12 RESPONSIBLE CONSUMPTION AND PRODUCTION

masters' union university

MASTERS' UNION | ANNUAL IMPACT REPORT 2025

responsible *consumption* and production

Ensure sustainable consumption and production patterns.



SDG 12 IMPACT REPORT

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01 Introduction

1.1 Understanding SDG 12 Responsible Consumption and Production

SDG 12 calls for more efficient use of natural resources, lower waste generation, responsible procurement and clearer organisational accountability for consumption and production.

For a management and technology institution, this responsibility extends beyond facilities. It also concerns how students learn to design products, supply chains and ventures that reduce waste and treat materials as productive inputs rather than disposable outputs.

1.2 Masters' Union's Contribution to SDG 12

We contribute through three connected areas. We apply resource-conservation practices within the spaces we manage directly, we benefit from independently documented environmental systems at DLF Cyber Park, and we build circularity and responsible production into our curriculum and field-based learning.

This report separates our own practices from host-campus infrastructure, so that each claim is attributed to the organisation responsible for it.

1.3 Contribution at a Glance

AREA	2024-25 CONTRIBUTION
Research	Faculty work on corporate responsibility and consumer behaviour, a book chapter on CSR and the SDGs, and conference papers on ethical consumption.
Stewardship	Source separation, reusable serviceware, drinking-water infrastructure and paper-conservation practices.
Host campus	GRIHA-documented waste, water, materials and renewable-energy systems operated by DLF Cyber Park.

AREA	2024-25 CONTRIBUTION
Outreach	Sustainability problem statements for four partner institutions, 66 hours of pro bono sustainability teaching at four University of Delhi colleges, and public reporting on waste, circularity and responsible business.
Teaching	35 of the 40 courses in the PG Programme in Sustainability and Business Management mapped to SDG 12, live challenges, and PGP Immersion exposure to circular systems and resource-efficient operations.

02 Research

Our research on SDG 12 is focused. It covers work with a clear Masters' Union or faculty link and a direct connection to responsible production, corporate responsibility or consumer behaviour.

2.1 Peer-Reviewed Research Contribution

PUBLICATION	INSTITUTIONAL LINKAGE	SDG 12 RELEVANCE
Poddar, Bagadeem and Magry (2025), Discover Sustainability	Dr Anushree Poddar, Masters' Union	Examines how corporate social responsibility in India lines up with the Sustainable Development Goals across phases of the COVID-19 pandemic.
Parth et al. (2021), European Journal of Marketing	Faculty-linked contribution by Dr Bhupesh Manoharan	Explores how digital technology can encourage responsible consumer behaviour.
Duggal, He and Shaw (2025), British Accounting Review	Dr Naina Duggal, Masters' Union	Shows that Indian firms that meet the mandatory CSR spending rule pay less to borrow, linking corporate responsibility to financial outcomes.

2.2 Applied Research on Responsible Consumption

The consumer-responsibilisation case is especially relevant to a business school because it connects behavioural change, digital platforms and market design. It shows how firms can move beyond awareness campaigns by structuring information and choice so that responsible consumption becomes easier to practise.

Dr Poddar's 2025 study looks at how business priorities and corporate responsibility change as organisations respond to wider social and environmental pressures. Dr Duggal's findings were also published as an article in The Policy Edge on 1 April 2026, written with Lerong He and Tara Shankar Shaw, which explains why credible compliance lowers borrowing costs.

We plan to turn applied work from circular-economy challenges and field immersions into documented teaching cases and peer-reviewed outputs. This will give a clearer line from classroom experiments to business evidence and published scholarship.

2.3 Book Chapter and Conference Papers

Dr Anushree Poddar, with Sapna Narula, studied corporate social responsibility and SDG practices across the states of India in a 2019 Springer Nature chapter.

Dr Vipin Sreekumar's conference papers look at how consumers respond to brands they see as ethical or unethical, and at how platforms act as intermediaries in exchange markets through gamification.

FACULTY	TITLE	WHERE IT APPEARED
Dr Anushree Poddar, with Sapna Narula	Corporate social responsibility and sustainable development goal practices across the states of India	Mandated Corporate Social Responsibility: Evidence from India, Springer Nature, 2019
Dr Vipin Sreekumar	Spatializing Ethics: Decoding Consumer Buycott and Boycott of (Un)Ethical Brands	ACR Latin America, São Paulo, 2025
Dr Vipin Sreekumar	Rethinking Lateral Exchange Markets: Platform Intermediation via Gamification	ANZMAC, Tasmania, 2024; ACR Latin America, São Paulo, 2025

03 Stewardship

3.1 Reporting Boundary and Operating Context

We occupy teaching and administrative space within DLF Cyber Park, Gurugram. We manage day-to-day practices within the areas we occupy.

Building-wide systems such as the sewage treatment plant, solar installation and organic-waste composter are provided and operated at host-campus level. This distinction is maintained throughout the report.

3.2 Resource-Conservation Practices

PRACTICE	OBSERVED APPLICATION	SDG 12 CONTRIBUTION
Reusable service ware	Durable plates and crockery used in food-service areas.	Reduces dependence on disposable dining items.
Drinking-water stations	Filtered water is available in shared campus spaces.	Supports the use of refillable bottles.
Paper conservation	Double-sided printing is used as the default in designated facilities.	Reduces routine paper consumption.
Source separation	Marked receptacles separate food, paper, plastic and metal waste.	Supports recovery and more responsible disposal.







Waste separation, drinking-water infrastructure and reusable service ware in Masters' Union spaces

Reusable plates and cutlery are used in relevant dining settings, which reduces reliance on single-use serviceware. Our campus practices also encourage alternatives to unnecessary single-use plastics in everyday activities and events. We also source event and guest gifts, such as green planters, jute bags and organic snacks, through vendors that offer sustainable options.

Many everyday waste streams come from products used for a few minutes and then discarded, so these small changes matter.

3.3 Waste Separation and Disposal

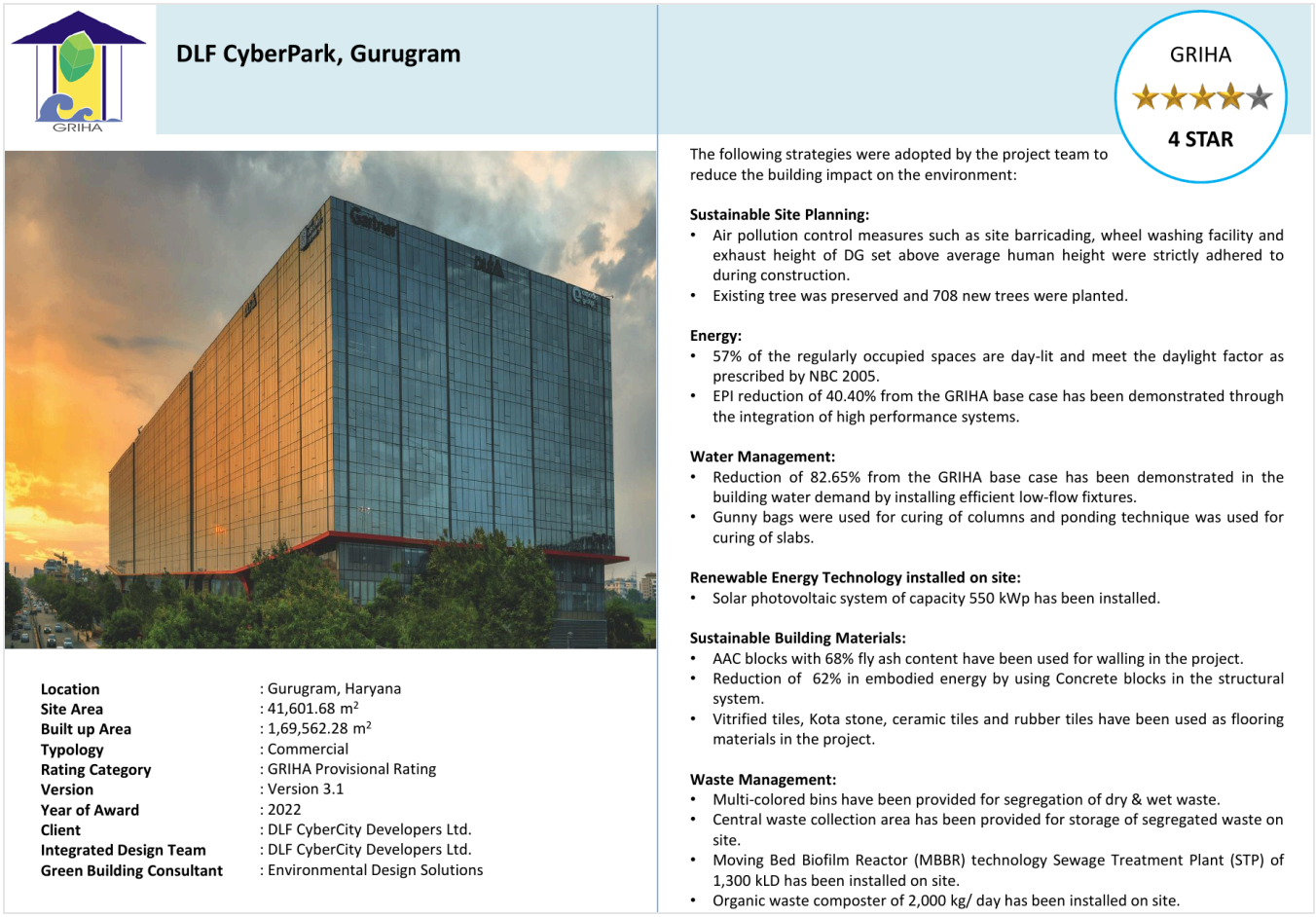
Within Masters' Union spaces, colour-coded bins separate wet and dry recyclable waste, and visible guidance makes responsible disposal easier for everyone on campus.

3.4 Host-Campus Resource Infrastructure

DLF Cyber Park holds a GRIHA 4-Star Provisional Rating awarded in 2022. The GRIHA case-study card records the following measures at the host-campus level.

They provide an enabling environmental context for Masters' Union and are not presented as infrastructure we own or operate.

RESOURCE AREA	DOCUMENTED HOST-CAMPUS MEASURE
Materials	AAC walling blocks with 68% fly-ash content and a stated 62% reduction in embodied energy through concrete blocks in the structural system.
Waste	Multi-coloured bins, a central segregated-waste collection area and an organic-waste composter with 2,000 kg/day installed capacity.
Water	A 1,300 kLD MBBR sewage-treatment plant and an 82.65% reduction in building water demand against the GRIHA base case.
Energy	A 550 kWp solar photovoltaic system and a 40.40% reduction in Energy Performance Index against the GRIHA base case.



DLF CyberPark, Gurugram

GRIHA ★★★★★ 4 STAR

Location	: Gurugram, Haryana
Site Area	: 41,601.68 m^2
Built up Area	: 1,69,562.28 m^2
Typology	: Commercial
Rating Category	: GRIHA Provisional Rating
Version	: Version 3.1
Year of Award	: 2022
Client	: DLF CyberCity Developers Ltd.
Integrated Design Team	: DLF CyberCity Developers Ltd.
Green Building Consultant	: Environmental Design Solutions

The following strategies were adopted by the project team to reduce the building impact on the environment:

Sustainable Site Planning:
- Air pollution control measures such as site barricading, wheel washing facility and exhaust height of DG set above average human height were strictly adhered to during construction.
- Existing tree was preserved and 708 new trees were planted.

Energy:
- 57% of the regularly occupied spaces are day-lit and meet the daylight factor as prescribed by NBC 2005.
- EPI reduction of 40.40% from the GRIHA base case has been demonstrated through the integration of high performance systems.

Water Management:
- Reduction of 82.65% from the GRIHA base case has been demonstrated in the building water demand by installing efficient low-flow fixtures.
- Gunny bags were used for curing of columns and ponding technique was used for curing of slabs.

Renewable Energy Technology installed on site:
- Solar photovoltaic system of capacity 550 kWp has been installed.

Sustainable Building Materials:
- AAC blocks with 68% fly ash content have been used for walling in the project.
- Reduction of 62% in embodied energy by using Concrete blocks in the structural system.
- Vitrified tiles, Kota stone, ceramic tiles and rubber tiles have been used as flooring materials in the project.

Waste Management:
- Multi-colored bins have been provided for segregation of dry & wet waste.
- Central waste collection area has been provided for storage of segregated waste on site.
- Moving Bed Biofilm Reactor (MBBR) technology Sewage Treatment Plant (STP) of 1,300 kLD has been installed on site.
- Organic waste composter of 2,000 kg/ day has been installed on site.

DLF Cyber Park GRIHA case-study card documenting host-campus resource measures

These measures belong to DLF, not to Masters' Union, but they shape the environment our students and employees use. They also reflect a principle that runs through our sustainability teaching: the environmental impact of a product is shaped long before it becomes waste.

3.5 Waste Measurement and Reporting Boundary

The Times Higher Education Sustainability Impact Ratings ask institutions to report waste generated, recycled and sent to landfill in metric tonnes.

We have the segregation and host-campus treatment systems described above in place. This report presents them as they are and does not convert installed capacity into measured results.

04 Outreach

Outreach is included where the activity builds public understanding of waste, circularity or responsible business practice, or keeps useful resources in use.

4.1 Sustainability Challenge Outreach

We have developed sustainability problem statements and student challenges for external academic audiences, working with Shaheed Bhagat Singh College, Hansraj College, Ashoka University and Miranda House. The themes include waste management, circular-economy models, responsible consumption, climate adaptation and sustainable business innovation.

The challenges ask students to move from identifying an environmental problem to developing a practical response that can work in a real organisational or market setting.

EXTERNAL AUDIENCE	DOCUMENTED SDG 12 FOCUS
Shaheed Bhagat Singh College	Waste management, responsible consumption and circular-economy problem statements.
Hansraj College	Student sustainability summit challenges addressing environmental and social problems.
Ashoka University	Circular-economy models and sustainable business innovation.
Miranda House	Experiential challenges applying business and policy perspectives to environmental issues.



Student sustainability engagement with partner institutions

4.2 Public Sustainability Reporting

Publishing a sustainability report is itself part of SDG 12 reporting practice. This report brings the evidence together and names the responsible operator for each measure.

We will continue to publish it each year, supported by comparable annual data and stable public evidence.

4.3 Sustainability Education at University of Delhi Colleges

Our faculty take sustainability learning beyond Masters' Union through pro bono teaching at public higher-education institutions. Across five engagements at four University of Delhi colleges, Masters' Union faculty delivered 66 hours of pro bono sustainability teaching on circular economy, ESG, climate entrepreneurship and impact measurement.

The programmes reached students at Miranda House, Hansraj College, Sri Guru Gobind Singh College of Commerce and Shaheed Bhagat Singh College.

COLLEGE	PROGRAMME FOCUS
Miranda House	A 12-hour programme on circular economy, waste management, responsible consumption, sustainable supply chains, climate communication and sustainability careers.
Sri Guru Gobind Singh College of Commerce	ESG, responsible business, sustainability strategy and ethical decision-making, and a second programme on climate innovation, circular business models and sustainable entrepreneurship.
Shaheed Bhagat Singh College	Climate entrepreneurship, sustainable business, ESG reporting, environmental impact and sustainability case analysis, using real business questions.

4.4 Giving Useful Resources a Longer Life

Responsible consumption also means recognising when something still has value. Through a student-led donation initiative with the Robin Hood Army, twelve SEWA Club volunteers collected food, clothing and funds for more than 250 residents of Ghata Village near Banjara Market.

The drive was part of the Club's wider community-service activity. It gives students a practical example of how useful resources can keep serving people instead of being discarded.

4.5 Building Alternatives to Conventional Materials

Mellovia, part of the Masters' Union venture ecosystem, makes biodegradable rice-husk kitchenware as an alternative to conventional plastic products. It links an agricultural by-product with product design and circular business models.

Students have also explored business ideas on plastic-waste segregation and consumer awareness, using enterprise to understand what stops materials from being recycled effectively. Breez, a premium electric mobility service built by our students and presented at Demo Day 2026, applies the same thinking to urban transport.

05 Teaching

5.1 Curriculum for Responsible Business

We address SDG 12 through business curriculum that connects sustainability with operations, strategy, investment, marketing and governance. The PG Programme in Sustainability and Business Management maps each of its 40 courses to the goals it serves, and 35 of them are mapped to SDG 12.

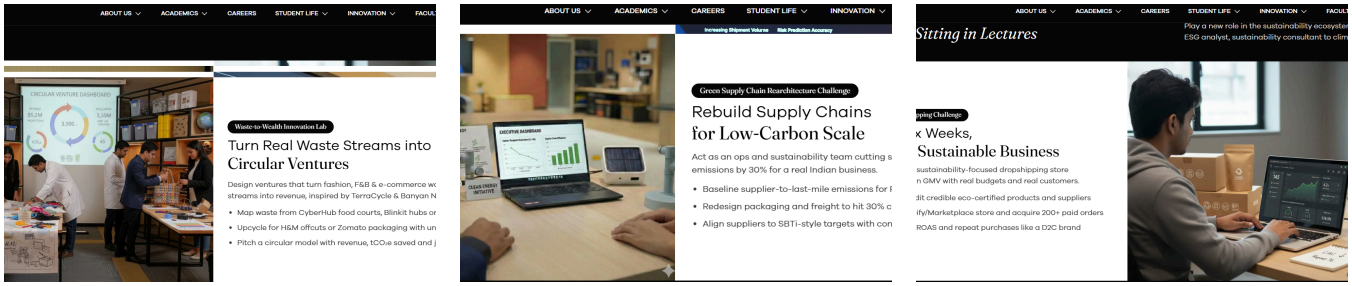
The strongest evidence is in course material on resource efficiency, circular models, supply chains, sustainable sourcing and credible reporting.

DOCUMENTED COURSE OR MODULE	DIRECT SDG 12 LEARNING FOCUS
Sustainable Business Strategy	Balancing environmental goals with economic performance.
ESG Investing and Reporting	Allocation, disclosure and reporting where value is not solely financial.
Green and Sustainable Operations	Reducing environmental impact through redesigned operations and supply chains.
Operations and Supply Chain	Using limited resources efficiently in operational decisions.
Introduction to Sustainability	Resource scarcity, materiality, systems thinking and business transition pathways.
Decoding Sustainable Business Models	Circular, regenerative and product-as-a-service models.
Circular Economy	Linear versus circular systems, resource productivity, the principles of reduce, reuse, repair, refurbish, remanufacture and recycle, life-cycle assessment and material-flow analysis.
Waste Management	Municipal, industrial and hazardous waste, the waste hierarchy, segregation, collection and treatment systems, recycling, composting, anaerobic digestion and waste-to-energy.

Students work on practical sustainability challenges and not only on theory. Projects include waste-to-value business models, supply-chain redesign, carbon and impact measurement, sustainable sourcing and environmental problem-solving. Future PGP-TBM subjects include Operations Management, Consumer Behaviour and ESG.

5.2 Experiential Sustainability Challenges

CHALLENGE	APPLIED LEARNING
Waste-to-Wealth Innovation Lab	Maps waste streams and tests circular ventures through reuse, recycling, unit economics and impact measurement.
Green Supply Chain Rearchitecture	Examines packaging, logistics, supplier standards and resource-efficient operations.
Sustainable Dropshipping	Requires product and supplier screening, responsible sourcing and sustainability-linked operating decisions.



Applied challenges linking circularity, supply chains and responsible sourcing

The Waste-to-Wealth Innovation Lab asks students to start with materials that would normally be discarded. They examine waste streams from areas such as fashion, food and beverage and e-commerce, map where the waste is generated, and look for ways to reuse, recycle or upcycle it. They then build circular business models and test them on cost, customer demand and viability.

The Green Supply Chain Rearchitecture Challenge takes students further upstream. Teams look at where environmental impacts occur across a supply chain and redesign packaging, logistics, procurement and supplier relationships. Within the exercise, they work towards a 30% supply-chain emissions-reduction target, which gives them a measurable problem on which to test different operating decisions.

Through the Sustainable Dropshipping Challenge, students build and run sustainability-focused online businesses over six weeks, from choosing a product and assessing suppliers to creating an online store, acquiring customers and managing fulfilment. Food ventures apply the same discipline, with students sourcing directly from farmers, food producers and manufacturers.

5.3 PGP Immersions in Circular Systems

PGP Immersions give students field-based exposure where the operating model itself shows resource recovery or circular design. Two visits have a direct connection to SDG 12.

Dharavi circular-economy systems

The Dharavi immersion examined decentralised recycling and manufacturing networks in which plastic, metal, paper and other scrap are sorted, processed and returned to productive use. The post-read material describes a localised system where one unit's output becomes another's input, reducing disposal and retaining material value.

TIEEDI circular operations

The TIEEDI immersion in Darjeeling examined a system designed to keep materials in circulation. Citrus peels are converted into bio-enzymes, kitchen waste becomes compost, paper is pulped and reused, and local materials such as cob, clay and bamboo are used in construction.

Students considered the operational and commercial implications of treating waste as a design problem rather than an unavoidable cost.



PGP Immersion at TIEEDI, where circular operations and local-material systems formed the learning context

IMMERSION	SDG 12 LEARNING OUTCOME
Dharavi	Understanding material recovery, reuse, decentralised production and circular value chains.
TIEEDI	Understanding composting, paper upcycling, natural materials and circular design as an operating model.

On the Global Immersion Programme in the Netherlands, students visited Rabobank to hear how sustainability shapes financial innovation.

06 Institutional Direction

We already apply resource-conservation practices on campus, teach circular and responsible business through our curriculum, and take sustainability learning to other colleges. Our ambition is to show that a campus can run with far less waste, and to teach a generation of managers to do the same.

6.1 A Campus that Wastes Less

We want our campuses to waste less every year. We will keep strengthening reusable serviceware, water stations, paper conservation and source separation, and choose our spaces and suppliers with the same care.

6.2 Turning Waste into Value

We want our students to make turning waste into value a habit of business. Our ambition is for the Waste-to-Wealth Innovation Lab, the Green Supply Chain Rearchitecture Challenge and our immersions to produce ventures, teaching cases and research that others can use.

6.3 Sustainability Shared Widely

We want to take responsible consumption to many more colleges and communities, building on pro bono teaching at University of Delhi colleges, sustainability challenges with partner institutions and drives with the Robin Hood Army.

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