



**INDIAN INSTITUTE OF SOCIAL WELFARE AND
BUSINESS MANAGEMENT
MBA-HRM
SEMINAR LECTURE**

Ms. Pauline Laravoire
Founder & CEO
The Rebalance Institute



Topic Addressed: Integrating Sustainability in HR

Venue: Assembly Hall, IISWBM

Date: February 21, 2025

The MBA-HRM batch of 2024-2026 at IISWBM had the privilege of attending an insightful seminar by Ms. Pauline Laravoire, Sustainability Director at Techno India Group. The session explored the intersection of sustainability and human resource management, emphasizing corporate social and environmental accountability.



SEMINAR HIGHLIGHTS:

- Ms. Laravoire discussed key corporate scandals, such as the 2015 Volkswagen Dieselgate scandal, Nike's 1990s sweatshop controversy, Uber's 2017 workplace harassment case (exposed by whistleblower Susan Fowler), Facebook's 2018 Cambridge Analytica data breach, and Amazon's ongoing worker exploitation issues. These cases illustrated the repercussions of unethical corporate practices, including lawsuits, protests, and reputational damage.
- She then introduced the 17 Sustainable Development Goals (SDGs) and discussed the Environmental, Social, and Governance (ESG) framework, explaining its significance in modern businesses with practical examples. The session also covered Corporate Social Responsibility (CSR) in India, along with regulatory bodies like BSBR and SEBI, which monitor corporate sustainability compliance.
- Ms. Laravoire emphasized the risks and opportunities for HR in driving sustainability. She explained how HR professionals can strengthen organizations by focusing on loyalty, purpose, differentiation, leadership, innovation, engagement, and compliance. The discussion underscored HR's crucial role in addressing corporate social and environmental accountability.
- The session also included interactive role-plays, which provided students with a practical learning experience to understand sustainability challenges in HR.
- In the gender pay gap role-play, students were assigned roles as HR managers, employees, and corporate executives. Through this exercise, they explored solutions such as transparent salary audits, performance-based pay systems, and regulatory compliance measures to promote fairness in the workplace.



- The fossil fuel disinvestment roleplay required students to act as corporate decision-makers, investors, and sustainability advocates. This activity highlighted the challenges businesses face in balancing profitability with environmental responsibility, the pressure from stakeholders for greener investment strategies, and the role of HR in promoting a sustainability-driven corporate culture.
- Overall, the seminar provided a comprehensive understanding of the strategic role HR plays in fostering sustainable business practices. It reinforced the importance of ethical leadership, corporate responsibility, and proactive HR management in today's dynamic business landscape.

