

## Godrej DEI Lab concludes India Included on Campus Case Study Challenge

~Students from IIM Trichy won with their case study on Godrej Agrovet~

**Mumbai, October 8, 2025:** Godrej DEI Lab, the diversity, equity, and inclusion (DEI) initiative of the Godrej Industries Group, last month announced a national case study challenge aimed at fostering dialogue and ideas around DEI among top B-schools across India. The initiative concluded today with an on-ground event where the winners, IIM Trichy, were announced.

The competition was designed to take Godrej Industries Group's inclusion values to campuses and to co-create fresh, actionable solutions to DEI challenges with the leaders of tomorrow. The finale, held at Godrej One in Mumbai, brought together four finalist teams from IIM Trichy, SIBM Pune, IIM Mumbai, and IIM Lucknow, who presented innovative ideas to tackle one of corporate India's most pressing challenges, and overarching theme around women's retention and attrition in the workforce.

After a rigorous round of presentations, the team from IIM Trichy emerged as the winner. The jury, which consisted of senior business leaders from across the Godrej Industries Group, judged the cases on four criteria: innovation, feasibility, research and adherence to Godrej values. Their unique solution addressing these focused on Godrej Agrovet's business, presenting a well-researched strategy to strengthen gender inclusivity in the agri-sector. Team Do and DEI ran multiple employee surveys, conducted competitor benchmarking, and spoke with Agrovet employees, culminating in a video-based demonstration designed to empower farmers and connect inclusion with tangible business impact—effectively creating retention pathways and practical engagement strategies for women leaders in the Agrovet workforce.

The winning team received a cash prize of INR 1,00,000 along with mentorship opportunities from leaders across the Godrej Industries Group. The team consisted of Mutayyib M Khan, Visvanathan A, Mahima Suresh, and Ishwarya Sree from Team Do and DEI, IIM Trichy.

Speaking about the initiative, **Parmesh Shahani, Head of Godrej DEI Lab and author of Queeristan**, said "Despite progress, women continue to be underrepresented in leadership positions across India Inc., and retaining female talent remains a key organisational challenge. Through *India Included on Campus*, we aimed to bring critical conversations like these, and other DEI problems, to management campuses—where the leaders of tomorrow are being developed. Engaging with students at this stage allows us to instill awareness, empathy, and a mindset that sees inclusion not just as a moral commitment, but as a strategic enabler of innovation and sustainable business growth. The insights and enthusiasm demonstrated by participants underscore the promise of a more inclusive future for India's workplaces."

**Team Do and DEI, IIM Trichy** add, "We are delighted to be named the winners of India Included on Campus and sincerely thank Godrej Industries for creating a platform that highlights crucial workplace issues like women's attrition and retention. As Team Do and DEI from IIM Trichy, we explored Godrej Agrovet's business and proposed ideas to strengthen gender inclusivity in the agri-sector. Through our research and field insights, we developed practical strategies, like video demonstrations to help farmers make informed product choices, and connect inclusion with real business impact. This experience has been a



remarkable learning journey. The judges' feedback and engaging discussions inspired us to think more deeply about inclusion, impact, and sustainability in business.”

With this initiative, Godrej DEI Lab continues to build inclusive ecosystems within and beyond the organization, empowering future leaders to weave inclusion into the fabric of corporate India.

### **About the Godrej DEI Lab**

The Godrej DEI Lab empowers inclusion ecosystems both within and outside the Godrej Industries Group.

[www.godrejdeilab.com](http://www.godrejdeilab.com)

### **About Godrej Industries Group**

The Godrej Industries Group (GIG) serves 1.1 billion consumers globally across businesses in diverse industries, including consumer products, real estate, agriculture, financial services and chemicals. Godrej was founded in 1897 to help build economic independence for India. We are committed to growing and strengthening this legacy of innovation for a cause; building for a more sustainable future, while placing our planet and people alongside profit.

GIG houses several rapidly growing businesses that are the leaders in their respective categories. Godrej Consumer Products (GCPL) is an emerging markets FMCG leader in Home and Personal Care with a growing presence in Asia, Africa and Latin America. Godrej Properties (GPL) is India's leading real estate developer by sales and brings the Godrej philosophy of innovation, sustainability, and excellence to the real estate industry. Godrej Agrovet's (GAVL) portfolio businesses address key challenges faced by Indian agriculture; improving the productivity of Indian farmers through innovative products and services that sustainably increase crop and livestock yields. Godrej Industries (Chemicals), the group's oldest business, is India's leading manufacturer of oleochemicals and surfactants. Godrej Fund Management (GFM) is the real estate private equity arm of the group. Godrej Capital (GC), the newest company in the group, is a fast-growing financial services business.