ICFAI Foundation for Higher Education

Report on

SDG Case studies by Case Research Center (CRC)

Preamble

The ICFAI Foundation for Higher Education (IFHE), Hyderabad advances the United Nations Sustainable Development Goals (SDGs) through a strong emphasis on applied, impact-oriented research. Central to this effort is the Case Research Center (CRC), established in 2000, which serves as a strategic platform for generating globally relevant and also SDG-aligned knowledge. Through large-scale development of rigorously researched, classroom-tested case studies based on primary and secondary data, the CRC integrates sustainability, innovation, and inclusive growth into management education and research. Its extensive global adoption, alignment with accreditation standards, and measurable research output reinforce IFHE's commitment to evidence-based learning, societal impact, and research productivity, contributing meaningfully to national and international sustainability agendas.

ICMR Case Studies (2023–2024): SDG-Focused Research Contribution

During the academic years **2023–2024**, the Case Research Center (CRC) at IFHE Hyderabad made substantial contributions to sustainability-oriented scholarship through a diverse portfolio of **SDG-mapped ICMR case studies**. These cases reflect the Center's commitment to documenting real-world organizational responses to global social, environmental, and economic challenges, using rigorous research methodologies and decision-oriented analysis.

A significant share of the cases addressed **SDG 12 (Responsible Consumption and Production)** and **SDG 13 (Climate Action)** by examining sustainability strategies, circular economy models, ethical sourcing, waste management, and climate mitigation initiatives. Cases such as those on sustainable fashion, recycling initiatives, carbon capture technologies, science-based emission targets, and sustainability-linked financial instruments highlight how organizations are rethinking production systems and climate responsibility.

The CRC also contributed strongly to **SDG 9 (Industry, Innovation, and Infrastructure)** through cases on startups and established firms leveraging advanced technologies, including electric mobility, drones, 3D printing, fintech, challenger banking, and agribusiness innovation. These studies demonstrate how technological innovation can drive inclusive and sustainable industrial growth.

Several cases focused on **SDG 5 (Gender Equality)** and **SDG 10 (Reduced Inequalities)** by documenting leadership journeys of women pioneers, diversity and inclusion strategies, financial inclusion models, and empowerment of artisans and marginalized groups. **SDG 8 (Decent Work and Economic Growth)** was addressed through analyses of gig economy labour models, platform-based livelihoods, and inclusive market access.

The portfolio further supports **SDG 4 (Quality Education)** through studies on digital education platforms and ed-tech solutions, and **SDG 3 (Good Health and Well-being)** through cases on healthcare innovation and last-mile medical supply delivery.

Collectively, these ICMR case studies reinforce the CRC's role as a knowledge hub that integrates sustainability, innovation, and inclusive development, while strengthening IFHE's research productivity, pedagogical excellence, and global academic relevance.

ICMR Case Studies (2023–2024)

Sl. No.	Academic Year	Title	Author(s)	SDG Goal(s)	Weblink
1	2023–2024	Maria Klawe – Promoting Gender Diversity and Inclusion in STEM Education at Harvey Mudd College	Anirudhan, Anil; Dutta, Sanjib	**SDG 5**	**Link**
2	2023–2024	PepsiCo's Sustainability Strategy to Build a Positive Value Chain	Kumari, Shwetha; Nair, Jitesh	**SDG 13; SDG 17**	**Link**
3	2023–2024	SAP's Innovation Approach: Boost Startups and Intrapreneurship	Prasad, Namratha V	**SDG 9**	**Link**

4	2023–2024	Starling Bank's Anne Boden – The Founder and CEO of a 'Profitable' Challenger Bank in the UK	Anirudhan, Anil; Dutta, Sanjib	SDG 5	[Link](#)
5	2023–2024	Hilfr's Labor Model: A First for Gig Workers of the Platform Economy	Nair, Jitesh; Pasala, Balaswamy	SDG 8	[Link](#)
6	2023–2024	Psudo – Setting New Standards for Sneaker Manufacturing	Zafar, Faria; Perepu, Indu	SDG 12; SDG 13	[Link](#)
7	2023–2024	SHEIN: Ethical Cost of Ultra-Fast Fashion	Zafar, Faria; Perepu, Indu	SDG 12	[Link](#)
8	2023–2024	Shubham Housing Development Finance – Social Impact through Financial Inclusion	Kumar, KBS; Perepu, Indu	SDG 10	[Link](#)
9	2023–2024	Back Market and the Global E-Waste Crisis	Qumer, Syeda Maseeha	SDG 12	[Link](#)
10	2023–2024	Hemalatha Annamalai: Woman Pioneer of India's Electric Vehicle Revolution	Koti, Vinod Babu; Prasad, Namratha V	SDG 5	[Link](#)
11	2023–2024	IKEA Builds Smaller Format Stores – Comes Closer to Customers	Anirudhan, Anil; Dutta, Sanjib	SDG 9	[Link](#)
12	2023–2024	You Mawo: Using 3D Printing Technology to Introduce a New Eyewear Concept	Koti, Vinod Babu; Prasad, Namratha V	SDG 9	[Link](#)
13	2023–2024	Climeworks – Empowering People and Companies to Fight Global Warming with DAC Technology	Anirudhan, Anil; Dutta, Sanjib	SDG 13	[Link](#)
14	2023–2024	Nepra's "Let's Recycle" Initiative – Tackling India's Solid Waste Management Problem	Anirudhan, Anil; Dutta, Sanjib	SDG 12	[Link](#)
15	2023–2024	Cotopaxi: Creating Sustainable Social Impact	Kumari, Shwetha; Nair, Jitesh	SDG 10; SDG 12	[Link](#)
16	2023–2024	Ecokaari: Up-Cycling Waste Plastics into Fabrics	Kumari, Shwetha; Nair, Jitesh	SDG 9; SDG 12	[Link](#)
17	2023–2024	Marut Drones – Using Technology to Solve Social Issues	Zafar, Faria; Perepu, Indu	SDG 9	[Link](#)

18	2023–2024	Nestlé's Diversification through Palforzia: The Setback and Lessons	Koti, Vinod Babu; Prasad, Namratha V	SDG 3	[Link](#)
19	2023–2024	Science Based Targets Initiative (SBTi) – A Scientific Approach to Define and Achieve the Carbon Emissions Reduction Targets	Vijaya, Lakshmi S; Nagendra Kumar, MV	SDG 13	[Link](#)
20	2023–2024	Unilever's Sustainable Sourcing	Samantarai, Munmun; Dutta, Sanjib	SDG 12; SDG 13	[Link](#)
21	2023–2024	VAAST Bikes: Building a Niche Brand through Sustainable Products and Processes	Nair, Jitesh; Pasala, Balaswamy	SDG 9; SDG 12; SDG 13	[Link](#)
22	2023–2024	Adidas: Sustainability Bond	Nagendra Kumar, MV; Perepu, Indu	SDG 9	[Link](#)
23	2023–2024	Enbridge: A Diversity, Equity & Inclusion (DEI) Leader in the Energy Industry	Nair, Jitesh; Pasala, Balaswamy	SDG 8; SDG 10	[Link](#)
24	2023–2024	Etsy's Growth Strategy in India: Empowering Artisans	Koti, Vinod Babu; Prasad, Namratha V	SDG 8	[Link](#)
25	2023–2024	H&M – Can the Fast Fashion Giant Transition into a Green Future?	Kumar, KBS; Perepu, Indu	SDG 12; SDG 13	[Link](#)
26	2023–2024	LEAD's Integrated EdTech Solution: Combining Technology, Curriculum and Pedagogy to Transform Traditional Education	Nair, Jitesh; Pasala, Balaswamy	SDG 4; SDG 9; SDG 10	[Link](#)
27	2023–2024	Pesky Fish's 'Port to Plate' Technology Platform: Reinventing the Seafood Supply Chain	Kumar, KBS; Perepu, Indu	SDG 8	[Link](#)
28	2023–2024	Blueland: An Innovation-Led Solution Addressing Global Climate Challenges	Kumar, KBS; Perepu, Indu	SDG 13	[Link](#)
29	2023–2024	PhysicsWallah – A Disrupter in the Indian EdTech Industry	Zafar, Faria; Perepu, Indu	SDG 4	[Link](#)
30	2023–2024	Pure Harvest Smart Farms – A Technology-Enabled Agribusiness Startup Addressing the Food Security Challenges in the Middle East	Zafar, Faria; Perepu, Indu	SDG 2; SDG 9	[Link](#)

31	2023–2024	Zipline: Navigating the Rwanda Skies to Make Medical Supplies Accessible to Millions on Land	Samantarai, Munmun; Dutta, Sanjib	SDG 3	Link
32	2023–2024	Danone: Realigning Sustainability for Profitability?	Kumari, Shwetha; Nair, Jitesh	SDG 12	Link
33	2023–2024	India's Moon Mission Chandrayaan-3: From Failure to Success	Harish, R; Dutta, Sanjib	SDG 9	Link