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MICA has long championed purpose-led communication—how can academia and industry collaborate more closely to build ESG storytelling that is data-driven, authentic, and resistant to greenwashing?

Storytelling is authentic when it is backed by data and evidence. Domains like ESG are frameworks in action so academic institutions like MICA develop and test frameworks, impact measurement models, based out of the real-time data, and operational challenges, basis which audit narratives, and success stories can be crafted.

Purpose-led ESG communication comes alive when stories are anchored in longitudinal impact conceptualized, funded, and conducted in conjunction giving birth to stories that are rooted in integrity, methodological transparency and ethical accountability that is resistant to green washing

In the context of India's evolving ESG landscape, what responsibility do institutions like MICA have in nurturing future leaders who can integrate sustainability, ethics, and business performance through effective communication?

ESG landscape in India is evolving as both national and global approach to ESG is getting nuanced with changing

complexities. The political, economic and social power agents hugely decide the focus and course that ESG would take. In such a situation ESG communication can ensure that the focus on core pillars and ideology does not get diluted which requires strategic thinking abilities that can question the façade. The compliance approach to ESG is the greatest malady which can best be countered by evidences and insights from impactful integration of ESG practices in business decisions.

At MICAs, we lay great emphasis on this integrated approach to problem solving training students to hold a data-backed, human-centric decision-making framework. Our conviction on our curriculum rests on the uniquely MICAN 5Cs framework – creativity, culture, communication, commerce and community that trains them into being critical and insightful managers with purposeful data-backed storytelling skills. In a trust deficit world such leaders will institutionalize sustainability through strategic and principled internal and external communication. ■

How does MICA see the role of strategic communication in shaping credible sustainability narratives and driving stakeholder trust across businesses and institutions?

Communicators must ensure a sync between their idea and act, word and action because this breeds confidence which is foundational to credibility building. Secondly, this consistency should be practiced in all messages across time, and platforms because each communication helps in shaping perceptions and beliefs among the audience and over a period of time this perception shapes into conviction, and building an engaged community that is willing to support the cause of sustainability, which is often demanding and requires an extra effort to practice.

At the core, institutions must ensure that the value grammar remains the same while the vocabulary may change basis the need. The focus on long-term responsibility over short term extraction lies at the heart.