



SUSTAINCHRONICLES

A NEWSLETTER ON IIM LUCKNOW PGPSM EVENTS

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UPCOMING EVENTS!!

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Parakram'25

COCA-COLA HAPPINESS FACTORY INDUSTRY VISIT



We were privileged to visit the The Coca-Cola Company Happiness Factory - Moon Beverages Ltd, Bottling Plant, one of a kind in India with a museum, under the guidance of Prof. Arvind Shroff, as part of our Operations Management course. The visit offered us a first-hand look at how Coca-Cola and Maaza, two of India's most loved beverages come to life through world-class manufacturing, quality precision, and sustainable operations.

LEADERSHIP TALK BY MR. MAYANK SINHA, ATTERO

We were privileged to host Mr. Mayank Sinha, Marketing Head at Attero, for an insightful session that offered a deep dive into Attero & its D2C venture Selsmart. The session provided valuable perspectives on the recycling ecosystem, reverse logistics and the strategic challenges of scaling consumer-focused businesses in an evolving regulatory and competitive environment and concluded with an important message: *"Scale is essential, but true sustainability lies in mastering unit economics while maintaining a deep, honest connection with customers & broader ecosystem"*



CAMPUS DIWALI CELEBRATIONS

On a crisp evening, the college courtyard transformed into a vibrant and festive scene for Diwali. Students gathered together to craft elaborate rangoli patterns on the ground, filling the air with the rich, earthy smell of colored powders. As twilight settled, a soft, warm glow began to illuminate the campus, as small clay diyas were carefully lit and placed along pathways and around the intricate rangoli designs. The night was further brightened by the soft shimmer of air lanterns, which were released into the sky, dotting the darkness with specks of flickering light and carrying wishes of hope and prosperity. Laughter and chatter filled the air as the community shared sweets, celebrating the triumph of light over darkness and good over evil.



WINNERS OF THE IIM-A'S LAKSHYA, THE RED BRICK SUMMIT

Congratulations to Sharan Suresh, Ragul Vinayagamurthy and Aditya Sable, students from the PGP-Sustainable Management (PGPSM), Batch of 2025-27, for securing the 1st position in the Grand Finale of Lakshya, SMILE's first-ever case competition at The Red Brick Summit (TRBS) 2025, that brought together strategy, storytelling, and social impact, competing against 1000+ teams from top B-schools across India.





PRAKASH SHANKAR
(PGPSM10)

TRENDS FADE, BUT MY T-SHIRT STAYS...

Let's be honest, fast fashion has become an addiction. Especially among youngsters, we buy clothes for one-day events, photos, or just because everyone else is wearing something new. I'm not exaggerating, I've seen people buy an outfit only for a birthday party or a date and never touch it again. But what's the outcome of all this? Piles of clothes ending up in landfills, water polluted during dyeing, and resources wasted, all for something that lasts just a few hours on our body. (The outfit lives shorter than some relationships these days!)

If only we thought for a moment about the long-term value of what we buy. Every dress, every shirt has a story. Why throw it away just because it's slightly torn or out of trend? Why can't we proudly say, "Yes, I stitched it back and wore it again"? Somewhere along the line, people were made to think that reusing or repairing clothes makes them look outdated or poor.



And honestly, if you look back a bit, our parents' generation had it figured out. When we were kids, we didn't buy clothes every week. New clothes meant something, for a birthday, a wedding, Diwali, Holi, but for the rest of the year, we wore hand-me-downs from our siblings or cousins. And you know what? Those clothes had memories, warmth, and stories. Sometimes the buttons didn't match, but the love did. But somewhere, in chasing trends and "new drops," we've lost that feeling.

Maybe it's time we bring that back, not just to save the planet but to reconnect with what fashion used to mean, which connects back to identity, memory, and value. Imagine a small campaign where people proudly say, "I wore the same outfit on my third date, and again on my sixth." That's not being boring, that's being bold.

Slow fashion isn't about looking less stylish; it's about being more thoughtful, and Repeating clothes doesn't make you less trendy, it just proves you've got more sense than the trend itself.

CHUTTILLU: INDIA'S TIMELESS MODEL FOR SUSTAINABLE HOUSING



SIVA TEJA
(PGPSM11)

For generations, farmers and fishermen along coastal Andhra have faced cyclones armed not with concrete or steel, but with community wisdom. Their answer to extreme weather was the Chuttillu, a circular mud house built using local materials like clay, bamboo, and palm leaves.

The design is both simple and scientific. The round shape allows high-speed winds, even up to 250 km/hr, to flow smoothly around the structure rather than strike it directly. Thick mud walls act as natural insulators, keeping interiors cool in summer and warm in winter, reducing dependence on electricity and creating an early form of climate-responsive architecture. Built without machines, engineers, or blueprints, these homes are products of generations of observation and adaptation, reflecting sustainable engineering rooted in lived experience.



Every Chuttillu is a community project. Villagers contribute labor, share local knowledge, and reuse natural resources. Construction becomes a collective act of resilience rather than a commercial transaction. This process ensures low costs, minimal environmental impact, and stronger social bonds, aligning perfectly with the modern idea of sustainability that values both people and the planet.

Yet, these climate-smart homes are fast disappearing. Cement structures, viewed as signs of progress, are replacing them. Ironically, many of these concrete houses perform poorly during cyclones and trap heat, increasing cooling costs and carbon emissions. As Cyclone Montha approaches the Andhra coast, this contrast is striking, traditional designs once ensured survival where modern methods now struggle.

Reviving indigenous architecture like the Chuttillu is not about returning to the past; it's about adapting traditional intelligence to modern needs. When combined with scientific inputs, like stabilizing mud with lime or integrating solar roofing, these designs can offer affordable, disaster-resilient housing for rural India.

At a time when sustainable architecture often looks westward for solutions, the Chuttillu stands as a reminder that resilience has always been part of our soil. Built by hand, shaped by nature, and perfected by generations, it carries a timeless lesson: sometimes, the smartest solutions are the ones our ancestors already built.