

Monday, 14<sup>th</sup> December 2020: Indian Institute of Management Jammu kickstarted its virtual International Conference on Circular Economy for which the theme was ‘Responsible Management for Circularity and Sustainability’. The session commenced with Prof. Jabir Ali, IIM Jammu, Prof. Uthayasankar Sivarajah and Prof. Vishanth Weerakoddy of School of Management, University of Bradford, UK, giving an overview of the conference to the guests which was followed by the address of Prof. B. S. Sahay, Director, IIM Jammu, who welcomed and thanked panelists for gracing the occasion. He also applauded the fact that people of 20 countries have come together to provide their insights on such an important subject matter. After this, Prof. Amir Sharif, School of Management, University of Bradford, UK who talked about Circular Economy and how it can be used for sustainable growth and development.

The first plenary session was on the topic - “Circular economy and competitive advantage: A win-win for all the stakeholders” which was graced by Mr. Navneet Chadha, Regional Lead, Resource Efficiency and Circular Economy, IFC - International Finance Corporation, Bangkok and Ms. Shalini Goyal Bhalla, Managing Director, International Council for Circular Economy and moderated by Prof. Jabir Ali. The session started with Prof. Amir Sharif, who spoke on the topic – “Circular economy for sustainable development”, followed by Mr. Navneet Chadha who discussed on the topic “Circular Economy Solutions to Address Marine Plastic Pollution in Asia”. In the end, the presentation was taken forward by Ms. Shalini Goyal Bhalla, who discussed the topic – “Circular economy and competitive advantage: A win-win for all the stakeholders” where she explained about circular and linear economy using Indian perspective.

This was followed by the first technical session which revolved around the topic “Responsible business practices for a circular economy”. This session was initiated by Mr. Harbinder Singh, Chairman, Yes Full Circle Solutions who presented on the topic ‘Disruptive innovation and the circular economy’. He discussed that Circular economy is the law of the nature, it is about saving us as a species and not saving the planet, after which he highlighted the benefits of circular economy like creation of employment, increased productivity, etc. Subsequently, Mr. Arvind Bodhankar Joint President, Sustainability, Health and Environment Aditya Birla Group, presented on the topic ‘Circular economy through cement industry perspective’ where he talked how UltraTech Cement is extensively into CE and discussed its sustainability journey. After this, Mr. Paul Davidson presented on the topic ‘If You Want to Get There Then I Wouldn’t Start from Here’ in which he discussed smart sustainable plastic packaging and solutions for plastic waste.

After concluding the technical session 1 with a Q & A round, technical session 2 was opened which was based on the theme ‘The emergence of circular business models: A road map for sustainable future’. This round was kickstarted by Mr. Amit Saha Founder & CEO Pro India Solutions who spoke on the topic ‘How to create an inclusive circular economy in - with Plastic Waste’ where he elaborated Discussed Pro India’s plans to establish collection and recycling centers. The session was followed by Mr. Ronak Veyas, Project Coordinator, NEPRA Resource Management Pvt. Ltd. who spoke on ‘Closing the Waste Material Loop’ where he discussed about traditional practices of waste management and how they are transforming. After this, Mr. Hemant Chaudhry, Founder and Executive Director of Circular Economy Alliance Australia (CEAA), gave his insights on the working of Circular Economy and how it gives rise to strong economy drivers like investor inclination towards green projects, etc.

The day one of this International Conference was concluded with a vote of thanks extended to the esteemed speakers for taking out their valuable time and sharing their insights with the students of IIM JAMMU.