2 ZERO HUNGER

masters' union university

MASTERS' UNION | ANNUAL IMPACT REPORT 2025

zero *hunger*

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



SDG 2 IMPACT REPORT

contents

01 Introduction 03

Understanding SDG 2 · Masters' Union's contribution · Contribution at a glance

02 Research 05

Faculty research on agricultural technology adoption

03 Stewardship 06

Healthy and affordable food access · Hunger-alleviation measures · Sustainable dining · Surplus food and food waste

04 Outreach 10

Food Lab and venture portfolio · Nutrition-focused ventures · Community food assistance · Farmer and producer engagement

05 Teaching 15

Agritech curriculum · Agriculture and food-systems immersions · Regenerative agriculture and tea · Industry sessions

06 Institutional Direction 22

A Campus that Shows What Good Food Looks Like · A Home for Ventures that Feed India Better · A Fairer Partnership with Farmers

01 Introduction

1.1 Understanding SDG 2: Zero Hunger

Sustainable Development Goal 2 aims to end hunger, improve food security and nutrition, and promote sustainable agriculture. For higher-education institutions, this means looking beyond simply providing food and considering how food is sourced, managed, and made accessible to the community. It covers research on agriculture and food systems, affordable and nutritious food on campus, teaching on sustainable production and supply chains, work with farmers and food producers, and solutions that make food systems stronger and fairer.

At Masters' Union, this contribution is particularly relevant where food security connects with areas such as agriculture, logistics, nutrition, finance, market access, and responsible use of resources. Decisions made by managers and founders affect how food is produced, processed, distributed, priced and made accessible; preparing them to understand these systems is therefore a material educational contribution to SDG 2.

1.2 Masters' Union's Contribution to SDG 2

Masters' Union contributes to SDG 2 through four connected pathways.

01

Research

Examines the conditions that influence agricultural technology adoption.

02

Stewardship

Focuses on affordable and nutritious food access for students and staff, including complimentary fruit and everyday food-support measures.

03

Outreach

Extends into food entrepreneurship and community assistance through the Food Lab, student ventures and food-donation activity.

04

Teaching

Places students directly inside agricultural production, food processing, cooperative enterprise, rural livelihoods and commodity markets through the PGP in Sustainability & Business Management and PGP Immersions.

The institution's strongest contribution is therefore not conventional agricultural extension or laboratory-based crop research. It lies in applying its practice-led model to food systems: helping future business leaders understand farm productivity and nutrition, letting founders test food ventures, keeping food accessible on campus, and connecting students with producers, cooperatives and food organisations in real settings.

1.3 Contribution at a Glance

AREA	DOCUMENTED CONTRIBUTION
Research	Faculty research on the ecosystem conditions that influence agricultural technology adoption in emerging economies.
Food entrepreneurship	15+ food ventures documented through the Food Lab and wider student-venture ecosystem, spanning functional nutrition, packaged foods, regional food access and food-service concepts.
Experiential learning	7 documented PGP immersions across agriculture, dairy, food processing, regenerative farming and agricultural markets.
Campus food access	Multiple dining locations, Commons Food Baskets with complimentary fresh fruit, healthy-snacking access, and food provision at academic and student activities.
Community food assistance	A student-led food and essentials drive with the Robin Hood Army reached 250+ residents of Ghata Village.
Practitioner engagement	Food-industry sessions with founders including Viraj Bahl of Veeba and Mitresh Sharma of First Bud Organic.

02 Research

Research contributes to SDG 2 by improving understanding of agricultural productivity, food-system resilience, technology adoption, nutrition and the institutional conditions that affect producers and consumers. Masters' Union's peer-reviewed work currently focuses on the adoption of agricultural technology, exploring how it can improve productivity, support farmer livelihoods, and help food systems adapt to changing needs.

2.1 Faculty Research on Agricultural Technology Adoption

Prof. Shiril Saju and Dr. Nishant Kumar Verma examine the ecosystem that enables agricultural technology adoption in emerging economies. The work considers how farmers, technology providers, service centres, financial institutions, policy actors and supply-chain participants interact to influence adoption and farm outcomes. Its relevance to SDG 2 lies in the question of how agricultural innovation can improve productivity and resilience without being separated from affordability, local capability and farmer profitability.

PUBLICATION	RESEARCH FOCUS	SDG 2 RELEVANCE
Saju, S. & Verma, N. K. Evaluating the ecosystem facilitating agriculture technology adoption in emerging economies. International Journal of Production Economics.	Agricultural technology adoption; ecosystem design; farmer-support arrangements; service-provider capability.	Supports understanding of how technology, institutional design and farmer economics can strengthen productive and resilient food systems.
Poddar, A. & Mathur, A. (2023) The impact of strategic CSR on smallholder farmers: a study of agri-input firms in India. Book chapter, *Sustainable Food Value Chain Development*, Springer Nature.	Corporate social responsibility of agri-input firms; smallholder farmers.	Shows how firms that supply farm inputs shape smallholder productivity and incomes along the food value chain.

The research is particularly useful for management education because it moves beyond the assumption that providing technology is sufficient. Adoption depends on how technologies are financed, serviced, localised and integrated into agricultural practice. These are managerial and policy-design questions with direct implications for sustainable food production and farmer livelihoods.

Research also shows up in applied form. Yango's development involved 50+ parent interviews and a review of 100+ research papers before work began on nutrition, taste, hygiene and sourcing.

03 Stewardship

Stewardship under SDG 2 considers how an institution manages food access, affordability, nutrition, and waste within its own community. Masters' Union works from an urban, leased campus, not a residential agricultural one. Its main food responsibilities are therefore to make sure students and staff can get affordable food through the day, give direct food support where needed, offer healthier choices, and cut avoidable waste in daily dining and events.

3.1 Healthy and Affordable Food Access

Students, faculty and staff have access to a network of food outlets across the Masters' Union campus environment in Gurugram. These outlets provide Indian and international food options across different price points and include everyday meals, South Indian food, fruit, salads and other lighter choices. This provision keeps food accessible across the academic day, so students do not have to leave campus for every meal.

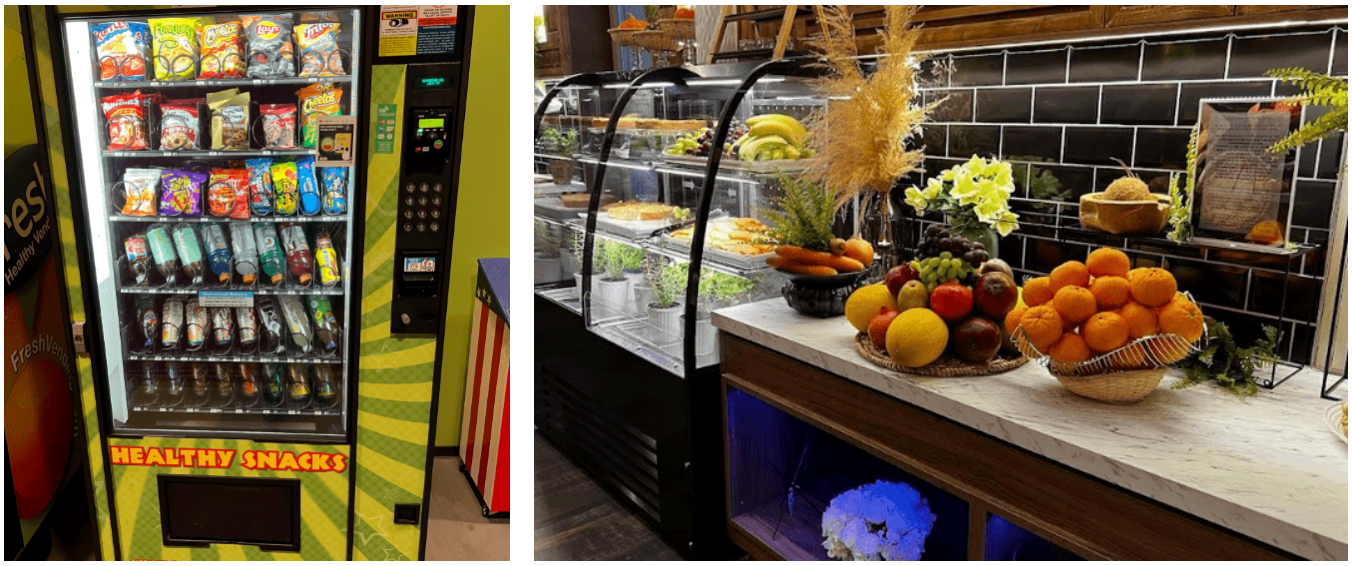


Campus food-court and fresh-food service areas available to the Masters' Union community.

PROVISION	ROLE IN CAMPUS FOOD ACCESS
Multiple food outlets	Extends food availability across academic and campus locations and accommodates varied dietary preferences.
Fresh-fruit and salad counters	Makes healthier everyday options visible within normal dining provision.
South Indian and regular meal options	Provides affordable meal formats suited to frequent student use.
Food at academic and student events	Meals and refreshments are provided during selected workshops, guest sessions and student-engagement activities.

3.2 Campus Hunger-Alleviation Measures

Alongside paid dining, Masters' Union gives students food directly, so anyone who needs a snack or a piece of fruit can get one. Commons Food Baskets are maintained at designated campus locations with complimentary fresh fruit and other refreshments. Fresh fruit is also included in canteen provision, and healthy-snacking vending points extend access outside normal food-service hours.



Commons Food Baskets, a healthy-snacking vending point and a fresh-fruit counter within the campus food environment.

INTERVENTION	WHAT IS PROVIDED
Commons Food Baskets	Complimentary fresh fruit and selected refreshments available at designated locations.
Fresh-fruit provisioning	Fruit is made available through regular campus food service.
Healthy-snacking vending points	Packaged snack access outside canteen operating hours.
Meals and refreshments at institutional activities	Food provision during selected academic events, workshops and student-engagement programmes.

These steps are small compared with a formal food bank. But they give students routine, easy access to food, so they do not have to depend only on occasional one-off help.

3.3 Sustainable Dining and Resource Use

Masters' Union's dining practice also cuts down on waste and disposables in everyday food service. Vegetarian and vegan choices are available across the campus food environment, and reusable plates and cutlery are used in dining and event settings to reduce reliance on disposable serviceware. These practices support responsible consumption alongside the core SDG 2 objective of accessible nutrition.

The current evidence is strongest on food choice, serviceware and access. Claims about sustainable food sourcing are made only where supplier records exist. This report does not assume that all food is locally sourced, pesticide-free or certified without proof.

3.4 Surplus Food Redistribution and Food-Waste Management

Masters' Union follows a responsible approach to surplus food generated during institutional events. Where leftover food is still safe to eat, it is passed on to people who can use it instead of being thrown away. This complements routine efforts to avoid unnecessary single-use serviceware and creates a practical link between event management, food access and waste prevention.

The institution does not yet have a consolidated, publicly reported annual measure of food waste by weight across all food-service locations. This is an important distinction: redistribution and responsible service practices show action, but they do not replace quantified food-waste measurement. A complete SDG 2 stewardship system should therefore combine prevention and redistribution with consistent measurement across contracted and campus food services.

CURRENT PRACTICE	CURRENT EVIDENCE POSITION
Surplus-food redistribution	Institutional practice for safe, consumable surplus generated during events; requires consolidated annual records for stronger reporting.
Reusable plates and cutlery	Photographic evidence available in campus dining and event settings.
Food-waste measurement	No consolidated annual tonnage identified in the current evidence set.
Sustainable procurement measurement	No institution-wide quantified local/sustainable sourcing percentage identified in the current evidence set.

04 Outreach

Outreach under SDG 2 means activity beyond the institution's own students and staff: supporting food entrepreneurs and producers, improving food access in the community, and creating ways for knowledge, resources and market access to reach others in the food system. Masters' Union's strongest current outreach evidence lies in food entrepreneurship through the Food Lab and in student-led community food assistance.

4.1 Food Entrepreneurship through the Food Lab

The Masters' Union Food Lab is an industry-led food entrepreneurship incubator that reduces the infrastructure and operational barriers associated with testing a food business. It gives founders access to commercial kitchen infrastructure, culinary expertise, food-safety and FSSAI support, procurement and supply-chain guidance, aggregator onboarding and structured mentorship from practitioners across food and hospitality.

Its relevance to SDG 2 is not that every food startup automatically improves food security. The stronger contribution is that the Lab creates an applied platform for developing and testing food products, nutrition propositions, regional food concepts and food-service models. This can strengthen local food entrepreneurship and create a pathway for ventures working on healthier products, resilient supply chains and accessible food formats.



Masters' Union Food Lab: an institutional platform for food venture development and experimentation.

4.1.1 Food Lab Venture Portfolio

VENTURE	FOUNDER / PROGRAMME	FOOD-SYSTEM FOCUS
Buzzinga Eco Foods	Dia Goel | PG	Eco-conscious and sustainable food products.
Eat Atlas	Ishita Gupta | PG	International flavours through dips and chips; product and supply-chain experimentation.
Woody's Pizzeria	Kanav Rishi Kumar | PG	Specialty pizza and food-service venture.
JustMyRoots	Karan Sachdeva | PG	Distribution of authentic regional Indian food across locations.
JustPour	Vedang Lahoti | PG	Beverage products and dispensing solutions.
Mom's Mixes	Anubhooti Jain | PG	Ready-to-use food mixes.
Milan Caterers / Bana Roma	Apoorv Kathuria | PG	Banarasi food formats adapted for contemporary service.
Aishwarya Rice	Darshit Patel | PG	Rice production and distribution.
Joyzee	Aryaraj Singh | PG	Science-backed nutrition products for children.
Flourish Foods	Nikhil Sharma | PG	Functional flours and nutrition-oriented packaged foods.
Nomo	Swayam Bhardwaj | PG	Momos reformulated with wheat, ragi, oats and millets.
House of Khakhra	Purv Patel | PG	Protein-rich khakhra with clean-ingredient positioning.
Sal's Burritos	Aaryan Pandey | PG	Vegetarian delivery-focused burrito brand.
Nutrifarms	Gayatri Kadavkar | UG	Protein-infused millet snacking; sold through six retail stores in Maharashtra.
Eat Real	Parinitha S | UG	Vacuum-fried vegetable snacks designed to make vegetable consumption more convenient; raw material sourced from farmers with Tamil Nadu government support.

Founders move from customer research to paid trials, iteration and unit economics, and then to Swiggy and Zomato. Student venture Hookd was shortlisted in 2026 for the AMBA BGA Startup of the Year award.

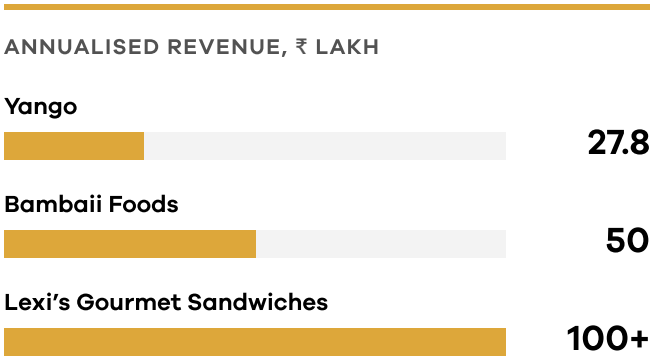
4.2 Nutrition- and Food-focused Ventures

Several ventures within the wider Masters' Union entrepreneurship ecosystem provide stronger SDG 2 evidence because their product proposition is explicitly connected to nutrition, healthier staples or food access. The examples below are presented as enterprise outcomes and product innovation, not as proof that hunger or malnutrition has been reduced at population level.

VENTURE	DOCUMENTED PRODUCT / OUTCOME	INSTITUTIONAL SUPPORT / SCALE EVIDENCE
Flourish Foods	Functional flours reported as lab-tested with higher iron, protein and fibre than conventional atta; product range extends into moringa, amaranth, khapli and blended superfood flours.	Received Masters' Union grants; later venture records show its own production unit and expansion into retail and online sales.
Yango	Age-specific nutrition powders designed around children's growth needs.	Placement/venture records report ₹27.8 lakh annualised recurring revenue, ₹7.5 lakh in Masters' Union grants and 10+ employees.
Bambaii Foods	Health-oriented reinterpretations of Indian snacks using seeds, nuts and millet-based formats.	Venture records report ₹50 lakh annualised recurring revenue, 5,000+ customers and Masters' Union grant support.
Lexi's Gourmet Sandwiches	Food-service concept developed through the institutional entrepreneurship ecosystem.	Reported 4.5+/5 platform ratings and an annualised revenue run-rate above ₹1 crore within three months of launch.



Lexi's Gourmet Sandwiches, one of the food ventures documented through the Masters' Union entrepreneurship ecosystem.



Lexi's is shown at its reported run-rate of above ₹1 crore (₹100 lakh), reached within three months of launch.

4.3 Community Food Assistance

Student-led community activity provides a more direct food-access contribution. In partnership with the Robin Hood Army, the SEWA Club organised a food and essentials donation drive for residents of Ghata Village near Banjara Market. Students mobilised donations over several weeks and distributed food, clothing and other provisions to more than 250 residents.

250+

Residents reached

15

Student volunteers in the source activity record

ACTIVITY	DOCUMENTED SCALE
Community partner	Robin Hood Army
Location	Ghata Village, Gurugram
Support mobilised	Food, funds and apparel collected and distributed



Student-led food and essentials distribution with community partners in Gurugram.

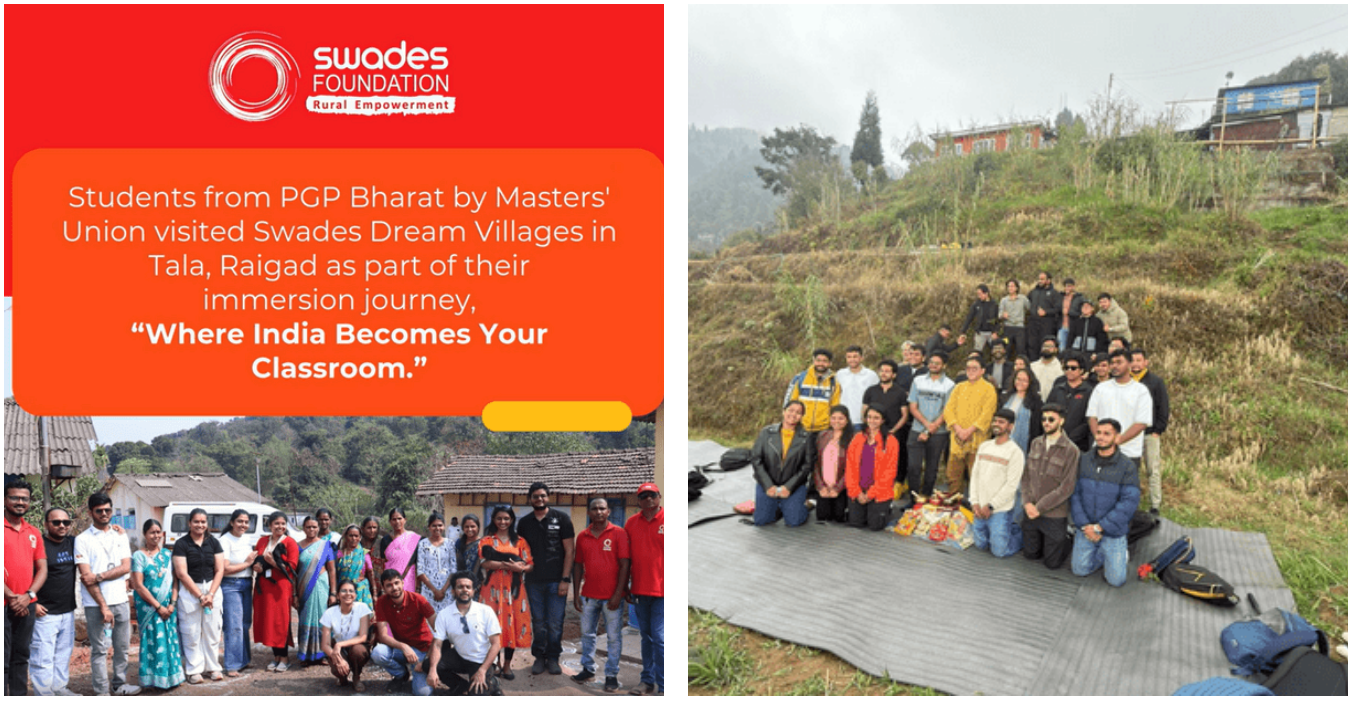
This initiative is materially different from the institution's field immersions: the primary purpose was community assistance rather than student observation. It therefore belongs within Outreach, while agriculture and food-sector immersions are reported principally under Teaching.

4.4 Engagement with Farmers, Food Producers and Sector Partners

Masters' Union maintains recurring engagement with food-system organisations, cooperatives, farmers and sustainability practitioners through PGP Immersions and the Sustainability & Business Management programme. At ITC's food manufacturing operations, students saw wheat procured directly from farmers through ITC's own mandi and silo network, and heard fast farmer payments described as a deliberate sourcing strategy. Sonalika Tractors showed them farm mechanisation built in Hoshiarpur, Punjab. These relationships include ITC, Sonalika Tractors, Amul, Adani Wilmar, TIEEDI, Glenburn Tea Estate and the Swades Foundation. Their primary current function is educational: students learn from the organisations and communities rather than the institution operating a formal agricultural extension service.

The outreach value lies in the institutional relationships created across the food system and the ability to connect students, founders and practitioners with live production and market contexts. The next step is to document reciprocal knowledge-transfer activity where Masters' Union provides training, tools, facilities or business support directly to farmers and food producers.

Students also work directly with farmers, food producers and manufacturers to source the products their ventures sell and to check that quality holds from batch to batch. A venture that buys directly gives farmers and small manufacturers a direct buyer and a clear standard to meet, which supports their incomes and access to markets. Producers have also been invited to engage directly with the campus community. On the Swades Foundation immersion in Tala, Raigad, students worked with smallholder farmers and community volunteers across sustainable farming, productivity, market access and allied livelihoods such as dairy and poultry.



PGP Immersions engagement with Swades Dream Villages in Raigad and TIEEDI in Darjeeling, focused on rural livelihoods, agriculture and regenerative practice.

05 Teaching

Teaching is where Masters' Union's SDG 2 contribution is strongest. Students meet agriculture and food systems through coursework, field immersion, founder conversations and operational analysis. This lets food security be studied not as a standalone social topic, but through productivity, farmer economics, supply chains, nutrition, processing, distribution, pricing and sustainable resource management.

5.1 Sustainability & Business Management: Agritech Curriculum

The PGP in Sustainability & Business Management includes dedicated Agritech Innovation and Agritech & Global Practices coursework, and these are the two of its 40 courses mapped to SDG 2. They connect agricultural production with technology, finance, policy and business-model design, giving students a structured foundation before they encounter live food-system organisations through immersion and projects.

COURSE	CORE TOPICS
Agritech Innovation	Farm-level challenges; precision agriculture; sensors, drones, AI and analytics; mechanisation and irrigation; climate-smart agriculture; farmer adoption and affordability; rural distribution; startup models and financing; productivity, resilience and natural-resource outcomes.
Agritech & Global Practices	Comparative agricultural systems; global innovations in farm productivity and climate resilience; agricultural policy, subsidies and trade; cooperatives and contract farming; technology transfer and localisation; global case comparison and implementation lessons.

5.2 PGP Immersions: Agriculture and Food Systems

PGP Immersions places students directly inside agricultural production, food processing, cooperative enterprise and rural market systems. The programme's agri-food trail spans large corporate value chains, farm mechanisation, dairy cooperatives, regenerative agriculture, plantation systems and agricultural commodity markets. This breadth allows students to compare very different mechanisms through which food security and farmer income are shaped.

IMMERSION	LOCATION	PRIMARY LEARNING LENS
ITC Limited	Pan-India	Integrated agricultural sourcing, farmer economics, post-harvest management and market integration.
Sonalika Tractors	Hoshiarpur, Punjab	Farm mechanisation, tractor manufacturing and agricultural productivity.
Amul	Anand, Gujarat	Farmer-owned dairy cooperatives, rural incomes, cold-chain systems and nutrition.
Adani Wilmar	Gujarat	Food processing, edible-oil supply chains, manufacturing and distribution.
TIEEDI Permacultural Foundation	Darjeeling, West Bengal	Permaculture, regenerative agriculture, composting and circular resource systems.
Glenburn Tea Estate	Darjeeling, West Bengal	Plantation management, estate livelihoods and premium agricultural value chains.
Darjeeling Tea Auction Simulation	Darjeeling, West Bengal	Commodity markets, price discovery, quality differentiation and farmer value realisation.

5.3 Agricultural Production and Market Immersions

5.3.1 ITC Limited: integrated agriculture and food value chains

The ITC immersion gives students exposure to integrated value chains spanning agricultural sourcing, consumer goods, processing, logistics and rural livelihoods. Students examine how farmer productivity, procurement, quality assurance, post-harvest management and market integration influence the reliability and affordability of food supply. The learning value lies in seeing food security as a system of linked operating decisions rather than only a production problem.

5.3.2 Sonalika Tractors: farm mechanisation and productivity

At Sonalika Tractors in Hoshiarpur, students examine how mechanisation can influence farm productivity, labour requirements, adoption economics and rural distribution. They consider the trade-offs between scale, affordability and farmer capability, and how manufacturing and service networks affect whether technology reaches agricultural users in practice.



PGP Immersions participants at Sonalika International Tractors, Hoshiarpur.

5.3.3 Amul: cooperative enterprise, nutrition and cold chains

The Amul immersion in Anand introduces students to a farmer-owned dairy cooperative system that connects producers with procurement, processing, cold-chain infrastructure and consumer markets. Students examine how cooperative structures distribute value, support rural incomes and sustain large-scale nutrition supply while maintaining quality and reliability across the value chain.





PGP Immersions at Amul, Anand: dairy production, cooperative scale and market access.

5.3.4 Adani Wilmar: food processing and distribution

The Adani Wilmar immersion provides an operating view of edible-oil processing, manufacturing, distribution and consumer food supply chains. Students analyse the relationship between production scale, quality, logistics and access, and consider how large processors manage efficiency and reliability while responding to resource and sustainability constraints.



PGP Immersions participants during the Adani Wilmar food-processing immersion in Gujarat.

5.4 Regenerative Agriculture and Tea Value Chains

5.4.1 TIEEDI: regenerative agriculture in practice

The three-day TIEEDI immersion in Darjeeling gives students direct exposure to permaculture, natural farming, ecological restoration and circular resource management. Participants observe organic waste being converted into compost, citrus peels transformed into bio-enzymes, bamboo used as an alternative material and paper upcycled into functional products. These practices show how a food and land system can be designed to retain resources in productive use rather than treating waste as an endpoint.

Students also examine farmer livelihoods, agricultural productivity, post-harvest management and the trade-offs between affordability, scale and ecological sustainability. The immersion is therefore relevant to SDG 2 not simply because it takes place on agricultural land, but because it connects regenerative production practice with the resilience of food systems and rural livelihoods.



TIEEDI immersion in Darjeeling: regenerative agriculture and circular resource practices.

5.4.2 Glenburn Tea Estate: plantation systems and rural livelihoods

At Glenburn Tea Estate, students examine tea cultivation, estate livelihoods, land management, processing and premium agricultural value chains. The visit helps students understand how quality, labour, tourism, processing and brand value interact within a land-dependent enterprise, and how commercial decisions influence the economic resilience of communities connected to plantation activity.



PGP Immersions participants at Glenburn Tea Estate, Darjeeling.

5.4.3 Darjeeling Tea Auction: price discovery and farmer value realisation

The Darjeeling Tea Auction Simulation shifts the learning lens from production to market structure. Students work through price discovery, commodity quality, buyer behaviour and value distribution, examining how market forces determine what producers ultimately realise from agricultural output. This complements field exposure by connecting agricultural productivity to the commercial systems through which value is transmitted.



Darjeeling learning trail: tea cultivation, sector context and agricultural-market simulation.



Darjeeling immersion trail integrating regenerative agriculture, tea-market learning and field observation.

5.5 Industry Sessions on Food Entrepreneurship

Masters' Union complements field learning with practitioner sessions that expose students to product development, food manufacturing, consumer behaviour, supply-chain management and the economics of scaling food businesses. These sessions are relevant to SDG 2 where they help students understand how healthier food products and resilient food enterprises move from concept to commercial delivery.

SESSION	DATE	LEARNING FOCUS
The Business of Taste: Viraj Bahl, Founder & Managing Director, Veeba	2 April 2025	Food manufacturing, product innovation, quality assurance, supply-chain management and scaling a food brand.
From Farm to Fame: Mitresh Sharma, Founder & CEO, First Bud Organic	7 January 2025	Organic food entrepreneurship, product selection, branding, consumer demand for healthier alternatives and sustainable food value chains.



Series C session with Viraj Bahl of Veeba on food manufacturing, product innovation and scale.





Mentorship round table with Mitresh Sharma, Founder & CEO, First Bud Organic.

06 Institutional Direction

We already run food ventures, serve healthy food on campus and take students to farms and food businesses across India. Our ambition is for Masters' Union to show what a fair, healthy and waste-free food system looks like, and to help build one beyond our walls.

6.1 A Campus that Shows What Good Food Looks Like

We want every meal on our campuses to be healthy, affordable and free of waste. Our ambition is to make food on campus a working example of responsible dining that other institutions can learn from.

6.2 A Home for Ventures that Feed India Better

We want the Food Lab and our venture ecosystem to become a leading launchpad for founders who make good food more affordable and work closely with farmers and producers, as Eat Real does.

6.3 A Fairer Partnership with Farmers

We want students and founders to learn from farmers, and farmers to gain from us in return. Our ambition is for our research, immersions and ventures to leave farming communities better off, not just better understood.



SDG 2 IMPACT REPORT

masters' union university