YEAR 2025 | ISSUE 162

SUSTAIN TO SUCCEED

WeChat

Tanul Mohod

Founder and CEO
Wattr.ai (Solving India's Water Crisis)

PGDM – Business Design
2012-2014

MESSAGE FROM THE DIRECTOR

Prof. Dr. Uday Salunkhe
Group Director

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.

As we begin a new journey with 2025, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US

OUR VISION

“To nurture thought leaders and practitioners through inventive education.”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution
Result Oriented, Process Driven Work Ethic
We Link and Care
Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.
Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind’s eye needs to be nurtured differently.
WeSchool has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the **162th** Issue of **Samvad!**

SAMVAD is a platform for “Inspiring Futuristic Ideas”, we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students as well as industry experts across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our WeChat section

In this special issue of SAMVAD, we explore the theme “Sustain to Succeed” with an exclusive interview of Mr. Tanul Mohod, Founder and CEO Wattr.ai (Solving India's Water Crisis). With over a decade of experience, he has successfully driven large-scale business transformations and operational excellence initiatives. Don’t miss this insightful conversation, where he shares his views on how sustainability can become a key enabler of long-term success in business.

Sustain to Succeed is not just a phrase—it’s a necessity in today’s world. As organizations grow, they face the challenge of balancing profitability with responsibility. From adopting green supply chains to promoting ethical governance and social inclusivity, sustainability has become central to strategic decision-making. Businesses today are redefining success by integrating ESG goals, circular economy models, and responsible innovation into their core operations.

However, the journey towards sustainability is not without challenges. Companies must navigate regulatory complexities, cost implications, and the need for cultural transformation within organizations. The true test of leadership lies in ensuring that growth does not come at the expense of future generations.

FROM THE EDITOR'S DESK

As the world transitions towards a more conscious form of capitalism, sustainability is emerging as a competitive advantage — driving innovation, brand trust, and long-term value creation. The question every organization must now ask is: *Can we truly succeed if we do not sustain?* Dive into this edition to discover how sustainable practices are reshaping strategy, leadership, and the global business landscape.

We hope you have a great time reading SAMVAD!
Let’s read, share and grow together!

Best Regards,
Team Samvad.

Index

Pg. No.

WeChat | 1

ARTICLES

The Secret of Lasting Success: How Holcim is Forging a Sustainable Future from Concrete and CO2 | 5

Storytelling for sustainability and its impact on brand loyalty | 10

Future-Focused Learning & Sustainable Talent Development | 13

Storytelling for sustainability and its impact on brand loyalty. | 16

Scaling the Sustainable Operation: Growing Green Beyond Boundaries | 19

WeAchievers | 23

Team Samvad | 25

Previous Magazines | 26

Tanul Mohod

Founder and CEO
Wattr.ai (Solving India's Water Crisis)
PGDM – Business Design
2012-2014

Theme of our conversation today is "Sustain to Succeed." What does this phrase personally mean to you, and how does it reflect in the work you have done?

For me, "Sustain to Succeed" is not just a catchy phrase, it is the very DNA of entrepreneurship! When I look back at my own journey, I realize that these three words have been the silent thread running through everything.At its core, building something new is less about sudden sparks of genius and more about staying in the game long enough for those sparks to turn into fire. A startup doesn't fail because the idea was bad; most often it fails because the people behind it couldn't sustain the energy, the belief, the grit, to keep fighting in the inevitable dark years.

I've lived that reality. There were times when survival itself felt like an achievement :D. Navigating dead-ends, running on fumes, wondering if the next step would be the last. What carried me forward wasn't extraordinary brilliance; it was the ability to sustain through uncertainty, through setbacks, through the silence when no one else believed.And it's not just about the company. It's about sustaining the motivation of your team. It's about sustaining your family's belief, because they're often betting on you even more than you're betting on yourself. It's about sustaining your own health, because entrepreneurship can be a marathon disguised as a sprint, and without energy, it is easy to burnout. And it's about sustaining your ethics, because in the short run, it may seem easier to cut corners, but once your reputation is damaged, it's difficult to succeed in the long run.

Finally, on a much larger canvas, "sustain to succeed" has become the mission of my work itself. At Wattr.ai, we are trying to sustain something far greater than a company - we are working to sustain India's water and energy systems, so that every generation, present and future, has access to them. Because if we don't sustain these foundations, no kind of success will matter.

So yes, when I hear the phrase "Sustain to Succeed", it feels less like a theme for an interview and more like a mantra for life.

Sustainability often requires balancing economic growth with environmental responsibility. How do you ensure Wattr.ai's solutions remain both impactful and scalable?

Balancing economic growth with environmental responsibility is often described as a trade-off, as though we must sacrifice one to achieve the other. In reality, the real challenge of entrepreneurship is to design solutions where growth and responsibility reinforce each other. That is when your work becomes both impactful and scalable. Most of the journey is spent searching for that intersection. Until you find it, every step feels uphill. You are testing, failing, wondering if the idea is practical, if it can survive competition, if it can be scaled without breaking. But the moment you arrive at a model that is both impactful and sustainable, everything changes. Suddenly growth and responsibility are not in conflict, they are aligned. That moment feels like magic.

At the core, everything rests on economics. In India, as in many parts of the world, water and energy are priced as if they were infinite. Subsidies hide the real cost, and so the people who use these resources have little reason to conserve them. This is why so many sustainability efforts collapse. They ask people to make the "right" choice without giving them an economic reason to do so. But human behaviour works differently. When incentives are aligned, actions follow.

What we have done at Wattr.ai is find a way to make sustainability economically rational. We built mechanisms that encourage people to save water and power not out of obligation, but because it benefits them directly. That alignment is the real breakthrough. Once the market rewards what the planet needs, scale is no longer forced, it becomes natural.

So, "the question is not how to balance growth with responsibility. The real question is how to design systems where one feeds the other. When you do that, sustainability is no longer a burden on success. It becomes the very engine of it."

As an impact entrepreneur, what are the biggest challenges you faced while scaling sustainability-driven solutions in India?

There are more challenges than I can count, but if I had to name the biggest one, it would always come back to incentives. Sustainability in India, like in many parts of the world, is not a technical problem alone. It is a problem of human behaviour and systemic design. If the incentives are misaligned, no amount of technology will fix the issue.

Once you realize this, the picture becomes more complex. You see that water and energy are not governed by a single department or a single stakeholder. They are managed by multiple government bodies, each working in silos, each with its own priorities, rules, and limitations. To create solutions that actually work, you cannot design in isolation. You have to bring every stakeholder into the frame and build systems that align their value propositions. That means thinking as much about economics and governance as you do about sensors and algorithms.

And then comes the delivery. It is one thing to build an idea on paper, and another to make it work in the Indian field conditions, where infrastructure is messy, data is scarce, and technologies have often never been tested before. The puzzle was big, messy, and daunting. It took me the better part of a decade to crack it.

But here is the beauty of hard problems: once you finally solve them, the system itself begins to shift. That is what we are seeing now. ***What once felt impossible is starting to feel inevitable. And that is the reward of persistence.***

Can you share a success story where your work has made a tangible difference to a community or ecosystem?

In Haryana, our work cut groundwater depletion in Panchkula and Panipat by 33 million litres a day. The Chief Minister of Haryana recognized us for this achievement. **In Bihar, we helped manage the state's water supply, delivering clean water to 4 million people**. **In Maharashtra, with UNICEF, we built a model village water system that is now being scaled across the state.**

And after a decade of effort, we finally cracked agriculture water usage, which we are piloting at scale in India's paddy belts.

These efforts have been recognized nationally as well. This year, the Jal Shakti Ministry, the central authority for water, honoured us with an award for our work. And for us, this is only the beginning.

If you could leave young leaders with just one compass to navigate the journey of building ventures that are both profitable and planet-friendly, what would it be?

If I could leave young leaders with one compass, it would be this: **systemic problems need systemic solutions.**

Do not rush to fix what you see on the surface. Zoom out. Study the dynamics, the incentives, and the economics at play. Every problem has hidden levers that, if moved, create outsized impact. Your job is to find those levers.

Design your solutions so that they unlock both impact and economic value. That is how you make your work both impactful, planet-friendly and profitable.

THE SECRET OF LASTING SUCCESS

How Holcim is Forging a Sustainable Future from Concrete and CO2

Winner

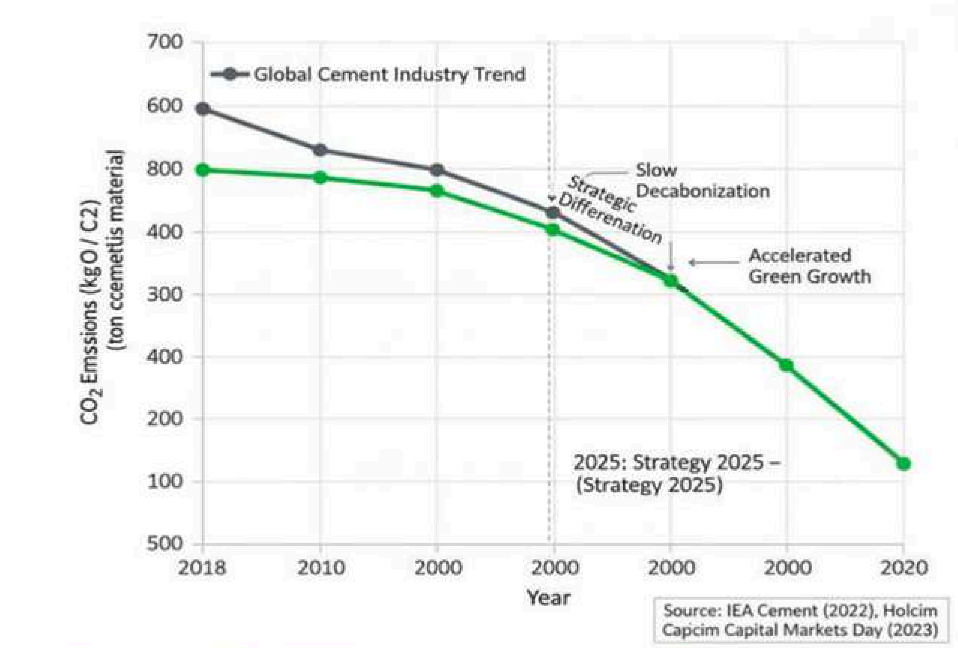
Jitendra Kumar
Indian Maritime University,
MBA-ITLM
2024-2026

Anurag Raj Gupta
IIndian Maritime University,
M. Tech
2024-2026

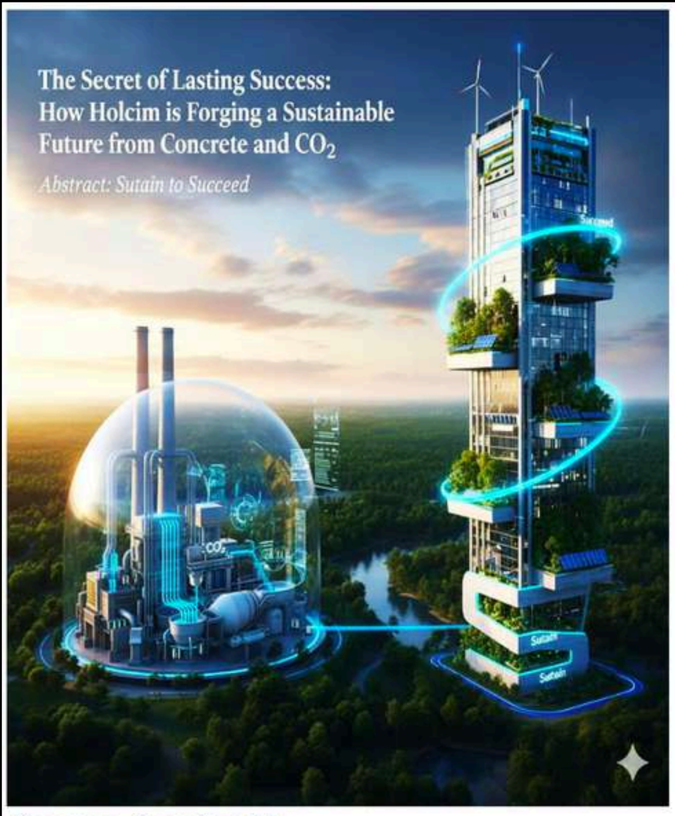
The central challenge of modern general management is navigating the transition from a model of extractive short-termism to one of regenerative longevity. This article posits that the strategic integration of Environmental, Social, and Governance (ESG) principles is the critical catalyst for this transformation. Using the paradigm-shifting journey of Holcim, a global leader in building materials, we deconstruct how a legacy industrial giant is systematically recalibrating its strategy, leadership, operational balance, and supply chain to prove that deep sustainability is the most robust foundation for enduring success. This case offers a universal blueprint for any organization seeking to "Sustain to Succeed."

1. The Strategic Imperative: Moving ESG from the Periphery to the Core

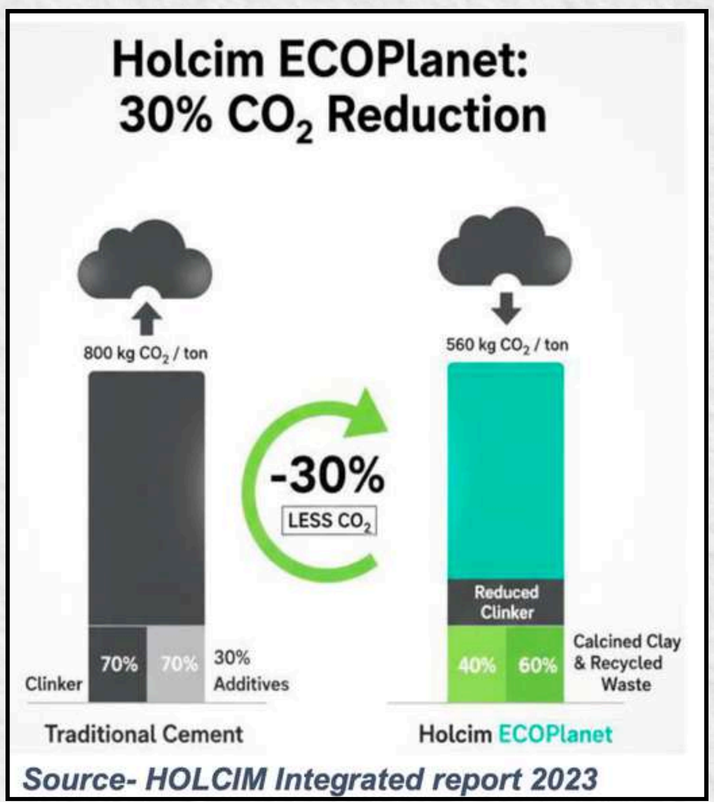
For industries like cement—responsible for 8% of global CO2 emissions (International Energy Agency, 2022)—ESG was historically a compliance function, a peripheral report to manage reputational risk.Holcim's leadership recognized that this approach was a strategic dead end in an era of increasing carbon



Graph- HOLCIM's strategic commitment to decarbonization sets to the industrial average



Source-Gemini AI



Source- HOLCIM Integrated report 2023

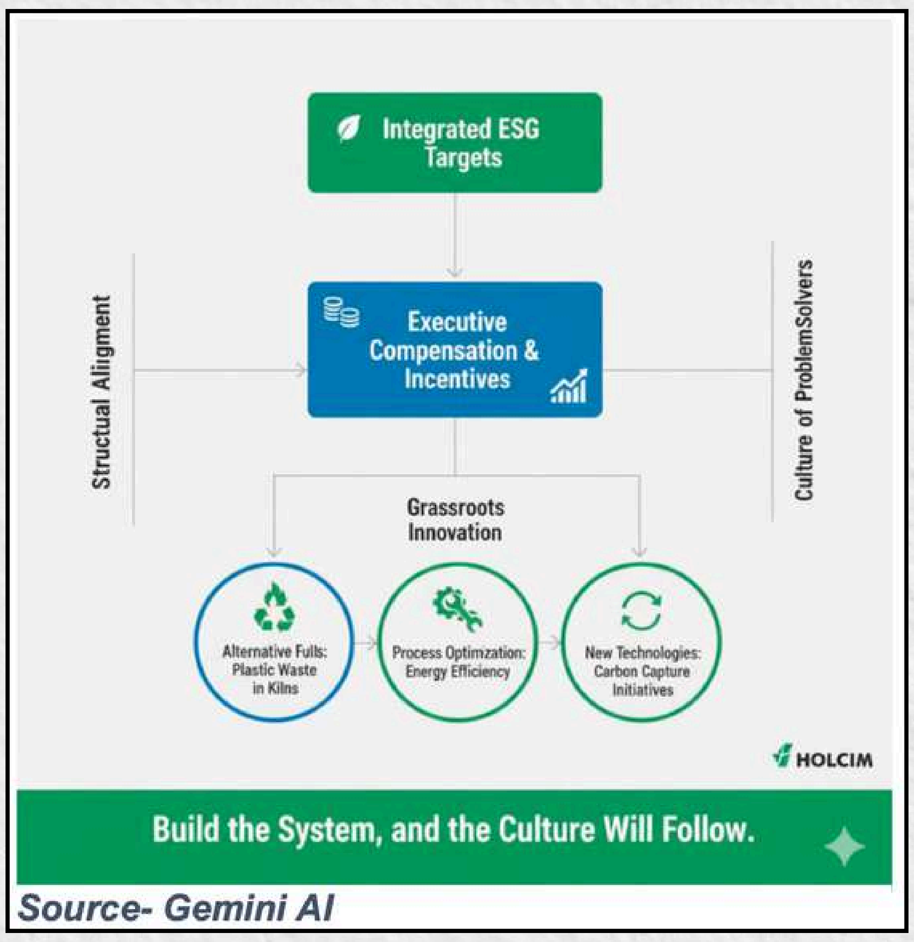
pricing, stringent regulations, and conscious capital allocation. The pivotal shift was the introduction of "Strategy 2025 – Accelerating Green Growth," which decisively repositioned decarbonization not as a cost center, but as the primary engine of future value creation and competitive advantage (Jenisch, 2023). This was a fundamental redefinition of the company's purpose, moving beyond profit maximization to value creation for a broad set of stakeholders.

This strategic intent materialized decisively in products like ECOPlanet, a range of low-carbon cements. The innovation is as elegant as it is impactful: by substituting a significant portion of carbon- intensive clinker with calcined clay or recycled construction waste, Holcim achieves a reduction of over 30% in CO_2 footprint per ton of cement (Holcim Group, 2023).

This is not a niche, "green" product line for a select market segment; it represents a fundamental re- engineering of their core offering for a carbon-constrained world. The strategic lesson for general management is unequivocal: long-term sustainability must be embedded in the product or service itself, fundamentally transforming the value proposition and creating a competitive moat that is both defensible and aligned with planetary boundaries. This approach future-proofs the business against regulatory shocks and shifting market preferences.

2. The Leadership Catalyst: Embedding Sustainability in Organizational DNA

A strategy, however visionary, remains inert without a leadership culture capable of executing it. The transformation at Holcim, under CEO Jan Jenisch, demonstrates that sustainable leadership is less about charismatic communication and more about creating irrevocable structural alignment and accountability throughout the organization. Leaders must become architects of systems that incentivize sustainable behavior at every level.

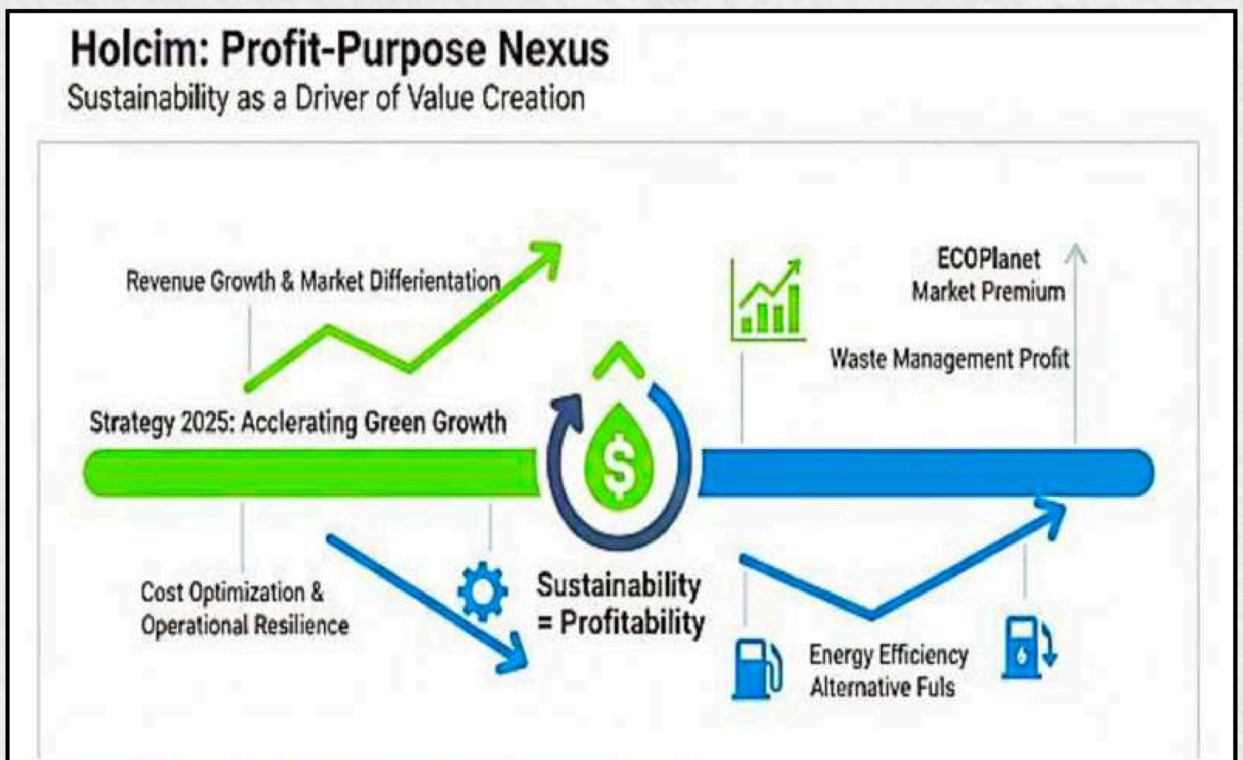


Source- Gemini AI

A decisive move that exemplifies this principle was linking a significant portion of executive and managerial compensation directly to the achievement of ambitious ESG targets, particularly CO_2 reduction (Holcim Group, 2023). This simple yet powerful mechanism ensures that sustainability is not a discretionary initiative or a vague aspiration, but a non-negotiable performance metric, debated with the same rigor as financial targets in every operational review. This structural empowerment has unleashed a wave of grassroots innovation, as employees are motivated to find solutions that align personal success with planetary well-being. For instance, plant managers, now directly incentivized to find alternative fuels, pioneered the use of non-recyclable plastic waste in kilns, simultaneously addressing a critical waste management challenge while reducing fossil fuel consumption (Holcim Group, 2023). This illustrates a core leadership principle: build the right system, and the desired culture of ownership and innovation will follow. By making sustainability personally relevant to every employee's success, leadership can transform the entire organization from a hierarchical structure into a dynamic community of proactive problem-solvers.

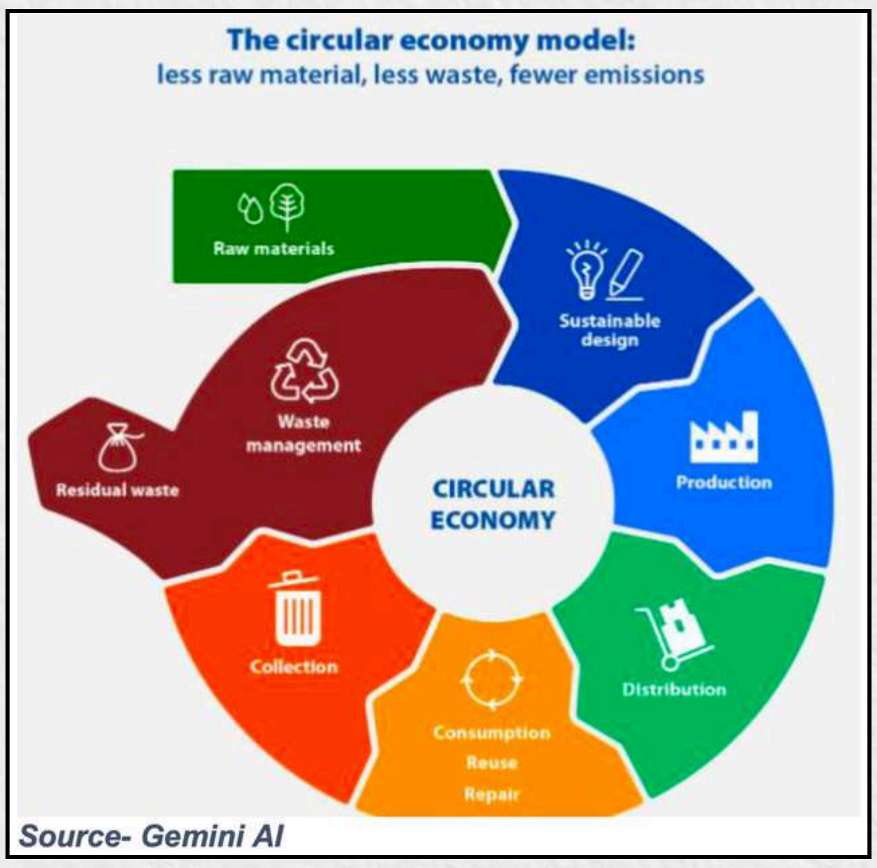
3. The Profit-Purpose Nexus: Redefining Value Creation

The most persistent barrier to ESG integration is the perceived trade-off between profitability and sustainability. Holcim's financial performance systematically dismantles this fallacy. The company has demonstrated that sustainable practices are not merely a cost of doing business but a powerful lever for both cost optimization and revenue growth, effectively turning sustainability into a strategic profit center.



Source- HOLCIM Integrated Report 2023

On the cost side, strategic investments in energy efficiency,waste-heat recovery systems, and alternative fuels have significantly reduced operational



Source- Gemini AI

expenses over time, enhancing margins (Holcim Group, 2023). More profoundly, Holcim has strategically turned a liability into a valuable asset. Its waste management and recycling division, which supplies materials for its sustainable products, has evolved into a profitable and scalable business line in its own right, creating a new revenue stream from what was once considered waste. On the revenue side, ECOPlanet cement commands a significant market premium from construction firms and developers required to meet stringent green building standards such as LEED and BREEAM (Holcim Group, 2023). This allows Holcim to capture value from the growing cohort of environmentally conscious B2B customers and participate in major sustainable infrastructure projects. The strategic insight here is profound: sustainability is not an expense; it is a primary driver of operational resilience, cost efficiency, and market differentiation, directly enhancing profitability and shareholder value in an evolving regulatory and social landscape.

4. The Circular Supply Chain: From Linear Extraction to Urban Mining

The ultimate test of a company's sustainability commitment lies beyond its factory gates, embedded within its end-to-end supply chain. Holcim is pioneering a radical transition from a linear, extractive model of "take-make-dispose" to a regenerative, circular system of "reduce-reuse-recycle." This innovative concept of "Urban Mining" is fundamentally revolutionizing its resource base and business model (Holcim Group, 2023).

Fig-HOLCIM circular supply chain

Instead of relying solely on the environmentally costly process of quarrying virgin limestone, Holcim is increasingly sourcing raw materials from the built environment itself. The company has established a sophisticated network of advanced recycling plants that process construction and demolition waste, transforming rubble and debris into high-quality recycled aggregates for use in new concrete (Holcim Group, 2023). This circular approach offers a powerful triple win: it dramatically reduces landfill waste, diminishes the environmental impact of extracting and transporting virgin materials, and insulates the company from the volatility and geopolitical risks dy associated with commodity prices. By creating a closed-loop, localized supply chain, Holcim builds a more predictable, resilient, and inherently sustainable operational backbone. This proves a critical axiom for modern business: the most valuable and secure resources for the future are often those we have already used and can perpetually regenerate.

Source-Gemini AI

Conclusion: The New Foundation for Business

Holcim's ongoing transformation stands as a masterclass in 21st-century general management. It provides an incontrovertible argument that the most durable competitive advantages are built on the principles of deep sustainability and the creation of shared value for all stakeholders (Porter & Kramer, 2011). The company has empirically shown that by seamlessly integrating ESG into the core of corporate strategy, fostering accountable and systems-oriented leadership, strategically aligning profitability with planetary health, and building circular, resilient supply chains, a business can effectively future-proof itself against regulatory shocks, attract and retain the best talent, and win in the emerging markets of tomorrow.

The lesson for leaders across all industries is both profound and urgent: the false choice between profit and planet has expired. The real choice now is between clinging to obsolete, linear business models and boldly embracing the regenerative practices that define the enduring enterprises of the future. Those who, like Holcim, learn to build with both economic strength and ecological sustainability will not only survive the transitions ahead but will become the defining success stories of our time. They demonstrate conclusively that to sustain is to succeed.

References

- *Holcim Group. (2023). Holcim Integrated Report 2023: Building Progress for People and the Planet. Retrieved from https://www.holcim.com/sites/holcim/files/202303/holcim_2022_integrated_report.pdf*
- *International Energy Agency. (2022). Cement. IEA. Retrieved from https://www.iea.org/reports/cement*
- *Jenisch, J. (2023). Capital Markets Day Presentation: Strategy 2025 – Accelerating GreenGrowth [Presentation slides]. Holcim Group. Retrieved fromhttps://www.holcim.com/investors/events-presentations*
- *Porter, M. E., & Kramer, M. R. (2011). Creating shared value. Harvard Business Review, 89(1/2), 62- 77*

Storytelling for Sustainability and its Impact on Brand Loyalty

Runner Up

TEJESHWINI R

GARDEN CITY UNIVERSITY
COMPUTER SCIENCE AND ENGINEERING
4TH YEAR

Introduction

Since the times are changing and the agenda is in the environment, brands are looking at sustainability as a value which they can venture into. But practices in sustainability are not sufficient; sustainability efforts should be conveyed using effective story-crafting. This article discusses how storytelling makes sustainability efforts more effective and generates brand loyalty.

The Power of Storytelling in Sustainability Storytelling is more than communication; it creates an emotional connection between the consumer and brand. When brands speak of their sustainability story in terms of setbacks, success stories, and genuine efforts, they justify their endeavors. It says a lot about them to consumers, and by that, loyalty and trust are triggered.In a study by Journal of Brand Management, consumers who were exposed to an origin story for a brand rated the brand more favorably and were ready to pay a premium for the brand's products. This underscored the importance of

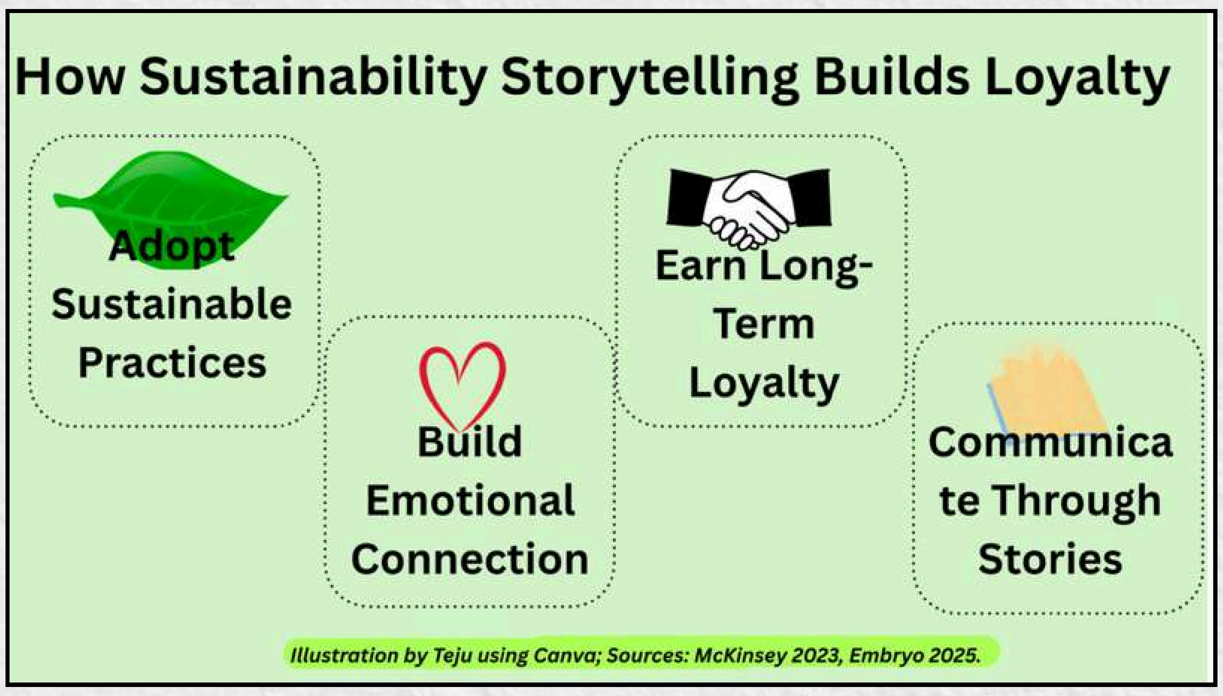


Illustration by Teju using Canva; Sources: McKinsey 2023, Embryo 2025.

storytelling in influencing consumer attitudes and behavior.

Key Elements of Effective Sustainability Storytelling

- Authenticity and Transparency: Brands must be honest about their doing for sustainability, both achievements and areas for improvement. Transparency fosters believability and confidence.
- Emotional Engagement: Emotionally resonant stories such as hope, empathy, and inspiration can make the audience and the brand more engaged.
- Relatability: Creating stories encompassing the values and everyday life of the target population increases the chance for resonance and connectedness.

- Consistency: Similar messaging across all channels reinforces the brand's sustainability focus and gets more eyeballs.
-

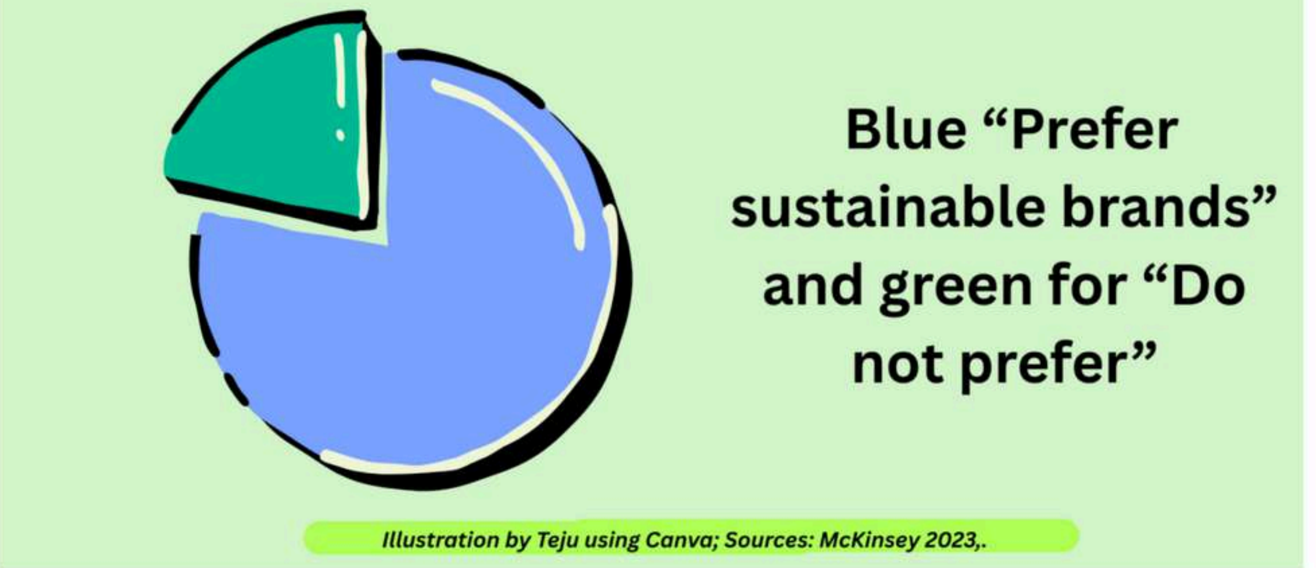
Examples of Brands Using Sustainability Storytelling

Patagonia: Already well known for its causes green, Patagonia incorporates sustainability into its brand narrative through programs like the "1% for the Planet" program. Through environment issue and activism storytelling, Patagonia has developed a steady, loyal base that also subscribes to the same.

The Body Shop: By social and environmental activism in ethical trading and community sourcing, The Body Shop's story revolves around using products for good. A good example of how a campaign has been shown to embody the brand's focus on using products for good is Forever Against Animal Testing.

Tesla: Tesla's history has been one of innovation and making the world green with clean energy. Tesla, via narrative, has managed to position itself as a technologically progressive player in the electric car industry and won over customers who care about the planet.

Consumer Preference for Sustainable Brands (Source: McKinsey 2023)

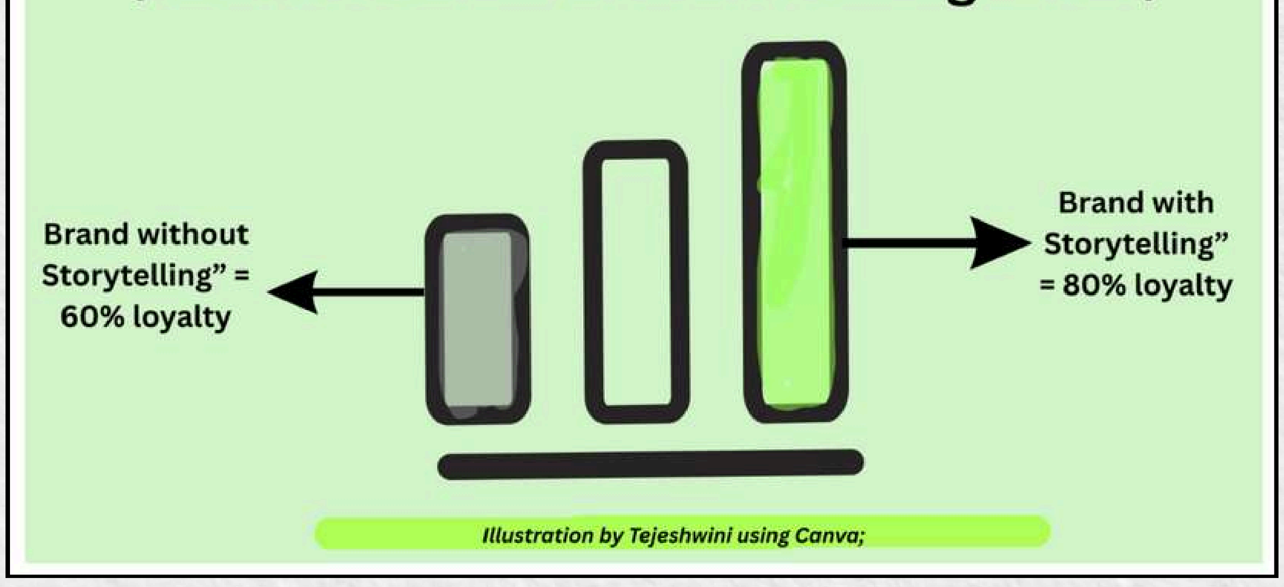


The Influence on Brand Loyalty

Good storytelling not only makes a brand more attractive, but also translates into customer loyalty. Good storytelling can:

- **Establish Emotional Connection:** Customers prefer to identify with brands they share a common mission and values with.
- **Instill Advocacy**: Customers who are actively engaged are more likely to refer brands that they have an emotional connection with.
- **Accelerate Retention:** Brands that consistently maintain their commitment to sustainability and are transparent throughout communication can maintain customers in the long term.

Impact of Storytelling on Brand Loyalty (Source: Journal of Brand Management)



Challenges and Considerations

Although a very powerful tool, brands shouldn't get caught up in pitfalls:

- **Steering Clear of Greenwashing**: Misleading claims about sustainability can destroy credibility and trust.
- **Ensuring Validity:** Facts must underpin the stories to make them factual.

- **Satisfying Commercial Interests**: The narrative must emphasize genuine attempts and not merely appeal to individuals in order to purchase goods.

Conclusion

Having a sustainability story in initiatives allows brands to communicatewith customers on a more personal basis, which comes back to trust and loyalty. By sharing genuine, emotional, and experiential stories, brands can not only sell their sustainability initiative but also build long-term relationships with consumers.

References

- *Agu, E. E., Iyelolu, T. V., Idemudia, C., & Ijomah, T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. International Journal of Management & Entrepreneurship Research, 6(8), 2463- 2475. DOI:10.51594/ijmer.v6i8.1365 ResearchGate This review paper examines how sustainability (environmental, social, ethical) influences consumer perceptions, trust, and brand loyalty. ResearchGate*
- *McKinsey & NielsenIQ. (2023). Consumers care about sustainability—and back it up with their wallets.* a. Findings include that products with ESG-related claims saw ~28% cumulative growth over five years vs ~20% for those without, showing a measurable consumer preference and its impact on growth. McKinsey & Company
- *Mohammadi, E., Barzegar, M. M., & Nohekhan, M. (2023). The Green Advantage:*
- *Analyzing the Effects of Eco-Friendly Marketing on Consumer Loyalty. arXiv preprint. arXiv.This study (in food exporting companies) shows that green marketing strategy, green products, promotions etc. have a positive effect on brand loyalty. arXiv*
- *“Brandstorytelling:data-driveninsightsonengagementandloyalty”(Embryo blog). 2025.* a. Offers stats like "companies with compelling brand stories have ~20% increase in customer loyalty" and that ~68% consumers say brand stories influence purchases. Embryo
- *“Brand Storytelling in 2025: The Latest Statistics and Trends” (The Brand Shop BW blog). 2025. a. Statistics about how many consumers prefer ads that feel like stories, how storytelling influences purchasing, brand loyalty etc. blog.thebrandshopbw.com*
- *“The Impact of Emotional Storytelling on Brand Loyalty: A Study of Consumer Engagement through Social Media Advertising.” JISEM Journal.*a. This examines how emotional storytelling (especially via social media) affects brand loyalty. JISEM

Future-Focused Learning & Sustainable Talent Development

National Finalist

NUPUR LUNAWAT

Welingkar college
PGDM E-biz
2025-2027

VANSHIKA GANGRADE

Welingkar college
PGDM E-biz
2025-2027

What does it really take for individuals and organizations to succeed in a world where change is the only constant? In a time when technology, automation, and artificial intelligence are working quickly to redefine the nature of work itself, future- oriented learning and long-term talent development have become more than HR jargon, but rather the foundation of long-term success and relevance.

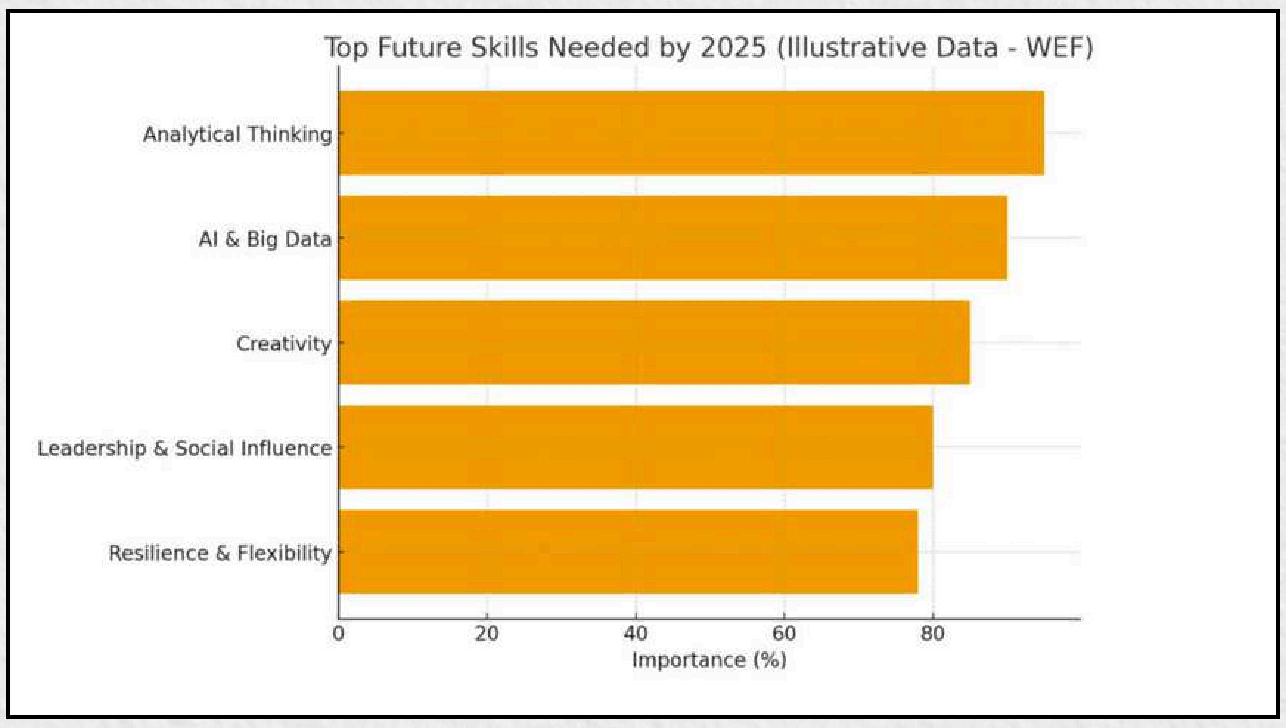
The New Reality: A Shifting Talent Landscape Talent has emerged as the most essential competitive strength for today's business. The World Economic Forum states that by 2030, almost 39% of existing core job competencies will become obsolete or revolutionized—and nearly 50% of firms consider reskilling employees to be their single biggest HR challenge. It's not gradual evolution; it's sudden change where yesterday's knowledge can become today's gap overnight.

Traditional learning models—consider yearly workshops and fixed development pathways—are no longer sufficient. The organizations that are winning today's "war for talent" view learning as an ongoing progression, deeply integrated into the stream of work.

The Essence of Future-Focused Learning

So, what distinguishes next-generation learning from antiquated "training"? The key is its ongoing, adaptive nature. Staff members need to build the learning, unlearning, and relearning muscle as job profiles change and sectors turn around.

WEF's "Future of Jobs Report 2025" identifies that, in addition to digital fluency, agility, and analytical thinking, businesses today consider resilience, adaptability, and leadership among the most sought-after skills. Analytical thinking leads the pack— with 7 in 10 organizations deeming it a required skill in 2025. While 64% of employers rank health and well-being as an overarching approach, realizing that capability building genuinely interweaves with human flourishing.



The Three Pillars of Sustainable Talent Development

Sustainable talent development goes beyond filling existing skill gaps. Its purpose is to develop workforces that are not just productive but also resilient, diverse, and motivated. This paradigm includes three interconnected dimensions:

1. **Environmental Sustainability**

Train your workforce e for the green economy. According to the International Labour Organization, 24 million new "green jobs" can be developed worldwide by 2030—if current employees are upskilled and reskilled for new green roles.

2. **Social Sustainability**

Organizations need to develop diversity, equity, and inclusion (DEI) at every level so that career access and development is indeed boundaryless. The most recent WEF numbers indicate that 83% of large companies now spend on DEI, four times the number two years ago.

3. **Organizational Sustainability**

Prioritize initiatives that align career progression with personal development and business requirements. Create doors for growth, adopt flexible ways of working, and bake well-being into organizational culture to power retention and high levels of engagement.

Real-World Giants: Learning in Action

Some forward-thinking organizations have set a powerful precedent that can't be ignored:

- AT&T's Billion-Dollar Bet: Instead of paying outside recruitment firms to hire someone to fill STEM skill gaps, AT&T spent $1 billion upskilling existing employees. With digital career planning software and AI-driven suggestions, employees can chart—and achieve—future-proof advancement at scale.Case Study: Mark, an AT&T technician for over two decades, worried his job would disappear with the emergence of digital technologies. With AT&T's $1 billion upskilling initiative, he leveraged AI-driven career solutions to chart a new course and was provided with customized training in data analytics. Within one year, he got a future-proof job—demonstrating how the program transformed uncertainty into long-term career advancement.
- PwC's "New World, New Skills": Investing $3 billion to democratize development, PwC equips its employees with a Digital Fitness app and digital collaborative labs in real-time. The payoff? Heightened innovation and future preparedness at all levels.Case Study: Anika, a PwC advisor, was behind on digital tools. With the Digital Fitness app and co-labs from PwC's $3B upskilling initiative, she rapidly developed new capabilities and put them into

- practice in client engagements—transforming her problem into confidence and innovation.
- Amazon's Upskilling 2025: By providing warehouse workers in-apprenticeships and training for robotics technology jobs, Amazon turns job redundancy threats into upward mobility—and a more agile workforce.Case Study: David, a warehouse associate at Amazon, feared automation would take his job. With Upskilling 2025 at Amazon, he enrolled in an apprenticeship in robotics technology, acquiring next-generation skills. Before long, he moved up into a better-paying tech job—demonstrating how Amazon transformed job threats into career advancement and workforce flexibility.
- Infosys Lex: Infosys' artificial intelligence-powered learning platform, "Lex," empowers more than 250,000 employees to take up personalized learning paths in digital skills, future technologies, and soft skills, strengthening India's global leadership in sustainable, scalable workforce development.Case Study: Riya, an Infosys software engineer, found it difficult to match pace with new digital technologies. Leveraging Infosys' AI-powered Lex platform, she discovered learning paths tailored to emerging technologies and soft skills. Within a few months, she developed the knowledge to take on new projects, demonstrating how Lex converts learning obstacles into long-
- term career development and future-proof talent.

Conclusion

While the world of work is experiencing unprecedented change, the evidence is indisputable: organizations which integrate continuous, forward-thinking learning and sustainable talent development outperform others. It has been reported by the World Economic Forum that firms which are reskilling have up to 30% greater employee retention rates and improved productivity by 25%. The AT&T, PwC, Amazon, and Infosys case studies show how focused upskilling—using AI, digital platforms, and experiential learning—leads to tangible career advancement, innovation, and workforce agility. For HR leaders, the message reinforces an undeniable reality: long-term talent development is no longer a choice—it is a strategic necessity, not only defining organizational success but also empowering workers to succeed in a future with change as the sole constant.

References

- *World Economic Forum, "The Future of Jobs Report 2025 "https://www.weforum.org/publications/the-future-of-jobs-report- 2025/?utm_source=chatgpt.com*
- *AT&T,"Invests$1BillioninEmployeeReskilling"*–https://www.aspeninstitute.org/of-interest/upskilling-news-att-invests-1-billion- employee-reskilling/?utm_source=chatgpt.com
- *PwC, "Network invests $3bn globally in digital training and upskilling"* –https://www.pwc.com/bb/en/press-releases/2019/3bn-investment-in-digitalupskilling.pdf?utm_source=chatgpt.com
- *Amazon,"Upskilling2025*https://assets.aboutamazon.com/80/a2/7e01e544475aaf15b4f8d5067cc6/am azon-upskilling-report-final.pdf?utm_source=about&amp
- *Infosys,"Lex"*https://www.infosysbpm.com/microsite/documents/introduction-to-lex.pdf

Storytelling for Sustainability and its Impact on Brand Loyalty

National Finalist

DIVYA SHAILY

Welingkar college
PGDM Core
2025-2027

MANSI RAGHUVANSHI

Welingkar college
PGDM-Core
2025-2027

"The greatest threat to our planet is the belief that someone else will save it." – Robert Swan

Have you ever paused and thought about the little joys of life? Like the feeling when you realize you can wear your favourite shoes a little longer, or slip into that dress you adore one more time? It's more than just attachment, right? It's an emotion that craves value, that yearns for something enduring. Now, imagine a brand that doesn't just sell these products but also guides you on how to repair, reuse, or even restyle them, so that your favourite items stay with you for years. Suddenly, shopping transforms from a simple transaction into a shared journey, a story we live together. This is the essence of storytelling for sustainability, and it is quietly but powerfully reshaping how brands connect with people.

Today, people aren't just buying products, but also buying values, purpose, and meaning. And brands have realized that sustainability can't remain a distant corporate ideal or a line in financial reports showcasing ESG practices. It needs to be felt, experienced, and shared. Think of it like enjoying a warm bowl of Maggi while rain taps on your window, sustainability should evoke emotions just as tangible and comforting. That's where storytelling becomes more than a marketing tool, it becomes a bridge between values and emotions.

Sustainability storytelling is about making efforts relatable. It's about achieving goals without costing the planet. Saying *"we use recycled materials"* is informative, but it barely moves the heart. But saying *"we turned discarded plastic bottles into a stylish jacket"* paints a picture, evokes imagination, and inspires connection. A brand boasting *"we reduced carbon emissions by 20%"* might impress with numbers, but it rarely makes someone care. But Starbucks telling stories about ethically sourced beans, farmer welfare, and eco-friendly store designs, resonate with customers who want their everyday coffee to carry meaning.

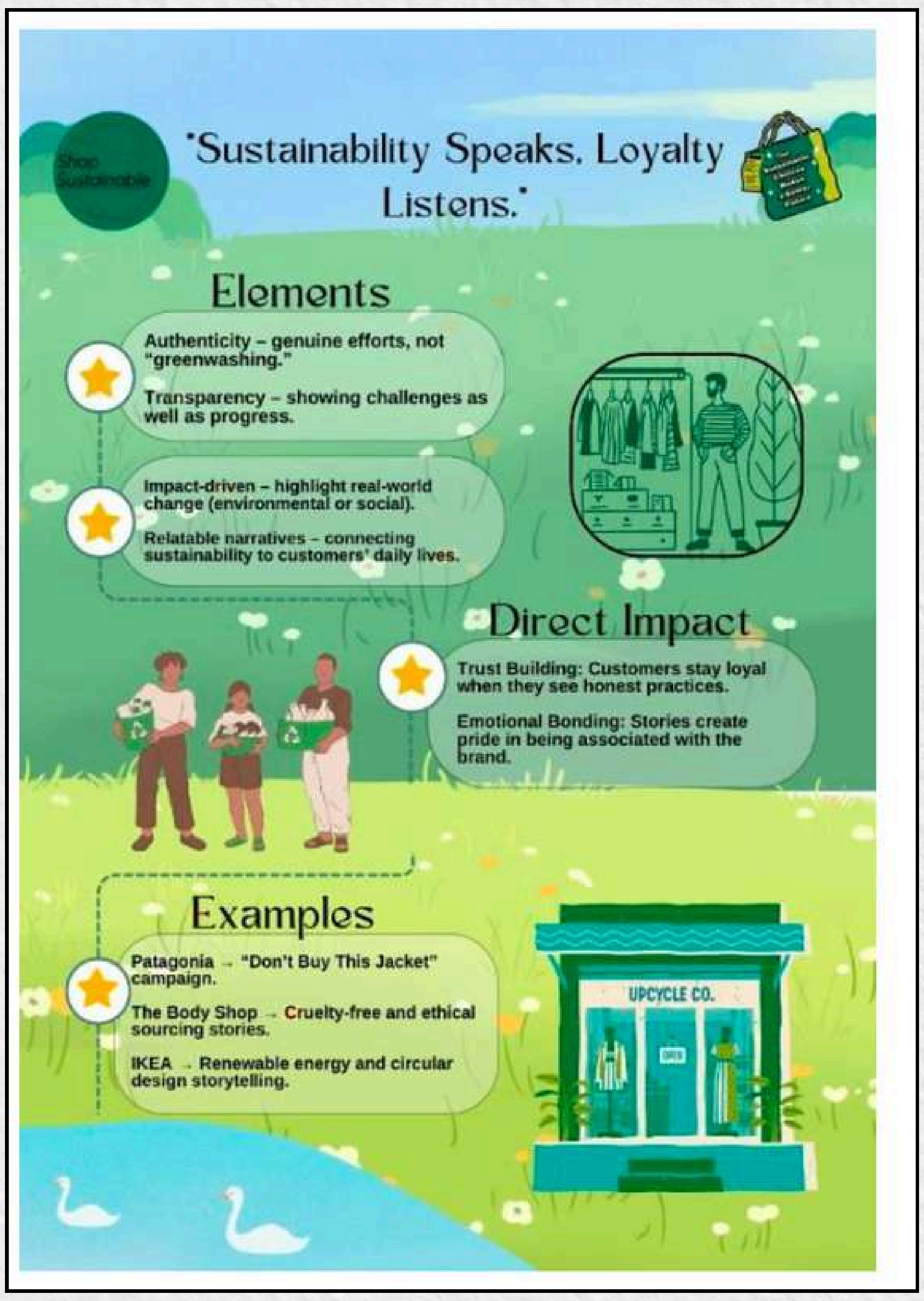
And that's when stories become sustainability tangible.

When brands share authentic sustainability stories, they don't just display eco- friendly practices but also build emotional bonds. Just like H&M's Conscious collection, where every piece made from sustainable materials carries with it a story, from sourcing eco-friendly cotton to production processes, shared through social media campaigns and behind-the-scenes videos. Customers feel they are part of a movement toward conscious fashion. Similarly, brands that host repair workshops or DIY tutorials for clothing, that allow buyers to actively participate, turning them into collaborators in the sustainability mission.

And what's the result?
Pride, belonging, and an emotional attachment that money can't buy. And that's where the brand gets the hold of the customers, which also becomes visible in numbers.

In the first quarter of 2024, H&M reported net sales of approximately £4 billion, reflecting a 7% increase compared to the same period the previous year. This growth was attributed to several factors, including the success of their sustainability initiatives and the Conscious collection's appeal to environmentally conscious consumers. Furthermore, H&M's commitment to sustainability is evident in their sourcing practices. Approximately 89% of materials used in H&M's products were recycled or sustainably sourced, up from 83% in 2023. This shift not only supports environmental goals but also meets the expectations of consumers who prioritize sustainability in their purchasing decisions. Over time, these stories fostered trust, engagement, and community, transforming one-time buyers into lifelong advocates.

Sustainability storytelling doesn't just influence purchases but it cultivates loyalty that's deeply rooted in shared purpose. Customers who know their choices support eco- friendly farming or education for underprivileged children feel connected to a greater cause. Transparency amplifies this effect. Young consumers, especially, integrate these stories into their identity and lifestyle, shaping not just what they buy but who they choose to align with.



DIY plays a fascinating role here. When customers repair old shoes, upcycle clothes, or create eco-friendly décor, they become participants, not just observers. IKEA shares upcycling hacks, brands share clothing repair tutorials, and consumers sharing their DIY creations on social media amplify the story, forming communities united by shared values. Every DIY project becomes a testament to involvement, care, and creativity.

Bamboo toothbrushes, reusable silicone bags, recycled-paper notebooks, they are not just tools but the symbols of conscious choices. When brands highlight the journey of these products, from sourcing to production, sustainability becomes tangible. For students, small choice, carrying a tote bag made from upcycled jeans, attending a campus DIY workshop, turn intention into action, awareness into habit.

Ultimately, sustainability storytelling directly strengthens brand loyalty. It creates community, nurtures trust, and allows consumers to actively participate in meaningful ways. A brand that demonstrates care and responsibility doesn't just sell but also inspires.Storytelling transforms sustainability from an abstract concept into a lived experience. It makes brands relatable, products meaningful, and customers active participants in a collective mission, which is all about shared purpose, identity, and pride, and not just repetition of purchases. Every repaired sneaker, every restyled dress, every eco-friendly choice is a chapter in a bigger story. When brands invite us into that story, shopping stops being transactional, it becomes participatory. We belong, we create, and we leave a mark.

Because sustainability isn't a trend, it's a responsibility. And every choice sends a message, to the planet, to the communities we support, and to the brands we engage with. By choosing to repair, reuse, or upcycle, we become collaborators in a story that values creativity, purpose, and sustainability.

And true loyalty is measured not by products we own, but by the values we uphold. So, every choice you make writes a story, it's better to make it worth sharing.

Scaling the Sustainable Operation: Growing Green Beyond Boundaries

National Finalist

SANIA RAFIQUE SHEIKH

Welingkar college
PGDM RBA
2025-2027

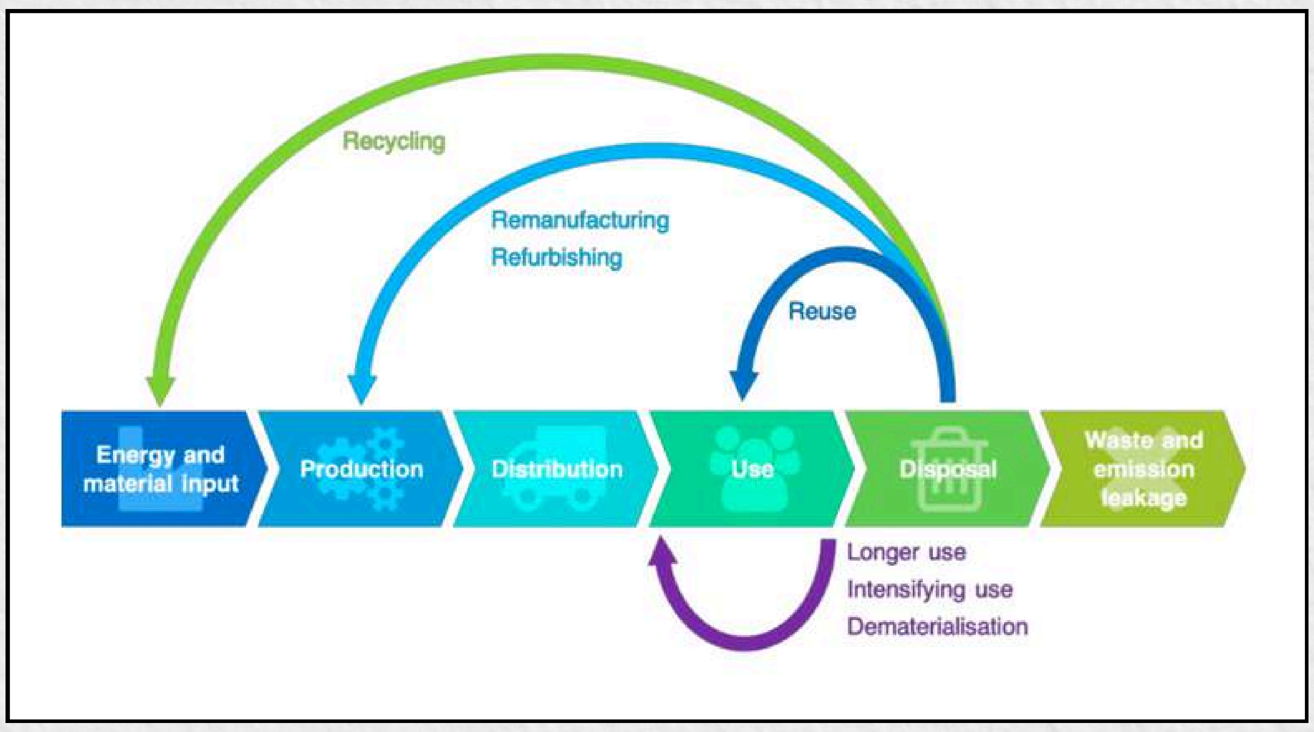
What if the pattern of how we make, use and discard things could be turned from a weight and pressure on the planet into new source of fresh ideas and opportunities? Picture factories that operate cleaner than ever, trucks delivering goods with transparency about how they were sourced, peace and fairness along the supply chain and waste no longer buried or piled high but rather used as a valuable resource. This isn't just wishful thinking and it's already happening via revolutionary changes in how industries operate sustainably. From circular supply chains making raw materials new again, digital twins that wring every watt of energy from the economy, ethical sourcing that puts people before profit and scalable sustainable strategies that drive business growth these are redefining a future where commerce serves both purpose and profit. It is none other than these metamorphic waves that are set to redefine industries and inspire the changemakers of tomorrow, so let's demystify them.

Circular Supply Chains: Closing Nature's Loop

Usually, a traditional supply chain called upon a very linear arrangement: where raw materials are mined or harvested, products are made and used and then thrown away. That "take-make-waste" model is a death sentence for resources and the environment. By nature, circular supply chains reverse these processes into cycle. Hence, products, materials and resources are 'cycled' or recycled by reusing, refurbishing, remanufacturing and recycling: minimum waste-life resource use.

Take the Indian startup focused on remanufacturing office furniture. Instead of wasting worn out furniture, they reclaim wood, metal, and fabric, using these materials to create furniture that is almost indistinguishable from that made from fresh materials. These companies are increasingly making a mark worldwide; data show that 13% of companies have incorporated industrial symbiosis practices, where by- products and waste streams are shared for the mutual benefit of the involved parties.

Meanwhile, consumer awareness is a great force behind this change; more than two- thirds of consumers s say they favour companies with strong environmental programs, compelling brands to invest heavily in circular activities. Circular supply chains conserve resources, practicing innovation and resilience in return through cutting dependency on volatilse raw material markets.



The Digital Twin of Sustainability: Data Meets Green Efficiency

Step into the digitized factory of tomorrow. Here, sensors record the production of each bolt, each cycle of machinery, and each watt of electricity consumed. The digital twin—an actual representation of a physical system—provides companies with a medium through which they can investigate sustainability scenarios prior to award of decisions. This is truly not just smart; it is revolutionary. In recent life studies, digital twins in buildings and manufacturing technologies have reduced greenhouse gas emissions by up to 50 percent and cost by up to 35 percent.

Energy Example: Digital twins test to see whether renewable energy can help manufacturers reduce their carbon footprint while improving water use and logistics emissions by up to 10 percent.

Even cities have gotten involved in the implementations of digital twins to redesign waste management into "zero production of waste," keeping products in cycles of reuse instead of disposal. Yet, digital twins aren’t without challenge: if not carefully managed, their demand for data and AI-powered computing could offset some sustainability gains through extra energy use and e-waste. The net impact is positive only when efficiency improvements clearly outweigh such drawbacks.

Industry	Before Digital T	After Digital Tw
Manufacturin	100	50
Construction	80	40
Energy	90	55
Transportatio	70	35

Ethical Sourcing and Transparent Logistics: People at the Core

Sustainability is just ecology, it’s deeply rooted in social justice. Human rights being respected. Increased in wage rates are paid to workers, and environmentally sound methods of production. Transparent logistics give consumers clear insight into product journeys from raw material suppliers to finished good, retail shelves; by doing so, transparency empowers trust and accountability in trade.

The global market for ethically sourced goods is booming and is anticipated to reach $150 billion by 2025. According to the surveys, by now, 75 percent of companies have ethical sourcing policies that cover child labour laws, safety standards and "eco- friendly practices" for chemicals and hazardous substances. Consumers have given them a pass: 90 percent of consumers said that they were more inclined to patronize companies that are genuinely committed to ethical business practices.

Indian companies that have adopted transparent supply chains are earning trust at home as well as abroad and paving the way towards a blueprint for responsible growth of people and planet.

Scaling Sustainable Operations: Growing Green Without Limits

Innovation alone is never enough; sustainability should be scaled. In order to effect meaningful change, green practices must emerge beyond pilot projects and become part of everyday business at an industrial scale.

Taking an example or setting the trend, the world's behemoths such as Amazon and IKEA are in fact practicing sustainability at the top. Amazon says that its purposed automated data-driven fulfilment centres increase productivity yet diminish emissions, while IKEA endeavours to achieve full circularity by 2030 through energy-efficient production, renewable energy usage, and partnering with suppliers.

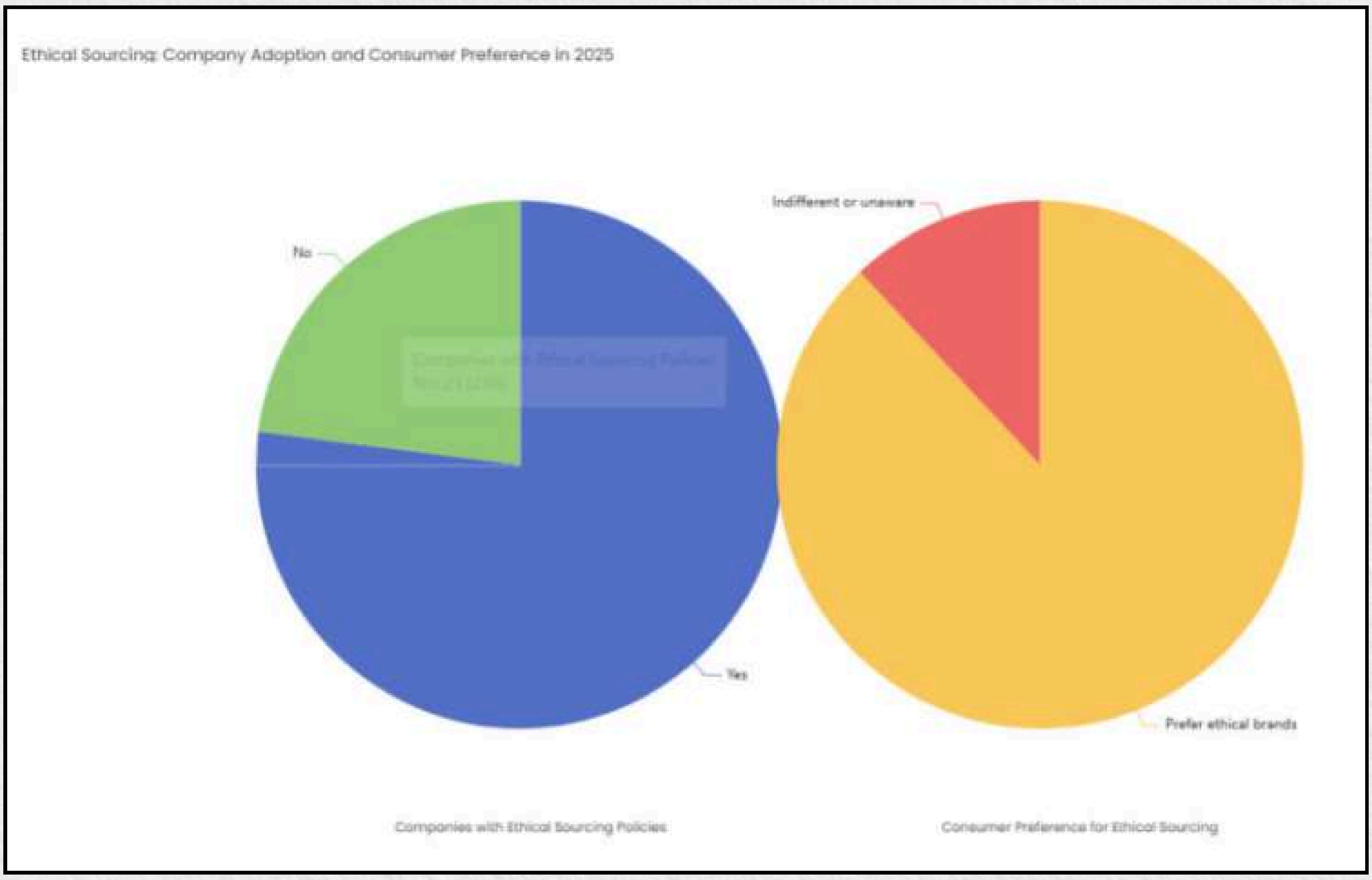
People in India are struggling with the problem of scaling: infrastructure needs a complete overhaul, and the mindset does too. On the plus side, we do see indications of scaling: Both startups and established companies invest in green operations in smart water management, local sourcing, and clean energy.

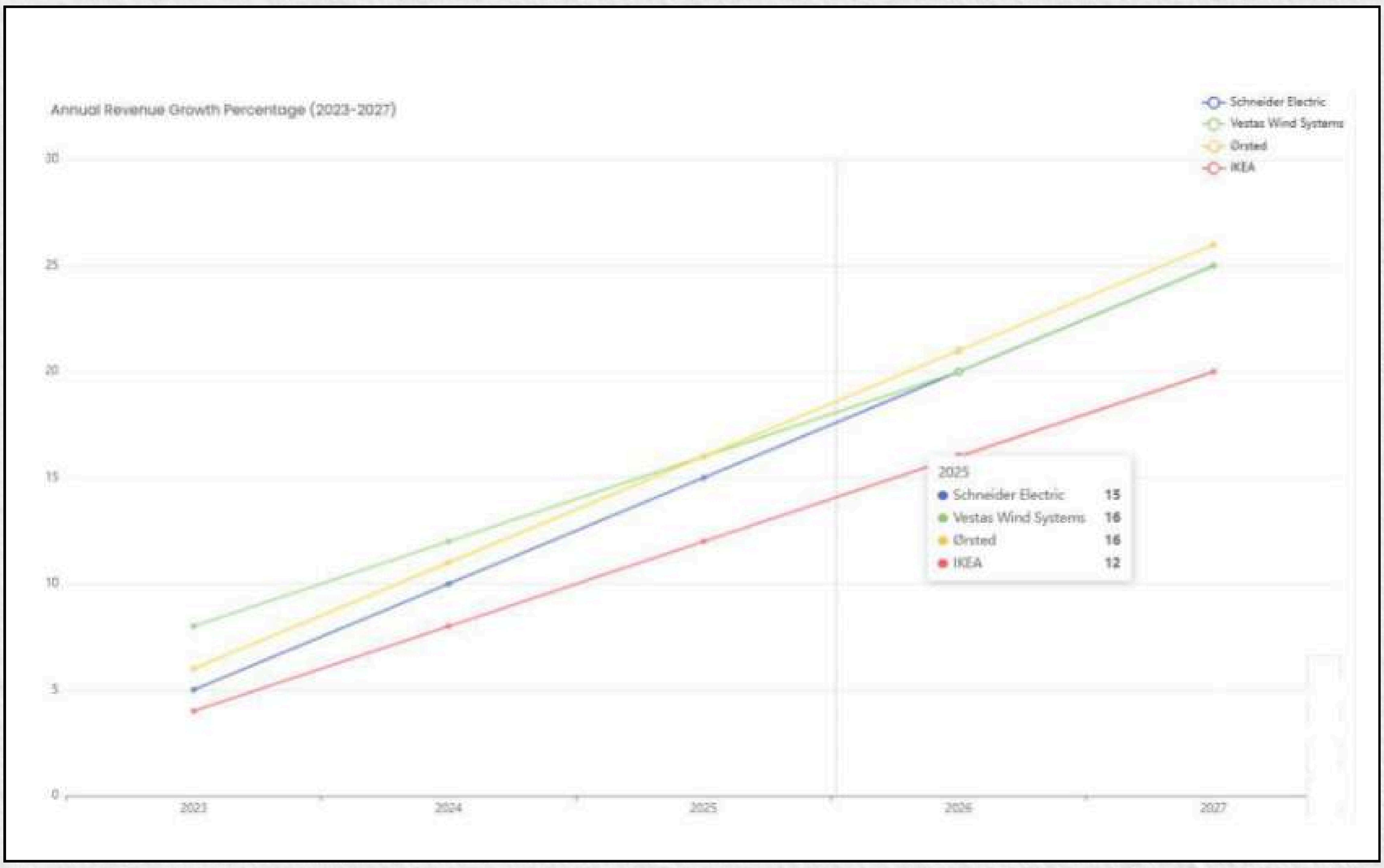
Growing sustainable operations creates environmental benefits while opening new markets, lowering expenses, and providing vertical flexibility and resiliency in supply networks, which conveys that one can do good and make money.

Final Thoughts: A Call to Action

Sustainable operations signify a hopeful alteration into a harmonious future—a duality of profit and purpose. The concept of the circular economy remodels waste as a resource; digital twins bring data-driven accuracy; ethical sourcing honours human respect, and scaling ensures impact beyond just ephemeral. Each innovation tells a story of creativity, conscience, and foresight.

Here is an invitation for the students and future leaders to envision a business as a force for good. From classroom discussions to corporate boards, the pieces are falling into place. Now the question is whether we will step in and boldly accept this new phase to build the sustainable world we all deserve?





Winner
We4tech Hackathon 4.0

Parichay Garg, Kushal Parikh, Navya Choudhary, Ojas Tambe, Trisha Pal.

Could you give us a brief overview of this competition along with challenges faced by the team and how did you'll overcome them?
We were presented with a problem statement and tasked with identifying an effective solution. This involved analyzing the issue in depth, exploring possible approaches, and collaborating as a team to arrive at the best outcome. The process demanded clarity of thought, creativity, and teamwork to ensure our solution was both practical and innovative.

Challenges:

Our main challenges were understanding each other's strengths and deciding on the most suitable method to tackle the problem. Aligning our diverse perspectives and working styles required patience and open communication, which was crucial for building team synergy and moving forward effectively.

Overcome:

We overcame these challenges by conducting frequent meetings and emphasizing a deep understanding of the problem rather than rushing toward a solution. This approach helped us align our thoughts, respect each member's contribution, and create a stronger foundation for implementing the right method.

Participating in such prestigious competitions demands a competitive edge. What strategies did you implement to set yourself apart from the other participants?

We dedicated most of our time to thoroughly understanding the problem statement, ensuring we grasped every detail. Once we had a clear roadmap, our focus shifted to developing a solution that was not only innovative but also practically implementable. We validated it through real-time application, ensuring its relevance and feasibility.

Balancing academics, personal life, and additional opportunities can be challenging. How did you effectively manage your time?

Balancing academics, personal life, and additional responsibilities has truly been a learning journey. I've come to understand that effective time management begins with setting clear priorities and maintaining a well-structured plan. I usually plan my week in advance, breaking larger tasks into smaller, achievable goals to stay on track. During high-pressure periods like exams or project deadlines, I rely on the 80/20 rule—focusing on tasks that offer the most impact. I've also learned the importance of saying no to avoid burnout and delegating tasks effectively in team settings to ensure smoother collaboration and better time utilization.

TEAM SAMVAD

EDITORIAL TEAM


Jeel Jain
Chief Editor


Anjali Jha
Co-Editor

CONTENT CURATORS


Rudhira Patankar
Head Curator


Shraddha Sangol
Deputy Curator


Pavni Sharma
Content Curator


Priyal Sharma
Content Curator

CREATIVE MINDS


Akanksha Tingare
Head

Neeleshwari Singh
Member


Srishti Mishra
Member

PUBLIC RELATIONS PROS

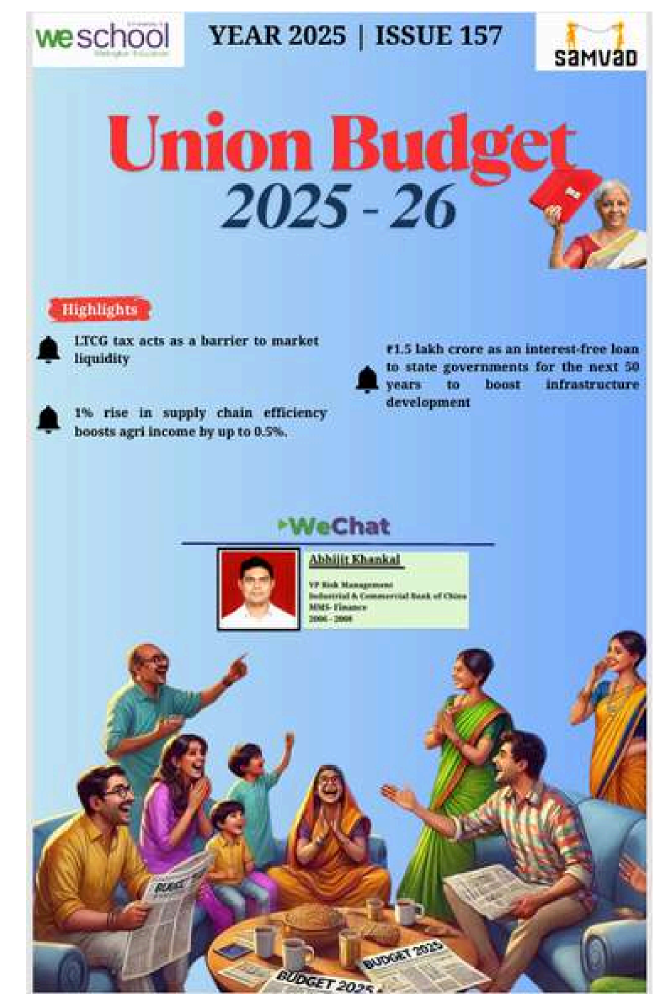

Nidhi
Head

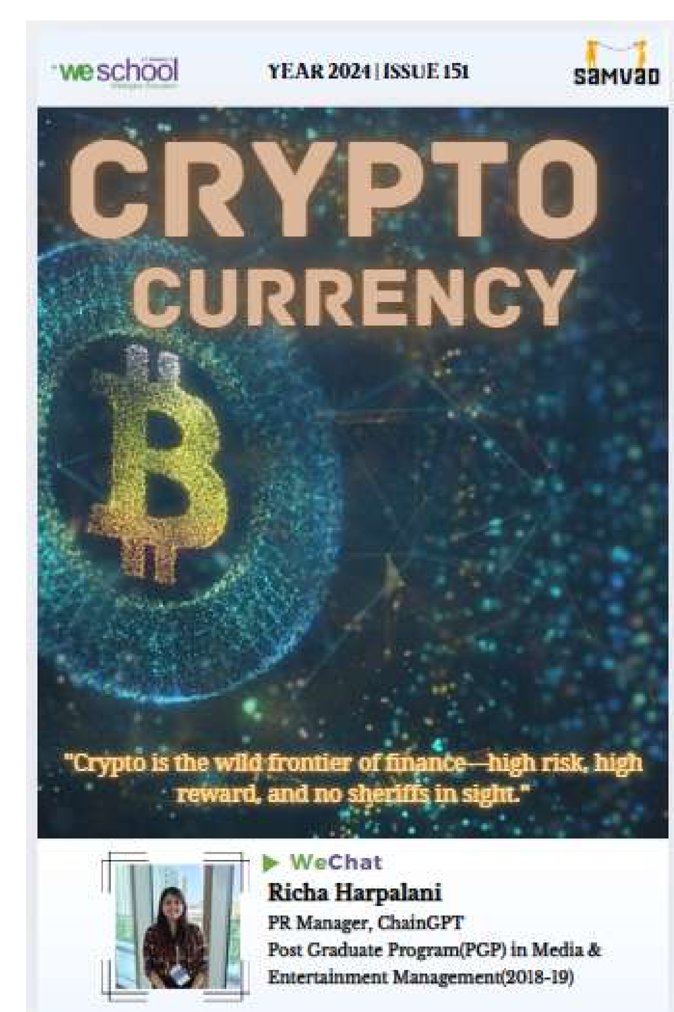
WECHAT MASTERS

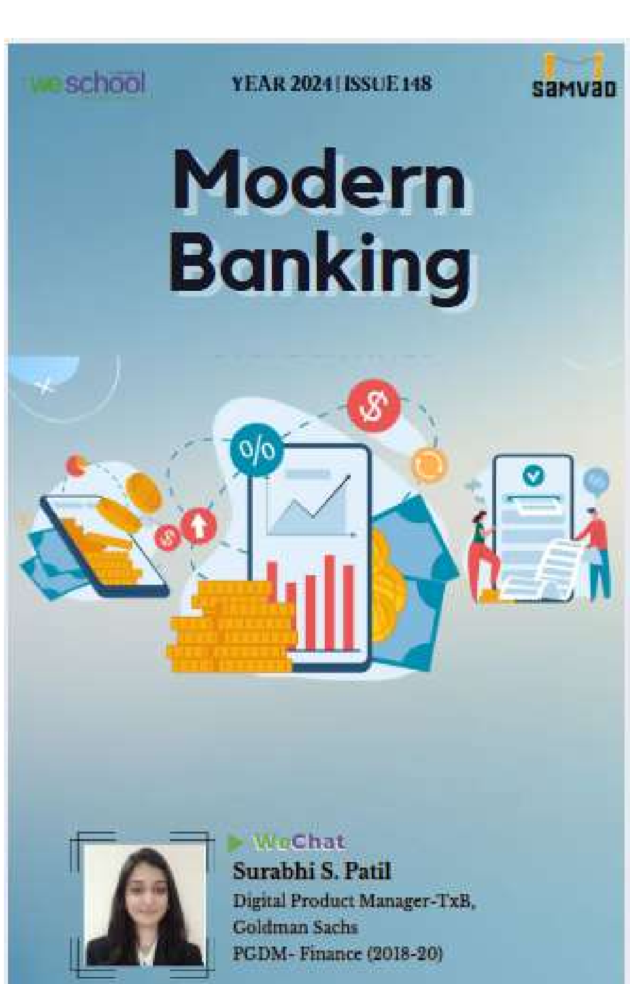

Shruti Tawade
Head

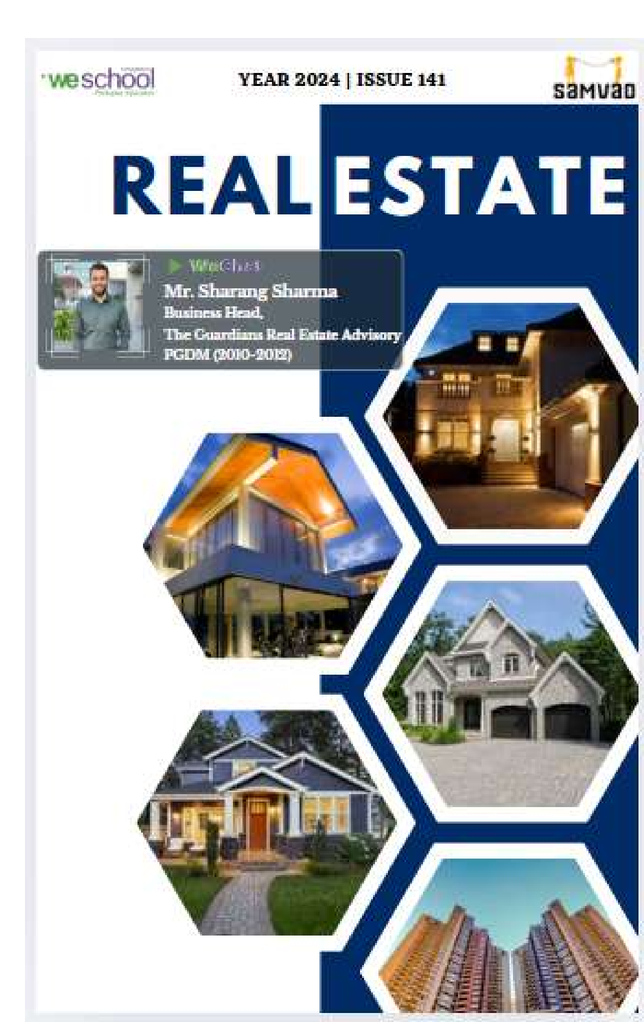

Jishnu Dewan
Member

PREVIOUS MAGAZINES









Follow us on

@samvad.weschool

Samvad WeSchool

SamvadWE

@samvad_we

Contact Us: samvad.we@gmail.com