



Business Sustainability Conclave

Sanrakshan 2025

Viksit Bharat 2047: Catalysing Growth through
Sustainability and Responsibility

23-24 August, 2025
IIM Lucknow, Noida Campus

"Powering a Brighter Tomorrow"

Transform your energy landscape!

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Post Event Report

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SANRAKSHAN 2025 REPORT

Executive Summary

Sanrakshan 2025, IIM Lucknow's flagship Business Sustainability Conclave, was held on 23–24 August 2025 at the Noida Campus with the central theme “**Viksit Bharat 2047 – Catalysing Growth through Sustainability and Responsibility.**” The two-day event served as a national platform that brought together policymakers, industry leaders, academicians, sustainability practitioners, entrepreneurs, and students to explore India's transition toward a climate-conscious, technologically advanced, and equitable future.

The conclave featured **four high-impact panel discussions** spanning Technology, Manufacturing, Finance, and Lifestyle—each examining sectoral pathways to achieving India's long-term development goals. Experts highlighted the role of digital transformation, clean manufacturing, climate-aligned finance, and mindful living in shaping a resilient national growth model. Keynotes from senior leaders, including regulatory and policy experts, provided strategic insights into India's evolving energy, industrial, and digital ecosystems.

Sanrakshan 2025 also showcased **student-led innovation, competitions, and start-up engagement**, reinforcing IIM Lucknow's commitment to experiential learning in sustainable management. Flagship events such as **HaritVitt (Green Finance Case Challenge)**, **ReWeave (Circular Economy Strategy)**, **Brand Alchemy (Strategic Marketing Crisis Simulation)**, **Thrive (Clean Energy Workforce Solutions)**, and **Startup Mela** created platforms for applied problem-solving aligned with real-world sustainability challenges. With participation from premier institutions across India, these events demonstrated the growing interest and capability of youth in driving climate action, purpose-driven business models, and responsible leadership.

The conclave strengthened **industry–academia collaboration**, fostered dialogue on national missions including clean energy, green hydrogen, digital governance, and circular economy, and emphasised the importance of embedding sustainability into strategy, operations, and everyday lifestyles. It further positioned IIM Lucknow as a thought leader in sustainable management education, amplifying the institute's focus on building future-ready leaders for a Viksit Bharat.

Sanrakshan 2025 concluded with strengthened stakeholder commitment to drive innovation, deepen partnerships, and mainstream sustainability for a greener, inclusive, future-ready India. Beyond its sessions and competitions, Sanrakshan 2025 succeeded in cultivating a stronger culture of sustainability across the IIM Lucknow community. The conclave encouraged students to engage with emerging national missions, expanded industry linkages for collaborative research, and deepened awareness around climate resilience, ethical leadership, and responsible decision-making. By uniting diverse stakeholders under a shared vision, the conclave not only showcased the institute's academic and organisational capabilities but also reaffirmed its commitment to shaping leaders who can contribute meaningfully to India's sustainable development journey over the coming decades.



Introduction

Sanrakshan is IIM Lucknow's flagship Business Sustainability Conclave, envisioned as a national-level platform that unites policymakers, industry leaders, academicians, researchers, and students to deliberate on India's evolving sustainability landscape. Over the years, it has grown into a multidisciplinary forum that not only highlights pressing environmental and social challenges but also showcases cutting-edge solutions that can shape a resilient and responsible future. Rooted in IIM Lucknow's ethos of "Better Management – Better Nation," Sanrakshan aims to cultivate future leaders who can integrate sustainability into strategy, innovation, and governance.

About Sanrakshan

Sanrakshan was conceptualized as an initiative that bridges the gap between academia and the real-world sustainability ecosystem. It provides a structured space for dialogue on climate action, ESG integration, circular economy, green finance, digital responsibility, and inclusive development. Through keynote sessions, expert panels, competitions, and cultural showcases, Sanrakshan encourages experiential learning, interdisciplinary collaboration, and leadership development among management students. Every edition focuses on a contemporary sustainability agenda aligned with national missions and global frameworks such as the SDGs, Paris Agreement, and Net-Zero pathways.

About Sanrakshan 2025

Sanrakshan was established with the objective of fostering awareness, innovation, and leadership in sustainability among future managers. The 2025 edition expands the conclave's impact by bringing together leading voices from technology, manufacturing, finance, and lifestyle sectors.

Theme:

Viksit Bharat 2047 – Catalysing Growth through Sustainability and Responsibility

Objectives & Vision

The theme emphasises India's long-term development vision grounded in sustainability, technological advancement, and responsible growth. It seeks to inspire dialogue on how industries, policymakers, academia, and youth can contribute to a resilient, equitable, and climate-conscious Viksit Bharat by 2047. The objectives include accelerating green innovation, strengthening national missions such as LiFE, Mission 500 GW RE, Green Hydrogen Mission, and aligning with SDGs on climate action, clean energy, and inclusive development.



Organizing Entities

Role of PGPSM

The Post Graduate Programme in Sustainable Management (PGPSM) is the cornerstone of Sanrakshan's planning and execution. Students and faculty from PGPSM conceptualise, design, and lead the entire conclave—from theme ideation and panel structuring to competitions, logistics, communications, and stakeholder engagement.

Through Sanrakshan, PGPSM not only demonstrates its academic and practical expertise in sustainable management but also reinforces its mission of shaping future-ready sustainability leaders. The conclave offers PGPSM students a platform to apply classroom learnings to real-world scenarios, collaborate with industry, and drive meaningful conversations within the sustainability ecosystem.

Centre for Business Sustainability (CBS)

The Centre for Business Sustainability (CBS) functions as IIM Lucknow's focal point for research, industry partnerships, and knowledge creation in sustainability. CBS provides the intellectual backbone of Sanrakshan by identifying contemporary themes, curating thought-provoking sessions, and engaging with leading practitioners, policymakers, and scholars. By bridging academia with industry realities, CBS ensures that Sanrakshan remains aligned with national goals, global frameworks, and emerging sustainability challenges. Its role strengthens the conclave's impact by promoting responsible business practices and facilitating dialogue that inspires action across sectors.



DAY 1 PROCEEDINGS (23rd August 2025)

Inauguration & Lamp Lighting Ceremony

Sanrakshan 2025 commenced with a dignified and traditional lamp-lighting ceremony, graced by esteemed faculty members, distinguished guests, industry speakers, and student leaders. The inaugural ritual symbolised the illumination of knowledge, wisdom, and collective intent—marking the beginning of two days dedicated to fostering dialogue on India's sustainability transition.

As the ceremonial lamp was lit, the hall echoed with a sense of purpose and anticipation. The moment set a reflective and aspirational tone for the conclave, reminding participants of the responsibility that comes with shaping the future of a sustainable and resilient India. The ceremony also celebrated the collaborative spirit that defines Sanrakshan, bringing together diverse stakeholders united by the shared vision of *Viksit Bharat 2047*.

The dignitaries emphasised the importance of platforms like Sanrakshan in bridging academia and industry, inspiring future leaders, and encouraging innovation in sustainability-led growth. Their presence reinforced IIM Lucknow's commitment to nurturing informed, ethically grounded professionals capable of driving meaningful change. The inauguration seamlessly transitioned into the day's opening sessions, energising attendees and setting the stage for insightful discussions, learning, and engagement across the conclave.





Welcome Address by the Director, IIM Lucknow

The Director of IIM Lucknow addressed the gathering virtually, conveying his appreciation to the speakers, participants, and organisers of Sanrakshan 2025. He emphasised that sustainability has become a central pillar of India's development journey, aligned with the national vision of *Viksit Bharat 2047*. Highlighting Sanrakshan as a student-led initiative, he appreciated its alignment with national priorities such as clean energy, climate resilience, and inclusive growth, and encouraged participants to actively engage with the discussions. He reaffirmed IIM Lucknow's commitment to nurturing responsible, future-ready leaders through such multidisciplinary platforms.

Chief Guest Address

Shri Sanjiv Singh, Joint Secretary, DPIIT

Shri Sanjiv Singh, Joint Secretary at the Department for Promotion of Industry and Internal Trade (DPIIT), delivered a powerful and insightful keynote address, offering participants a comprehensive view of India's ongoing industrial transformation. Drawing from his extensive policy experience, he emphasised that sustainability is emerging as a core driver of global competitiveness, and India must embed responsible practices across sectors to maintain its growth momentum.

He spoke about the government's vision of positioning India as a manufacturing and innovation hub by strengthening green industrial ecosystems, promoting energy-efficient processes, and encouraging industries to adopt cleaner technologies. Shri Singh highlighted several key policy directions currently being pursued under DPIIT—including support for green manufacturing clusters, incentives for sustainable supply chains, facilitation of circular economy practices, and the integration of environmental criteria into industrial standards.



He also drew attention to India's rising prominence in areas such as renewable energy, electric mobility, and digital transformation, noting that the country's demographic advantage and entrepreneurial spirit provide a strong foundation for innovation-led sustainability. His address encouraged students to view sustainability not merely as an obligation but as a strategic opportunity to create resilient, future-ready businesses.

By sharing examples of ongoing national missions, regulatory reforms, and industry collaborations, Shri Singh offered participants deep policy-level insights into how India is preparing for a low-carbon future. He concluded by applauding IIM Lucknow's efforts in hosting Sanrakshan 2025 and urged young leaders to contribute actively to India's journey toward becoming a global benchmark in sustainable and responsible growth.

Cultural Segment

Sustainability Spirit Through Art (SPIC MACAY)

Sustainability Spirit Through Art (SPIC MACAY): The keynote session by SPIC MACAY offered a unique and refreshing perspective on sustainability by weaving together India's rich cultural heritage and the principles of mindful living. As the Main Sponsor, SPIC MACAY presented the idea that art is not merely an aesthetic expression but a powerful medium to inspire reflection, responsibility, and conscious action.

A captivating **Kathak performance** formed the centerpiece of the session, beautifully illustrating how classical art forms embody values of discipline, harmony, balance, and respect for nature—values that lie at the heart of sustainability. The rhythmic footwork, expressive storytelling, and graceful movements of the performer invited the audience to reconnect with India's traditional wisdom, which has long advocated living in sync with the environment.

Through the integration of classical dance and thoughtful narration, the session highlighted how cultural expressions can spark behavioural change and deepen environmental awareness, especially among younger generations. SPIC MACAY emphasised that sustainability is not only a technological or policy-driven pursuit but also a cultural mindset shaped by heritage, lifestyle, and collective consciousness.

The keynote set a reflective tone for the rest of the conclave, reminding participants that India's sustainability journey draws strength not only from innovation and industry, but also from the timeless values embedded in its artistic traditions.





PANEL DISCUSSION I (TECH)

Code Green – Digital Disruption for a Responsible Viksit Bharat

The first panel broadly explored how technology is shaping the future of sustainability. Speakers discussed the expanding role of digital tools, innovation trends, and the importance of integrating technology responsibly. The session highlighted how collaboration across industries can support India's developmental goals through smarter and more efficient solutions.



Panelists:

- Sankalp Mittal (Global Account Manager – Intel)
- Lakshmi Misra (Director – Microsoft)
- Manish Joshi (Principal Consultant – Infosys)
- Pragati Sinha (Consultant – Accenture)
- Prabhjot Kaur (Partner APAC & NE Asia – Ericsson)

Moderator: Raj Shekhar (Manager – Tech Mahindra)

Discussion Summary

The first panel of Sanrakshan 2025, “*Code Green: Digital Disruption for a Responsible Viksit Bharat 2047,*” brought together leading voices from Intel, Microsoft, Infosys, Accenture and Ericsson to explore how technology, innovation, and responsible leadership can accelerate India's transition towards a sustainable and inclusive digital economy. The discussion was moderated by **Raj Shekhar (Tech Mahindra)** and focused on the opportunities and challenges at the intersection of digital transformation and national sustainability goals.



The conversation opened with an examination of **India's digital infrastructure and energy future**. Panelists highlighted the growing importance of green data centers, liquid cooling systems, cloud efficiency, and renewable-powered digital campuses. They emphasised that as AI workloads expand, corporates will increasingly rely on mechanisms such as **Virtual Power Purchase Agreements (VPPAs)** to secure long-term access to clean energy. However, they noted that the success of such initiatives depends not only on technological readiness but also on organisational culture, leadership intent, and workforce capability.

A significant part of the panel addressed **technology supply chain sovereignty**, particularly in the context of India's renewed push for semiconductor manufacturing. Experts agreed that responsible supply chains will determine whether India can reduce import dependency and build high-tech capacity at scale. They underscored the need for stable energy systems, advanced manufacturing skills, and circular design principles. Solutions such as **blockchain-enabled traceability**, ethical sourcing of critical minerals, and circular electronics models were identified as essential enablers of resilient and low-carbon supply chains.

The discussion then turned to the role of **responsible AI and digital transformation** in advancing sustainability. Panelists observed that while generative AI has immense potential for accelerating R&D in materials, energy systems, and process optimization, it must be deployed within a framework that accounts for compute intensity, data governance, and carbon impact. They highlighted the emergence of **green software engineering**, responsible AI governance, and data-efficient digital systems as key priorities for the decade ahead.

On the theme of **urban and industrial sustainability**, the panel examined how technology can support the decarbonization of hard-to-abate sectors such as cement, steel, and chemicals. They stressed the need for deeper collaboration between manufacturing companies and technology providers, along with the integration of digital twins, predictive analytics, and circularity-driven redesign. At an urban scale, panelists pointed to the role of IoT, AI, and cloud platforms in enabling smarter resource management, waste reduction, and more efficient city systems.

Throughout the discussion, the panelists emphasized the centrality of **human capital** in driving a responsible digital transition. They noted that the shift toward green infrastructure, circular supply chains, and AI-led workflows demands new competencies and leadership models. Reskilling and capacity building—particularly beyond Tier-1 cities—were identified as critical to ensuring equitable access to emerging green jobs and supporting India's long-term development goals.

In their closing reflections, the speakers reiterated that India's journey towards **Viksit Bharat 2047** must be anchored in the alignment of policy, technology, and workforce readiness. They highlighted the need for clear governance frameworks, industry-academia partnerships, and corporate accountability mechanisms that make sustainability intrinsic to business strategy. The panel concluded with a shared message that "Code Green" represents not merely a technological shift, but a comprehensive roadmap for building a responsible, resilient, and future-ready India.



PANEL DISCUSSION II (MANUFACTURING)

Made Clean in India – Building the Factories of a Net-Zero Future

The manufacturing panel focused on the evolving landscape of Indian industry and the gradual shift toward cleaner, more efficient production systems. Panelists spoke about emerging opportunities, sectoral challenges, and the importance of long-term planning. The discussion emphasized the need for future-ready manufacturing ecosystems.



Panelists:

- Sanghamitra Biswas Jayant (Head – Siemens)
- Pankaj Sharma (Additional Director – PPAC)
- Nikunj Nangalia (Chief Commercial Officer – Essar)
- Vikas Kochhar (Co-Founder – Consocia Energy)

Moderator: Yash Sharma (Strategy Consultant – Accenture)

Discussion Summary

The Manufacturing Panel at Sanrakshan 2025 convened

Parallel Events – Day 1

- Startup Mela
- Business Quiz / Bizz Quiz
- Case Competition Finals – HaritVitt (Finance)



experts from Siemens Energy India, Essar Future Energy, the Petroleum Planning & Analysis Cell (MoPNG), Consocia Energy, and JBSS to explore how India's industrial landscape can transition toward low-carbon, globally competitive manufacturing. Moderated by **Yash Sharma (Accenture)**, the conversation focused on clean energy integration, operational decarbonization, policy priorities, and circularity-driven industrial innovation.

The panel opened with insights on **net-zero pathways for factories**, where speakers emphasized the importance of immediate, low-capex interventions such as efficiency optimisation, digital monitoring, and waste-heat recovery. They further highlighted the need for grid-stable renewable integration and the growing potential of green hydrogen for hard-to-abate sectors by 2030, provided India accelerates innovation and industrial collaboration.

The discussion then moved to **large-scale clean energy projects and industrial competitiveness**. It was noted that India's emerging leadership in sustainable aviation fuel, green hydrogen, and ammonia presents significant opportunities, but requires faster project execution, supply-chain preparedness, and consistent investment frameworks to position the country as a global clean manufacturing hub.

From a regulatory perspective, the panel stressed that **predictable policies and balanced energy economics** are essential for enabling industry-wide adoption of clean technologies. Speakers highlighted the need for MSME-friendly incentives, risk-sharing mechanisms, and integration of biofuels and new energy solutions to support a stable and low-carbon manufacturing ecosystem.

A key theme was the importance of **ecosystem collaboration and operational alignment** across supply chains. The panel underscored that net-zero manufacturing cannot be achieved in isolation—it requires partnerships across suppliers, logistics networks, technology providers, and communities. Corporate leadership commitment, transparency, and long-term thinking were identified as critical drivers of adoption.

The session concluded with a strong focus on **circular economy and waste-to-resource innovation**. Speakers emphasised that manufacturing sustainability goes beyond emission reduction and must incorporate lifecycle thinking, material recovery, and innovative waste management solutions. They agreed that “Made Clean in India” will rely on an integrated approach combining technology, policy support, workforce capability, and a mindset shift toward responsible industrial growth.

In their final reflections, speakers agreed that achieving “**Made Clean in India**” will require a coordinated approach that combines technological innovation, robust policy support, ecosystem-level collaboration, and a strong emphasis on capability-building. They emphasized that net-zero manufacturing is not an isolated technical goal but a fundamental shift in how India designs, operates, finances, and governs its industrial sector. The panel concluded with a shared view that India's manufacturing transformation will be central to its broader ambition of becoming a competitive, climate-resilient, and globally responsible economy by 2047.



DAY 2 PROCEEDINGS (24th August 2025)

Keynote Speaker & Q&A

Shri Sushanta Kumar Chatterjee
Chief (Regulatory Affairs), CERC



Shri Sushanta Kumar Chatterjee delivered the Day 2 keynote address, offering an insightful overview of India's evolving regulatory landscape as the country accelerates its energy transition. Drawing on his extensive experience at the Central Electricity Regulatory Commission (CERC), he highlighted the pivotal role of regulatory institutions in shaping competitive, transparent, and future-ready power markets. His address covered the emerging priorities around grid modernisation, renewable energy integration, flexibility in operations, and the need for innovative market mechanisms to balance affordability, sustainability, and reliability.

He emphasised that India's long-term decarbonisation goals will require a regulatory architecture that encourages technological innovation, robust market design, and clear long-term signals for all stakeholders—from

generators and DISCOMs to consumers and new-age energy enterprises. Shri Chatterjee also discussed the importance of strengthening ancillary services, improving forecasting and scheduling frameworks, and creating an enabling environment for green hydrogen, storage solutions, and distributed energy resources.

The keynote concluded with a thoughtful interaction with the audience, where he addressed questions on regulatory reforms, integration challenges, and the role of consumers in shaping future energy markets. His session provided participants with a nuanced understanding of how policy, regulation, and market design together form the backbone of India's transition toward a sustainable and resilient power sector.





PANEL DISCUSSION III (FINANCE)

Viksit Bharat – Nurturing a Resilient Capital Ecosystem for Sustainable & Inclusive Growth

The finance panel covered general perspectives on capital flows, market trends, and the role of financial systems in supporting national development. Speakers reflected on opportunities for growth, the importance of resilience, and the need for balanced financial strategies in a fast-changing environment.



Panelists:

- Venkat Bhargav Sreedhara (Financial Sector Specialist – World Bank)
- Saurabh Singhavi (Director & COO – Alsisar Impact)
- Dhanesh Chandra (Vice President – Barclays)
- Sidharth Sinha (Senior Fellow – Centre for Climate Change Research, TERI)
- Labanya Prakash Jena (Director – LSE)

Moderator: Harshanth R (Consultant – AFRY Management Consulting)

Discussion Summary

The Finance Panel at Sanrakshan 2025 brought together experts from the World Bank, Alsisar Impact, Barclays, TERI, and the Climate & Sustainability Initiative to explore how India's



capital ecosystem must evolve to support the Viksit Bharat vision by 2047. Moderated by **Harshanth R. (AFRY Management Consulting)**, the discussion examined the structural shifts underway in India's financial architecture and the reforms needed to unlock resilient, sustainable, and inclusive economic growth. The conversation emphasised that India's development trajectory will depend not only on scaling capital but on reimagining how capital is accessed, deployed, and governed.

The panel began by assessing the **structural transformation of India's capital ecosystem**, driven by regulatory innovation, digital infrastructure, and sustainability imperatives. Speakers highlighted how climate finance, fintech integration, MSME-focused mechanisms, and new instruments such as blended finance are reshaping financial flows. They noted that India's shift from intention to implementation in areas like green hydrogen, clean energy, and new-economy sectors is already demanding capital architectures that are more agile, transparent, and purpose-driven.

A key theme was India's growing **financial resilience amid global volatility**. Panelists acknowledged the strength of domestic participation in India's markets and the increasing sophistication of risk management practices across banks, regulators, and corporates. They noted that this resilience must now translate into frameworks that remain attractive to global investors while ensuring stability, particularly as climate-related risks become more material for financial institutions.

The discussion then turned to **sustainable finance and climate-aligned capital deployment**, where speakers examined the progress and barriers across ESG bonds, climate disclosures, transition finance, and sector-specific decarbonization pathways. While instruments such as SEBI's ESG bond framework and RBI's climate risk guidelines were seen as positive steps, panelists emphasised the need for clearer taxonomies, stronger data systems, and scaled public-private partnerships to mobilise capital at the pace required for India's climate commitments.

Another critical area of focus was **financial inclusion and the persistent capital access gap**, especially among MSMEs and rural enterprises. Despite India's digital revolution, speakers pointed to SIDBI's estimated ₹30 lakh crore MSME credit gap as evidence that access remains uneven. They highlighted promising innovations—such as cash-flow-based lending, digital public infrastructure, anchor-led supply chain financing, and impact investment models—that are enabling last-mile inclusion. However, they noted that scaling these solutions requires better risk-sharing mechanisms and institutional collaboration across banks, regulators, and fintechs.

The panel concluded with reflections on the **roadmap for the next 2–3 years**, stressing that India's capital ecosystem must integrate research, policy, and market implementation more seamlessly. Speakers called for coordinated action across financial institutions, regulators, climate researchers, and industry stakeholders to build a capital system that is both growth-oriented and climate-resilient. They agreed that nurturing such an ecosystem—one that balances profitability, environmental responsibility, and social equity—is central to realising the Viksit Bharat vision and positioning India as a global model for sustainable development finance.



PANEL DISCUSSION IV (LIFESTYLE)

The Future is Mindful – Curating Lifestyles for a Greener Tomorrow

This session discussed the shift toward mindful living and the growing relevance of responsible choices. Speakers touched upon themes such as wellbeing, social behaviour, community engagement, and the importance of sustainability in everyday life.



Panelists:

- Rajneesh Sharma (Vice President – MakeMyTrip)
- Shweta Thakur Nanda (Independent Journalist)
- Dr. Sanjivni Sharma (CEO – Kanpur Ploggers)
- Souvik Bhattacharjya (Director – TERI)
- Devender Nahar (Dy. General Manager – GAIL)

Discussion Summary

The Lifestyle Panel at Sanrakshan 2025 brought together experts from media, tourism, energy, policy, and grassroots sustainability to examine how mindful choices can shape India's journey toward a greener and more inclusive future. Featuring panelists from Morning Sprout, MakeMyTrip, GAIL, TERI, and Kanpur Ploggers, the discussion—moderated under the theme



“The Future is Mindful”—highlighted how lifestyle behaviours, community engagement, circularity, and digital nudges can collectively advance the vision of Viksit Bharat 2047.

The conversation opened with insights on **media, fashion, and responsible luxury**, where panelists emphasised the role of storytelling, journalism, and branding in shaping consumer aspirations. The discussion highlighted that sustainable lifestyles will only scale when eco-friendly choices become aspirational, trusted, and free from greenwashing. The panel underscored that media has a critical influence in redefining luxury as a force for sustainability and in normalizing conscious consumption at a national scale.

The dialogue then shifted to **sustainable consumerism and tourism**, with speakers discussing how travel platforms, retail ecosystems, and energy services can embed “green defaults” into everyday choices. Examples ranged from low-carbon travel options to carbon-transparency tools like CarbonShunya, demonstrating how digital platforms can nudge millions of consumers toward more responsible decisions. Panelists stressed that India’s fast-growing digital economy offers an unparalleled opportunity to redefine “value for money” as “value for planet,” especially as climate-aware consumerism rises among urban and semi-urban populations.

A key part of the discussion focused on **circular economy and policy integration**, exploring how India’s resource-efficiency frameworks can support trade competitiveness, corporate governance, and innovation. Panelists highlighted that circularity must extend beyond recycling into design, supply chains, and business models. They emphasised that policy momentum—from LiFE to global climate commitments—must be matched with market innovation, start-up participation, and corporate action to ensure that circular practices are adopted at scale.

The panel also emphasised the **social and community dimensions of sustainability**, drawing from experiences in grassroots clean-up movements, youth-led environmental initiatives, and community recycling networks. Speakers noted that sustainable lifestyle transitions must be people-driven, inclusive, and grounded in community participation—especially through women-led initiatives, local education programmes, and volunteer-led environmental actions. They highlighted that corporate CSR and institutional partnerships can play a vital role in mainstreaming such initiatives.

In closing, the panel reflected on the **future of mindful living**, identifying emerging opportunities in carbon-neutral homes, water-positive urban design, climate-tech tools, sustainable food systems, and biodiversity-linked well-being. Panelists agreed that India has an opportunity to define global lifestyle trends by 2047 by blending innovation, tradition, and community engagement. The session concluded with actionable recommendations for citizens and institutions, reinforcing that India’s development story will be shaped not just by economic decisions, but by how mindfully people choose to live today.

Parallel Events – Day 2

- Startup Mela
- Case Competition Finals:
 - ReWeave’25 – The Green Thread
 - Brand Alchemy – Strategic Marketing Case Competition
 - Thrive – Sustainability Solutions



Startup Mela



As part of Sanrakshan 2025, a dedicated **Startup Showcase** was organised to highlight emerging ventures working at the intersection of sustainability, innovation, and social impact. The showcase was presented in collaboration with **HPCL** and **UDGAM** as Innovation Partners, underscoring their shared commitment to fostering entrepreneurial solutions for a resilient future.

The event brought together a curated cohort of sustainability-driven startups that demonstrated novel approaches across clean mobility, wellness, circular economy, and community-focused innovation. Key participating ventures included:

- **Trigo Electric** – Showcased its electric mobility solutions aimed at promoting clean, affordable, and accessible EV transportation for urban and semi-urban India.
- **WIOF (World Is One Family)** – Presented community-based wellness and lifestyle innovations rooted in holistic living and environmental harmony.
- **TreeVeda** – Highlighted its science-backed, plant-derived wellness products and eco-conscious supply chain models.



- **Sukoon Solutions** – Demonstrated its interventions in sustainable housing, smart materials, and low-carbon infrastructure technologies.

The Startup Showcase provided a vibrant platform for student–startup interaction, exchange of ideas, and potential collaboration. It further reinforced Sanrakshan’s vision of enabling **sustainability-led innovation** and nurturing the entrepreneurial ecosystem aligned with India’s green transition.





Student Participation & Engagement

The conclave concluded with a formal award ceremony recognising winners across various competitions and appreciating outstanding contributions made by students, partners, speakers, and volunteers. The Vote of Thanks acknowledged the support of all stakeholders, including faculty, staff, industry experts, and participating institutions, emphasising the collaborative effort that made Sanrakshan 2025 successful.

BIZZ Quiz — Sanrakshan'25 Activity Highlight

As part of *Sanrakshan '25 – IIM Lucknow's Business Sustainability Conclave*, the **BIZZ Quiz** was conducted to test participants' business acumen and awareness of contemporary sustainability challenges. The quiz attracted strong participation from students across the campus, offering an engaging mix of strategy, current affairs, and sustainability-focused questions.

The event was held on **August 23rd, 2025**, at the **IIM Lucknow Noida Campus**. Participants competed for **prizes worth up to ₹10,000**, and all attendees received a **Certificate of Participation**. The activity added an energetic and competitive spirit to the conclave, encouraging collaborative learning and strategic thinking.

HaritVitt 2025 – A Green Finance Case Challenge

As part of the **two-day Sanrakshan 2025** at the Noida Campus, the institute hosted **HaritVitt 2025: A Green Finance Case Challenge**, was held on **Day 1**, organised by *FinFaction – The Finance Club of IIM Lucknow (Noida Campus)* and powered by **Lok Capital**. Designed to deepen participants' understanding of sustainable finance, the competition focused on contemporary themes such as green bonds, climate risk, transition finance, responsible investment, and capital mobilisation for India's low-carbon growth. With **800+ teams registering from across the country**, HaritVitt emerged as one of the largest student-led climate finance challenges of the year. The event provided a platform for students to apply analytical thinking, financial modelling, and sustainability insights to real-world problem statements. The challenge reinforced the growing importance of Harit Vitt (green finance) in India's economic landscape and highlighted the institute's commitment to nurturing future-ready leaders in sustainable and climate-aligned finance.

ReWeave'25 – The Green Thread

Case Topic: Circular Economy Strategy for Decommissioned Renewable Energy Assets

End-of-Life Solutions for Wind Blades, Solar Panels, and Batteries – Business Models for Recycling, Repurposing, and Reverse Logistics Circular Economy Strategy Challenge



ReWeave'25, conducted under Sanrakshan 2025, focused on one of the most pressing sustainability challenges facing India's renewable energy sector — the end-of-life management of wind turbine blades, solar PV panels, and energy storage batteries. In partnership with Greenko Group, the competition invited students to design an **integrated Circular Economy (CE) strategy** for decommissioned renewable energy assets, aligning commercial viability with environmental responsibility.

Participants were tasked with developing innovative business models that go beyond traditional disposal methods and enable recycling, repurposing, and reverse logistics solutions suited to India's evolving policy and regulatory landscape. The case required teams to evaluate waste projections for the next decade, benchmark global best practices, craft financial and operationally feasible business models, and propose credible implementation roadmaps.

Teams presented solutions that addressed:

- **Market Assessment**
- **Business Model Innovation**
- **Financial & Operational Feasibility**
- **Implementation Roadmap**
- **Sustainability Impact**

ReWeave'25 showcased the students' ability to synthesise engineering, finance, policy, and management insights into actionable sustainability solutions. The final presentations demonstrated strong analytical rigour, strategic clarity, and a deep understanding of India's circular economy opportunities in the renewable energy domain.

Brand Alchemy – Strategic Marketing Case Competition

Brand Alchemy, the strategic marketing challenge of Sanrakshan 2025, tested participants on their ability to design **high-stakes crisis communication strategies** for the oil and gas industry—one of the world's most reputation-sensitive sectors. The final round presented teams with complex, multi-stakeholder crisis scenarios involving **industrial accidents, refinery explosions, cyberattacks, community displacement, environmental risk, and intense media scrutiny**.

Participants acted as members of a **Crisis Communication Team**, working in coordination with the **Emergency Response Team (ERT)**. Their task was to craft structured, timely, and transparent communication plans that protected both **public safety** and **brand trust**.

Teams were required to prepare:

- **Stakeholder mapping** covering employees, families, regulators, investors, media, and local communities
- **Priority communication sequencing** for the first 24–48 hours



- **Holding statements** acknowledging the incident without compromising legal boundaries
- **Draft press briefings** for the CEO as primary spokesperson
- **Social media monitoring & misinformation control frameworks**
- Strategies for **regulator engagement**, including safety boards and environmental agencies

Participants were evaluated on their ability to deliver **empathetic, accountable, and fact-based messaging**, address concerns related to **fatalities, injuries, environmental impact, community displacement**, and coordinate communication under pressure. Emphasis was placed on **operational transparency**, victim support, and restoring trust through visible corrective action and continuous updates.

The competition underscored the critical importance of **brand resilience, ethical communication, proactive stakeholder engagement, and crisis preparedness** in sustainability-sensitive industries.

Thrive – Sustainability Solutions

THRIVE 2025 focused on building practical, forward-looking solutions for India's clean energy transition. The challenge invited participants to design a **future-ready Training & Capacity Building Centre** model for the renewable energy workforce. The central objective was to create a scalable ecosystem that equips talent with emerging capabilities in **green hydrogen, energy storage, digital operations, sustainability reporting, circular economy, ESG, and net-zero transition pathways**.

The top six teams advanced to the online finale, where shortlisted participants presented their solutions through a structured 10-minute pitch followed by a jury Q&A. Finalists were required to maintain the original submitted decks, ensuring fairness and evaluation transparency. Presentations were assessed on **clarity, innovation, feasibility, analytical rigour, financial grounding, and implementation planning**.

The problem statement encouraged teams to propose:

- Core capability areas for the next decade
- Physical/digital/hybrid models for a training centre
- Governance structures and partnerships (academic, industry, and global)
- Benchmarking against national and global best practices
- ROI, learning-effectiveness frameworks, and inclusion elements
- Short-term and long-term strategic roadmaps with cost, risk, and success metrics

The finale conducted over **MS Teams** reflected the depth, diversity, and originality of student perspectives. Teams showcased creative and implementable strategies aligned to India's clean energy workforce mission. The session concluded with jury interactions, feedback, and the announcement of winners.



Award Distribution & Ceremony Highlights

Sanrakshan 2025 witnessed robust student participation across multiple flagship competitions curated by the student bodies of IIM Lucknow. The events showcased interdisciplinary skills in sustainability, finance, strategy, and crisis communication, with participation from leading institutions across India.

Brand Alchemy 2025 – Strategic Marketing Case Competition

Organized by Markel – The Marketing Club, IIM Lucknow

Winners

- **Champion Team – Case It Well**
 - **1st Runner-up – Team MAYHEM**
 - **2nd Runner-up – Team Buri Buri Zymon**
-

HaritVitt 2025 – Sustainability Finance Challenge

Organized by FinFaction – The Finance Club, IIM Lucknow

Winners

- **Champion Team – The Strategists, IIT Indore**
 - **1st Runner-up – Team HARD, SSCBS (Delhi University)**
 - **2nd Runner-up – Team KUBER, IIM Rohtak**
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ReWeave – The Green Thread

Case Topic: *Circular Economy Strategy for Decommissioned Renewable Energy Assets*

Winners

- **Champion Team – Team Innovators**
 - **1st Runner-up – Team ThinkTank**
 - **2nd Runner-up – Team Invisibles**
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Thrive 2025

Organized by ARTH – The Sustainability Club, IIM Lucknow

Winners

- **Champion: The Strategy Syndicate**
- **1st Runner-up: SynergySeekers**
- **2nd Runner-up: Girlypops**





Impact & Key Takeaways

Sanrakshan 2025 created meaningful impact across academic, industry, and student communities, reinforcing IIM Lucknow's leadership in sustainability-driven management education.

Key Impacts:

- **Strengthened Industry-Academia Collaboration:**
The presence of senior leaders from technology, manufacturing, finance, and lifestyle sectors fostered deeper dialogue on India's transition to a sustainable future. The discussions underscored the need for cross-sector collaboration to achieve the Viksit Bharat 2047 vision.
- **Mainstreaming Sustainability Thinking:**
Sessions throughout the conclave helped embed sustainability as a core business priority rather than a peripheral function, encouraging participants to rethink strategies, operations, and leadership frameworks.
- **Student-driven Innovation and Engagement:**
Competitions like Brand Alchemy, HaritVitt, ReWeave, and Thrive enabled students to work on real-world sustainability challenges, offering opportunities to test creative, analytics-driven and responsible solutions.
- **Emphasis on Resilience & Responsible Growth:**
Experts repeatedly highlighted themes such as digital transformation, net-zero pathways, climate finance, lifestyle sustainability, community engagement, and regulatory preparedness—framing a holistic roadmap for sustainable nation-building.
- **Enhanced Visibility for IIM Lucknow:**
The conclave strengthened the institute's position as a thought leader in sustainable management, attracting attention from industry leaders, media platforms, and partner institutions.

Key Takeaways:

- Sustainability must be embedded into core business strategy—not treated as an add-on.
 - Digital technologies will shape the next decade of responsible growth, enabling transparency, efficiency, and resilience.
 - Financial ecosystems must evolve to unlock climate investments at scale.
 - Lifestyle choices and consumer behaviour are equally critical in driving a greener future.
 - Collaborative platforms like Sanrakshan are essential to accelerate awareness, knowledge exchange, and actionable commitments.
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Acknowledgements

Sanrakshan 2025 was made possible through the collective efforts of numerous individuals and institutions whose contributions shaped the conclave's success.

We extend our sincere appreciation to:

- **The Director, IIM Lucknow**, for his leadership, guidance, and vision in championing sustainability-led management education.
- **The Chairpersons of PGPSM and Centre for Business Sustainability (CBS)**, for conceptualising and steering the conclave with conviction and clarity of purpose.
- **Faculty Members and Administrative Staff**, whose support ensured seamless coordination across sessions, logistics, and academic components.
- **Distinguished Speakers, Panelists, and Industry Leaders**, for sharing their insights and enriching the discussions with diverse perspectives from technology, finance, manufacturing, lifestyle, and public policy.
- **Sponsors & Partners**, whose support strengthened the scale and reach of Sanrakshan 2025.
- **Student Clubs and Volunteer Teams**, especially PGPSM, CBS, Markel, FinFaction, Arth, and the Organising Committee, for driving planning, design, communication, and event execution.
- **Participants from campuses across India**, whose enthusiasm and contributions added depth and vibrancy to every competition and interaction.

Finally, a special acknowledgement goes to everyone who worked tirelessly behind the scenes—design, outreach, coordination, hospitality, documentation, and technical support—ensuring the conclave delivered a meaningful and memorable experience.





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Conclusion & Way Forward

Sanrakshan 2025 stands as a testament to IIM Lucknow's unwavering commitment to advancing sustainability-centric leadership and knowledge. Over its two-day discourse, the conclave successfully created a unified platform for interaction between policymakers, industry leaders, academicians, sustainability practitioners, innovators, and students. The dialogues and deliberations collectively highlighted that India's journey toward *Viksit Bharat 2047* must be anchored in technological innovation, clean energy transition, climate-resilient finance, circular value chains, and socially responsible behaviours. The diverse insights shared during the sessions underscored that sustainable development is not a siloed pursuit—rather, it requires coordinated efforts across sectors, institutions, and communities.

The conclave strongly highlighted the value of experiential learning in shaping future-ready leaders. Student-led competitions such as HaritVitt, ReWeave, Brand Alchemy, and Thrive showcased the ability of young minds to engage with real-world sustainability challenges through analytical thinking, creativity, and practical problem-solving. Their active participation reaffirmed the growing interest of India's youth in climate action, responsible business, and mission-oriented innovation. The Startup Mela further expanded the conclave's impact by connecting students with sustainability-focused ventures, fostering dialogue on scalable and socially relevant solutions.

Sanrakshan 2025 also strengthened industry–academia collaboration, opening pathways for future partnerships, research opportunities, and capacity-building initiatives. The conclave's discussions reinforced that sustainable development is not a one-time goal but a continuous process that demands collaboration across sectors and disciplines. Institutions like IIM Lucknow play a pivotal role in nurturing leaders who can balance economic growth with environmental stewardship and social responsibility.

As the conclave concluded, stakeholders expressed a unified commitment to advancing sustainability efforts with renewed focus and ambition. The insights and learnings from Sanrakshan 2025 will guide future editions, strengthen the institute's sustainability initiatives, and contribute meaningfully to India's journey towards a greener, equitable, and climate-resilient future. Through continued engagement, innovation, and leadership, IIM Lucknow aims to make Sanrakshan a driving force in shaping India's sustainable development narrative.





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