15 LIFE ON LAND

masters' union university

MASTERS' UNION | ANNUAL IMPACT REPORT 2025

life *on* land

Protect, restore and promote sustainable use of terrestrial ecosystems and halt biodiversity loss.



SDG 15 IMPACT REPORT

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01 Introduction

SDG 15 calls for the protection, restoration and sustainable use of terrestrial ecosystems, including forests, soils, biodiversity and land-based resources. For a business school, this responsibility extends to the decisions that shape agriculture, sourcing, extraction, infrastructure, materials and waste.

We advance SDG 15 by preparing business leaders and entrepreneurs to treat land and biodiversity as material considerations in strategy and operations. We combine research on agricultural technology adoption, responsible use of our leased campus, public engagement and enterprise, and applied learning across agricultural and industrial settings.

This report presents our contribution through four pillars: Research, Stewardship, Outreach and Teaching. Each initiative is reported under the pillar through which it makes its main contribution.

02 Research

2.1 Research on Agricultural Technology Adoption

Saju, S., and Verma, N. K. (2026). Evaluating the ecosystem facilitating agricultural technology adoption in emerging economies. International Journal of Production Economics, 300 (DOI).

Dr Shiril Saju and Dr Nishant Kumar Verma examine how farmers, agricultural technology providers, financial institutions, policymakers and supply-chain actors together influence the adoption of agricultural innovation in emerging economies. The study models how ecosystem structure, service-provider capability, crop location and farmer-group arrangements affect crop output and farmer profitability.

The study contributes to SDG 15 by explaining how technologies that improve the use of water, nutrients and other agricultural inputs can reach adoption at scale. Its systems view connects innovation with responsible land use, resilient food systems and the institutional arrangements needed to make agricultural change last.

The findings are especially relevant to land-sensitive agriculture. They show that technology purchase subsidies alone may not improve outcomes, and that policy needs to respond to local crop conditions, the technical capability of shared service centres and the design of farmer-support ecosystems. This gives business leaders and policymakers a more precise basis for adoption models that improve productivity without separating efficiency from farm economics and resource stewardship.

2.2 Conference Papers

Prof. Shiril Saju has taken this work to international operations-research and sustainability conferences. His papers study the policies, ecosystem performance and field evidence behind precision agriculture and sustainable practices in agriculture supply chains in emerging economies.

PAPER	WHERE IT WAS PRESENTED
Analysis of policies for promoting precision agriculture in emerging economies	EurOMA Sustainability Forum, KLU Hamburg, 4-5 March 2024; POMS Annual Conference, Minneapolis, 25-29 April 2024
Policies for promoting sustained adoption of sustainable practices in agriculture supply chains	EurOMA Sustainability Forum (virtual), 24-27 March 2025
Performance of ecosystem facilitating precision agriculture in emerging economies	EurOMA Annual Conference, Politecnico di Milano, 13-18 June 2025; INFORMS MSOM Annual Conference, London Business School, 28-29 June 2025
Technology intervention to improve precision agriculture awareness among farmers: a field experiment	Annual Behavioral Operations Conference, KLU Hamburg, 23-25 June 2025

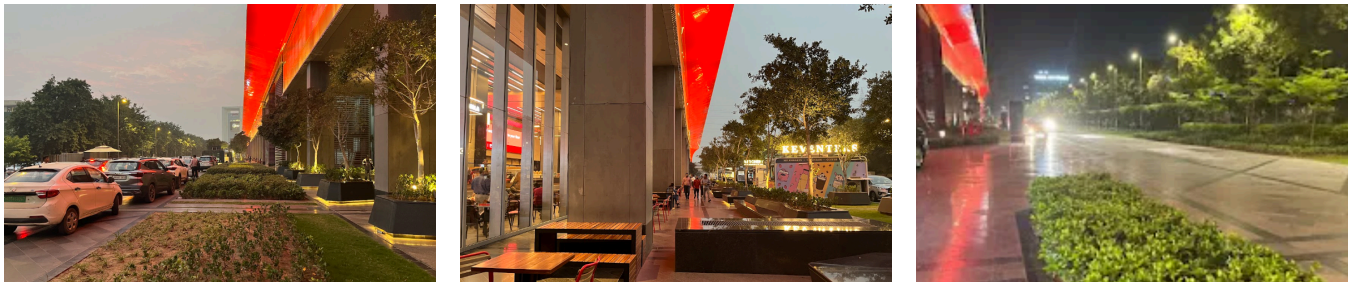
03 Stewardship

3.1 Intentional Selection and Responsible Use of Leased Premises

We operate within Gurugram's corporate ecosystem, which places our students and faculty close to industry while using the shared infrastructure of an established commercial development. Environmental performance is therefore part of how we select and use leased premises.

DLF Cyber Park holds a GRIHA 4-Star provisional rating and provides property-level systems for water efficiency, wastewater reuse, organic-waste processing and landscaped common areas, including tree planting and open-space planning. The property developer manages these systems, and our community uses them.

Within our occupied spaces, we promote responsible material use, waste segregation, reusable alternatives to single-use plastic and digital processes that reduce paper use. This operating model combines deliberate site selection with responsible use of shared environmental systems.



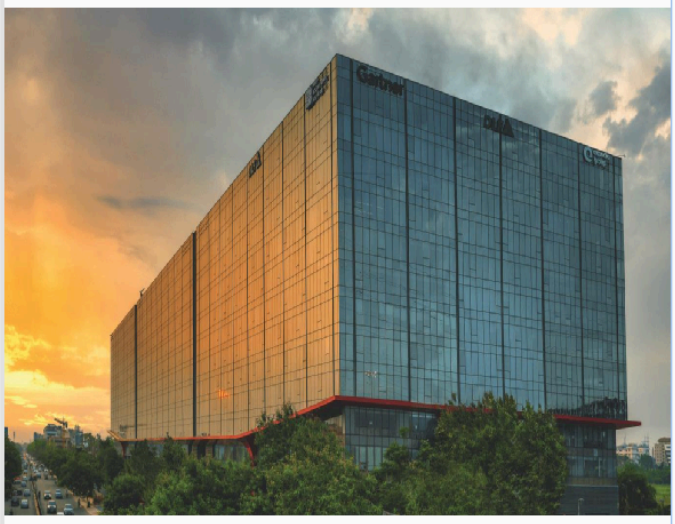
Shared landscaped spaces at DLF Cyber Park, where Masters' Union operates its leased campus



Landscaped common areas within the wider DLF Cyber Park development

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.

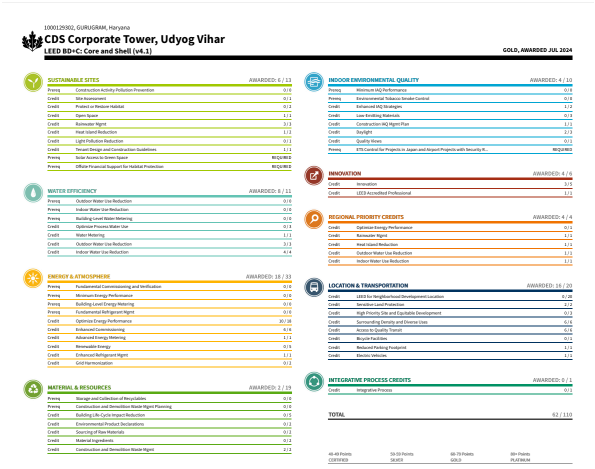
Water Management:
- Reduction of 82.65% from the GRIHA base case has been demonstrated in the building water demand by installing efficient low-flow fixtures.
- Gunny bags were used for curing of columns and ponding technique was used for curing of slabs.

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.

3.2 Environmental Performance of Corporate Campus Infrastructure



100012500, GURUGRAM, Haryana

CDS Corporate Tower, Udyog Vihar

LEED BD+C: Core and Shell (v4.1)

GOLD, AWARDED JUL 2024

SUSTAINABLE SITES	AWARDED: 6 / 13	
Prereq	Construction Activity Pollution Prevention	0 / 0
Credit	Site Assessment	0 / 1
Credit	Protect or Restore Habitat	0 / 2
Credit	Open Space	1 / 1
Credit	Rainwater Mgmt	3 / 3
Credit	Heat Island Reduction	1 / 2
Credit	Light Pollution Reduction	0 / 1
Credit	Tenant Design and Construction Guidelines	1 / 1
Prereq	Solar Access to Green Space	REQUIRED
Prereq	Offsite Financial Support for Habitat Protection	REQUIRED
WATER EFFICIENCY	AWARDED: 8 / 11	
Prereq	Outdoor Water Use Reduction	0 / 0
Prereq	Indoor Water Use Reduction	0 / 0
Prereq	Building-Level Water Metering	0 / 0
Credit	Optimize Process Water Use	0 / 3
Credit	Water Metering	1 / 1
Credit	Outdoor Water Use Reduction	3 / 3
Credit	Indoor Water Use Reduction	4 / 4
ENERGY & ATMOSPHERE	AWARDED: 18 / 33	
Prereq	Fundamental Commissioning and Verification	0 / 0
Prereq	Minimum Energy Performance	0 / 0
Prereq	Building-Level Energy Metering	0 / 0
Prereq	Fundamental Refrigerant Mgmt	0 / 0
Credit	Optimize Energy Performance	10 / 18
Credit	Enhanced Commissioning	0 / 6
Credit	Advanced Energy Metering	1 / 1
Credit	Renewable Energy	0 / 5
Credit	Enhanced Refrigerant Mgmt	1 / 1
Credit	Grid Harmonization	0 / 1
MATERIAL & RESOURCES	AWARDED: 2 / 13	
Prereq	Storage and Collection of Recyclables	0 / 0
Prereq	Construction and Demolition Waste Mgmt Planning	0 / 0
Credit	Building Life-Cycle Impact Reduction	0 / 5
Credit	Environmental Product Declarations	0 / 2
Credit	Sourcing of Raw Materials	0 / 2
Credit	Material Ingredients	0 / 2
Credit	Construction and Demolition Waste Mgmt	2 / 2
INDOOR ENVIRONMENTAL QUALITY	AWARDED: 4 / 10	
Prereq	Minimum IAQ Performance	0 / 0
Prereq	Environmental Tobacco Smoke Control	0 / 0
Credit	Enhanced IAQ Strategies	1 / 2
Credit	Low-Emitting Materials	0 / 2
Credit	Construction IAQ Mgmt Plan	1 / 1
Credit	Daylight	2 / 3
Credit	Quality Views	0 / 1
Prereq	ETS Control for Projects in Japan and Airport Projects with Security R...	REQUIRED
INNOVATION	AWARDED: 4 / 6	
Credit	Innovation	3 / 5
Credit	LEED Accredited Professional	1 / 1
REGIONAL PRIORITY CREDITS	AWARDED: 4 / 4	
Credit	Optimize Energy Performance	0 / 1
Credit	Rainwater Mgmt	1 / 1
Credit	Heat Island Reduction	1 / 1
Credit	Outdoor Water Use Reduction	1 / 1
Credit	Indoor Water Use Reduction	1 / 1
LOCATION & TRANSPORTATION	AWARDED: 16 / 20	
Credit	LEED for Neighborhood Development Location	0 / 20
Credit	Sensitive Land Protection	0 / 2
Credit	High Priority Site and Equitable Development	0 / 3
Credit	Surrounding Density and Diverse Uses	6 / 6
Credit	Access to Quality Transit	6 / 6
Credit	Bicycle Facilities	0 / 1
Credit	Reduced Parking Footprint	1 / 1
Credit	Electric Vehicles	1 / 1
INTEGRATIVE PROCESS CREDITS	AWARDED: 0 / 1	
Credit	Integrative Process	0 / 1
TOTAL		62 / 110

40-49 Points CERTIFIED | 50-59 Points SILVER | 60-79 Points GOLD | 80+ Points PLATINUM

LEED scorecard for CDS Corporate Tower

We also operate from CDS Corporate Tower in Udyog Vihar, Gurugram. The building holds LEED Gold certification under LEED BD+C: Core and Shell (v4.1), which recognises building-level performance across sustainable sites, water efficiency, energy, indoor environmental quality and innovation.

The building earned full marks for sensitive land protection (2 of 2) and for open space (1 of 1), reflecting a development that avoids environmentally sensitive land and provides open space for the people who use it. The scorecard also awards all available points for outdoor and indoor water-use reduction, with credits for water metering and rainwater management.

By choosing professionally managed corporate campuses with independently assessed environmental systems, we link our business-embedded model with responsible use of shared infrastructure.

3.3 Reducing Single-use Plastic

We promote reusable alternatives to unnecessary single-use plastic across learning spaces, events and day-to-day campus activity. Our Green Campus guidance and awareness communication encourage students, faculty, staff and visitors to make responsible choices about material use and disposal.

3.4 Waste Segregation and Resource Conservation

Colour-coded bins support the segregation of wet waste and dry recyclable waste across the campus. Regular collection and disposal are handled through the waste-management arrangements serving the premises.



Waste-segregation bins on campus

Digital admissions, paperless administration and technology-enabled learning further reduce paper use and operational waste. Campus signage reinforces responsible disposal and recycling across our community.

04 Outreach

4.1 Student and Alumni Enterprise



Our venture ecosystem lets students and alumni build business models linked with responsible sourcing, agricultural innovation and circular materials. Nutrifarms and Eat Real address farming, food systems and nutrition, and the three ventures below show how land stewardship can be built into product design, sourcing and enterprise.

Mellovia, co-founded by Ananya Kulshrestha

Mellovia makes durable kitchenware from natural rice husk. By turning an agricultural by-product into biodegradable products, it shows how material innovation can reduce dependence on conventional plastic and create value from biomass that might otherwise be discarded.





Saaha India, founded by Jaishree Soni

Saaha India works with artisan communities to revive traditional Indian craftsmanship through handcrafted products. Its model connects cultural heritage, livelihoods and responsible production, and shows how enterprise can create commercial value while sustaining place-based knowledge and skills.





Source With Solomon, founded by Pranjal Agrawal

Source With Solomon connects global buyers with Indian manufacturers and promotes responsible sourcing, eco-conscious packaging and ethical supply chains. The venture expands market access for Indian producers and puts traceability and production practices inside the sourcing decision.



4.2 Public Sustainability Education

Sustainability in Business: The Next Big Career Opportunity

On 12 April 2025, we organised the public webinar "Sustainability in Business: The Next Big Career Opportunity". Dr Anushree Poddar, Programme Head of the PG Programme in Sustainability & Business Management, led the session, which introduced participants to ESG integration, responsible sourcing, climate-conscious decision-making and sustainable value creation.

The webinar connected environmental responsibility with business strategy and careers, helping a wider audience see how corporate decisions can support biodiversity, responsible resource use and land stewardship.



Public webinar: Sustainability in Business, the Next Big Career Opportunity

Sustainability teaching at public colleges

Our faculty extend sustainability learning to Miranda House, Hansraj College, Sri Guru Gobind Singh College of Commerce and Shaheed Bhagat Singh College. Five engagements provided 66 hours of pro bono teaching on circular economy, ESG, climate entrepreneurship and impact measurement.

4.3 Community Plantation and Environmental Participation

On World Nature Conservation Day 2025, 50 Masters' Union students and staff joined a plantation drive at Government Model Senior Secondary School sites in Sectors 4 and 103, Gurugram. They planted 300 saplings and gave 100 volunteer hours, combining local greening with community participation and environmental awareness.





World Nature Conservation Day plantation drive with Government Model Senior Secondary School, Gurugram

The drive brought our community together with local schools around a practical act of environmental stewardship. It complemented classroom learning by giving students and staff a direct role in strengthening local green cover.

05 Teaching

5.1 Sustainability across Business Education

We integrate sustainability into business education through the PG Programme in Sustainability and Business Management and through environmental themes across institutional learning. The 16-month full-time programme connects management education with climate action, natural-resource stewardship and India's decarbonisation priorities. It maps each of its 40 courses to the goals it serves, and 10 are mapped to SDG 15.

Students apply these areas through live projects, internships and industry-led sustainability sprints. Practitioner engagement brings perspectives from climate finance, public policy, ESG teams and climate-tech ventures into the learning experience.

The curriculum makes SDG 15 material through courses and learning units on Sustainable Agriculture and Food Systems, Agri-Food Supply Chains, Sustainable Supply Chains and Agritech and Global Practices. Students examine soil health, regenerative agriculture, farm-to-market value chains, responsible sourcing, traceability, food loss, supplier due diligence and technology transfer in agricultural systems. Agritech Innovation also covers precision agriculture, sensors, drones, AI and farm analytics, irrigation and climate-smart agriculture.

This connects environmental priorities with business decisions: how firms buy crops and raw materials, design incentives for suppliers, manage land-linked risks, and invest in more resilient food and production systems. More detail is on the programme page.



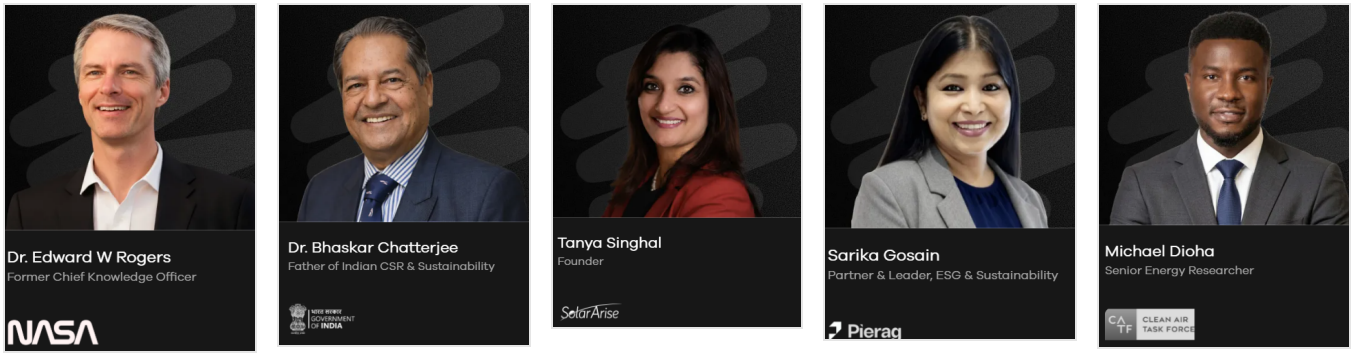


PG Programme in Sustainability & Business Management, programme collateral

5.2 Practitioner-led Sustainability Learning

Our practitioner-led model gives students direct access to sustainability specialists, policymakers, ESG leaders and climate-tech entrepreneurs. Masterclasses, mentoring, live consulting projects and industry challenges connect environmental concepts with the decisions organisations make about sourcing, operations, finance and growth.

This applied learning builds capability in ESG reporting, climate risk, sustainable supply chains, responsible sourcing, carbon accounting, circular economy and sustainable finance. It prepares future leaders to include land, biodiversity and natural resources in strategic decisions.



Practitioner mentors and industry leaders engaged through the Sustainability & Business Management programme

5.3 PGP Immersions: Learning Land Stewardship in the Field

PGP Immersions take students beyond the classroom into agricultural, extractive and industrial settings where land is a central operating resource. Through field immersions at TIEEDI, Glenburn Tea Estate, JSW Mines and ITC, students examine sustainable land use, biodiversity, responsible extraction, agricultural sourcing and the economics of ecological stewardship.

TIEEDI, Darjeeling: circular design and community ecological knowledge

At TIEEDI, a regenerative learning centre near Darjeeling, students examine circular systems in which citrus peels and jaggery become bio-enzymes, kitchen waste becomes compost, and cob, clay and bamboo replace industrial building materials.

The Rajahatta Forest Village Biodiversity Management Committee exercise connects conservation with community incentives through eco-tourism, forest produce and carbon mechanisms. The immersion presents traditional ecological knowledge, permaculture and regenerative forestry as foundations for viable enterprise.







Glenburn Tea Estate, Darjeeling: terroir, land stewardship and sustainable agriculture

At Glenburn Tea Estate, students study how altitude, soil chemistry and microclimate shape Darjeeling tea. The immersion covers hand-plucked cultivation, the economics of sustainable hill agriculture and the role of geographical-indication protection in safeguarding land-based value.

Students also look at how eco-tourism and direct-to-consumer models can support long-term care of the estate landscape.







JSW Mines, Karnataka, Odisha and Goa: land use, rehabilitation and regulatory stewardship

Through JSW's mining operations, students examine land-use decisions central to SDG 15, including stripping-ratio management, topsoil preservation for reclamation, water-table monitoring, environmental clearance and village consent.

The immersion shows how rehabilitation, regulation and community engagement are built into decision-making in an extractive industry.



ITC Limited: farm-gate sourcing and sustainable agricultural supply chains

At ITC's food manufacturing operations, students trace the Aashirvaad atta supply chain to the farm gate. They study mandi and silo networks, direct procurement and farmer-payment systems, and consider how sourcing relationships can reward quality, consistency and responsible agricultural practice.

Together, these immersions show how land stewardship is shaped by decisions about cultivation, extraction, sourcing, community participation, investment and long-term commercial value.

06 Institutional Direction

We already study how technology and sourcing choices shape agricultural land, work from premises with strong environmental standards, and take students into farms, estates and mines to see land stewardship at work. Our ambition is for land and biodiversity to count in every business decision our graduates make.

6.1 Research on Land and Nature

We want to build a recognised body of research on natural capital, biodiversity and land-linked supply chains, growing from our work on agricultural technology adoption.

6.2 Learning Stewardship in the Field

We want students to see how land is used and protected, first-hand and in depth. Our ambition is to turn selected immersions at TIEEDI, Glenburn Tea Estate, JSW Mines and ITC into assessed projects.

6.3 A Greener Neighbourhood

We want to keep choosing premises with strong environmental standards as we grow, and to involve students, staff and local schools in greening our neighbourhood through plantation drives.

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