

A Green Playbook for Events @ IIMB

**A strategic and operational framework designed to
standardize sustainable practices across all
student-led events.**

Case Study

Drishti by PGPEM

14 & 15 November 2025

Conducted by the PGPEM Class of 2026



drishti 2025

FUTURE IN FOCUS

PROSPEROUS. INCLUSIVE. SUSTAINABLE

14-15 NOVEMBER

INDIAN INSTITUTE OF MANAGEMENT BANGALORE

The Strategic Pilot | A Mandate for Sustainability

- The 2025 Drishti theme was Future in Focus | Prosperous, Inclusive & Sustainable
- Ideal pilot for the Green Events Playbook
- The goal was to move from sustainability as an *intent* to a measurable *operational practice*.

What did we do? | Steps followed

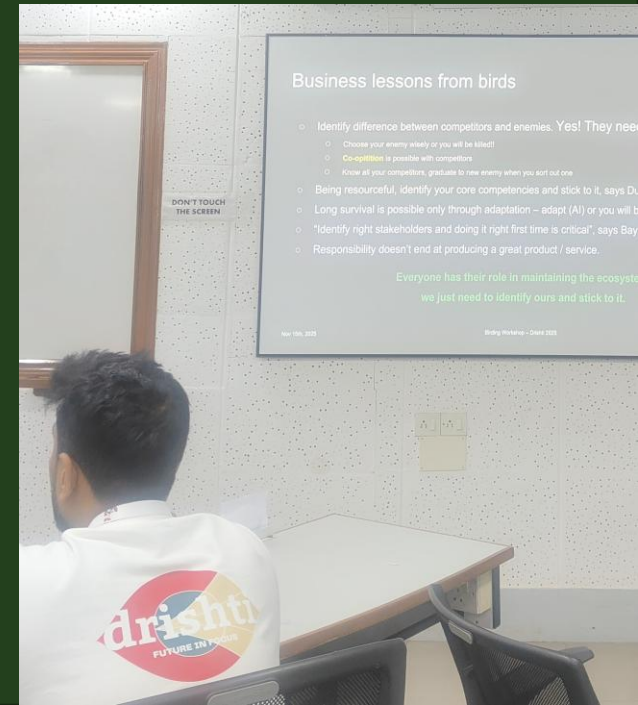
- Awareness and Education
- Acknowledgement and Honor
- Implement what is possible
- Take feedback
- Identify Challenges & Derive Insights

Birding Workshop

- Business lessons
- Sustainability lessons

Sustainability Walk

- Awareness
- Education
- Felicitation





Case Study Highlights

What we could implement:

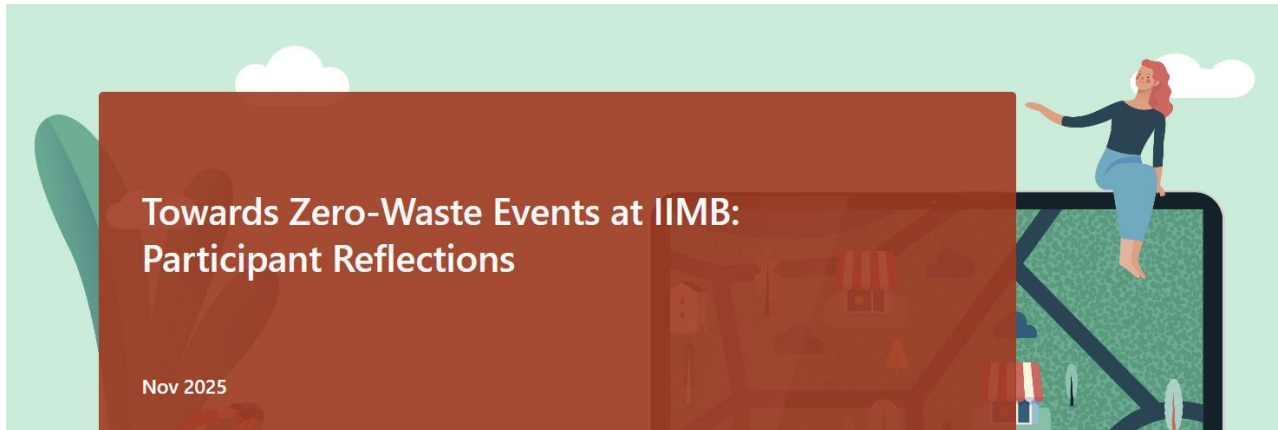
- **Circular Procurement:** Opted for **cloth printing on wooden frames** instead of synthetic flex, ensuring vendor reusability.
- **Asset Reuse:** Deployed PGPEM's **2016 wooden artwork** and 6-event-used aluminium frames, cutting printing costs by **50%**.
- **JIT Food Forecasting:** Ordered **30% less food** than the RSVP count - reduction in food waste.
- **Cost Control:** Negotiated with a new vendor for a **₹16 cost saving per chair** (₹26 vs. ₹10).
- **Digital-First:** Used iPads for MC scripts and sent case studies digitally, minimizing paper consumption.

Case Study Highlights

What we could NOT implement:

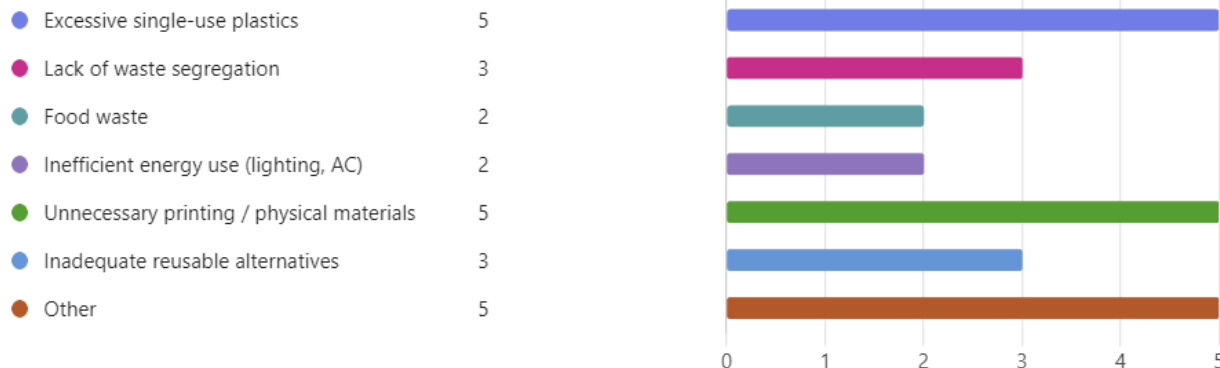
- **Digital Signage:** Had to use 20+ banners outside Audi due to lack of digital screens
- **Vendor Compliance:** Could not mandate use of negotiated print vendor across the board | Partner and Institute challenges
- **Accountability:** Sustainability was still addressed **ad-hoc** by a few due to time constraints - confirming the overall "**sustainability comes last**" system problem
- **The Certificate Dilemma:** Ended up printing paper certificates for on-stage recognition, lacking a clear, formal **Digital Opt-In Policy**.

Green Audit | from Participants at Drishti



- Form a student eco-club to monitor waste management activities
- One thing I noticed was a lot displays can be done digitally.
- Maintain a central repository of reusable event materials (banners, stands, decor, badges, extension cords, signboards)
- pens that were provided to us had individual packing – can procure pens in bulk
- Participate Responsibly
- Advocacy/Creating awareness – Create uniform guidelines

8. What sustainability issues did you most commonly notice during the campus events?



Takeaways | Suggestions

Takeaway 1: Accountability (Sustainability Lead)

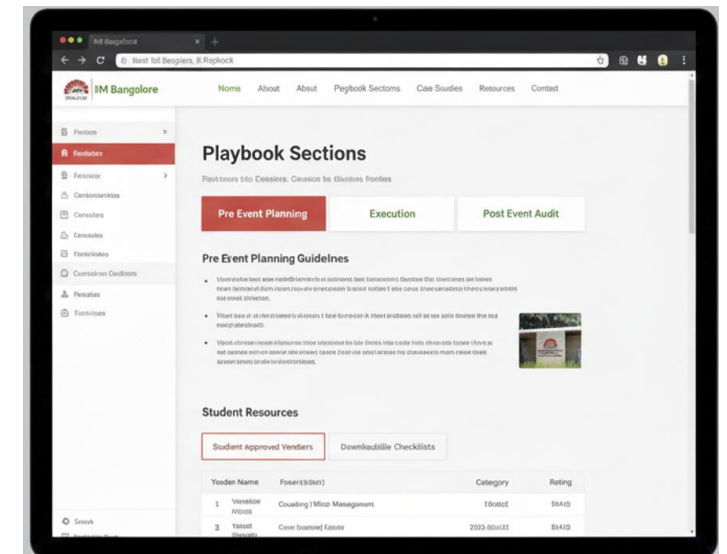
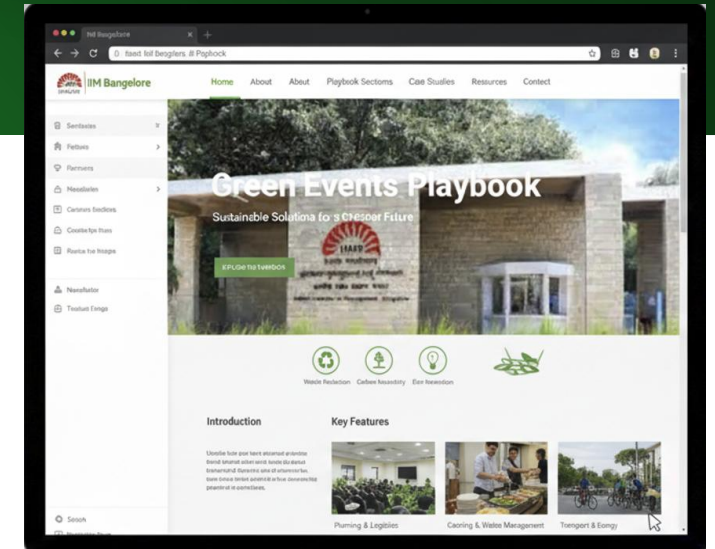
- Since sustainability is a luxury of time, the system must enforce it with dedicated roles.
- **Mandate and support the appointment of a dedicated Sustainability Lead** from each program (PGP, EPGP, PGPEM) to enforce the Playbook and track metrics.

Takeaway 2: Policy (Website Hosting)

- Lack of accessibility is the biggest barrier to compliance (the "Lack of Guidelines" problem).
- **Host the Playbook guidelines and associated tools** (checklists, audit forms) on the official **IIMB Sustainability website** to establish it as the single source of truth.

Takeaway 3: Infrastructure (Shared Resources)

- The cost of infrastructure and the operational hassle are the main blockers for students.
- **Shared Resources** system (Library of Things) and invest in **Digital Signage** (especially outside the Auditorium) to convert CAPEX into a shared, zero-friction resource.





Thank You