

IIM Ranchi and PVUNL launch Initiative for Fly Ash Commercialization

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PNS : RANCHI

IIM Ranchi has engaged in a strategic partnership with Patratu Vidyut Utpadan Nigam Limited (PVUNL) to develop a comprehensive commercialisation model for fly ash and ash-based products, reinforcing its commitment to sustainability, innovation, and the promotion of a circular economy.

The collaboration was formally initiated with the signing of a Memorandum of Understanding (MoU) between IIM Ranchi and PVUNL. The MoU was exchanged by Prof. Deepak Kumar Srivastava, Director, IIM Ranchi, and A. K. Sehgal, Chief Executive Officer (CEO),

PVUNL, marking the beginning of a joint initiative to develop scalable solutions for the effective utilisation of fly ash generated by coal-based thermal power plants.

As part of the project, IIM Ranchi will conduct a detailed assessment of PVUNL's existing ash utilisation practices and develop a practical roadmap to achieve 50 percent ash utilisation across PVUNL's operational units. The institute will also prepare a comprehensive commercialisation framework to maximise the value of fly ash and ash-based products through sustainable business strategies. In the commercialisation roadmap, IIM Ranchi will design branding, marketing,

and advertising strategies, also to strengthen PVUNL's market presence for its ash-based products.

The project is expected to encourage greater industrial adoption of fly ash products and contribute to environmentally responsible resource management. Speaking on the occasion, Prof. Deepak Kumar Srivastava, Director, IIM Ranchi, highlighted the strategic importance of the power sector in India's economic growth. He emphasised that meaningful partnerships between academia and industry are essential for developing innovative solutions to complex business and sustainability challenges.

IIM Ranchi, PVUNL ink pact for commercialisation of fly ash products

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CAMPUS DIARIES

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International conference in XISS

Xavier Institute of Social Service (XISS), Ranchi, in association with the Insti-



IIM Ranchi director Deepak Kumar Srivastava (left) and PVUNL CEO Ashok Kumar Sehgal at the MoU signing ceremony

tute of Engineering & Management (IEM), Kolkata, conducted a three-day international conference on sustainable marketing delivering value (SMDV) 2026 on Sunday. The conference witnessed deliberation by eminent academicians, researchers, industry experts, policymakers, and students from India and abroad on sustainable technologies, responsible marketing, and sustainable development goals.

IHM Ranchi hosts 'Coffee with GMs'

As part of its smart class series aimed at bridging the gap between academia and industry, Institute of Hotel Management (IHM), Ranchi, organized an interactive session titled "Coffee with GMs" for third-year students. The programme is designed to provide students with direct exposure to hospitality industry leaders.

Seed ball workshop

The department of environmental science and engineering at IIT (ISM) Dhanbad celebrated Van Mahotsav 2026 on Thursday by organising a seed ball making workshop and an interactive green pledge campaign on the institute campus. The programme aimed to promote ecological restoration and encourage greater public participation in environmental protection.

(Compiled by Sanjay Sahay and Sharad Chandra)

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Campus Diary

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<https://timesofindia.indiatimes.com/city/ranchi/iim-ranchi-signs-mou-with-pvunl/articleshow/132138507.cms>