2024 featured, for the first time, a captivating confluence of **Kathak, Odissi, and Kuchipudi**, presented by the *Kalaagat Niranjana Foundation* on the theme of sustainability. The performance seamlessly blended classical Indian dance forms to explore the harmony between tradition and modernity, while reflecting the conclave's central message — that the dialogue on climate and business is not only scientific and economic, but also deeply human.

Through graceful movements, intricate rhythms, and expressive storytelling, the artists conveyed the interconnectedness of culture and environmental consciousness, leaving the audience with a poignant reminder of sustainability's emotional and cultural dimensions.









Panel Discussion Summary

Day 1 – August 24, 2024

⋄ Panel Discussion 1: The Future of Renewable Energy in India

Time: 02:00 PM | Duration: 1 hr 12 mins

Theme: Challenges in grid integration and energy storage.

Moderator: Anjan Das (EY)

Panelists:

- Mr. Sandeep Chatterjee, Supply Chain & Sustainability Leader, IBM India
- **Mr. Manish Dabkara**, Chairman & MD, EKI Energy Services Ltd (EnKing International)
- Mr. Rupesh Kumar Singh, Business Field Manager (Energy & Environment), TUV Rheinland Asia
- Mr. Vikas Kumar, Manager, ESG and Sustainability, NTPC

Discussion Summary: This high-powered panel focused on India's roadmap to net-zero, with special emphasis on the integration of renewable energy with the grid.

Moderator Anjan Das opened the discussion by engaging NTPC's Vikas Kumar, an alumnus of PGPSM, on his professional journey and the role sustainability plays in NTPC's transition strategy. Vikas traced his path from a thermal engineering background to leading renewable integration, explaining that for a large-scale thermal generator like NTPC, the shift to renewables is necessarily gradual. He projected that India's peak energy demand could reach 360–370 GW by 2032, with renewables playing a critical role, but acknowledged that storage bottlenecks make thermal power a necessary "bridge" in the transition.

Rupesh Kumar Singh emphasised the importance of hybrid renewable models. Drawing from global benchmarks, he explained that solar-wind hybrids, when paired with storage solutions like batteries or pumped hydro, can deliver dispatchable power with up to 90% efficiency—comparable to thermal plants. He highlighted India's vast coastal wind potential (1,200 GW) and solar capacity (700–800 GW) as significant opportunities for such integration.

Manish Dabkara discussed the recently introduced Carbon Credit Trading Scheme (CCTS), noting that while it will initially cover only five sectors, hard-to-abate industries like steel are expected to join soon. He cautioned against low carbon credit prices that could encourage

"greenwashing" by allowing companies to buy credits instead of reducing emissions. Balancing pricing to protect GDP growth while driving decarbonisation, he said, is critical.

On sustainable supply chains, Sandeep Chatterjee shared examples such as using fly ash in cement production, recycling steel slag, and reusing automotive assembly lines in the Indica car project. He also highlighted the role of AI and blockchain in improving traceability but cautioned that these technologies are energy-intensive, necessitating "green IT" practices.

The panel delved into energy storage options, comparing declining battery costs with the large capacity benefits of pumped hydro. Vikas Kumar described NTPC's hydrogen blending pilots—ranging from 5% to 15% blending in PNG pipelines—alongside microgrid and hydrogen mobility projects. Manish clarified that carbon credits currently exclude short-lived pollutants. Audience questions explored carbon market liquidity risks and the potential of the voluntary carbon market, before the session closed with a call to integrate market mechanisms, technology innovation, and regulatory frameworks in the net-zero journey.

Notable Quotes:

"Thermal is currently enabling renewables to scale. It's a necessary bridge in the transition." – Mr. Vikas Kumar



Speaker Profiles:

- **Sandeep Chatterjee**: With over two decades at IBM Consulting, he leads initiatives at the intersection of tech, sustainability, and global supply chains.
- Manish Dabkara: A pioneer in India's carbon market ecosystem, he has built EnKing International into a global leader in climate advisory.

- **Rupesh Kumar Singh:** Spearheads ESG verification and climate compliance solutions at TUV Rheinland Asia.
- **Vikas Kumar:** An IIM Lucknow alumnus, he leads NTPC's decarbonisation roadmap and ESG disclosures.

Additional Activities:

- Vote of Thanks by Mr. Ashish
- Prelims Quiz Results: Top 6 teams shortlisted

⋄ Panel Discussion 2: Measuring and Reporting Sustainability

Time: 03:30 PM | Duration: 57 mins

Theme: Standardising ESG metrics and aligning with business strategy.

Moderator: Richa Ahuja

Panelists:

- Pramod Pandey (Philips India)
- Sheetal Sharad (ICRA)
- Aalok Deshmukh (SuperHuman Race, TBC)
- Remant Tiwary (Deloitte)

Discussion Summary: Philips' Pramod Pandey explained how his organisation embeds ecodesign principles across the product lifecycle, targeting 96% recycled materials by 2025. He noted that ESG-related queries in M&A deals have risen sharply—from just 3–4 questions previously to as many as 40–50 now—reflecting investors' heightened scrutiny.

Moderator Richa Ahuja raised the issue of greenwashing, suggesting closer collaboration between auditors and rating agencies to enhance transparency. Pandey agreed, stressing the need for standardised audit frameworks and sector-specific metrics.

ICRA's Sheetal Sharad addressed the challenge of data reliability in ESG ratings, particularly for Scope 3 emissions. With over 50% of ESG data still collected manually, she said, automation and digital tools will be key to ensuring accuracy.

Remant Tiwary of Deloitte elaborated on the "double materiality" approach—covering not just investor-relevant disclosures but also those important to broader stakeholders, in line with

SEBI's BRSR norms. Gaurish Wagh underlined the need to move ESG from being a compliance checkbox to becoming a driver of value creation.

Quote:

"50% of ESG data is still collected manually – automation isn't a luxury, it's a necessity." – Pramod Pandey



Speaker Profiles:

- **Pramod Pandey**: A global leader in Environment, Safety & Health, Pramod has steered Philips' EHS strategy through major ESG shifts.
- **Sheetal Sharad**: As ICRA's Chief Ratings Officer, she brings sharp insights into sustainability-linked credit ratings.
- **Aalok Deshmukh:** Co-founder of SuperHuman Race, a platform focused on helping organisations integrate sustainability and social impact into business strategy through measurable, scalable solutions.
- **Remant Tiwary**: With Deloitte, he drives assurance services for ESG, helping Indian corporates align with SEBI's BRSR norms.

Day 2 – August 25, 2024

Special Keynote: India's Green Growth Engine – Policy & Innovation for a Sustainable Future

Time: 11:00 AM

Speaker: D.M.R. Panda, Chief General Manager – Renewable Energy & Hydrogen, NTPC

Before the first panel discussion on Day 2, Sanrakshan 2024 hosted a special keynote by Mr. D.M.R. Panda, Chief General Manager (Renewable Energy & Hydrogen), NTPC. Drawing on decades of experience in India's power sector, Mr. Panda presented a sweeping overview of the country's energy transition — from its historical dependence on biomass to the present push for large-scale renewable adoption, and the urgency of accelerating this shift. He noted that by 2025, renewable



energy generation in India is expected to surpass coal-based power, yet the sector faces critical integration challenges such as day—night supply variation and the significant land requirements for solar and wind deployment. Addressing the mobility transition, he underscored that moving from the current 30 million electric vehicles to the 1 billion required by 2050 to achieve net-zero targets will demand not only behavioural shifts but also the scaling up of electric and hydrogen



fuel cell technologies. He stressed that green hydrogen offers transformative decarbonisation potential for hard-to-abate sectors including fertilisers, chemicals, and aviation, and outlined NTPC's pioneering initiatives in this space — from blending hydrogen into natural gas pipelines to developing a large-scale **Hydrogen Hub** in Andhra Pradesh, and advancing renewable-based production of methanol, ammonia, and sustainable aviation fuel. Emphasising

parallels with the cost trajectory of solar power, **Mr. Panda** expressed confidence that hydrogen and other renewable-based chemicals will achieve cost parity through economies of scale and technological innovation. His keynote effectively positioned India's green energy ambitions within the dual framework of policy enablement and innovation-driven scaling, portraying NTPC's role as both a national leader and a catalyst in making India a **global green growth engine.**

⋄ Panel Discussion 3: Financing the Sustainable Future

Time: 12:00 PM | **Duration**: 1 hr 04 mins

Theme: Exploring innovative financing mechanisms for sustainable projects in India.

Moderator: Sanjeet Kumar (Strategy Analyst, Accenture)

Panelists:

• Aadil Chittalwala (Peak Ventures)

- Sagar Asapur (Climate Risk Horizon)
- Dr Abhinav Akhilesh (Grant Thornton Bharat LLP)
- Diksha Rathore (BIRAC)

Discussion Summary: Moderator Sanjeet Kumar steered the discussion towards de-risking early-stage sustainable innovation. Addil Chittalwala of Peak Ventures explained how blended finance—combining concessional capital with commercial investment—can help scale climatetech solutions in renewable energy, mobility, and waste management.

Sagar Asapur of Climate Risk Horizon stressed the importance of integrating climate risk assessment into financial modelling, helping institutions better price environmental risks. Dr. Abhinav Akhilesh of Grant Thornton Bharat discussed structuring sustainable finance solutions that align with both investor expectations and ESG goals, noting that strong ESG performance is increasingly linked to lower capital costs.

Diksha Rathore from BIRAC shared how biotech-focused sustainability ventures are supported through a mix of grants, incubation, and market linkages, creating scalable models in areas like biofuels, climate-resilient agriculture, and waste valorisation.



Speaker Profiles:

- **Aadil Chittalwala:** Heads the climate-tech investment portfolio at Peak Ventures, focusing on high-impact innovation in renewable energy, sustainable mobility, and waste management.
- **Sagar Asapur:** Founder of Climate Risk Horizon, specialising in climate risk assessment and helping financial institutions integrate environmental sustainability into risk modelling.
- **Dr. Abhinav Akhilesh:** Vice President at Grant Thornton Bharat LLP, with extensive experience in structuring sustainable finance solutions, ESG strategy, and impact assessment.
- **Diksha Rathore:** Entrepreneurial Development & Incubation Officer at BIRAC, leading initiatives to support bio-entrepreneurship and biotech innovations aligned with India's net-zero and SDG targets.

⋄ Panel Discussion 4: Sustainable Supply Chain and Resource Management

Time: 02:00 PM | Duration: 1 hr 08 mins

Theme: Challenges and opportunities in building resilient and sustainable supply chains, efficient resource management practices.

Moderator: Rishabh Singh

Panelists:

- Dr. Pankaj Sharma (PPAC)
- Abhinav Kaushal (Zero Carbon One)
- Baliram Mutagekar (BNY Mellon)
- Gaurav Sahni (A.P. Moller-Maersk)

Discussion Summary: Moderator Rishabh Singh opened the conversation on making supply chains both resilient and low-carbon. Dr. Pankaj Sharma (PPAC) emphasised the need for a modal shift from road to rail and waterways to cut logistics emissions.

Abhinav Kaushal of Zero Carbon One discussed technology's role in tracking Scope 1–3 emissions across complex supply chains, enabling better lifecycle accountability. Baliram Mutagekar of BNY Mellon underscored that resource efficiency is not just an ESG metric but also a direct cost-saving lever for businesses.

Gaurav Sahni of A.P. Moller-Maersk detailed the company's decarbonisation strategy, including electrifying port operations and piloting green methanol-powered vessels. The panel agreed that achieving supply chain sustainability will require close collaboration between industry, policymakers, and technology providers.



Speaker Profiles:

- **Dr. Pankaj Sharma**: Policy strategist at PPAC with deep expertise in India's energy economics and fuel security.
- **Abhinav Kaushal**: Works at the intersection of climate tech and operations with Zero Carbon One.
- **Baliram Mutagekar**: ESG expert at BNY Mellon focusing on financial services' net-zero targets.
- Gaurav Sahni: Leads Maersk's South Asia sustainability agenda, with strong focus on decarbonized logistics.

⋄ Panel Discussion 5: Closing the Loop

Time: 03:30 PM | **Duration**: 1 hr 03 mins

Theme: Exploring the practical applications of circular economy principles in India industries, product design for longevity and reusability, reverse logistics, innovative recycling technologies.

Moderator: Priyanshi Kawdia (Accenture)

Panelists:

- Pranay Kumar (Green Work)
- Priyadarshi Singh (Independent Consultant Sustainable Mobility, WRI India)
- Pooja Chopra (Co Founder and Chief Product Leader, DO IT ZERO)
- Avinash Kumar (Executive Director and Partner, Earthhood services pvt ltd)

Discussion Summary:

Moderator Priyanshi Kawdia initiated the discussion on circular economy practices in India. Pranay Kumar of Green Work argued that circularity must go beyond recycling to rethinking product design for longevity, repairability, and reusability.

WRI's Priyadarshi spoke about the role of policy frameworks in enabling reverse logistics and creating incentives for manufacturers to design for end-of-life recovery. Pooja Chopra discussed digital material passports as a tool for tracking product components through their lifecycle, aiding both recycling and resale markets.

Avinash Kumar emphasised that sectors like fast fashion and packaging are ripe for disruption through reuse-based business models. The discussion concluded with a consensus that a truly

circular economy in India will require innovation at the intersection of design, technology, and behavioural change.



Speaker Profiles:

- **Pranay Kumar** Founder of *Green Work*, driving India's circular economy transition through innovation hubs and sustainable product design initiatives.
- **Priyadarshi Singh** Independent Consultant in *Sustainable Mobility* with WRI India, focusing on policy frameworks, reverse logistics, and urban transport sustainability.
- **Pooja Chopra** Co-founder & Chief Product Leader at *DO IT ZERO*, developing zerowaste solutions and pioneering digital material passports for lifecycle tracking.
- **Avinash Kumar** Executive Director & Partner at *Earthood Services Pvt. Ltd.*, working on environmental consultancy, lifecycle assessment, and sustainability strategy for industries.

Parallel Events & Competitions

In parallel with the panel discussions, **Sanrakshan 2024** hosted several vibrant events that showcased student innovation and industry collaboration:

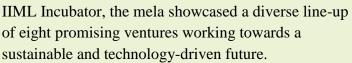
• Startup Mela: Fostering Green Innovation

Sanrakshan 2024's Startup Mela was one of the most vibrant and interactive segments of the



conclave, bringing together entrepreneurs, investors, and students in an open arena of ideas and innovation. Powered by

Powered by BIRAC and the



The stalls featured innovations such as **Srajan AI**(empowering agriculture with data-driven decisions), **Raasa** (a street food delivery app bringing local

flavours to your doorstep), **Trigo Electric** (advancing sustainable electric mobility), **Tozero** (innovations in waste treatment and disposal), **Medmitra AI** (AI-

powered healthcare assistance), Humlog Jobs (an employment platform connecting local talent



with opportunities), **Kimalaya Naturals** (authentic preventive health and wellness solutions), and **Cycle Spirit** (pioneering innovations for the future of sustainable transportation).



Each startup had the opportunity to pitch its vision to investors, corporate leaders, and sustainability experts in **short sessions**, followed by open discussions at their stalls. These interactions sparked conversations on market readiness, funding opportunities, and scaling models. Several industry representatives, including officials from **NTPC** and mentors from **BIRAC**, offered constructive feedback and explored pilot collaboration possibilities.



For students, the mela became a live case study in entrepreneurship. Many took part in "reverse mentoring" by sharing branding, business modelling, and operational ideas with

founders — adding a unique peer-learning dimension to the event.

By the close of the conclave, a few received **letters of intent** for pilot several others secured follow-up *Startup Mela* proved to be more — it was a **launchpad where opportunity**, and where the spirit into tangible action.





ventures had already deployments, while investor meetings. The than just an exhibition **innovation met** of sustainability turned



• Case Competitions & B-School Engagements

The heart of Sanrakshan 2024 pulsed not only through its panels and discussions but also in the vibrant and intellectually charged competitive events that brought together India's brightest minds to solve sustainability challenges. Hosted across both days, these competitions served as a dynamic platform for future sustainability leaders to test their ideas, analytical skills, and innovative thinking under real-world business and policy scenarios.

• Samadhaan: Policy Case Challenge

Organised in association with **NITI**, HPCL, and Unstop, Samadhaan was a policy simulation event that placed students in the shoes of strategic advisors to the government and public sector undertakings. Participants were presented with a live case involving the future of India's energy mix, decarbonization targets, and public-private collaboration to meet net-zero commitments.

The case challenged teams to rethink traditional fuel policies and incorporate innovations in energy pricing, incentives for clean mobility, and carbon trading frameworks. Students had to formulate policy blueprints that not only aligned with India's updated NDCs under the Paris Agreement but were also socially inclusive and economically viable.

The jury, comprising senior professionals from **HPCL** and energy policy think tanks, assessed teams on their strategic feasibility, policy robustness, stakeholder alignment, and clarity of thought. What stood out was the diversity of approaches — from incentivizing decentralized energy models in rural India to introducing carbon dividends for cleaner transport modes.

• Harit Vitt: Sustainable Finance Challenge

Curated by **Finfaction**, IIM Lucknow's finance club, Harit Vitt brought to life the complex intersection of finance and sustainability. The competition pushed participants to demonstrate how finance can act not just as a support system but as a catalyst for green innovation.

Participants were presented with a detailed case involving a mid-scale solar infrastructure company seeking capital to expand operations into tier-2 cities. Teams had to propose blended finance models combining green bonds, sovereign guarantees, CSR funds, and carbon market instruments.

In the final presentations, teams displayed deep financial modeling acumen with ESG-aligned metrics, IRR vs SDG impact analyses, and carbon-adjusted return frameworks. Some teams even recommended tokenizing carbon credits through blockchain for retail investors.

• Harit Apoorti: Green Supply Chain Case Challenge

Spearheaded by **Opman**, the operations club at IIM Lucknow, this competition focused on redesigning legacy supply chains for sustainability. The given business problem revolved around a multinational FMCG company aiming to reduce its Scope 3 emissions and improve lifecycle accountability across sourcing, warehousing, packaging, and distribution.

What made this competition unique was its insistence on quantifiable impact — teams had to present actual carbon footprint reductions from route optimization, packaging swaps, and process redesign. The use of digital twins, AI-driven inventory models, and blockchain-based vendor traceability highlighted the cutting-edge thinking displayed.

Judges from logistics firms and ESG consultancies particularly commended the practicality and scalability of solutions. One finalist team proposed integrating rail-based freight via green corridors and demonstrated a 12% emission cut per SKU.

• Thrive - Sustainability Innovation Showcase

Organised jointly by Sanrakshan and $Arth-The\ Sustainability\ Club$, Thrive provided a platform for students to ideate and present innovative sustainability solutions beyond conventional case formats. The challenge encouraged concepts that combined creativity, feasibility, and measurable environmental impact.

From upcycling-based fashion initiatives to tech-enabled waste segregation models, the competition drew entries that blended business acumen with social consciousness. Teams were evaluated on originality, scalability, and alignment with sustainable development goals. The event successfully highlighted how student-led innovations can act as catalysts for behaviour change and sustainable market practices.

Quiz Bizz – Business & Sustainability Quizzes

Adding a dash of competitive fun to the conclave's intellectual atmosphere, Quiz Bizz was organized as an online quiz event open to all participants and attendees. Hosted live on Day 1 of Sanrakshan 2024, the quiz challenged participants on a wide spectrum of business, sustainability, and science-related topics — ranging from climate policy and corporate ESG initiatives to breakthrough green technologies and market trends.

The format was fast-paced: a dedicated link was shared for each round, and participants had a limited window to submit their answers. Speed, accuracy, and presence of mind were equally critical, as the leaderboard updated in real-time after every session.

The quizzes proved to be a perfect brain teaser in between panel discussions and competitions, keeping the audience engaged while testing their knowledge beyond their specializations. Several students remarked that Quiz Bizz offered a refreshing mix of learning and excitement, while fostering informal networking among participants.

By the close of Day 2, cumulative scores determined the final rankings, with top scorers receiving certificates and event memorabilia as recognition of their quick thinking and subject mastery.

Results & Felicitations

As the competitive events concluded on Day 2, the anticipation in the auditorium was palpable. Faculty coordinators, jury members, and student organisers assembled on stage to announce the results of Sanrakshan 2024's flagship competitions. Winners and runners-up were invited on stage to receive trophies, certificates, and memorabilia, amid applause from the audience. This segment not only celebrated talent and innovation but also reaffirmed the conclave's role as a launchpad for future sustainability leaders.

Samaadhan – Policy Case Challenge (Organised by NITI, HPCL & Unstop)

- Winner: *The Policy Consultants* SRCC, University of Delhi
- 1st Runner-up: Team Juggernaut Great Lakes Institute of Management, Gurugram
- **2nd Runner-up:** *Team Statesman* IIFT Delhi

The winning team impressed the jury with a comprehensive policy blueprint addressing decarbonisation in the transport sector, integrating fiscal incentives and robust monitoring frameworks.

Thrive – Sustainability Innovation Showcase (Presented by Sanrakshan & Arth Club)

• Winner: Team Dauntless

• Runners-up: Team Trigger Warning & Team Eco Threads (Tie)

Thrive's winners showcased an innovative upcycling model that combined community livelihood generation with scalable waste reduction techniques.

Harit Apoorti – Green Supply Chain Case Challenge (Organised by Sanrakshan & Opman Club)

• Winner: IIFM Bhopal

• 1st Runner-up: The Green Alchemists

• **2nd Runner-up:** *Green Ops* – IIM Calcutta

• 3rd Runner-up: The Ace Team

The winning solution demonstrated a 15% reduction in emissions through localised procurement and reverse logistics integration.

Harit Vitt - Sustainable Finance Challenge (Organised by Sanrakshan & Finfaction)

• Winner: NettlePro

• 1st Runner-up: *Team KSK* – SSCBS

• 2nd Runner-up: SRCC

NettlePro's presentation stood out for its unique blended finance model enabling solar expansion into underserved regions while delivering competitive IRR.

Fashion Show: Sustainability on the Ramp

With the competitions concluded and winners felicitated, the stage was set for the much-awaited **Sustainable Fashion Show**, a vibrant collaboration between *IIM Lucknow's Sanrakshan – The Business Sustainability Conclave* and **Satyam Fashion Institute**, **Noida**, a premier design college known for its commitment to sustainability and practical learning.

Held on the evening of **Day 2** at the Noida Campus, the show was a visual and cultural celebration of slow fashion, upcycling, and ethical design, bringing the curtains down on Sanrakshan 2024 with elegance and responsibility. Talented student designers presented



groundbreaking creations crafted from recycled, upcycled, and biodegradable materials. The collections featured natural dyes, revival of traditional crafts, and zerowaste pattern techniques, alongside innovative use of hemp, banana fibre, and industrial textile scrap. Some designs also incorporated digital material tracking concepts to ensure lifecycle transparency, underlining that style and sustainability can walk hand in hand.

The showcase drew enthusiastic applause from the audience, leaving a lasting

impression that sustainable fashion is not a passing trend, but the inevitable future of the industry.



Media & Digital Footprint

Website: <u>iiml-sanrakshan.com</u>

■ Social Media Reach:

- Instagram: 2.5K+ followers engaged through reels, panel highlights, and behind-thescenes content
- LinkedIn: 15K+ reach through professional updates, speaker posts, and alumni interactions
- Total Online Impressions: Over 100,000 across platforms during event week

Media Partner: Business Standard

National & Official Media Coverage:

- **India Today** featured Sanrakshan 2024 in an article titled "*IIM Lucknow hosts* 'Sanrakshan 2024', focusing on sustainable business practices", covering key sessions, competitions, and policy insights. Read here
- **Press Information Bureau (PIB)** published an official press release titled "Sanrakshan 2024: IIM Lucknow's Premier Event Focuses on Sustainability in Business", giving national recognition to the conclave's impact. Read here
- Skilloutlook.com published a detailed article titled "Sanrakshan 2024: IIM Lucknow's Premier Event Focuses on Sustainability in Business", spotlighting the Startup Mela, panel discussions, student competitions, and cultural performances. Read here
- Shiksha.com covered the conclave with emphasis on programming structure, speaker talks, and student-led initiatives, reaffirming the event's academic and professional significance.Read here
- Aaj Tak Campus also featured a coverage piece emphasizing the conclave's focus on sustainable business strategies and key keynote appearances. Read here
- EducationExclusive.com published "IIM Lucknow 'Sanrakshan 2024': Shaping Tomorrow's Sustainable Business Strategies", recognizing the Startup Mela and the conclave's emphasis on green inspiration for business resilience. Read here
- CollegeChalo.com published "IIM Lucknow Sanrakshan 2024 focuses on great sustainability", highlighting keynote sessions by industry leaders, the Startup Mela, ESG-focused panel discussions, and the conclave's role in positioning sustainability as a driver for business innovation. Read here

These publications, combined with strong digital engagement, extended the conclave's visibility far beyond campus, positioning IIM Lucknow as a thought leader in sustainability.

Acknowledgements

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• Case Partners: Hindustan Petroleum Corporation Limited (HPCL), Unstop

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• Media Partner: Business Standard

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Conclusion & Way Forward

Sanrakshan 2024 succeeded not just in bringing together voices from across sectors but also in creating actionable dialogues. It illuminated the practical convergence of business performance and planetary well-being. The conclave reaffirmed IIM Lucknow's leadership in sustainability through leadership, inspiring future-ready managers to act as torchbearers of systemic change.

Annexure

- Panel transcripts and quotes (available on request)
- Event agenda (attached)
- Competition results (available with student committee))
- Conclave Brochure



जैव प्रौद्योगिकी उद्योग अनुसंघान सहायता परिषद (भारत सरकार का उपक्रम) Biotechnology Industry Research Assistance Council (A Govt. of India Enterprise)



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