



NEWSLETTER

Centre of Excellence for Sustainable Development



FROM THE **EDITOR'S DESK**

The role of education, awareness and research in addressing sustainability

Dr. Sanghamitra Bhattacharyya

Director, Centre of Excellence for Sustainable Development
Great Lakes Institute of Management, Gurgaon

Welcome to the July-September 2024 issue of our quarterly newsletter SHASWAT, under the aegis of the Centre of Excellence for Sustainable Development at Great Lakes Institute of Management, Gurgaon. Given that The International Day for the Eradication of Poverty is coming up on 17th October, in this edition, we have attempted to look more closely at Sustainable Development Goal 1 (No Poverty), and the progress made by India and globally on this goal.

The fight against poverty is multifaceted, and higher educational institutes have a pivotal role in driving progress toward SDG 1. As knowledge hubs and centers of innovation, educational institutions are uniquely positioned to contribute to poverty alleviation through research, education, community engagement, and policy advocacy. Higher educational institutions (HEIs) can be incubators for ideas and innovations that can drive economic development and improve the living standards of impoverished populations. By fostering interdisciplinary research, universities can develop sustainable solutions to poverty-related challenges such as food insecurity, lack of access to education, healthcare, and employment opportunities. Research on affordable housing, agricultural techniques, and renewable energy are essential in uplifting economically disadvantaged communities. Moreover,

research on social entrepreneurship and microfinance can provide valuable insights into how financial inclusion can be expanded to reach the poor. By leveraging their strengths in research, education, community engagement, and policy advocacy, educational institutions can contribute to sustainable, long-term solutions that eradicate poverty and promote a more equitable global society. Through their efforts, universities are not only educating future leaders but also actively working to transform the world for the better.

Education and awareness are key components of the sustainability journey. By fostering a culture of environmental stewardship and equipping people with the knowledge and skills to make informed choices, we can inspire positive change on a global scale. From educating students about the importance of conservation to empowering individuals to adopt sustainable lifestyles, education is a powerful tool for building a sustainable future. At Great Lakes, Gurgaon, our faculty members have been contributing regularly to this endeavour, with their cutting-edge research.

A key stakeholder in driving education on sustainable development is the media, including the popular press and business journals, who, through their articles and editorials can help drive public awareness among citizens. In this issue, I am happy to present a preview of our soon-to-be-launched, one of its kind, indigenously developed 'SCORE (Sustainability Content Occurrence and Relevance Evaluation) Index, which henceforth will try to capture the extent to which the media is expending efforts, through their publications, to disseminate sustainability related content and raise awareness among citizens.

However, educational institutions and business media will need the active patronage and support from other stakeholders such as the industry, government entities and policy makers, and the community, in order that the fight against poverty becomes a source of unified action and collective efforts by all. Through our newsletter, we invite all of you to join hands to achieve a more equitable, poverty-free world.

MESSAGE FROM THE PRINCIPAL AND HEAD OF THE INSTITUTE



Dr. Jones Mathew

Principal and Head of the Institute,
Great Lakes Institute of Management,
Gurgaon

It is a pleasure to invite you to this new issue of Sashwat, the Great Lakes Institute of Management, Gurgaon's Centre of Excellence for Sustainable Development's quarterly newsletter.

It is a matter of grave concern that is facing all of us today. Everywhere we turn, the lack of sustainable thought processes is causing our planet serious damage. We owe it to our planet to be concerned and proactive in order to leave for our future generations a better world to live in than what we inherited.

"Sashwat" is a step in the direction of building awareness and provoking our readers to think and act sustainably. We request you to read the stories and initiatives from around the world included in this issue and adopt a few sustainable practices in your day to day lives.

The collective efforts of a large number of people, however small individually, will be able to turn back the hands of time and give back to us and our children a more liveable space. Like Carl Sagan, the renowned American astronomer and planetary scientist said in his famous "Pale Blue Dot" message, this is the only place we have to call our own in the whole wide universe. And we have a duty to protect it from further degradation.

We might feel that an individual's effort may be insignificant in turning the clock back. The forces of so-called "development" and "avarice" are too huge and strong for any one of us alone to make a difference. Perish the thought, I would say. The Power of One is not to be underestimated. The Power of Conscious Action is not to be belittled. We have a duty to do what we can, one step at a time.

I recall many years ago, 1995 to be precise, when Michael Jackson released his iconic "Earth Song". it made millions around the world stop and think of the catastrophe we were heading toward. That mindless race hasn't abated or slowed down yet. But as always there is still hope, even though it is a little late in the day. Let's pull together to harness our human intelligence and compassion toward all things living and yet to be born, and pledge that we will do our bit to adopt sustainability and spread the message.

By reading this issue of Sashwat (Eternal), I hope you are moved and triggered to take "your action" for a better world.



Fast-tracking SDGs: The Adaptation & Resilience path to success

Tania Banerjee

Associate Director, and Project Leader,
Boston Consulting Group

- 2013. In Uttarakhand, more than 4,000 lives were lost, and 8,908 km of roads, 225 bridges were washed away, leaving 4,200 villages completely isolated due to massive flash floods, with reconstruction costs reaching \$450 million.
- 2022. In Somalia, more than 40,000 deaths occurred, 3.5 million livestock were killed, and around 1.4 million people were displaced on account of the worst drought fueled by climate change.
- 2023. In Canada, more than 17 million hectares were burnt, 250,000 residents were forced to evacuate homes, and nearly 3 billion tons of CO₂ were released into the atmosphere due to Canada wildfires, severely exacerbated by climate change.

The scale of challenge we are dealing with today with respect to climate change is unparalleled. There is a clear global cry for urgent action on reducing greenhouse gas emissions drastically. Unfortunately, we are significantly off track on this. As the world continues to spend available carbon budget unstirred, chances are high that the target of keeping global temperature rise to 1.5 degrees will be missed much earlier than expected, leading to irreversible impacts, including more frequent and severe climate induced disasters. Needless to say, mitigation efforts must continue to accelerate, but it is time that adaptation assumes centerstage to build preparedness early on and avert massive losses – infrastructural, economic, and above all, to lives. Further, the Sustainable Development Goals (SDGs) are at threat from being unmet, if these climate impacts are not addressed on time. Let us take a look at how climate impacts and SDGs are intertwined, affecting progress in some of the most critical sectors.



Agriculture & food systems:

Climate change is expected to reduce crop yields due to increased temperatures and altered precipitation patterns. For instance, yield of staple crops are predicted to decline by up to 25% by 2050 if global temperatures reach and exceed 2 degrees.¹ As per The World Bank, rising commodity prices in 2021 have pushed 30 million additional people in low-income countries towards food insecurity.² This directly impacts SDG 2 on zero hunger, creating the case for sustainable and resilient agriculture practices. Moreover, SDG 3 on good health and well-being is also affected from extreme food insecurity.



Water

Population growth and climate change is expected to lead to severe water scarcity for almost 5.7 billion people by 2050. Water quality is at an immense risk from higher temperatures and precipitation, as concentration of pollutants increases, oxygen levels reduce, and harmful algal blooms grow. Climate change impact on water availability could claim almost 6% of countries' GDP by 2050, and could potentially put SDG 6 on clean water and SDG 14 on life below water out of reach.



Biodiversity

Upto 85% of wetlands which absorb large amounts of carbon have disappeared, and almost one million species are at threat of extinction. If a global temperature rise of 2 degrees is to occur, 8% of mammals would lose half their habitat.³ Blazing and long duration wild-fires severely degrade large swathes of forest land, in addition to the destruction to habitat. SDG 15 is at a tremendous risk from land degradation and biodiversity loss, accelerated by climate change.



Infrastructure

Infrastructure assets worth approximately \$180 trillion (as of 2022) are exposed to climate change-induced risks. The global average annual loss (AAL) is pegged at \$535 billion across buildings, transport, energy, telecom, water & wastewater.⁴ The Coalition for Disaster Resilient Infrastructure reveals that 70% of this AAL can be attributed to climate related events like cyclones, floods and storms. This directly influences SDG 9 on infrastructure, as well as SDGs 7 (energy), 11 (sustainable cities), SDG 6 (clean water and sanitation) among others.

While individual SDGs are independently impacted, it is SDG 1 on poverty and SDG 8 on work and economic growth that face the highest downstream impacts of climate related disruptions across sectors. Mainstreaming adaptation across national and regional planning can greatly contribute to improving SDG performance; to do so, taking A&R decisions based on socio economic return on investments and factoring in costs of inaction is an absolute necessity. A few suggestions are given below in terms of actions to be taken in this regard:

¹ NASA

² World Bank

³ UN Biodiversity

⁴ Results from GIRI Model by CDRI

MAKE ACCURATE DATA THE BEDROCK OF A&R PLANNING

- » Strategy and design for adaptation depends on robust science backed real-time data from appropriately downscaled climate models. Several nations are grappling with making such climate data at high resolution available at the grassroots level, which is crucial to be addressed given adaptation is hyperlocal.

STRENGTHEN POLICY MEASURES ON ADAPTATION AND EMBED A&R CONSIDERATIONS ACROSS PLANNING PROCESS

- » Timely submission of National Adaptation Plans that have quantified targets is key to ensuring long term A&R success. Further, baking adaptation into national/ subnational government decision making, and urging private sector to implement resilience measures through suitable incentive/ disincentive mechanisms (based on respective national circumstances) are key.

IMPLEMENT A&R PROOFS OF CONCEPT (POC) FREQUENTLY TO TEST SCALABILITY OF IMPLEMENTATION

- » Failed experiments shed light on what is not to be repeated, to emerge successful in the next attempt. In A&R, cutting edge research and application through PoCs on a regular basis can help establish scalable practices, aiding in suggesting a roadmap for accelerated implementation of such new technologies.

INNOVATE FOR ADAPTATION FOCUSED FINANCING AND INVESTMENTS

- » Blended finance has emerged as an excellent means to combine multiple sources of finance with different risk appetites to support A&R. Parametric insurance is also proving to be increasingly effective to manage and absorb shocks to projects hampered by climate induced events. Further, innovation on instruments and mechanisms for utilising development finance and mobilizing private sector investments is the need of the hour.

BUILD TARGETED A&R CAPACITY AND SKILLS TO ENABLE INFORMED IMPLEMENTATION

- » Finally, even with all resources in place, the ability to implement technologies, deploy finance and design pro-adaptation policies needs upskilling and access to requisite knowledge. Capacity development across various stakeholders ranging from policy makers and regulators to financiers, project developers, engineers & architects and citizens will be instrumental in driving comprehensive and coordinated A&R action.

Educational and research institutes have a tremendous role to play in charting the journey of A&R. By facilitating state of art research, institutions are well placed to bring forth results from PoCs, contribute to building science backed climate data, and shape the future of adaptation through development and dissemination of knowledge. A&R should be considered a global priority to enable successful achievement of UN's SDGs in the long run.

Note: All opinions and views expressed on or through the above content are purely personal and do not represent views of the Boston Consulting Group.

GREAT LAKES GURGAON SET TO LAUNCH FIRST-OF-ITS-KIND SCORE INDEX

When India assumed the G 20 presidency for 2023, with its motto of Vasudhaiva Kutumbakam (One Earth, One Family, One Future), focusing on the critical issue of climate change and meeting the sustainable development goals, we were hopeful that this would mark a shift in the nation's collective consciousness towards adopting a more sustainable lifestyle. We also assumed that the business and popular media would take up this topic as part of their narrative and public discourse to enhance citizens' awareness and engagement on sustainability related issues. This assumption fuelled our motivation to track how the public discourse around sustainability was being played out in the business press, and whether we could conceptualise an index to track the same over time.

As a culmination of our year long research, we are now on the verge of realising that dream. Very soon, the Centre of Excellence for Sustainable Development at Great Lakes, Gurgaon in collaboration with IndiaDataHub will be launching the SCORE (Sustainability Content Occurrence and Relevance Evaluation) Index. The SCORE, the first of its kind, will be a weekly index that will track public discourse on SDGs and sustainability related topics based on selected, yet representative business dailies.

In the words of Dr. Bappaditya Mukhopadhyay, Professor at Great Lakes Gurgaon, who conceptualised the contours of SCORE,

“The index will be very useful to policymakers and industry analysts as well as other stakeholders for various strategic decisions. It will give an indication of how frequently and to what extent business dailies talks about SDGs and sustainability, both at an aggregate as well as at an individual level. For individual researchers, students and other stakeholders, SCORE will help us test, among various hypotheses, what prompts increased attention to SDGs? How often and when does business dailies talk about Climate Change? How often does issues pertaining to poverty, inequality, gender equality, healthcare find prominence in our business discourse? SCORE plans to answer them and many more.”

Dr. Bappaditya Mukhopadhyay

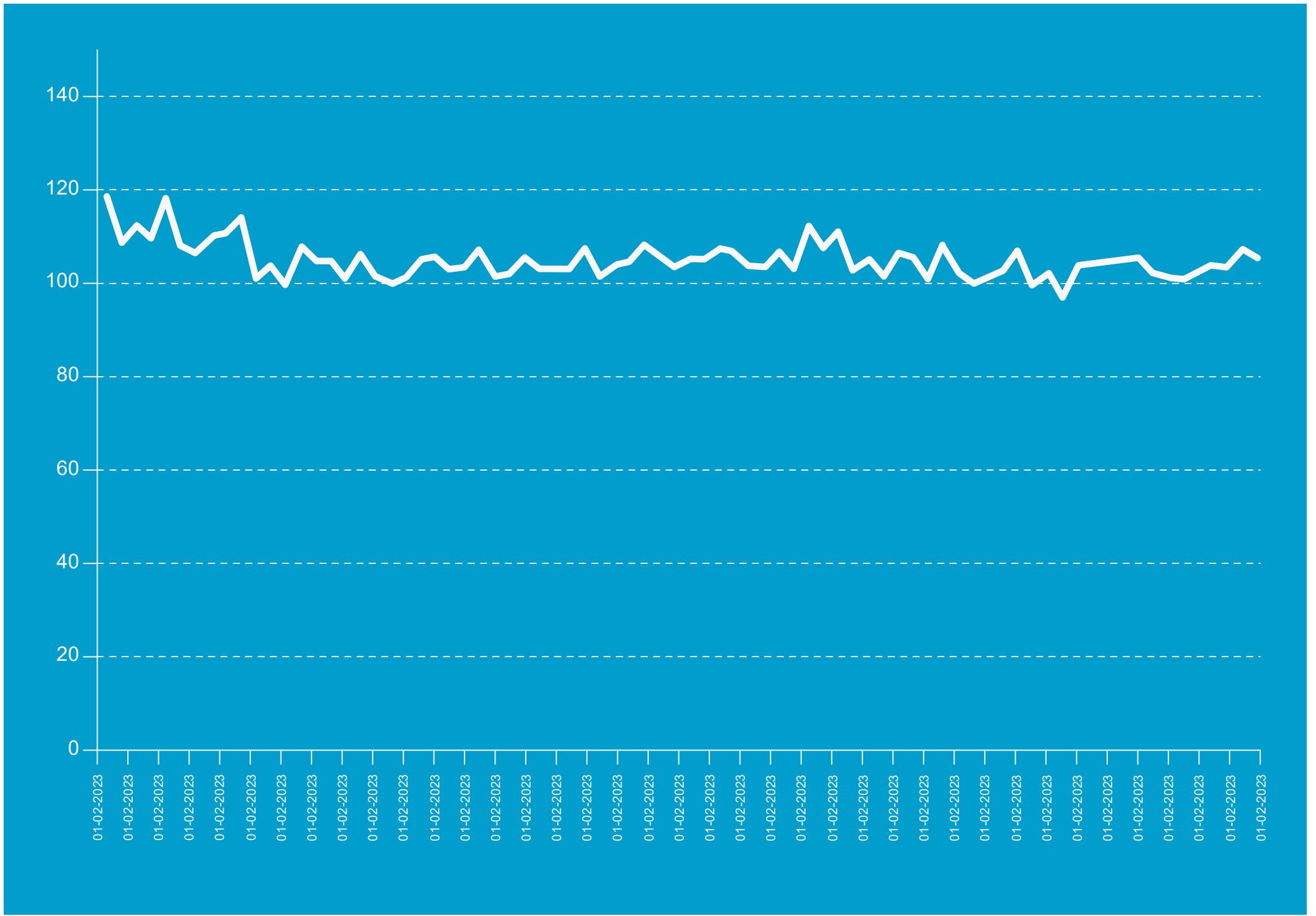
"Media is representative of the general discourse in the country and so the SCORE Index is in a sense representative of the public discourse on SDGs and Sustainability. It will help answer questions such as how often do we talk about sustainability or climate? Are we talking more about sustainability than before? Do we talk about them only when some natural phenomenon occurs or on specific days? India Data Hub's collaboration with Great Lakes Gurgaon in creating this index underscores our shared vision in bringing awareness about the long-term challenges of environment, climate, equality that we face today. It leverages IndiaDataHub's expertise in working with unstructured data and the deep analytical expertise that Prof. Bappa and his team possesses. We hope that the SCORE Index proves to be a very useful addition to our discourse on understanding the conversations around SDGs and Sustainability."

Ms. Ajita Bapat (Co-founder, India Data Hub)

This innovative index is constructed based on various key terms pertaining to SDGs, their relative importance and occurrence across five newspapers viz. Business Line, Business Standard, Economic Times, Financial Express and The Mint (to begin with). We plan to expand the scope and coverage to include more publications in the months to come. SCORE is designed to provide businesses, researchers, and policymakers with real-time insights into how sustainability is being communicated and prioritized in the global discourse. SCORE assigns a weekly score based on the prevalence of sustainability-related keywords and their weights, reflecting the intensity of sustainability dialogue across the globe.

The SCORE has a base year 2023, starting week 1 of 2023. The weekly index is plotted below. To put things in perspective, 100 Scientific articles on Climate Change (based on PRISMA method) generates an average score of 700!

GLIMPSE OF THE INDEX SCORE

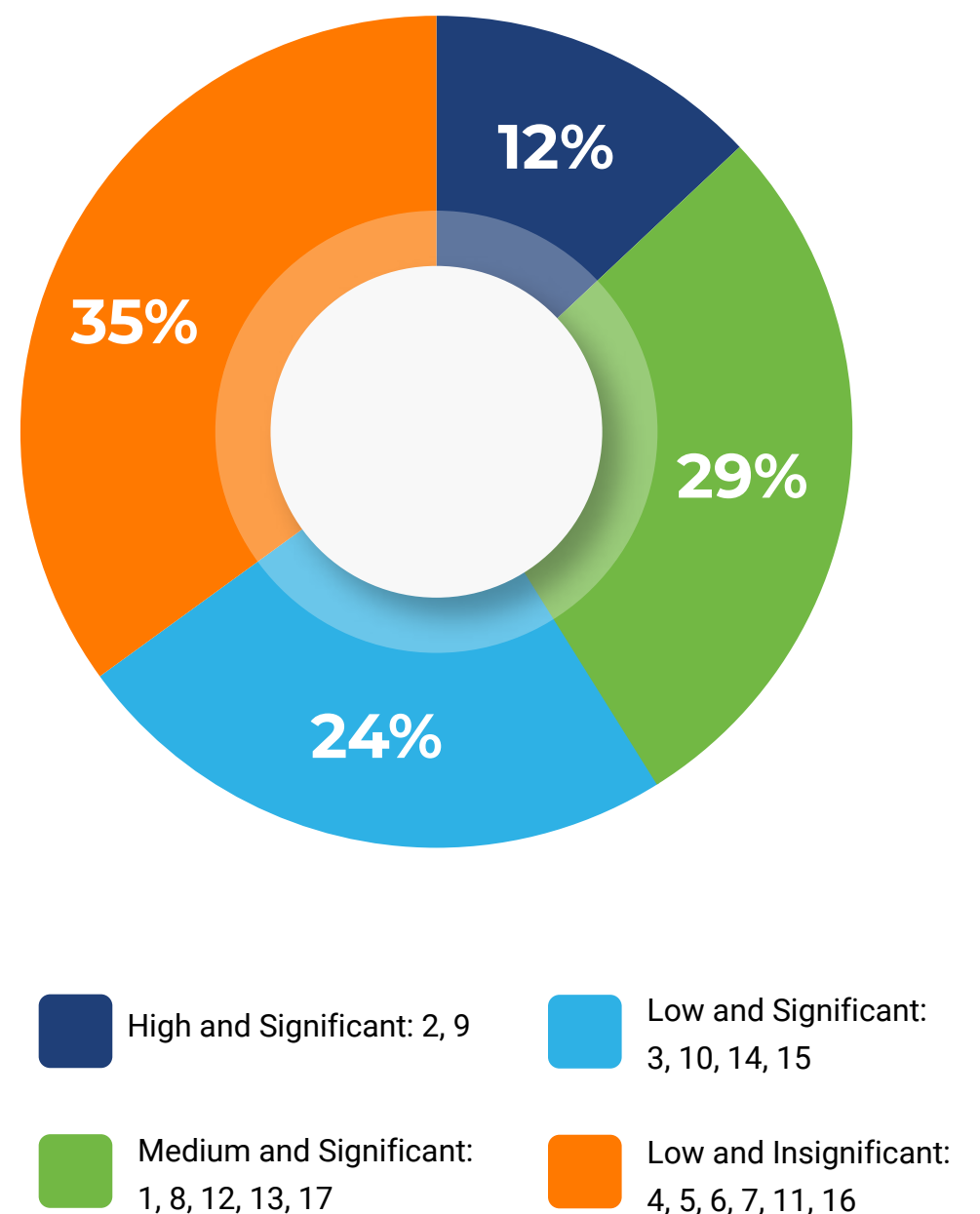


The first 18 months present interesting snippets. For one, the SCORE is “flat” with occasional weeks showing spikes. The week with highest SCORE was the week between 29th January 2023 and 4th February 2023 followed by the first week of January 2023 and the week between 5th March 2023 and 11th March 2023.

At a daily level, the top 5 dates with peak score were 2nd February 2023 (World Wetland Day and day after the union budget 2023-24 was announced) followed by 2nd February 2024, 1st January 2023 (Global Family Day), 5th June 2023 (World Environment Day) and 11th December 2023 (International Mountain Day).

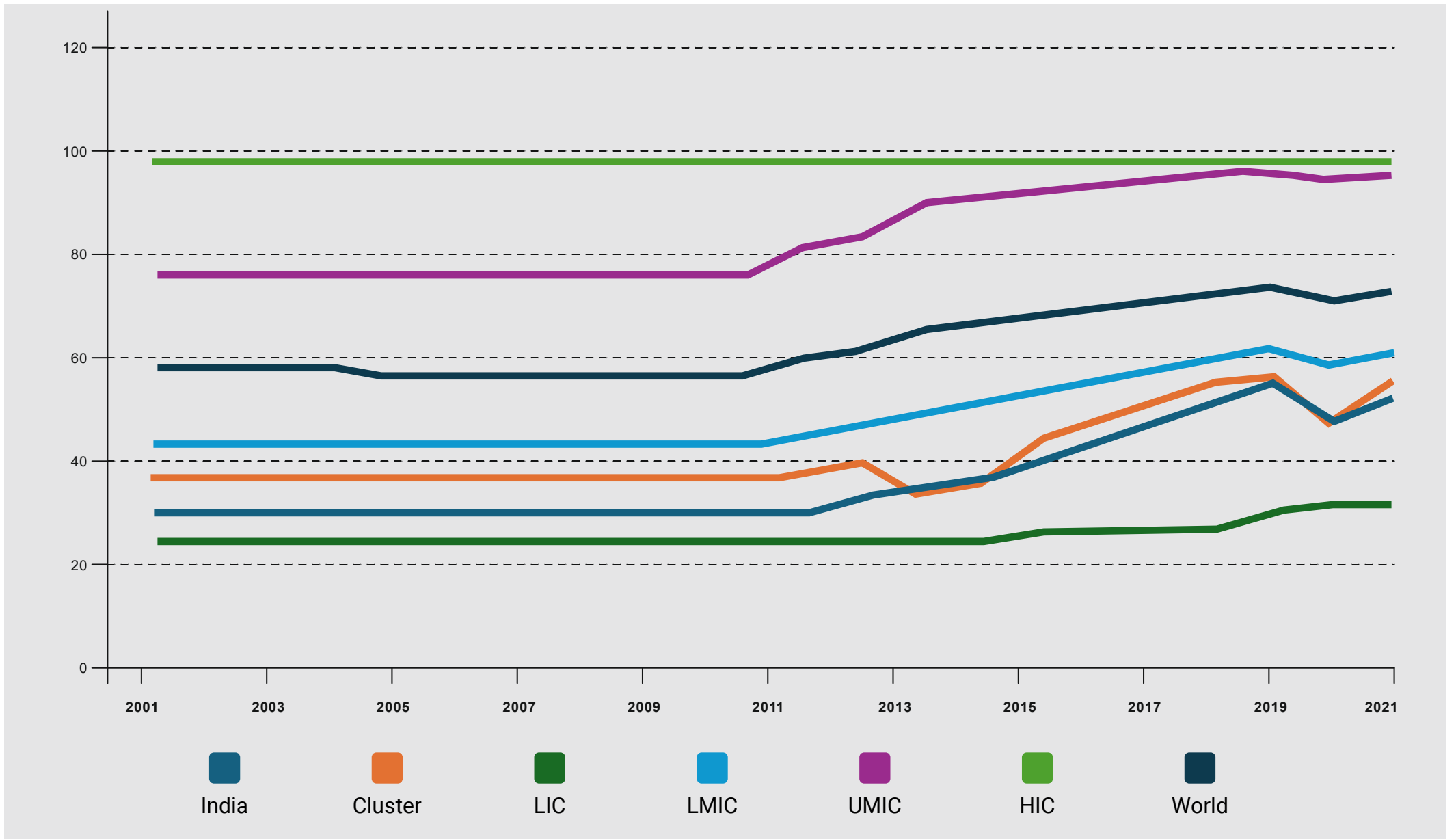
Not all SDGs receive similar mention in our Business media. While SDG 2 (Zero Hunger) and SDG 9 (Industry, Innovation and Infrastructure) received prominent and significant mention, some others featured negligibly. It needs deep introspection to understand and acknowledge why SDGs related to Quality Education, Gender Equality, Clean Water and Sanitation, Sustainable Cities and Communities as well as Peace, Justice and Strong Institutions receive scant attention in press. Nonetheless, it is heartening to see that some attention is being given to responsible production and consumption (SDG12) and climate action (SDG 13).

SDG FREQUENCIES



INDIA'S SDG 1 JOURNEY

India's progress on SDG 1 vis-a-vis global progress

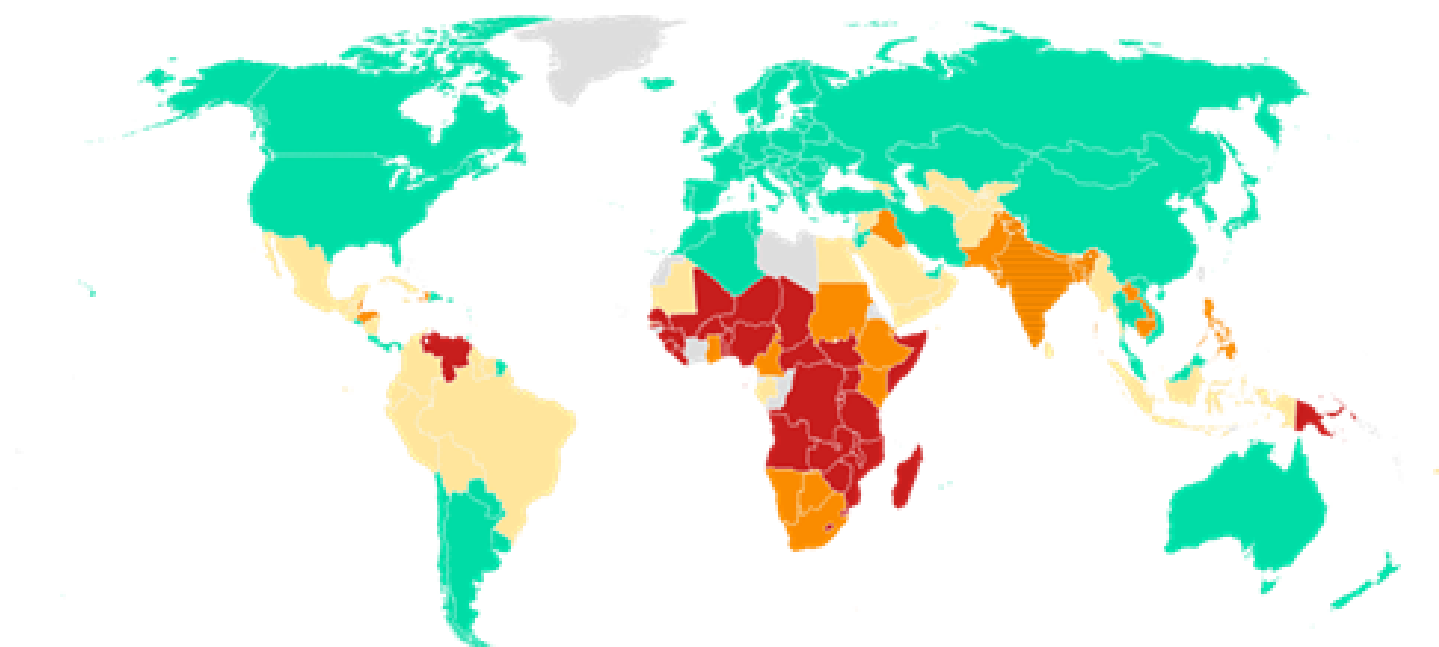


(Source: Author's calculations using data from the Sustainable Development Report)

Globally, high income countries (HICs) and upper-medium income countries (UMICs) have been performing better as compared to the World average, for nearly two decades. India, on the other hand is part of a cluster that has significantly performed lower than the HIC, UMIC and even Lower Middle Income countries (LMICs). India has performed poorly vis-a-vis the World average scores. A large part of the Global as well as India improvement is due to the fact that between 2015 and 2018, global poverty declined and India improved its poverty headcount ratio score (proportion of individuals below \$1.90 a day). However, India continues to score poorly compared to the World.

SDG-1 Score Cluster

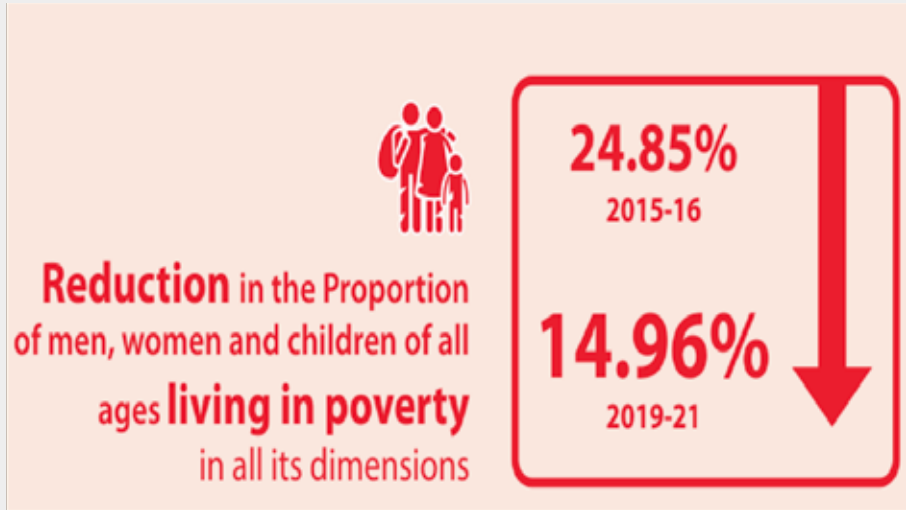
Very High SDG1 Score High SDG1 Score Medium SDG1 Score Low SDG1 Score India



Source: Author's Calculations - Created with Datawrapper

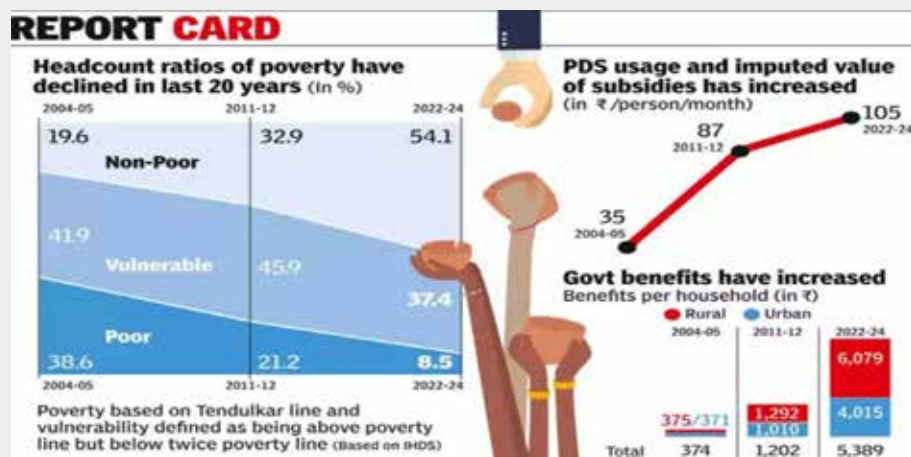
According to the 2021 data, India lies in the cluster of Medium SDG1 Score. The analysis was performed using K-Means clustering. The Very High SDG 1 Score cluster consists of the majority of the countries, 74 countries (45%) are countries with Very High SDG 1 Score with an average SDG1 score of 98.54 whereas the average score of High SDG 1 cluster is 83.51, average score of Medium SDG 1 cluster is 57.48 and average score of Low SDG 1 cluster is 19.08.

INDIA



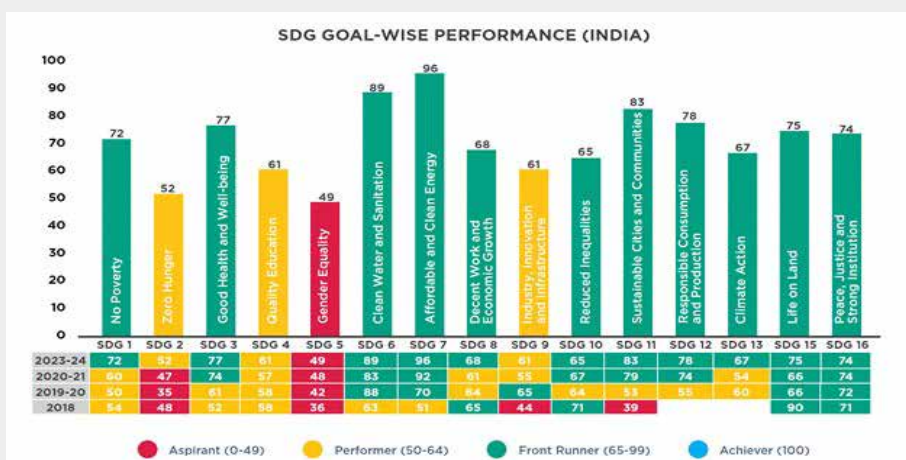
» Reduction in the Proportion of men, women and children of all ages living in poverty in all its dimensions, from 24.85 % in 2015-16 to 14.96 % in 2019-21.

(https://www.mospi.gov.in/sites/default/files/publication_reports/SDG-NIF-ProgressReport-FullFile-v4N.pdf)



» Poverty in India declines to 8.5% from 21.2% in 2011-12: NCAER paper

(https://economictimes.indiatimes.com/news/economy/indicators/poverty-declines-to-8-5-from-21-2-pc-in-2011-12-ncaer-paper/articleshow/111459128.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



» NITI Aayog releases SDG India Index 2023-24. Kerala shares the top spot with Uttarakhand with a composite score of 79 points. It topped the list in 'zero hunger,' and quality education, stood second in climate action and third in both gender equality, and 'industry, innovation, and infrastructure.'

(<https://www.thehindu.com/news/national/kerala/kerala-retains-top-spot-in-the-latest-sdg-india-index-rankings/article68400190.ece>)



» On the occasion of 18th Statistics Day, on 29th June 2024, the Ministry of Statistics and Programme Implementation released the following publications on Sustainable Development Goals (SDGs):

- Sustainable Development Goals – National Indicator Framework Progress Report, 2024
- Data Snapshot on Sustainable Development Goals – National Indicator Framework, Progress Report, 2024
- Sustainable Development Goals – National Indicator Framework, 2024

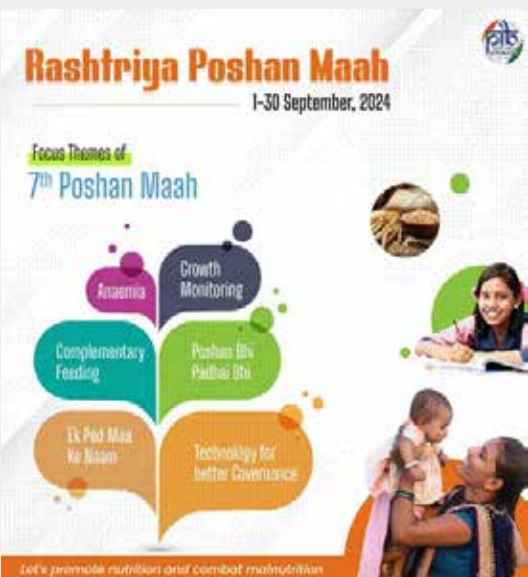
(<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2029710>)

https://www.mospi.gov.in/sites/default/files/publication_reports/SDG-NIF-ProgressReport-FullFile-v4N.pdf

https://www.mospi.gov.in/sites/default/files/publication_reports/Data_snapshot_on_SDG-NIF-Progress-Report_2024.pdf

https://www.mospi.gov.in/sites/default/files/publication_reports/Sustainable_Development_Goals_National_Indicator_Framework%202024.pdf

INDIA



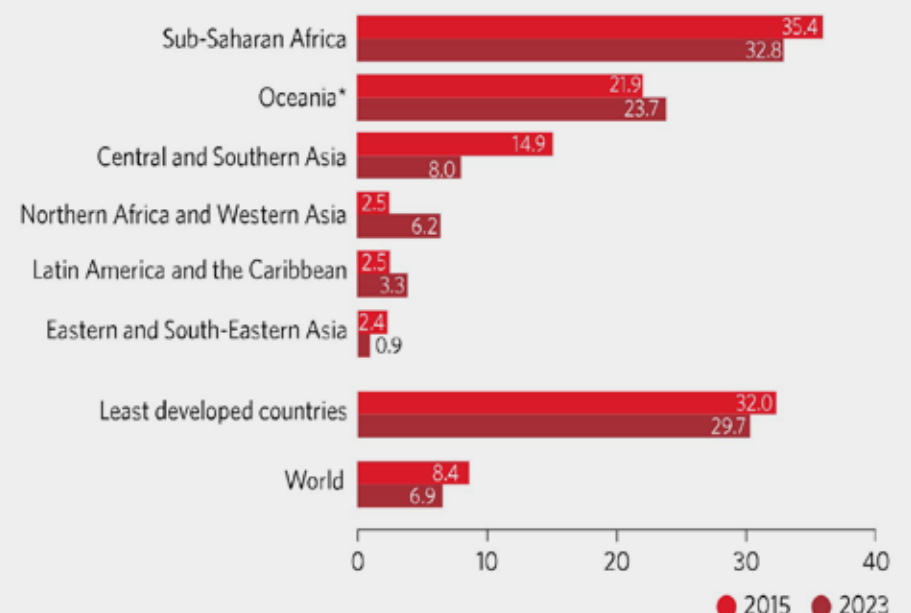
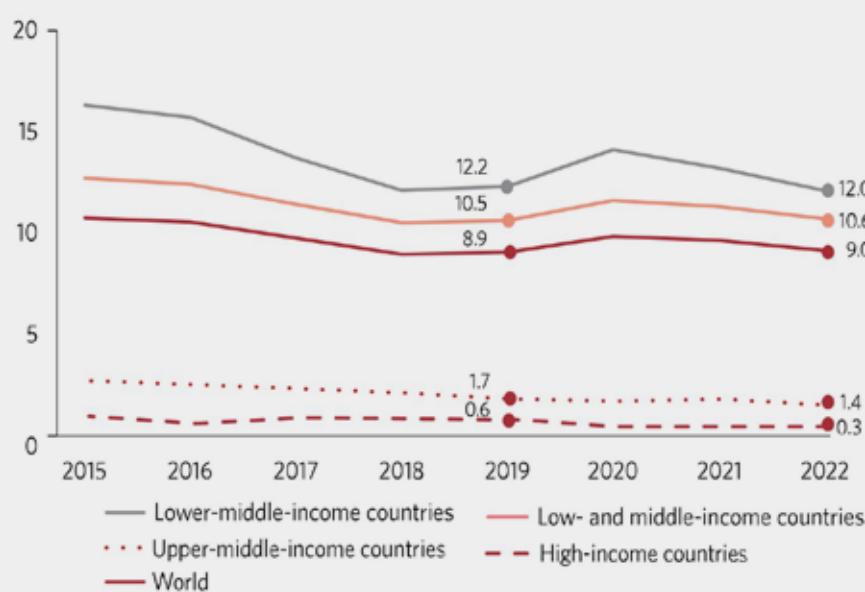
» A tree in Ma's name: 5.5cr saplings to be planted in MP (http://timesofindia.indiatimes.com/articleshow/111545943.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

» Odisha to plant 5 cr saplings under 'Ek Ped, Maa Ke Naam' campaign (<https://theprint.in/india/odisha-to-plant-5-cr-saplings-under-ek-ped-maa-ke-naam-campaign/2162558/>)

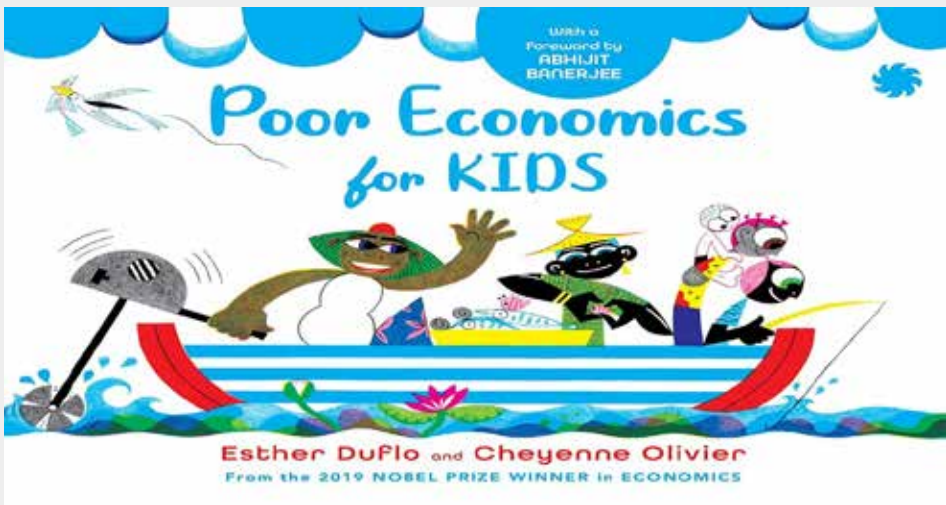
» 13.7 million activities reported across India in Rashtriya Poshan Maah 2024 (https://www.business-standard.com/india-news/13-7-billion-activities-reported-across-india-in-rashtriya-poshan-maah-2024-124090700199_1.html)

WORLD

» **Extreme poverty rates have returned to pre-pandemic levels except in low-income countries** and working poverty has declined but still afflicts 241 million workers (<https://unstats.un.org/sdgs/report/2024/The-Sustainable-Development-Goals-Report-2024.pdf>)



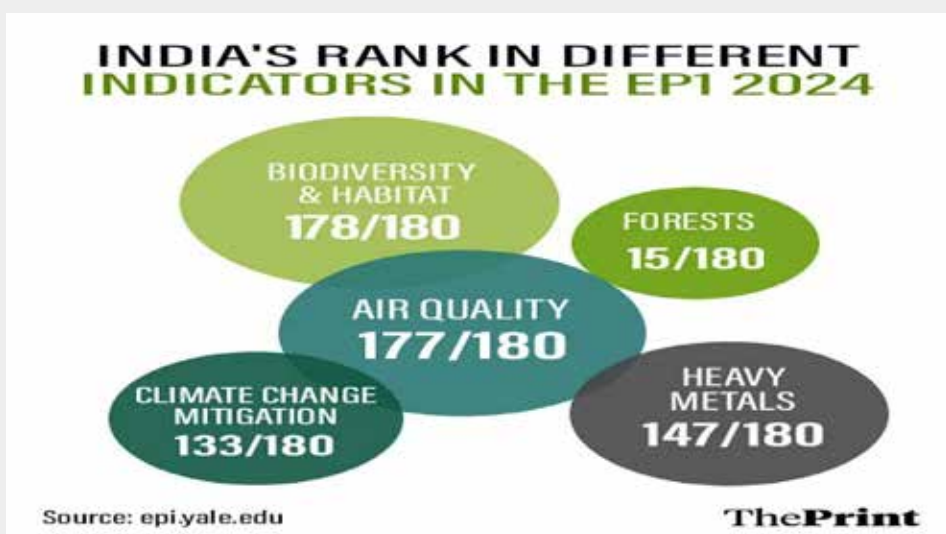
WORLD



- » Nobel winner Esther DuFlo has a new poverty book for kids. She's hoping parents learn too (<https://theprint.in/feature/around-town/nobel-winner-esther-duflo-has-a-new-poverty-book-for-kids-shes-hoping-parents-learn-too/2161947/>)



- » India slips 2 notches to 129 in WEF global gender gap index
Based on current data, it will take 134 years to reach full parity roughly five generations beyond the 2030 Sustainable Development Goal (SDG) target," the report highlights.
(http://timesofindia.indiatimes.com/articleshow/110949354.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



- » India at 176 among 180 countries in Environment Performance Index 2024, high emissions flagged again
(<https://theprint.in/environment/india-ranks-5th-from-bottom-in-environment-performance-index-2024-high-emissions-flagged-again/2128391/>)

- » Summit of the Future: United Nations adopts ground-breaking Pact for the Future to transform global governance
World leaders adopted a Pact for the Future that includes a Global Digital Compact and a Declaration on Future Generations.
(<https://www.un.org/sustainabledevelopment/blog/2024/09/press-release-sotf-2024/>)



WINTER CONFERENCE ON SUSTAINABLE BUSINESS, 2024 SCHEDULED TO BE HELD IN DECEMBER 2024.



Winter Conference on Sustainable Business

3rd International Conference on
**Roadmap to Sustainability: Challenges and
Opportunities for Business Models and Practices**

19th - 20th December, 2024

Dear Faculty Colleagues and Researches,

Great Lakes Institute of Management, Gurgaon is hosting its third International Research Conference, the **Winter Conference on Sustainable Business (WCSB)**, on December 19-20, 2024, at the Gurgaon campus. This year's conference theme is 'Roadmap to Sustainability: Challenges and Opportunities for Business Models and Practices'.

Hosted by The Center of Excellence for Sustainable Development, this conference will explore sustainability issues—environmental, social, and economic. Discover how businesses can balance short-term profitability with long-term sustainability, innovate, save costs, and enhance brand reputation.



CONFERENCE HIGHLIGHTS

- » **Pre-conference Workshop:** December 19
Focus: Systematic Reviews, Meta-Analysis, Experimental Research, Prompt Engineering, and Thesis/Research Paper Discussions.
- » **Best Paper Awards:** Cash prize of ₹10,000 for the best paper in each track.
- » **Special Sessions:** Interactions with editors from leading FT-50 journals, enhancing publication opportunities.
- » **Publication Opportunities:** Selected papers will be considered for publication in ABDC/SCOPUS journals, including:
 - Spanish Journal of Marketing (ABDC - B & SCOPUS listed)
 - Vision: The Journal of Business Perspective (ABDC - C & SCOPUS listed)
 - Journal of Content, Community & Communication (SCOPUS listed)
 - GLIMS Journal of Management Review and Transformation
 - Journal of Infrastructural Development



SPECIAL FEATURES



Philipp Rauschnabel

Keynote Speaker

Professor-Digital Marketing and Media Innovation, Universität der Bundeswehr München, Germany

Associate Editor - Journal of Business Research



Mansur Khamitov

Fireside editor chat session

Doctoral and early career researchers workshop on *Writing Review and Meta-Analysis Articles for FT-50 Journals*.

Assistant Professor-Marketing, Kelley School of Business, Indiana University

Editorial Review Board Member, Journal of Consumer Research and Journal of Consumer Psychology

Associate Editor, Journal of Retailing and Journal of Interactive Marketing



Shaphali Gupta

Fireside editor chat session

Doctoral and early career researchers workshop on *Writing Conceptual Articles*.

Mani Ayer Chair Professor-Marketing, MICA

Associate editor, Journal of Business Research and Journal of Strategic Marketing

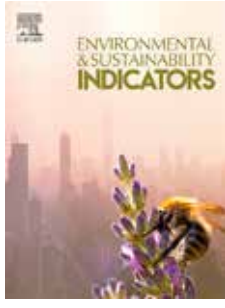


PAPER PRESENTATIONS

We invite extended abstracts of academic research papers on sustainability in various management areas, including:

- Strategic Management
- Marketing
- Operations & Supply Chain Management
- Economics
- Human Resources Management
- Finance

RESEARCH ARTICLES PUBLISHED



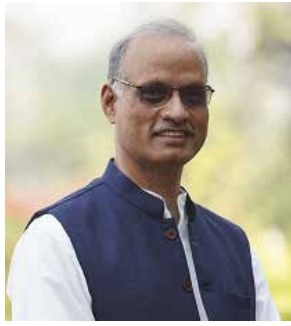
“Curbing Environmental Degradation to Balance Sustainable Development: Evidence from China” in “Environmental & Sustainability Indicators”

Dr. Vishal Dagar

PUBLICATIONS IN BUSINESS PRESS



Prof. Jones Mathew



Dr. Ravindra Ojha



Dr. Sanghamitra Bhattacharyya

- » Sustainable horizons: Unraveling the dynamics of ethical branding in 2024: Prof. Jones
(<https://www.financialexpress.com/business/brandwagon-sustainable-horizons-unraveling-the-dynamics-of-ethical-branding-in-2024-3517959/>)
- » Sustainable design for a sustainable product lifecycle: Prof. Ojha
(<https://www.manufacturingtodayindia.com/sustainable-design-for-a-sustainable-product-lifecycle/>)
- » Experts Encourage Youth To Explore Growing Career Opportunities In Social Development Sector: Prof. Sanghamitra Bhattacharyya.
(<https://thecsr universe.com/articles/experts-encourage-youth-to-explore-growing-career-opportunities-in-social-development-sector>)
- » How B-Schools Are Teaching Future Leaders to Put the Planet Over Profit: Prof. Jones Mathew
(<https://www.indiatoday.in/education-today/featurephilia/story/management-education-teaching-sustainability-consumerism-2591450-2024-08-31>)

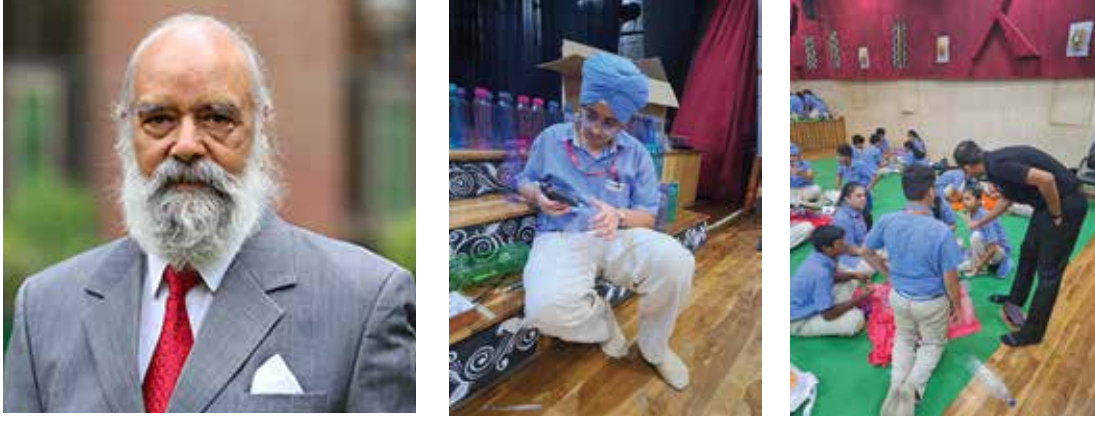
GREAT LAKES, GURGAON'S INITIATIVES

- » Great Lakes, Gurgaon in collaboration with IndiaDataHub introduces SCORE (Sustainability Content Occurrence and Relevance Evaluation) Index and is ready to launch it soon. (Details as above)
- » Great Lakes, Gurgaon establishes Sustainable Health and Fitness Task Force (SHIFTF) to improve physical activity (PA) of the employees and their families.



GREAT LAKES, GURGAON'S **INITIATIVES** CONTINUED...

- » Creativity workshop with PET bottles for sustainability was held on 26.07.2024 by Great Lakes Institute of Management Gurgaon in collaboration with Indus Quality Foundation in The Srijan school Delhi. The workshop was sponsored by Pearl Polymer the pioneer of PET bottles in the country.



- » Dr. Harish Kumar delivered a workshop on "developing new theories in sustainability and tourism using mean-end chain approach" to the doctoral scholars and chaired a session in the international conference on hospitality and tourism in Vietnam



GREAT LAKES INSTITUTE OF MANAGEMENT, GURGAON HOSTS AICTE-SPONSORED ATAL FACULTY DEVELOPMENT PROGRAM



Great Lakes Institute of Management, Gurgaon, concluded the AICTE-sponsored ATAL Faculty Development Program (FDP) on Transformative Technologies for Sustainable and Circular Production and Consumption for Viksit Bharat 2047, held from September 16th to 21st, 2024.

Coordinated by Prof. Surya Prakash from Great Lakes Institute of Management and co-coordinated by Prof. Sachin Kumar Mangla from Jindal Global Business School, the six-day event brought together over 46 participants, including faculty members and research scholars from prestigious institutions across India.

VISION OF COE-SD

To create a collaborative environment for cutting-edge research, advocacy and action, within the context of the Sustainable Development Goals, and empowering the global community to create a sustainable future for all

OBJECTIVES

- » to contribute to creating environmentally and socially responsible business managers
- » to emerge as a credible thought-leader with intellectual contributions that can make businesses and societies sustainable
- » to help support the implementation of best practices in businesses, organizations and communities to create a more sustainable society

CONTACT US:

ADDRESS

Great Lakes Institute of Management, Gurgaon Campus, Bilaspur-Tauru Road,
Near Bilaspur, Chowk, NH-8, Gurugram, Haryana 122413

EMAIL ID'S

Dr. Sanghamitra Bhattacharyya | sanghamitra.b@greatlakes.edu.in

Dr. Bappaditya Mukhopadhyay | bappa.m@greatlakes.edu.in

Mr. Alankar Shirsath | alankar.s@greatlakes.edu.in

WEBSITE URL

<https://www.greatlakes.edu.in/gurgaon/center-of-excellence-coe-sustainable-development>

