



# GL BAJAJ

Institute of Management & Research. PGDM Institut  
Greater Noida

FIND YOUR SPARK



Volume - 1 | Issue - 1 | July 2023

# Genesis

*The steering wheel towards sustainability.*

(Bi-annual Newsletter of Centre of Sustainability)



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*From the desk of*  
**Director GLBIMR**  
Dr. Sapna Rakesh



Dear Avid Readers

In a globalized marketplace, the industry is increasingly prone to extreme disruptions . In recent times , we have already witnessed the volatility associated with global pandemic , climate events and war. At GLBIMR the organizational ethos is built on resilience and willingness to take on all challenges. The Institution belief system lies on another principle where in we strongly and firmly incorporates the virtue of welcoming and accepting change whole heartedly.

To anticipate the rising of new age, replete with new ideas.

Centre for Sustainability at GLBIMR has the aim at bringing a revolutionary change in terms of sustainable practices in our society. The Centre works to develop, encourage and spread awareness related to Sustainable practices and committed to contribute in the growth and development of nation.

I wish the Centre keep delivering the best in its field and continue to bring about a positive change in the society.

All the Best!

# BRIDGING THE GAP:

## Making Sustainable Living Accessible to All in India

- Aviral Sinha

Sustainable living is vital for addressing global challenges, including climate change and resource depletion. In India, however, despite the availability of sustainable solutions, accessibility remains a major hurdle. This is particularly true considering that 70 percent of India's population resides in rural areas, and sustainable practices often cater to a specific class exposed to such initiatives. In this article, we will explore the reasons behind the limited accessibility of sustainable living in India, provide examples of existing challenges, and discuss strategies to make sustainable living more inclusive and accessible for all.

### Socio-economic Factors:

Socio-economic factors play a significant role in limiting the accessibility of sustainable living practices in India. Income disparities and financial constraints make sustainable alternatives unaffordable for many. For instance, renewable energy solutions, such as solar panels, require a significant upfront investment, which is beyond the reach of low-income households. Similarly, organic and eco-friendly products often come at a higher cost compared to conventional alternatives, further limiting their accessibility. To address this, it is crucial to introduce financial incentives, subsidies, and innovative financing models that make sustainable options more affordable for a wider population.

### Rural Communities:

The rural-urban divide presents a unique challenge in making sustainable living accessible to all in India. With 70 percent of the population residing in rural areas, it is essential to prioritize initiatives that cater to their specific needs and circumstances. Rural communities often lack basic infrastructure such as reliable electricity, clean cooking facilities, and waste management systems. Access to clean water and

sanitation facilities is also limited. Sustainable living interventions must focus on providing affordable renewable energy solutions, clean cooking technologies, improved waste management systems, and access to clean water and sanitation in rural areas. This requires significant investments in infrastructure development, technological innovations, and community participation.

### Awareness and Education:

A lack of awareness and education acts as a barrier to the adoption of sustainable living practices in India. Many individuals, especially in rural areas, may not be aware of the benefits and potential solutions available to them. Building awareness and providing education on sustainable practices is essential to encourage behavior change and foster a culture of sustainability. This can be achieved through awareness campaigns, community workshops, and integration of sustainability education in school curricula. Empowering local communities through knowledge sharing and capacity building will enable them to embrace sustainable practices and participate actively in the transition.

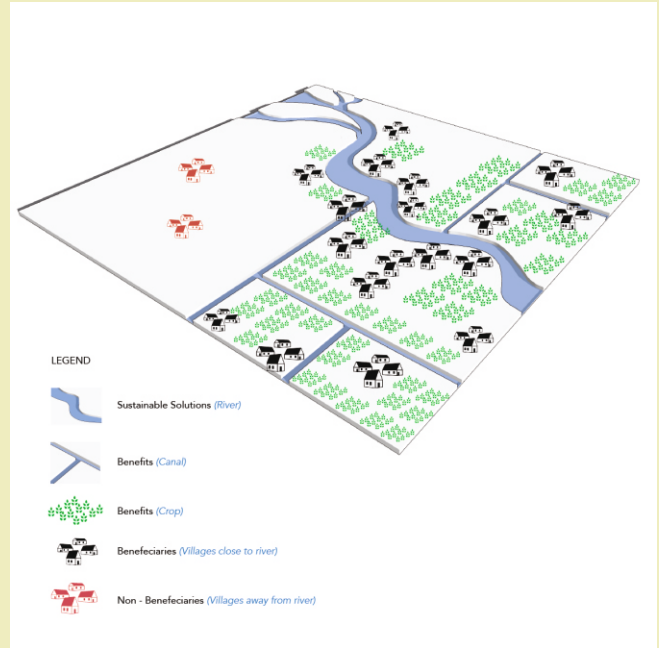
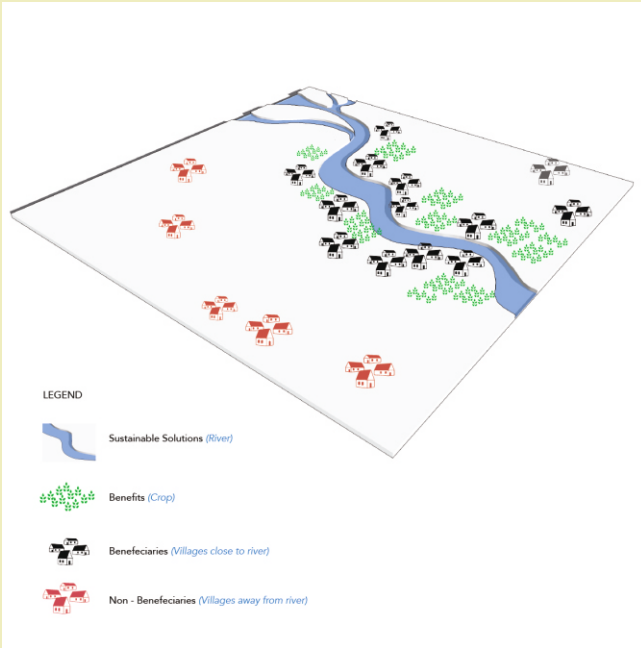
### Policy and Governance:

Effective policy frameworks and governance structures are crucial for making sustainable living accessible to all in India. Government initiatives should prioritize sustainable development and integrate sustainability goals into national and regional policies. This includes incentivizing sustainable practices, setting renewable energy targets, promoting eco-friendly agriculture, and enforcing waste management regulations. Public-private partnerships can play a significant role in implementing and scaling up sustainable solutions, ensuring their accessibility to a broader population. Additionally, involving local

communities in decision-making processes and fostering a sense of ownership will enhance the success and sustainability of initiatives. An example of how sustainable living is inaccessible to all in India is the issue of inadequate waste management and recycling infrastructure.

Recent news reports have highlighted the improper disposal of waste, including plastics, in various parts of the country. Landfills are often overflowing, leading to environmental pollution, soil degradation, and health hazards for nearby communities. Additionally, the lack of recycling facilities results in valuable resources being wasted and exacerbates the strain on natural resources. The problem is particularly acute in informal settlements and marginalized communities where waste management infrastructure is limited or nonexistent. These areas often suffer from improper waste disposal practices, leading to pollution of water bodies, air pollution from open burning, and a general deterioration of living conditions.

Making sustainable living accessible to all in India is a complex challenge, but it is essential for achieving a more sustainable and equitable society. By addressing socioeconomic factors, prioritizing rural communities, raising awareness and providing education, and establishing supportive policy frameworks, we can bridge the accessibility gap. Collaboration between government, civil society, private sector, and local communities is crucial for implementing and scaling up sustainable solutions. Only by working together can we ensure that sustainable living practices are accessible to all segments of society, regardless of their socioeconomic status or geographic location. By doing so, we may pave the way for a more sustainable, inclusive, and prosperous future for India.



In the agrarian era, proximity to rivers granted advantages in agriculture and economic growth, while settlements away from rivers faced limited access to crops and farms (figure 1). Technological advancements, particularly the introduction of canals (figure 2), revolutionized this landscape, making water widely accessible and enabling modern agricultural practices to feed large populations. Similarly, sustainable solutions offer significant benefits to those with access, yet the majority of the population remains deprived. By ensuring universal access, society can unlock manifold benefits, fostering equitable development and environmental sustainability.



### About the Author

Aviral is an architect committed to sustainable development and design. He has a Master's in Urban Design from Domus Academy (Milan). In his prior experience, he has led the design of bicycle parking systems for the municipality of Milan to make them more accessible and user-friendly while ensuring they add to the city's landscape. He led the design team of urban toilet infrastructure that aimed to reduce the water intake of a toilet with EcoLife-Link.

In **“**  
Conversation  
with \_\_\_\_\_



### About Her

Shraddha Sawhney is an economist and senior market research professional with over 20 years of experience in public policy, government affairs, corporate strategy, market research, economic report writing and analysis. A postgraduate from the Delhi School of Economics, she has worked with top global entities and industry associations, and is also dabbled in entrepreneurship. Shraddha is adept in primary and secondary market research in a range of sectors including, but not limited to, cement, chemicals, housing, oil and gas, mining, pharmaceuticals, IT, power, real estate, roads and steel. Over the years, her articles have also been published in leading magazines and journals.

# Shraddha Sawhney

Director,  
Shraddha Research Services

**Centre for Sustainability** aims at providing a complete outline about the various sustainable practices presently existing and being practiced in the Industries worldwide.

Keeping the same objective in mind a virtual interview was being organized with an expert from the Industry Ms. Shraddha Sawhney, Director, Shraddha Research Services. The interview was coordinated by one of the senior students of GLBIMR, Ms. Anubha Srivastava (PGDM2022 - 24).

Excerpts of the Interview are shared to encourage, enlighten and make the readers aware about the various innovative sustainable practices in the industries India and abroad.

**What are the importance of Sustainability for Industrial practices and gain for adopting sustainable practices?**

Sustainability is the basic and the utmost essential practices for the Industries, firms and organizations to grow, develop and survive in the market. It is highly important Industrial practices, which not only helps in lowering the business costs but also give overall growth and Multifold benefits. It also helps companies to earn good reputation and attract more customers. These days people are also getting aware about the selection of the goods to buy from the companies practicing sustainable practices. Sustainable practices can therefore be related for the growth and survival of the human kind.

**What are the biggest challenges faced by the industries in terms of Sustainability?**

Industries no doubt are facing number of challenges in terms of Sustainability. Some of them include

- a. How to reduce waste products without forging or affecting profit margins?
- b. How to strengthen partnerships and build up alliances with the suppliers who supports sustainability practices?
- c. How to communicate and collaborate more efficiently?
- d. How to take first move to lower carbon footprints?

**How one can integrate business with sustainability and also tell us some success stories of such implementations?**

Many companies don't know how to integrate sustainability in their own practices. They need handholding so that they can customize and implement those for their own practices. Certain measures that the companies can follow includes doing their own SWOT analysis, knowing their strengths and getting aware about their positions in the market. Second thing which they can do is to prolong their conversation on sustainability with the stakeholders and how they can bring sustainability on their own corporate platform. Certain innovative practices including incentivizing sustainable supplier behaviour and through maintaining transparency one can take steps towards implanting such practices in their companies and attaining growth in the market.

**How technology and innovation can help in contributing sustainability in different industries?**

Indeed technology and innovation go hand in hand with sustainable practices. Especially after Corona, technology is at the forefront. We have, no doubt embraced IT in a big way. Technology plays a major role in establishing sustainable practices in any companies, which includes: launching new products, marketing them and making it available to the customers. Also the research work and market survey become a child play with the intervention of technology. This in a way helps in achieving sustainable goals. All the MNCs and small big companies are getting engrossed in the upcoming latest trends of technology which in a way serves as a backbone for the survival of any type of industries.

**How can the stakeholders be engaged in promoting sustainability and what can be the effective methods in doing so?**

Without stakeholders management and engagement, sustainability cannot be promoted. It is a team effort and stakeholder engagement is the key for sustainable development. If all the stakeholders combine, they can raise awareness about sustainability and encourage others to get involve in a big way.

**Ma'am please share with us some of the popular companies in India, who have come up with the most happening sustainable practices?**

There are numbers of companies which are successfully implementing sustainable practices including HDFC, Tech Mahindra, Marico, Hindustan Liver, Godrej and such. No doubt these companies can serve as the role models for the others.



**Please draw light on the role of governments in promoting sustainability to industries?**

Indian government is proactive in meeting sustainability targets. The government has come up with strategies that combine social, economic and environmental concerns in planning towards sustainability. Foremost priority is to reduce poverty and provide supply of drinking water and sanitation facilities. These steps would definitely have an impact on the overall sustainable practices and thereby help in improving environment of the nation.



**How can the collaboration of various industries like Companies, NGOs and Government agencies can help in promoting sustainabilities?**

Stakeholders are key to sustainability practices. Government can play big role by providing collaborative environment, with the help of which one can promote sustainability in a speedier way. This will make the society economically stable and strong and thereby help in the growth of the nation.



**Ma'am please tell us about your take on different agenda and points on upcoming G20 Summit to be hosted by India?**

Indeed, it is a proud moment for all Indians that this time we are going to witness G20 Summit at our place. No doubt the priorities for G20 Summit would be to accelerate inclusive, resilient and progress on the SDG. Technological transformation, digital public infrastructure, multilateral institutions for the 21st century women led development can be some burning issues and points in the upcoming G20 Summit.

# A Report

## On the visit to Hirnauti village

- June 3, 2023

GL Bajaj Institute of Management and Research, PGDM has always strived for the betterment and upliftment of the society. The Institute has conducted various activities, workshops and visits to several organizations, to extend help and support to the needy and downtrodden people of the society. Keeping the spirit alive, GLBIMR has established a Centre for Sustainability, which works in the direction to implement sustainable practices in the society.

As part of the extended program, the Centre celebrated World's Environment Day on 3rd June, 2023 and organized One Day Visit to Village- Harnauti, in Greater Noida. The visit aimed at surveying the village and targeting at the sustainable practices that can be implemented in the village. A team of 03 experienced faculty members including Dr. Nidhi Srivastav, Dr. Shuchita Singh and Dr. Swati Priya from the Institute met Pradhan, Secretary and other seniors at the village. The team had a good interaction wherein they discussed about their aims and objectives of the visit and also tried to understand their needs and requirements. Certain common consensus was agreed upon to practice in Sustainable development:

- Providing Basic Education- English, IT & Social Media Awareness
- Vermi Compost Pit
- Cleaning of the nearby ponds and lakes initiate sustainable practices
- Establishment of Solar Plant

Few saplings as token of appreciation were given to the Pradhan and other senior dignitaries of the village. The Team members also had the opportunity to visit the only school and interacted with the retired school masters of the village. Fruit tree plantation drive was carried out within the School premises.



# The Food Industry Is Leaning Into Sustainability—But Consumers Still Want More



Amidst the global pandemic, new market analysis shows sustainability is now table stakes for the food, beverage and agriculture sectors

The images of pandemic-driven disruptions to our food systems in early 2020 are still fresh: shipping containers full of uninspected food, fields strewn with overripe produce, shuttered meatpacking plants and distraught farmers and ranchers facing unprecedented uncertainty. Those of us fortunate to take fully stocked grocery shelves for granted most of the time confronted a hard lesson in food supply chain resilience and sustainability.

But these distribution bottlenecks in moving food from farm to table pale in comparison to the environmental risks facing the sector, and new research shows consumers and industry stakeholders share a desire for transformation.

A recent global analysis conducted by Edelman Data x Intelligence on behalf of The Nature Conservancy (TNC) takes a closer look at the environmental sustainability commitments of the food, beverage and agricultural sectors. Here are four key takeaways from the September 2020 survey of industry leaders, employees and consumers across eight major markets.

### 1. There's a resounding call to "do good"—not just avoid harm.

Our survey results indicate that both the industry and consumers broadly agree on the meaning of food sector sustainability, with the majority of each segment surveyed upholding that true sustainability requires actively doing good for the planet. Across the board, respondents said the food sector must

strive to go beyond the traditional imperative to "do no harm." While some environmental degradation may have been understood as necessary to feeding a growing population in the past, there is now a growing expectation and enthusiasm for a regenerative, nature-positive food system.

### 2. Environmental risks are a top concern for industry leaders.

Companies within the food, beverage and agriculture sectors have been plagued by competing priorities in 2020—supply chain breakdowns, global trade concerns, and employee safety, to name just a few. And yet decision makers in these sectors report that environmental risk factors outrank operational concerns globally. The long-term impacts of climate change on crop production, concerns related to water scarcity and quality, and the threat of land degradation are top of mind for these business leaders—even more than the clear and present risks of pandemics and disease. As one of the sectors most reliant on nature—and demanding of its services—this recognition is encouraging and represents an opportunity for immediate progress.

### 3. The industry is leading investments in a green recovery.

As one of the few sectors that did not see devastating impacts to sales as a result of the pandemic, food, beverage and agriculture has already begun taking action to spur a green recovery, with 55 percent of business leaders surveyed reporting increased levels of

investment in environmental sustainability.

### 4. Many consumers want more—and place a high value on sustainability.

Even with the sector increasing investments, many of the consumers they serve believe companies should make faster progress toward a nature-positive food system, according to our survey. What's more, a Van Westendorp analysis found that consumers recognize significant value in products that support sustainability initiatives, reportedly tolerating up to a 36 percent increase in the optimal price point over standard goods. Translating customer intention into action is more complex than changing the sticker on a store shelf. But, the data is clear there is a value proposition inherent to sustainability.

This broad alignment among industry stakeholders and informed consumers on the right path forward for the food, beverage and agriculture sector points to a big opportunity at a crucial time. The pandemic has only intensified pressure on the industry to strive for greater resilience and sustainability, but it has also afforded a position of financial strength. The next steps will be path defining for the sector, consumers and the planet—and these findings show that those who use 2020 to invest in a nature-positive transition could have much of the market on their side.



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## FACULTY COORDINATORS

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Sustainability is the pathway to future. It offers a framework to help in generating economic growth, social stability and exercise environmental stewardship and thereby help in strengthening governance. Genesis- the newsletter is committed work on the similar line and make the readers aware about the various possible sustainability practices in India and abroad.

Looking forward for more such issues to generate awakening and awareness among all.

- Dr. Shuchita Singh



'Sustainability is the key to ones survival on this planet and will also determine success on all levels'.

Being a crucial element sustainable practices are given utmost priority in almost all the Industries. At GLBIMR, we are committed to adapt and adopt positive changes. We are exposed to various Industries and their best practices, we interact with business and industry experts and try to instill their thoughts in the mind of readers.

Genesis no doubt will act as a milestone to pave the way for future generation and provide them insight about the ongoing sustainable practices throught out the nation.

- Dr. Sunita Chowdhury



Sustainability can be viewed as a matter of survival for others . It can help in bringing massive change in the society . Genesis will definitely act as a steering wheel which will contribute in bringing about changes in the mind of people and make them aware about the best Industry practices worldwide.

Many Congratulations and best wishes for the upcoming newsletter.

- Dr. Nidhi Srivastava



Sustainability is the key to environmental and economic stability and social cohesion can only be attained when we are practising sustainability. It is in fact a balance between the environment economy and ethics. Genesis will help in spreading awareness among readers that sustainable development is holding our world in trust for future.

Many congratulations for the new edition of the newsletter. Wishes for future endeavours.

- Dr. Swati Priya



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