THE ECONOMICS OF SURVIVAL

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Editor's Note

We hear of learning beyond four walls. And we learn of sustainable development goals and - this month, we bring those ideas closer to home. Our feature article takes a deep dive into the transformative shift from carbon to capital, exploring how sustainability is emerging not just as an ethical choice, but as an economic necessity

In this issue, we reflect on the compelling perspectives of Dr. Barna and Dr. Shakeeb, who unpack how eco-conscious practices, green innovation, and youth-driven action are reshaping the future of development. Their insights reveal how environmental responsibility is becoming a powerful engine for efficiency, opportunity, and long-term resilience.

To complement this conversation, BINC Recommends returns with a fitting pick: WALL-E, a story that mirrors our real-world dilemmas and reminds us of the stakes—both human and planetary.

We also hear from NCC students, who share how their initiatives—small, consistent, and purposeful—are making tangible contributions to environmental preservation on the ground.

This edition invites you to think, question, and imagine a world where sustainability is not a distant ideal, but the economics of our survival.

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Feature Article

01. CARBON TO CAPITAL: THE ECONOMICS OF SURVIVAL



The narrative around sustainability has shifted. What was once framed as corporate responsibility or ethical obligation is now being redefined as economic imperative. The transition from carbon-heavy practices to capital-generating strategies isn't just about saving the planet—it's about surviving in an economy that increasingly rewards efficiency, innovation, and long-term thinking.

02. THE NEW ECONOMIC PARADIGM

For decades, environmental action was treated as a cost center—an expense that cut into profit margins and slowed growth. But this perspective is being dismantled by a simple reality: unsustainable practices are becoming financially unsustainable. Rising carbon taxes, volatile resource prices, stricter regulations, and shifting consumer preferences are making it clear that the true cost of business as usual is mounting.

Companies that once saw green initiatives as peripheral are now discovering that sustainability drives measurable returns. Energy-efficient operations reduce overhead. Waste-to-wealth programs generate new revenue streams. ESG integration attracts investment capital and opens doors to markets that demand accountability. What emerges is a powerful equation: reducing environmental impact can directly enhance financial performance.

This is the essence of carbon to capital—the recognition that every ton of emissions avoided, every kilowatt saved, every resource repurposed represents not just environmental responsibility, but economic value created.

03. FROM LIABILITY TO ASSET

Consider the transformation happening across industries. In manufacturing, closed-loop systems are turning waste byproducts into raw materials, reducing both disposal costs and procurement expenses. In agriculture, organic farming methods —once dismissed as economically unviable—are commanding premium prices and building resilient local food systems. In energy, the plummeting cost of renewables has made solar and wind not just cleaner, but cheaper than fossil fuels in many markets.

These aren't isolated examples. They represent a fundamental recalibration of how we measure success. Carbon, once an externality ignored in financial statements, is now understood as a liability that must be managed. Capital, in this new framework, includes not just financial assets but also natural resources, community resilience, and long-term viability.

The companies thriving in this transition are those that understand sustainability as an investment strategy. They're the ones securing preferential financing through green bonds, building brand loyalty among conscious consumers, and positioning themselves ahead of regulatory curves. They're proving that environmental stewardship and competitive advantage are not opposing forces—they're complementary strategies for the same goal: survival in a resource-constrained world.

04. YOUTH AS ECONOMIC CATALYSTS

Perhaps nowhere is this shift more visible than in the initiatives being led by young changemakers. Across campuses and communities, a new generation is demonstrating that sustainability and economic opportunity can be mutually reinforcing.

Take waste-to-wealth programs that convert discarded materials into marketable products, or campus recycling initiatives that simultaneously reduce environmental footprint and create revenue streams. These aren't just feel-good projects—they're proof-of-concept models for scalable solutions. They show that with creativity and commitment, environmental challenges can become engines of innovation and income generation.

This youth-driven momentum is particularly significant because it's happening at the grassroots level, where change often begins. Students organizing cleanup drives, supporting local organic farmers, and building social enterprises around circular economy principles are writing the playbook for tomorrow's economy—one where value creation and values alignment are inseparable.

The Individual Economics of Sustainability

The carbon-to-capital transition isn't confined to boardrooms and policy discussions. It plays out in the daily choices individuals make about consumption, energy use, and investment.

Choosing energy-efficient appliances reduces utility bills. Opting for sustainable products often means choosing durability over disposability, saving money over time. Investing in green funds allows individuals to grow wealth while supporting the transition to a low-carbon economy.

Even simple acts—reducing food waste, conserving water, minimizing single-use plastic—translate into tangible financial savings alongside environmental benefits.

These aren't sacrifices. They're high-leverage decisions that strengthen both personal financial health and collective planetary resilience. They demonstrate that the economics of survival operate at every scale, from households to corporations to nations.





The Stakes

The consequences of inaction are no longer theoretical. Climate-related disasters are costing the global economy hundreds of billions annually. Resource scarcity is driving conflict and migration. Ecosystem degradation is undermining food security and public health. These aren't externalities—they're bottom-line impacts that affect everyone.

But the flip side is equally real: the opportunities embedded in the transition are enormous. The global green economy is projected to be worth trillions in the coming decades. Jobs in renewable energy are multiplying. Markets for sustainable products are expanding. The question isn't whether the transition will happen—it's who will lead it and who will be left behind.

A Future Worth Investing In

The shift from carbon to capital represents more than a change in accounting methods. It's a fundamental reimagining of what progress means—a recognition that genuine prosperity cannot be built on depleting the very systems that sustain us.

This is the economics of survival: understanding that the health of our balance sheets cannot be separated from the health of our planet. It's about making choices today that compound into resilience tomorrow. It's about seeing sustainability not as a constraint on growth, but as the very foundation of lasting value creation. As business leaders, students, and citizens navigating this transformed landscape, the invitation is clear: engage with sustainability not as an abstract ideal, but as an economic strategy.

Because in an increasingly resource-constrained world, the most valuable capital we can build is the kind that regenerates rather than depletes, that creates shared prosperity rather than extracting finite resources.

The planet doesn't send invoices, but it does send signals. The economy that emerges on the other side of this transition will belong to those who learned to read them—and respond with both urgency and imagination.

The future of business isn't separate from the future of the planet. It never was.



Andrew Stanton's ‘WALL-E’ gives us a harsh reality check on how rampant capitalism and consumerism can ruin our resources and leave us with nothing but a barren planet.

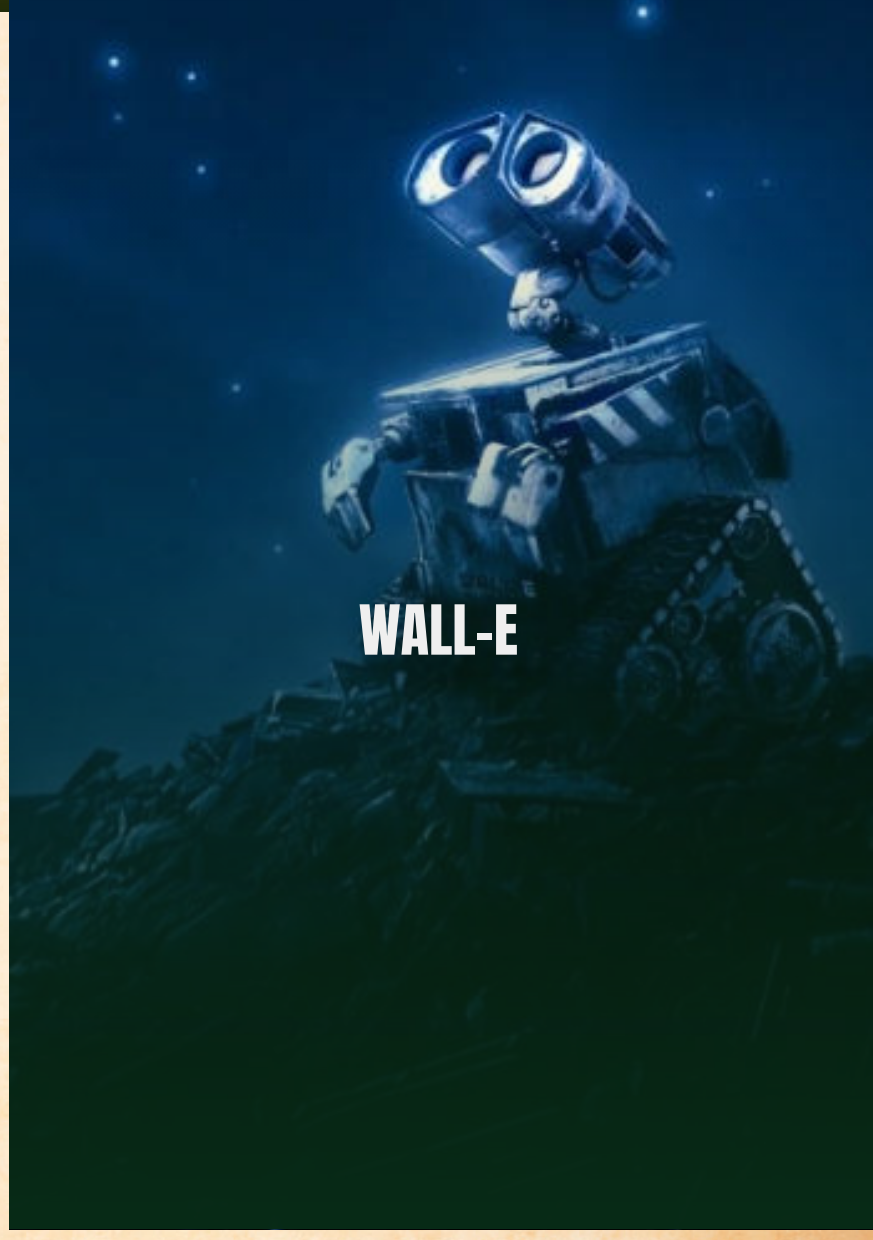
The film reflects how the Earth becomes uninhabitable because corporations like Buy n Large prioritize profit and consumerism over human values and sustainability, leading to total ecological collapse. This hints at what our future generations will go through if we don’t take necessary steps, contribute to the environment, and reduce our carbon footprints.

This movie is the perfect example of what happens when progress is based on taking more than we give back: even survival becomes costly, and if we keep chasing profit over preservation, we end up paying the price with our future.

WALL-E's innocence stands for the human capacity for empathy and change.[1] It gives us the hope that with compassion and accountability, humanity can recover.

Takeaway:

Watch it for a masterclass on how sustainability is the true wealth rather than consumption, and how much we need humanity and empathy to survive and sustain in this economy in the long run.



FACULTY SPOTLIGHT



Dr Barna Naidu

I argue that sustainability must be viewed as an investment, not a cost. For me, the core of "Carbon to Capital" lies in recognizing that eco-conscious practices—particularly those that reduce emissions and waste—are practical, evidence-based tools that enhance operational efficiency and lower long-term expenses. When companies embrace green innovation, they gain a decisive competitive advantage, attract responsible investors, and unlock access to emerging markets.

Perhaps nowhere is this shift more visible than in the initiatives being led by young changemakers. Across campuses and communities, a new generation is demonstrating that sustainability and economic opportunity can be mutually reinforcing.

I also emphasize the proactive role of young changemakers who are using digital engagement and innovation to transform environmental challenges into economic opportunities. Youth-driven initiatives such as waste-to-wealth programs and organic farming illustrate this synergy perfectly: they convert waste (a carbon liability) into income, sustainable livelihoods, and community resilience (capital).

By integrating real-world case studies into education, I aim to show future leaders how renewable energy adoption and ESG integration are essential strategies for balancing profitability with planetary responsibility. On an individual level, I stress that the transition from carbon to capital can be achieved through high-leverage choices—conscious consumption, energy-efficient appliances, and sustainable investing in green funds. These actions demonstrate that reducing one's environmental footprint directly complements the strengthening of personal financial well-being.



Dr Shakeeb Mir

Today, climate change isn't just about the environment anymore it's transforming the way businesses think and make decisions. Companies now have to factor in things like supply chain disruptions, resource shortages, and new climate regulations before investing or sourcing materials. Sustainability has become a key part of business strategy, with many organizations setting net-zero goals and adopting ESG (Environmental, Social, and Governance) practices to stay competitive and responsible. This shift is also pushing businesses to innovate creating greener technologies, ecofriendly products, and smarter ways to operate. Even financial institutions are changing how they work, as investors and banks now look closely at a company's environmental impact before providing funds. In short, sustainability is no longer optional. it's central to business success.The leaders of the future will need to balance profit with purpose.... They will understand that true success means managing resources wisely, thinking long-term, and considering how every decision affects people, communities, and the planet. Great leadership will come from those who can combine innovation with empathy creating value that lasts.Sustainable businesses are already showing the way forward. They save costs, build stronger brands, earn customer loyalty, and attract investors who care about responsibility and stability. These companies are better prepared for future challenges and changing market trends.I believe the future of business will be driven by purpose with profit following naturally.....The companies that focus on doing what's right for society and the planet will not only thrive financially but also earn lasting trust and respect in the world.

STUDENT SPOTLIGHT



Mr. Devansh Jain

Environmental Sustainability Cohort
- Sub Head, Centre for Social Action

My passion for environmental work sparked in my first year during an organic farming experience. Seeing the effort behind growing food, and later joining campus cleanup drives and the Parivartana Unit (our paper recycling initiative), solidified my commitment to practical sustainability.

I feel most connected to sustainable farming. Here in Lavasa, local farmers struggle with the challenges of organic farming. Seeing their effort, and how often we waste food, made me passionate about supporting them and respecting the food we consume.
This issue's theme, "Carbon to Capital," defines my approach: turning waste into opportunity. In our Parivartana Unit, we do exactly this. We collect waste paper from campus, recycle it into handmade paper, and sell it. This reduces waste and creates value, proving that environmental challenges can drive innovation.

My work with the Parivartana Unit has shown me the potential for a larger venture. If I could, I would start a small-scale paper recycling unit. Paper is wasted everywhere, and we could turn it into eco-friendly products using sustainable practices like minimal water and solar energy, while also creating local jobs.

My advice to fellow students is simple: start small. You don't need a huge project. Plant a tree, join a cleanup drive, or just save water and avoid plastic. These small steps matter. When you connect with nature, you not only help the environment but also find a sense of peace.

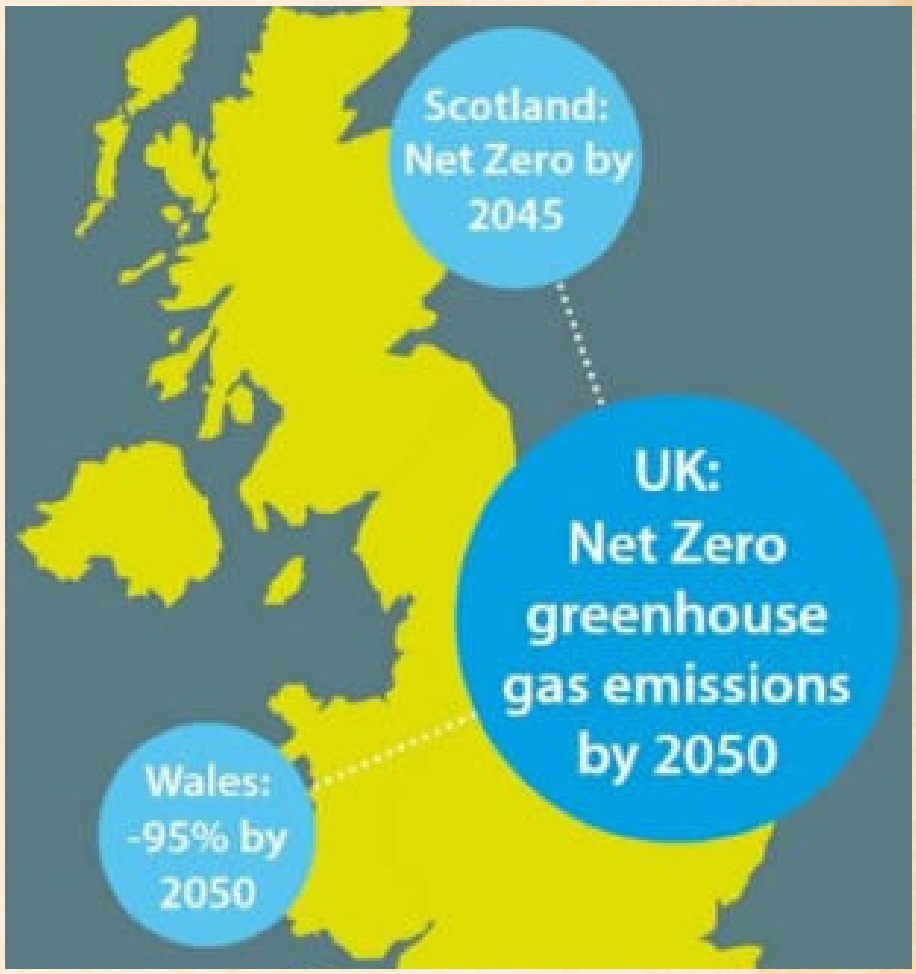


Saniya Pandey

We kept on building.... mile by mile....
Forgetting nature, her silent smile.....
We called it growth....we called it skill.....
But never asked..... “Who pays the bill?”
The trees kept falling, the rivers dried....
And still we said.... “We’re satisfied....”
The air got heavy..... the sun turned dim.....
Yet profits rose....and hearts grew slim.....
Kab tak chalega yeh le lena,
Kuch toh dena hoga na????
The Earth doesn’t speak, but her eyes are still....
Saying softly.... “I send the bill.”
We dream of wealth....of cars.... of gold.....
But peace is something we can’t hold.....
The planet gives.....and we just take.....
How long before it starts to break????
Someday we’ll learn, we must rebuild,
Not just our homes, but what we killed.
Because when Earth sends the bill to all.....
It won’t be money… it will be the fall

IN THE HEADLINES

The UK's latest Carbon Budget 2025 aims to cut emissions by 87% by 2042 compared to 1990 levels.
The plan focuses on transforming carbon reduction into economic opportunity encouraging investments in renewable energy and green jobs.
Experts say that initial costs will be high but long-term benefits will include reduced energy imports and sustainable growth.
This approach highlights how carbon can be turned into capital, driving both environmental and economic survival.





India's Environment Minister recently announced that the country needs $10 trillion to achieve net zero emissions by 2070
He emphasized that climate finance is now a form of development finance, not a luxury.
The government is encouraging private sectors to invest in carbon markets and clean technologies.
This move shows that managing carbon smartly is not just about saving the planet, but about securing the nation's economic future.









GLIMPSES OF THE MONTH









THE SBM PULSE - OCTOBER 2025 HIGHLIGHTS

October was a month of professional preparation, personal growth, and vibrant community engagement. From the launch of campus placements to meaningful discussions on diversity and well-being, the department witnessed a rich tapestry of learning experiences. Through research sessions, cultural celebrations, and skill-building workshops, our students continued to grow as holistic professionals ready to make their mark on the world.



STEPPING INTO THE PROFESSIONAL WORLD: PLACEMENTS BEGIN

The Journey Begins: The placement cycle officially commenced on October 1st with a Campus Recruitment Drive by Tata Consultancy Services (TCS) for Cluster 3 students. This milestone marked the beginning of their transition from academic life to professional careers, as our final-year cohort took their first concrete steps toward the corporate world.

Thinking Global:

On October 18th, Aspirez Global Pathways delivered an Overseas Study Seminar, opening students' eyes to international educational opportunities and helping them understand the pathways to global academic and professional experiences.



Stories on Screen:

On October 11th, Team BINC organized a movie screening of Superman (2025), creating a space for students to unwind, connect, and engage with storytelling as both entertainment and commentary on heroism, responsibility, and the human condition.



KNOW YOUR POWER

On October 14th, alumnus Aarush Prakash Rai returned to conduct a GPD session for Cluster 1 titled "Confronting Your Strengths." The session challenged students to identify and embrace their unique capabilities, emphasizing that self-awareness is the foundation of both personal and professional excellence.

THE POWER OF WORDS:

The Reader's Club conducted "Unlocking Opportunities Through Reading" on October 17th, a session dedicated to cultivating strong reading habits as a gateway to knowledge, opportunity, and intellectual growth. The message was clear: leaders are readers.



EXPANDING HORIZONS: LEARNING BEYOND BOUNDARIES

Understanding Crisis Response: Cluster 2 students visited the NDRF (National Disaster Response Force) base on October 10th for an industrial visit that provided invaluable insights into disaster management, emergency technology, and the power of coordinated teamwork in high-pressure situations. This experiential learning opportunity bridged classroom theory with real-world application.



COMMUNITY & CULTURE: CONNECTION BEYOND THE CLASSROOM

Service to the Environment:

October 2nd saw the Centre for Social Action (CSA) organize a Clean-up Drive, bringing students together in service to their community and environment. This hands-on initiative demonstrated that sustainability begins with individual action and collective responsibility.

Thinking Global:

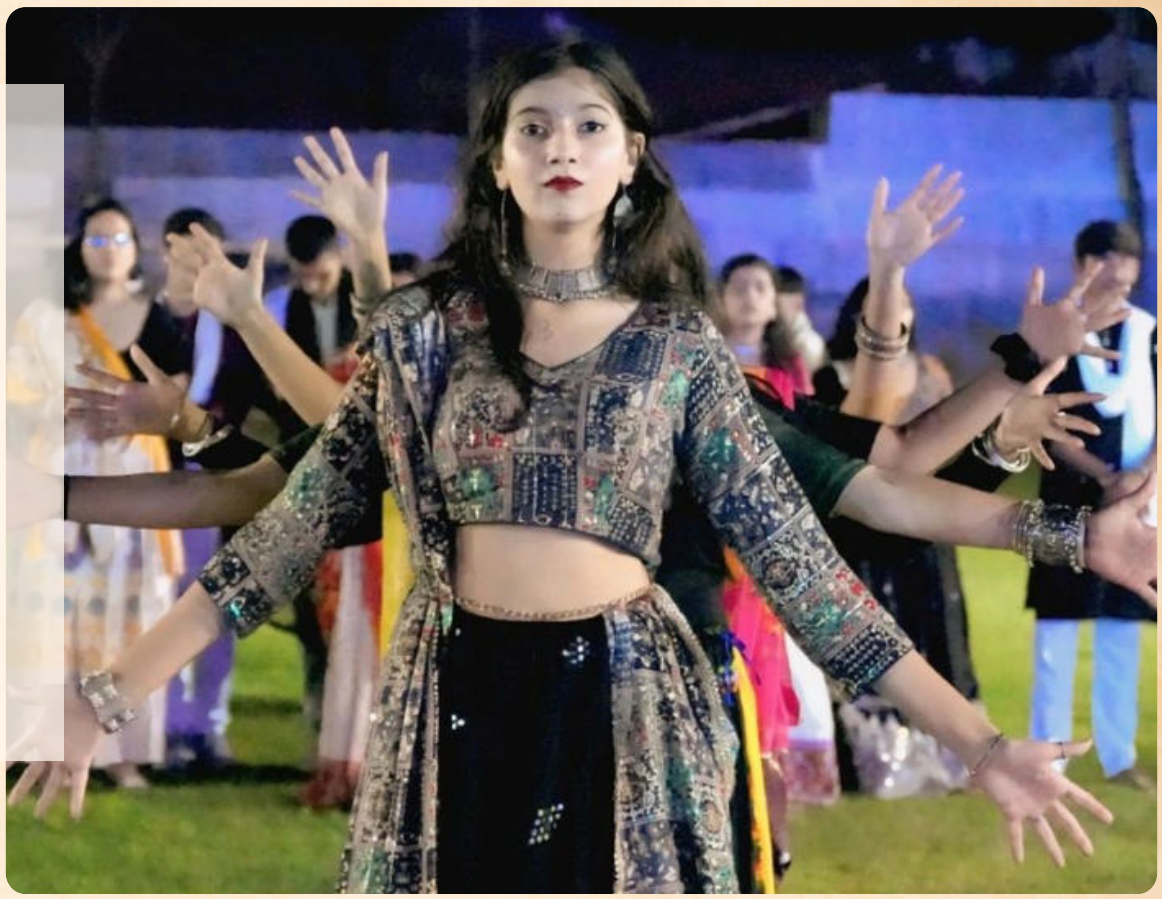
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ACADEMIC EXCELLENCE: RESEARCH & SCHOLARLY ENGAGEMENT

The Pursuit of Knowledge:

Our research stalwarts, Associate Dean Dr. Parameswaran S and Associate Professor Dr. Purnendu Acharjee, conducted a research session on October 11th. This engagement fostered academic curiosity and provided students with guidance on scholarly pursuits, reinforcing the department's commitment to rigorous intellectual inquiry and knowledge creation.



Celebrating Together:

Team BINC hosted a vibrant a Night on October 4th, bringing the community together in celebration of culture, tradition, and joy. The evening was a reminder that connection and celebration are essential ingredients of a thriving campus life.

BRIDGING THE GAP: ALUMNI WISDOM

Learning from Experience:

On October 15th, alumnus Mr. Anubhav Bengani conducted an interactive session for Cluster 3 students, sharing his professional journey and offering practical insights on navigating the transition from campus to career. His real-world perspectives resonated deeply with students preparing for their own paths ahead.



STUDENT LIFE IN MOTION: CLUBS & ENGAGEMENT

Every Saturday, Something New:

Throughout October, student clubs under CUSBMA organized activities every Saturday for two hours, engaging Cluster 1 and 2 students in diverse experiences ranging from creative expression to skill development. These weekly touchpoints kept campus energy high and provided consistent opportunities for students to explore interests, develop talents, and build lasting connections beyond the academic sphere.



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