

FIIB hosts Annual Sustainability Summit on 21st February 2014

FIIB celebrated its 20th Founder's Day on 21st February 2014 by organizing its 4th Annual Sustainability Summit on campus. Attended by representatives from student community, faculty and industry practitioners, the Summit aimed at bringing topics important to sustainability on the discussion table. Through the Annual Sustainability Summit, FIIB aims to bring together the worlds of academia, social sector and corporate sector to deliberate upon certain very critical issues that affect our everyday lives. Speakers from different organizations, both for-profit & not-for-profit, reflect and debate upon various factors that could put a halt to the destruction of our planet and eventually aim to come up with few solutions that may leave it in a better shape for the future generations. Past Summits have included Ms Anita M George (Regional Industry Director, *Asia Infrastructure and Natural Resources at the International Finance Corporation, IFC*), Dr. Annapurna Vancheswaran (Director-Sustainable Development Outreach at *The Energy and Resources Institute, TERI, New Delhi*), Padma Bhushan Mr. Devendra Raj Mehta (Founder and Chief Patron, *Jaipurfoot*), Dr. Ashok Khosla (Chairman –*Development Alternatives*), Mr. Mehmood Khan (Former Chief Innovation Officer – *Unilever*), Mr. Anshu Gupta (Founder, *Goon*), Mr. Nitin Gupta (Founder and CEO – *Atterro Recycling*) as speakers at the summit.

The Summit was inaugurated by Ms. Radhika Shrivastava, Executive Director, FIIB. Through her inaugural address, Ms. Shrivastava spoke about the various initiatives at FIIB that have helped our campus become a 'Green' Campus. She emphasized that through the combined efforts of all the stakeholders, FIIB has been able to make a significant mark in its initiatives. She elaborated on recycling paper, e-waste, solid waste and other management drives that are undertaken at FIIB regularly.

The key note address was delivered by Dr. Prodipto Ghosh, *Director of The Energy and Resource Institute (TERI) and Member of the Planning Commission on Climate Change*. Dr. Ghosh spoke about sustainability as a concept through ancient cross-cultural texts like *Vedas, Mahabharata* etc. which deal extensively in the relationship between man and nature. He closed the discussion with a thought that *'when people will be able to differentiate between luxury and need and will be able to use making choices as a powerful tool, is when sustainability would become sustainable as it not about remaining busy earning, but it is crucial to share the wealth as well.'*

Following the Keynote speech was the first panel discussion wherein Mr. Amit Saha, Chief Sustainability Officer, *Hindustan Coca-Cola Beverages*, Dr. G.C.Datta Roy, CEO, *Development Environergy Services Ltd*, Brig. Rajiv Williams, CSR Head, *Jindal Stainless Steel Ltd.*, Mr. Niranjan Khatri, General Manager, *ITC WelcomEnviron*, Mr. Rupam Raja, Partner, *Environmental Resources Management* shared their thoughts on *Implementing Sustainability from Board Room to Shop Floor*. During the discussion, Dr. Roy shared *"The greatest lesson I learnt on Sustainability is that Waste Not! Reduce the ecological footprint from our various activities."* Through his presentation, Brigadier Rajiv Williams laid emphasis on *"Sustainability being an important pillar and favor in business environment. Corporations have to go beyond statutory requirements; get a robust mix of policies & legal framework for a Sustainable Community."* Mr. Rupam Raja added that *'In India, millions of legal and illegal transactions take place every day. Many of them are not on paper and do not follow sustainability guidelines. We must be able to think of concrete steps to ensure Sustainable Practices'*. According to Mr. Niranjan Khatri added *'we need to stare at nature very closely as it will help us to find many answers. It is important to be grateful to nature for what have been given to us. At ITC, good practices are regularly incorporated from this point of view.'* Mr. Amit Saha laid emphasis on *'large companies must have responsible behavior related to sustainability practices.'*

The second panel discussion, *Sustainability and Entrepreneurship: Turn Ideas into Projects, and Projects into Successful Businesses* included Ms. Prachi Pratap, Founder, *NGO Express*, Ms. Sujata Sahu, Founder, *17000ft*, Mr. Abhishek Singhal, Founder, *EKO* and Mr. Subhi Qureshi, Founder, *ZMQ*

The discussion kicked off with Mr. Subhi Qureshi's thought provoking disclaimer that *'there is a huge disconnect between Connectivity and Development. It is not necessary to be connected to be developed. It is necessary to embed technology in all walks of life of lifeline of Women Network to empower them as empowering one woman is equivalent to empowering an entire family'*. To this Ms. Prachi Pratap added *'We all need positive impatience to bring positive changes into lives of people'* to which Mr. Abhishek agreed as he shared how he encouraged young managers to embark on a journey of Entrepreneurship and bring changes to the society. Ms. Sujata Sahu laid emphasis on the importance of looking at the right problem, at the right time with the right medium. She introduced the concept of Volunteerism wherein, anyone who visits Ladakh should also volunteer to help in imparting education. She summarized the discussion and left the dice with a thought 'when the little hammer hits you on the head; go for it- the solutions will come up.

Once again, through the deliberations and the discussions that the Summit facilitated, the audience (including FIIB Students, Faculty, Staff, Alumni and Industry Practitioners) left more sensitized towards the growing need of sustainability, and with answers to many pressing concerns of mankind.