INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
PGP-SUSTAINABLE MANAGEMENT
MEDIA COMMITTEE PRESENTS

SUSTAINCHRONICLES

A NEWSLETTER ON IIM LUCKNOW PGPSM EVENTS

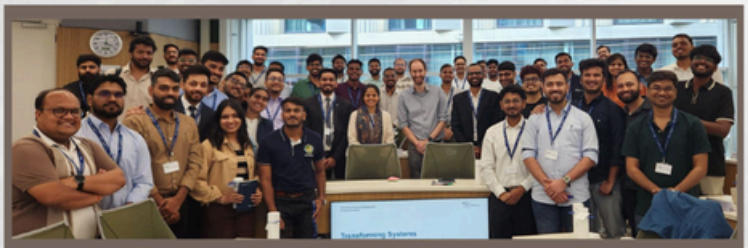
SEPTEMBER 2025 | **ISSUE #10**

UPCOMING EVENTS!!

Oct 2025	HPL, 2025
Nov 2025	PARAKRAM'25

NAVRATRI DURGA PUJA AND GARBA CELEBRATIONS

The campus came alive with vibrant energy as students celebrated Navratri Durga Puja and Garba with great enthusiasm and cultural pride. The Durga Puja celebrations were marked by beautifully crafted idols, traditional rituals, and a spirit of devotion that brought the student community together. As the sun set, the festive mood shifted to lively Garba nights, where students dressed in colorful traditional attire danced to rhythmic beats, filling the college grounds with joy and excitement. The celebrations not only honored rich cultural traditions but also fostered a strong sense of unity, inclusion, and festive spirit across the campus.



International Immersion Program at RSM, Netherlands

Batch 10 of PGPSM recently completed a 2-week immersion program at the Rotterdam School of Management, Erasmus University, focused on global sustainability and innovation. The program began with an introduction to the rich history of the Netherlands and the dynamic city of Rotterdam, setting the stage for in-depth sessions on the circular economy, closed-loop supply chains, and the critical role of central banks in driving low-carbon, climate-resilient economies. Participants explored sustainable business model innovation with equitable food strategies, engaged in thought-provoking discussions on social enterprises and collective action, and examined how cultural differences influence collaboration and team dynamics through interactive, case-based learning.

SAMVAAD 2025, THE ANNUAL ALUMNI CONCLAVE

On 27th September 2025, the IIM Lucknow Noida Campus came alive with the energy of ideas, experiences, and connections as we hosted Samvaad '25, which is our annual alumni conclave. This year's theme, "The Next Normal: Business Leadership in an Age of Perpetual Disruption," captured the spirit of today's dynamic business environment and set the stage for an engaging day of dialogue. The conclave brought together 14 accomplished speakers and 3 insightful panels, offering diverse perspectives on how leaders can embrace uncertainty, foster innovation, and build organizations that thrive in disruption. From the keynote address by Awadhesh Kumar Jha, Executive Director – Glida (Fortum Charge & Drive India Pvt. Ltd.), to thought-provoking discussions led by alumni across industries such as fintech, consulting, healthcare, technology, and sustainability, every session was a learning experience. Beyond the sessions, Samvaad '25 created a vibrant platform for alumni, students, and industry professionals to connect, share stories, and reflect on the evolving role of leadership. It wasn't just about discussing challenges—it was about reimagining possibilities and inspiring future leaders to adapt with resilience and vision.

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VISIONARIES' SHAPING THOUGHTS AT IIML

CBAM: HOW CARBON COSTS WILL SHAPE GLOBAL TRADE

ABHISHEK NAWKAR
(PGPSM10)

The Carbon Border Adjustment Mechanism (CBAM) is the European Union's new tool to level the playing field between European producers and foreign exporters while fighting climate change. In Europe, companies already pay for their carbon emissions under the EU Emissions Trading System (ETS). But producers outside the EU don't face this cost. That means a steel bar made in India could be cheaper than one made in Germany, not because it is better, but because it was allowed to pollute more. CBAM corrects this imbalance by putting a similar carbon price on imports.

The compliance flow begins at the factory. A company making steel, aluminium, cement, fertilizers, hydrogen, or electricity must first measure its carbon emissions. This involves collecting data on fuels such as coal, natural gas, or diesel, as well as electricity and process emissions. To turn this activity data into CO_2 numbers, companies use emission factors. These are standard values that estimate how much CO_2 is released per unit of fuel or energy. For example, one ton of coal emits about 2.4 tons of CO_2, one liter of diesel about 2.68 kg of CO_2, and one megawatt-hour (MWh) of electricity from the Indian grid about 0.82 tons of CO_2, compared with just 0.25 tons in the EU because of cleaner energy.

Once emissions are calculated, exporters prepare a CBAM report. From 2023 to 2025, this is a quarterly requirement, but no payments are due. Starting in 2026, EU importers will have to buy CBAM certificates equal to the reported emissions. The certificate price is linked to the EU carbon price, which usually ranges from €60 to €90 per ton of CO_2.Here lies an important detail: emission factors are not always consistent. India's Central Electricity Authority, the IPCC, and the IEA all publish slightly different numbers, sometimes differing by 10–30%. The EU also provides "default values," which are typically higher than real-world values. If a company relies on these defaults instead of collecting plant-specific data, its product may look dirtier than it really is, resulting in higher CBAM costs. Even the quality of coal or the type of furnace can change emissions. This makes accurate measurement vital.

To ensure trust, CBAM also requires EU-approved verification. Independent verifiers such as TÜV, SGS, DNV, Bureau Veritas, or LRQA will check whether the right emission factors were applied, whether data was collected correctly, and whether calculations meet EU rules. Without this verification, the EU importer cannot submit the report, and the goods may face delays, penalties, or rejection at the border. In effect, verifiers provide the final stamp of acceptance.A quick example shows how costs add up. Suppose an Indian steel exporter ships 1,000 tons of steel to Europe. Each ton emits 2 tons of CO_2, so total emissions are:

$1{,}000 \times 2 = 2{,}000 \ \text{tons } CO_2$

If the EU carbon price is €80 per ton, the importer must buy:

$2{,}000 \times €80 = €160{,}000$

That is the CBAM cost added to the shipment. If the company invests in renewables or uses scrap steel and lowers emissions to 1.5 tons CO_2 per ton, the cost falls to €120,000 — a saving of €40,000.

In short, CBAM follows a clear chain: Factory → Emission Factors → Report → EU Verifier → EU Importer → Certificates. For Indian exporters, the lesson is simple: measure emissions carefully, avoid inflated defaults, reduce carbon where possible, and work with EU-approved verifiers. Doing so not only cuts costs but also ensures smooth entry into one of the world's most important markets.

A GRAIN OF CHANGE: ORGANIC RICE AND THE FUTURE OF FOOD

SRIRAM
(PGPSM11)

On a quiet morning in a small Indian village, a farmer bends to touch the golden stalks in his field. His neighbors depend on chemicals, but he relies on compost, crop rotation, and age-old methods. What he harvests is not just rice, it is a grain of health, trust, and sustainability. This is the journey of organic rice in India, a small but fast-growing movement that is slowly changing how we think about food.

India, the second-largest rice producer in the world, has only a small share of organic rice. Out of nearly 149 million tons of rice produced each year, less than 1% around 0.5 to 0.6 million tons can be called organic. Yet, this small segment has a big impact. The current market is valued at about ₹1,200 crore and is expected to grow by 8-10% annually. Brands like 24 Mantra Organic, which works with over 34,500 farmers, reported $40.8 million in revenue as of March 2024. Organic Tattva, with nearly 9,000 farmers, earned $5.64 million. These numbers show how urban consumers are shifting toward healthier choices.

Several trends explain why the future looks bright. More Indians are becoming aware of the dangers of pesticide residues and polished rice that lacks nutrients. Environmental concerns are pushing people to support farming that uses less water and protects soil. Online platforms such as BigBasket, Amazon, and farm-to-home apps are making organic food more accessible. At the same time, government schemes like PKVY, MOVCDNER, and the Jaivik Bharat certification logo are building trust among consumers and helping farmers join the organic movement. As household incomes rise, especially among the middle class, families are more willing to spend extra for health. Since rice is a daily staple, it naturally becomes part of this shift.

However, challenges remain. Many people still think of organic rice as too costly, not as an investment in health. Others believe its earthy taste and smell are of poor quality compared to the polished rice they are used to. For farmers, converting land back to organic after years of chemical use is a slow and expensive process. These barriers limit how fast the industry can grow.

The solution lies in awareness and accessibility. Educating people about the risks of polished rice and the long-term benefits of organic rice can change mindsets. Companies must present themselves not as rice sellers but as champions of health, trust, and sustainability. Smaller packs of 1-2-5-10 kg can attract new buyers, while home delivery in apartment communities can expand reach.

The benefits of organic rice go beyond healthy food. It creates rural jobs, builds knowledge of sustainable farming, and even helps earn carbon credits by improving soil quality. Most importantly, it offers future generations a chance at stronger health and a cleaner planet.

Organic rice is more than a grain; it is a symbol of change. Though still small today, it is a seed that promises a booming future. Every farmer choosing natural methods and every family choosing organic over polished rice is helping sow the foundation of a healthier India.