

Genesis

(Bi-annual Newsletter of Centre for Sustainability - A Member of PRME)

AI for Sustainable Business: ESG-Driven Transformation in Management



At Glance

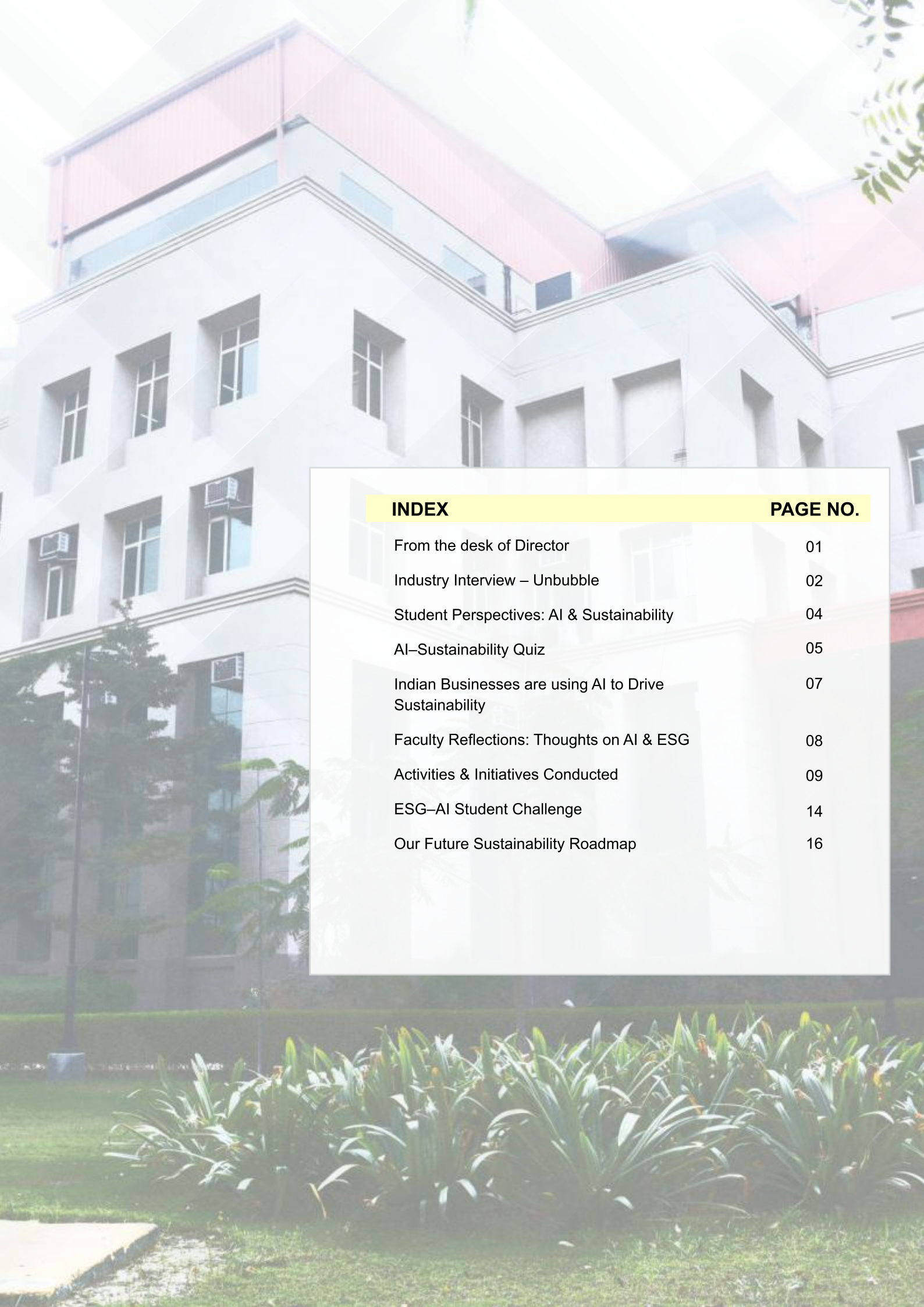
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- Industry Interview – Unbubble
- Activities & Initiatives Conducted
- Indian Businesses are using AI to Drive Sustainability
- Our Future Sustainability Roadmap

Committee Members

Dr. Shuchita Singh, Professor, GLBIMR
Dr. Sunita Chowdhury, Associate Professor, GLBIMR
Dr. Nidhi Srivastava, Professor, GLBIMR

Student Coordinators

Ms. Tanya Indoria



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From the desk of
Director GLBIMR
Dr. Sapna Rakesh

Dear Avid Readers,

In an era defined by rapid technological advancement and evolving global challenges, the integration of **Artificial Intelligence with sustainable business practices** has become a defining force for modern leadership. The theme of this edition—“**AI for Sustainable Business: ESG- Driven Transformation in Management**”—reflects the growing need for organisations to align innovation with responsibility, ethics, and long-term value creation.

Artificial Intelligence today is no longer limited to automation or efficiency enhancement. When guided by strong Environmental, Social, and Governance (ESG) principles, AI becomes a strategic enabler of transparency, accountability, and informed decision-making. It empowers organizations to monitor environmental impact, strengthen governance structures, and create inclusive systems that serve both business objectives and societal well-being.

At GLBIMR, we believe that future managers must not only understand advanced technologies but also recognize their role in shaping a sustainable world. Our focus is on nurturing leaders who can leverage AI thoughtfully—balancing innovation with ethics, growth with responsibility, and performance with purpose.

This edition of the newsletter brings together insights from industry experts, student perspectives, institutional initiatives, and forward-looking discussions that highlight how AI is transforming business through an ESG lens. Each contribution reflects our commitment to developing professionals who are equipped to respond to global challenges with integrity, adaptability, and vision.

As we move forward, sustainability will no longer be a choice—it will be a strategic imperative. Through continuous learning, collaboration, and responsible leadership, we aspire to contribute meaningfully to a future where technology and sustainability progress hand in hand.

I extend my appreciation to the faculty, students, and contributors whose efforts have shaped this edition. May this issue inspire thoughtful dialogue and purposeful action toward a more sustainable and resilient future.

All the Best!

Interview Series - Building Tomorrow: Sustainable Innovation through Responsible Packaging



- A Dialogue with an Industry Visionary

*As sustainability becomes a defining pillar of modern business, the role of innovative and responsible entrepreneurship has never been more crucial. In this edition, we had the privilege of engaging with **Mr. Akash Singh, Founder of UnBubble**, a pioneering enterprise committed to transforming India's packaging ecosystem through eco-friendly, biodegradable alternatives.*

UnBubble represents a new generation of sustainable enterprises that align environmental responsibility with economic viability. Rooted in the vision of reducing plastic dependency, the organisation focuses on developing plant-based, compostable packaging solutions that serve as viable alternatives to thermocol and conventional plastics.



Mr. Akash Singh

Founder - Unbubble

Views on:

From Conscious Realization to Purpose-Driven Innovation

The inception of UnBubble was inspired by a simple yet powerful realization — sustainability must extend beyond products to the way they are packaged and delivered. Recognizing the environmental impact of plastic and thermocol waste, Mr. Singh and his team embarked on a mission to create packaging solutions derived from agricultural waste and natural materials. This shift marked the beginning of a purposeful journey toward building environmentally responsible supply chains.

Balancing Innovation, Affordability, and Scalability

One of the key challenges in sustainable entrepreneurship lies in balancing innovation with affordability. Addressing this, Mr. Singh emphasized the importance of awareness and accessibility. As sustainable alternatives gain visibility and acceptance, their economic viability improves.

UnBubble focuses on creating solutions that are not only environmentally sound but also scalable and commercially practical for businesses across sectors.

Driving Impact through Eco-Conscious Design

What sets UnBubble apart is its commitment to developing 100% biodegradable and compostable packaging that safely returns to

nature without leaving harmful residues. Designed to be durable, cost-effective, and versatile, these solutions enable businesses to reduce their environmental footprint without compromising performance.

Overcoming Challenges and Building Market Acceptance

Like many sustainability-driven ventures, UnBubble faced challenges related to sourcing raw materials, maintaining cost efficiency, and shifting industry mindsets. However, growing awareness around environmental responsibility and increasing regulatory focus on sustainability have accelerated acceptance of eco-friendly alternatives. Today, UnBubble stands as a testament to how innovation, persistence, and purpose can drive meaningful change.

The Road Ahead: Scaling Sustainability

Looking ahead, Mr. Singh envisions a future where sustainable packaging becomes the norm rather than the exception. With rising environmental consciousness and supportive policy frameworks, UnBubble aims to

expand its reach nationally and globally. The long-term vision is to contribute towards a cleaner planet by empowering businesses to adopt responsible packaging solutions.

Message to Aspiring Changemakers

Sharing a message for young entrepreneurs, Mr. Singh emphasized the importance of resilience, courage, and purpose-driven innovation. He encouraged aspiring leaders to embrace risks, learn from failures, and pursue ideas that create positive social and environmental impact. True change, he believes, begins with conviction and the willingness to challenge the status quo.

A Step Towards a Sustainable Future

The journey of UnBubble exemplifies how innovation, when guided by environmental consciousness and ethical intent, can address pressing global challenges. As industries seek sustainable pathways, initiatives like UnBubble reaffirm that meaningful change is possible—where business growth and planetary well-being move forward together.

Views are personal in nature



STUDENT PERSPECTIVES: AI & SUSTAINABILITY

Voices of Future Leaders Driving Responsible Change

Our students share their insights on how Artificial Intelligence can shape a more sustainable, ethical, and responsible future. Their perspectives reflect awareness, innovation, and a strong commitment to ESG-driven leadership.

Gaurang Sharma
Batch 2024–26



“AI has the potential to transform sustainability by helping organizations track environmental impact and make data-driven decisions. When used responsibly, technology becomes a powerful tool for long-term ecological balance.”

Sakshi Jha
Batch 2024–26



“Sustainable growth is no longer optional. AI enables businesses to operate efficiently while remaining socially responsible and environmentally conscious. The future belongs to organisations that balance innovation with ethics.”

Shiwank Kumar
Batch 2024–26



“AI can help bridge the gap between development and sustainability by predicting risks and optimising resources. Responsible innovation is the key to building resilient systems for the future.”

Shambhavi Singh
Batch 2025 - 27



“Integrating AI with sustainability empowers leaders to take proactive decisions. When technology aligns with ethical values, it creates meaningful and long-lasting impact for society.”

Shreya Singh
Batch 2025 - 27

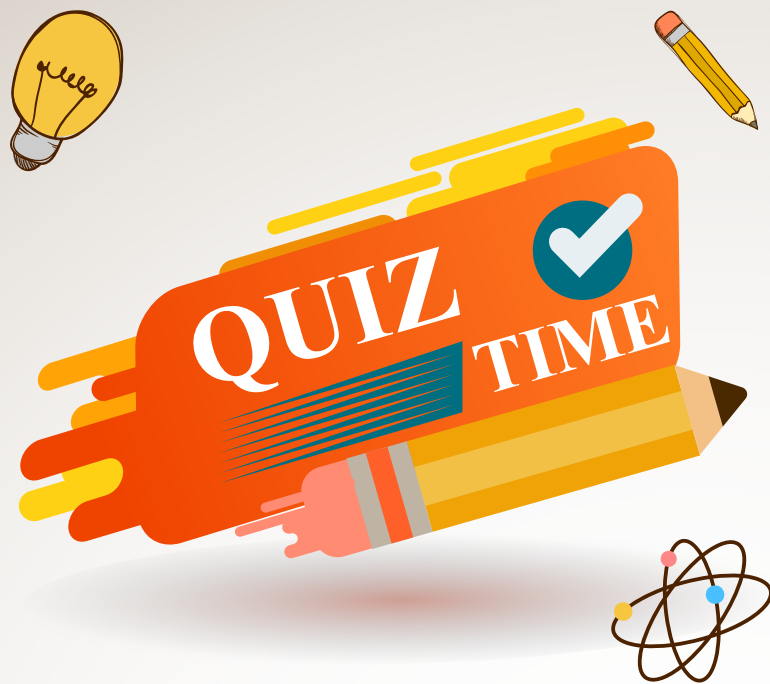


“AI-driven sustainability is about smarter choices today for a better tomorrow. Businesses that embrace this approach can create value while protecting the planet.”

Shivani
Batch 2025 - 27



“Technology should serve humanity. AI, when used responsibly, can help organizations become more transparent, inclusive, and environmentally conscious.”



Test Your Awareness on Responsible AI & Sustainable Development

Artificial Intelligence is playing a transformative role in shaping sustainable business practices across industries. This quiz is designed to test your understanding of how AI contributes to Environmental, Social, and Governance (ESG) goals while encouraging responsible innovation.



Which ESG pillar focuses on reducing carbon emissions and environmental impact?

- ☐ A Social
- ☐ B Governance
- ☐ C Environmental
- ☐ D Ethical



How can AI help organisations become more sustainable?

- ☐ A By increasing resource wastage
- ☐ B By optimising energy consumption and reducing inefficiencies
- ☐ C By replacing all human decision-making
- ☐ D By increasing operational costs



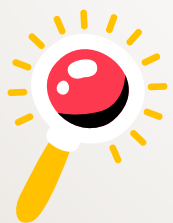
Which of the following is an example of AI supporting social sustainability?

- ☐ A Predicting stock prices
- ☐ B Detecting bias in recruitment processes
- ☐ C Increasing automation without oversight
- ☐ D Ignoring workforce diversity



AI-powered analytics help businesses in ESG reporting by:

- ☐ A Making reports complex
- ☐ B Reducing transparency
- ☐ C Providing real-time, accurate data
- ☐ D Eliminating accountability



Which sector benefits most from AI-driven sustainability solutions?

- ☐ A Agriculture
- ☐ B Manufacturing
- ☐ C Energy
- ☐ D All of the above



What role does AI play in climate action?

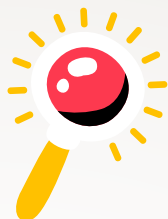
- ☐ A Increases pollution levels
- ☐ B Predicts climate risks and supports mitigation strategies
- ☐ C Discourages renewable energy use
- ☐ D Limits environmental monitoring





AI-driven supply chains help organizations by:

- A** Increasing delays
- b** Improving demand forecasting and reducing waste
- c** Promoting overproduction
- d** Reducing transparency



Ethical AI ensures that technology is:

- A** Fast and uncontrolled
- b** Biased and selective
- c** Transparent, fair, and accountable
- d** Fully automated without human oversight



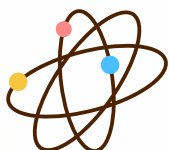
Which practice supports sustainable digital transformation?

- A** Ignoring data privacy
- b** Using AI responsibly with governance frameworks
- c** Avoiding innovation
- d** Limiting digital adoption



Why is AI important for future sustainable leadership?

- A** It replaces leadership
- b** It enables informed, responsible decision-making
- c** It reduces accountability
- d** It limits creativity



AI, when guided by ethical frameworks and sustainability goals, becomes a powerful tool for creating long-term value for businesses, society, and the planet.



Indian Businesses are using AI to Drive Sustainability

Leading Indian organisations are integrating Artificial Intelligence with ESG practices to build cleaner, safer, and more transparent business models.



Infosys — AI for Energy Efficiency & Carbon Reduction

Infosys has publicly reported the use of AI and analytics to optimise energy usage across its campuses and data centres. Their AI-enabled systems track power consumption, predict energy needs, and improve operational efficiency.

As part of their sustainability commitment, Infosys achieved **carbon neutrality in 2020**, ahead of schedule, supported by advanced monitoring and digital optimisation tools. (Source: Infosys Sustainability Reports & Corporate Announcements).



Tata Power — AI for Renewable Energy Forecasting

Tata Power partnered with BluWave-ai, an AI renewable energy startup, to develop AI-driven models for **solar and wind forecasting**. These models improve renewable energy scheduling, reduce grid imbalances, and increase clean-energy efficiency across their power operations.

This initiative directly supports India's transition toward greener grids. (Source: Economic Times 2021, BluWave-ai Public Announcements)



Wipro — AI for Governance & Ethical Supply Chains

Wipro uses AI and advanced analytics to strengthen **responsible sourcing**, track supply chain compliance, and monitor ESG performance indicators.

Their sustainability framework incorporates AI-based tools to ensure transparency, reduce governance risks, and support ethical procurement practices across global operations. (Source: Wipro Sustainability Reports & ESG Disclosures)



Reliance Jio — AI for Network Energy Optimization

Reliance Jio uses AI and machine learning algorithms to optimise energy usage in telecom towers and network operations. These AI systems help reduce energy waste, improve efficiency, and support a lower-carbon digital infrastructure.

This contributes indirectly to the company's environmental sustainability goals. (Source: TRAI & Industry Reports on Energy-Efficient Telecom Networks)



ITC Limited — AI for Climate-Smart Agriculture

ITC's e-Choupal and Climate-Smart Agriculture programmes leverage **AI, data analytics, and digital advisory platforms** to provide farmers with insights on weather, soil health, irrigation, and crop risks.

These tools help farmers reduce water consumption, improve yields, adapt to climate change, and practice more sustainable agriculture.

(Source: ITC CSR Reports & ITC Sustainability and ESG Reports)

Source: organization's websites

FACULTY REFLECTIONS: THOUGHTS ON AI & ESG

Perspectives on Responsible, Technology-Driven Management

As Artificial Intelligence becomes increasingly central to organisational strategy, our faculty share their views on how AI and ESG together are shaping the future of ethical and sustainable business leadership.



Dr. Nidhi Srivastava
Professor – Finance, GLBIMR

From a finance and strategic management perspective, the integration of Artificial Intelligence with ESG frameworks is redefining how organizations evaluate risk, performance, and long-term value creation. AI enables precise measurement of environmental impact, social responsibility, and governance effectiveness, thereby enhancing transparency in financial reporting. When embedded into financial decision-making, AI supports responsible capital allocation and strengthens organizational resilience. For future managers, understanding this intersection is essential to building financially sound and ethically governed enterprises.



Dr. Shuchita Singh
Professor – Finance, GLBIMR

The convergence of AI and ESG represents a fundamental shift toward data-driven, accountable, and sustainability-focused financial management. AI-powered analytics allow organizations to assess climate-related risks, governance standards, and stakeholder impact with greater accuracy. Integrating these insights into financial strategy helps organizations move beyond compliance toward proactive sustainability leadership, ensuring that ESG becomes a driver of long-term economic value rather than a regulatory obligation.



Dr. Sunita Chowdhury
Associate Professor –
Marketing, GLBIMR

From a marketing and stakeholder engagement perspective, AI plays a critical role in shaping authentic and credible sustainability narratives. When aligned with ESG principles, AI enables organizations to understand responsible consumer behavior, measure brand impact, and communicate sustainability initiatives with transparency. Ethical and responsible use of AI helps prevent greenwashing and builds long-term trust among stakeholders, reinforcing sustainability as a core brand value.

ACTIVITIES & INITIATIVES CONDUCTED

Our Journey Towards AI-Driven Sustainability

*Throughout the academic year, the institute conducted a series of activities and initiatives aimed at strengthening students' understanding of **Artificial Intelligence, Sustainability, and ESG-driven management**. These engagements helped students connect classroom knowledge with real-world responsible business practices.*

MoU Signing Ceremony With Unbubble

on 14th October, 2025

GL Bajaj Institute of Management & Research signed a Memorandum of Understanding (MoU) with UNBUBBLE, marking the beginning of a strategic collaboration focused on sustainability and innovation. This partnership aims to foster collaborative research, student internships, live projects, and industry-led learning opportunities, strengthening the bridge between academia and sustainable industry practices.

Together, GLBIMR and UNBUBBLE are committed to nurturing future-ready professionals and driving impactful, real-world solutions for a sustainable future.



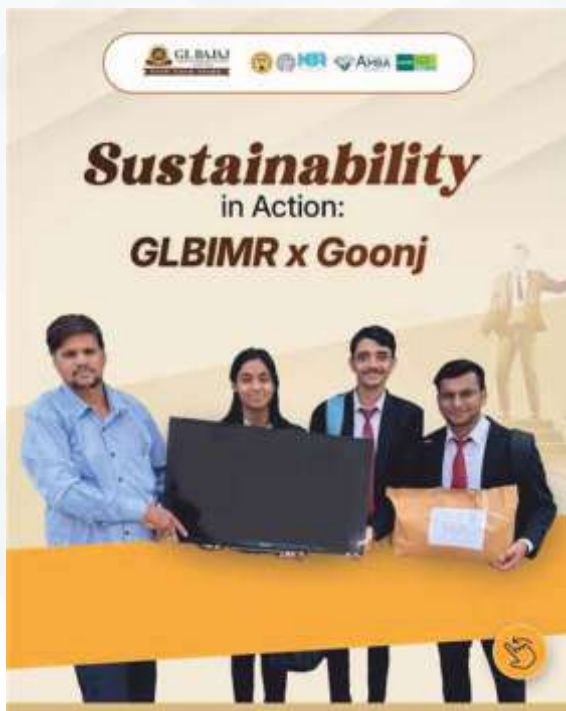
E-Waste Collection Drive for a Sustainable Tomorrow

on 9th September, 2025

On 9th September 2025, GL Bajaj Institute of Management & Research took a meaningful step toward environmental responsibility through an E-Waste Collection Drive in collaboration with Goonj. As part of our ongoing Sustainability Drive, students and faculty came together to promote responsible disposal of electronic waste and support community upliftment.

This initiative aimed to reduce environmental harm while encouraging conscious consumption and recycling practices. By contributing to structured e-waste management, the institute reaffirmed its commitment to building a greener future and fostering sustainability as a way of life.

Together, we continue to take small yet impactful steps toward a more responsible and sustainable tomorrow.



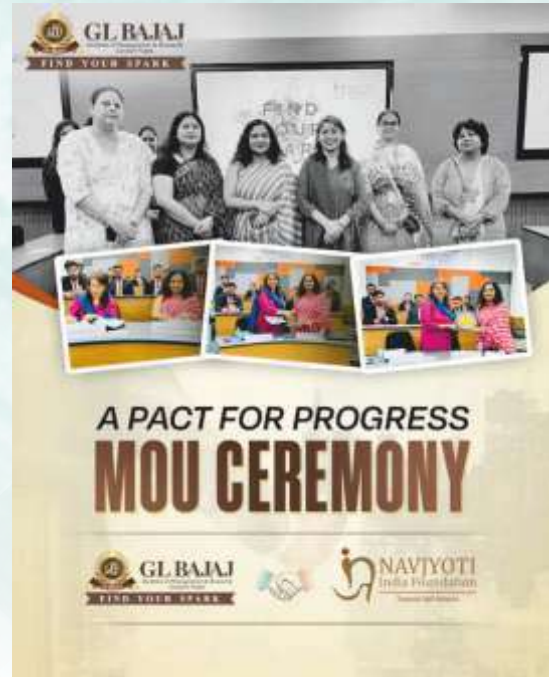
GLBIMR & Navjyoti India Foundation

on 29th August, 2025

GL Bajaj Institute of Management & Research, in collaboration with Navjyoti India Foundation, engaged students in a meaningful initiative focused on community development and social empowerment. Through this collaboration, students gained hands-on exposure to real-world challenges while contributing to initiatives supporting women empowerment and grassroots development.

As part of the engagement, students developed an Empathy Map, capturing the aspirations, challenges, and lived experiences of rural entrepreneurs—strengthening their understanding of inclusive and sustainable growth.

This collaboration reflects GLBIMR's commitment to experiential learning and social responsibility, nurturing future leaders who drive impact beyond classrooms.



Sustainability Stall at GL Bajaj

As part of our ongoing commitment to sustainability, the Sustainability Cell at GL Bajaj Institute of Management & Research set up a Sustainability Stall at **GL Bajaj Haat**. The initiative aimed to spread awareness about responsible practices, environmental consciousness, and sustainable living through interactive engagement and informative displays.

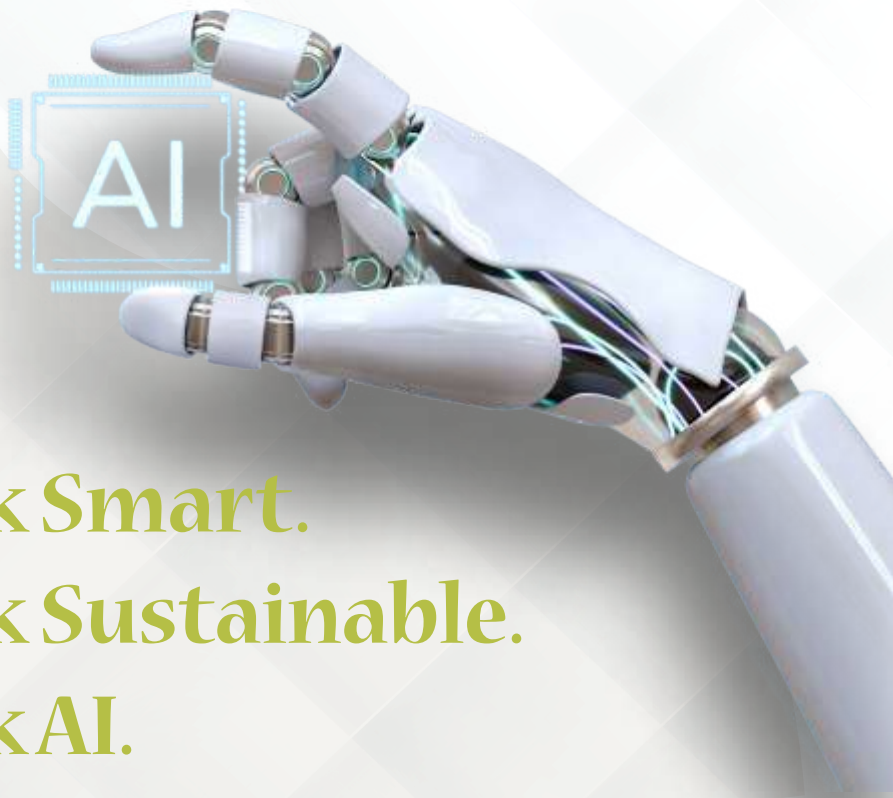


Books Donation IIIrd Phase

GLBIMR's Centre for Sustainability successfully concluded Phase III of the Book Donation Camp, reinforcing its commitment to knowledge sharing and community empowerment.



ESG-AI STUDENT CHALLENGE



**Think Smart.
Think Sustainable.
Think AI.**

This challenge invites YOU to get creative and use AI ideas to make business and campus life more sustainable.

You don't need technical knowledge — just imagination and common sense!

CHALLENGE 1

Imagine GLBIMR as a no-waste campus.

Your task is to propose an AI-based idea that helps:

- Reduce food waste in the cafeteria
- Improve waste segregation
- Track plastic and paper waste
- Encourage students to recycle
- Be creative — think like an AI-powered eco-hero.

CHALLENGE 2

Create an AI Tool for Fair & Bias-Free Hiring

Companies struggle with biased hiring. Your task is to imagine an AI tool that:

- Selects candidates only by skills
- Removes bias related to gender, looks, or background
- Ensures fairness and transparency
- Bonus points for giving your tool a cool name!

CHALLENGE 3

Use AI to Protect the Environment Around Us

Think of an AI system that can:

- Detect pollution in your neighbourhood
- Warn people about heatwaves or bad air quality
- Suggest ways to reduce environmental damage
- Help the government or community act faster
- Simple ideas are welcome — imagination matters more than complexity.

CHALLENGE 4

AI for Mental Wellbeing & Social Impact

AI can also help people, not just businesses. Your task is to imagine an AI solution that:

- Supports students facing stress
- Helps people access mental health resources
- Promotes kindness, inclusion, and positivity
- Think of something meaningful, supportive, and human-centered.



OUR FUTURE ROADMAP

Shaping Tomorrow Through AI-Driven Sustainable Leadership

At GLBIMR, sustainability is not a one-time initiative — it is a continuous journey. Our future roadmap outlines how we aim to integrate Artificial Intelligence, ESG principles, and management education to build responsible leaders and measurable impact.

PHASE 1: BUILDING STRONG FOUNDATIONS

Awareness | Skills
| Mindset

- Integrating AI & ESG concepts across management subjects
- Faculty development programs on AI-enabled sustainability tools
- Student workshops on responsible AI, ethical decision-making, and ESG reporting
- Creation of sustainability-focused student task forces



GOAL

Develop sustainability-aware, digitally confident future managers.

PHASE 2: INNOVATION & APPLICATION

Experimentation |
Research | Solutions

- Launch of AI-ESG Innovation Labs
- Live industry projects on carbon tracking, social impact analytics, and governance automation
- Student-led green-tech and sustainability research
- AI-powered sustainability dashboards for campus initiatives



GOAL

Convert classroom knowledge into real-world sustainable solutions.

PHASE 3: COLLABORATION & IMPACT

Industry | Community
| Policy

- Strategic partnerships with sustainable enterprises & NGOs
- Expansion of AI-driven social impact projects
- ESG-focused internships & consulting projects
- Community programs using AI for environment, health, and inclusion



GOAL

Build measurable environmental and social impact beyond campus.

PHASE 4: LEADERSHIP & GLOBAL ENGAGEMENT

Thought Leadership |
Global Outlook | Recognition

- Annual AI × ESG Conclave & Research Forum
- International collaborations on sustainable innovation
- Publication of AI–ESG research, white papers, and case studies
- Establishing GLBIMR as a centre of excellence for sustainable management



GOAL

Position GLBIMR as a thought leader in AI-driven sustainable business education.

OUR COMMITMENT

We envision a future where AI does not replace responsibility, but strengthens it. Where management is not measured only by profit, but by positive impact.

Our roadmap reflects our commitment to shaping leaders who will not only manage businesses — but transform them for a better world.

FACULTY COORDINATORS



Let's build a greener, wiser, and more resilient future—together.

- Dr. Shuchita Singh



Responsible education shapes future leaders by highlighting institutional practices, academic innovations, student-led green initiatives, and community outreach programs. Each story is a testament to our shared journey towards the Sustainable Development Goals (SDGs) and our dedication to building a resilient, inclusive, and sustainable future.

- Dr. Sunita Chowdhury



India's sustainable future is within reach, with dedicated institutions guiding efforts in renewable energy, waste reduction, and eco-friendly practices for all.

- Dr. Nidhi Srivastava



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