

ANNUAL REPORT PRME 2020-21



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IMI NEW DELHI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. IMI New Delhi has always been highly ranked amongst private Business Schools in India. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM (HRM), PGDM (Banking & Financial Services), PGDM (Executive) and FPM/E-FPM (doctoral programs for full time students and working executives). The institute has a strong alumni network, with many corporate leadership positions represented by IMI, New Delhi graduates. A vibrant Executive Education vertical offers training to management professionals from the corporate world. The Institute provides management training to foreign nationals from developing countries under the Indian Technical & Economic Cooperation (ITEC) program of the Ministry of External Affairs, Government of India. IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.



MISSION

TO DEVELOP SOCIALLY SENSITIVE, ETHICAL, VALUE ADDING LEADERS AND ORGANIZATIONS THROUGH RELEVANT TEACHING, RESEARCH, TRAINING AND CONSULTING THAT SERVE STAKEHOLDERS' INTERESTS.

VISION

TO BE A PREMIER GLOBAL MANAGEMENT SCHOOL.

CLUB JAGRITI



A B-school is the first step for some and a checkpoint for the rest on this long drawn corporate ladder. But we believe it is a pit stop full of potential to bring about change and give a new direction to the future, driven by us, as managers.

Club Jagriti is an intervention that tries to bridge the two words at the opposite end of the continuum – Personal & Professional, the bridge that makes the corporate world, more human.

As 'The Social Responsibility Cell' we provide avenues to the students at the institute buried in frenetic schedules to channelise and fulfil their social responsibilities on ground as well as in simulated games. The goal is to provide suitable exposure to the future managers so that they look at sustainability as an embedded function of an organisation.

In the process we provide the members of the Club the opportunity to facilitate this change and experience the challenges on the way.

OUR VALUES

"WE ARE NOT IN AN INFORMATION AGE ANYMORE. WE ARE IN THE INFORMATION MANAGEMENT AGE" ~ CHRIS HARDWICK

APPRISE

In the world of copious information, it is essential to funnel down its inflow to mould our perspectives in the right direction. Club Jagriti is the intervention that Apprises you on the social issues around us and how various stakeholders of the system, including us, contribute towards resolving them.

APPLY

Knowledge ≠ Success

Knowledge + Action = Success

In the corporate world awaiting us, a skill is rarely used in isolation. Hence, we aim to leverage the managerial skills we acquire here and Apply the same to resolve the aforementioned issues.

AID

We believe selfless social acts are in reality mutually beneficial. By Apprising and Applying our skills to Aid the under-privileged, less gifted sections and the needful issues prevailing around us not only serves the society we live in but also enables holistic development of self. Our goal is to not limit the future managers to institutional activities. Rather, provide the required exposure so as to embed societal Aid as a natural function of their corporate role.



EVENTS CONDUCTED BY CLUB JAGRITI

CSR SUMMIT, CONVENTUS'20



CONVENTUS

Conventus is an annual management conclave, organized by the students of IMI New Delhi to facilitate industry interaction with eminent personalities. The event provides a platform for industry leaders, academicians, and other eminent personalities to share and discuss relevant issues faced today in the corporate world. To discuss these issues, the event is hosted over three days with management summits on themes such as marketing, finance, operations, hospitality, human resources and corporate social responsibility. Each summit carries a sub-theme where industry stalwarts discuss issues pertaining to their domain.

CSR SUMMIT

Corporate social responsibility is when organisations operate in an ethical and sustainable manner when dealing with its environmental and social obligations. It has become an essential element in achieving good business practices and effective leadership. The CSR summit brings forward industry leaders that have been rigorously work towards making the world more sustainable to talk about the pertaining social issues in the corporate world. During the summit, the leaders talk about how organisations can move beyond company profits, and focus on benefiting the greater community.

CSR SUMMIT'20

Even the pandemic could not bring down the spirit of students of IMI from successfully organizing their flagship event Conventus'20 virtually from 18th-20th September. 10 Summits held over 3 days provided great insights to students on "Survival and Growth in the VUCA world: Adaptability, Agility and Sustainability." The world we know has changed drastically over the years. VUCA is an acronym for Volatility, Uncertainty, Complexity, and Ambiguity; words that are now embedded in our ecosystem, as the planet deals with repercussions of the pandemic that engulfs all.

The CSR Summit held on 20th September was seamlessly moderated by Dr. Sonu Goyal and centred on 'Balancing a socially conscious cohesiveness in a VUCA world'. It started with a brief introduction of the panellists, moderator then asked questions individually to the panellists on what steps their organizations are taking to solve some key problems in the society. It prodded deep into the issue of how sustainability is an essential factor for the organizations in the long run.

We also delved into how NGOs are altering their plan of action to deal with a VUCA world when the social initiatives taken by the organisations are negatively impacted in these unprecedented times.

During the summit, the audience felt inspired when Mr. Anil Sharma talked about the importance of CSR being sustainable. Ms. Richa Pant focused on why it is important for an organization to include both internal and external stakeholders to be sustainable in the long run. Ms. Mayuri Mishra rightly pointed out the importance of mobilizing knowledge before the start of the project to get better results. Dr. Neelam Gupta talked about collation of available databases to create a bigger impact. Lastly, Ms. Sonkee Shah made us understand why sustainability should be planned at the start of any project.

The diverse set of experiences shared by our esteemed panellists gave us new perspectives in the area, a direction to think in and a better insight in the domain.





BALANCING SOCIALLY CONSCIOUS COHESIVENESS IN THE VUCA WORLD



Panelists:

S. No	Name	Designation	Organization
1	Dr. Sonu Goyal (Moderator)	Professor of Strategy and Sustainable Development	IMI, New Delhi
2	Dr. Neelam Gupta	Founder	AROH Foundation
3	Ms. Sonke Shah	CEO	ARCH Development Foundation
4	Ms. Richa Pant	Head, Sustainability and CSR function	L&T Financial Services
5	Mr. Anil Sharma	Vice President and Head of Communications, CSR and Sustainability	Havells India Ltd.
6	Ms. Mayuri Mishra	Head of Projects - India	Project ECHO

JIGYASA

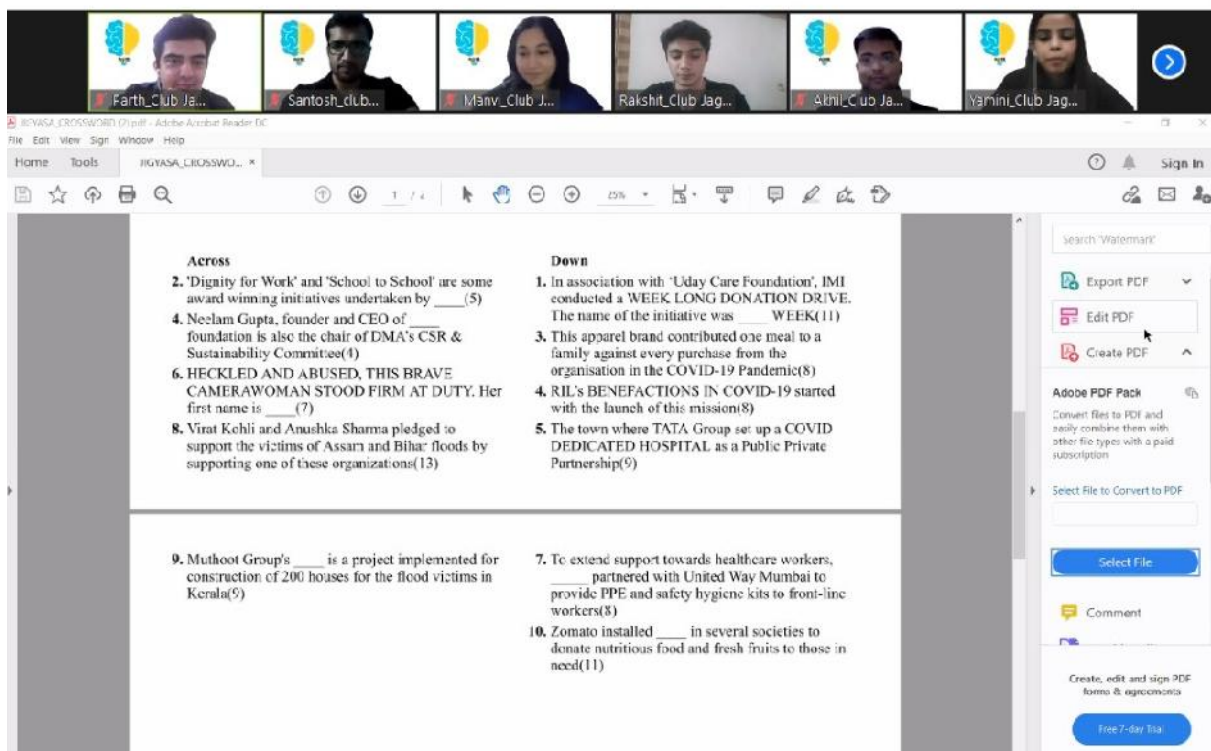
Jagruti – the social cell of IMI New Delhi conducted an online quiz event named “Jigyasa” on Monday, 12th September.

The event, conducted online, consisted of two rounds:

Round 1: A crossword puzzle to spread awareness about the social initiatives taken up by corporates, NGOs etc. in India and around the world.

Round 2: A quiz on the significant social initiatives undertaken by influential personalities.

The event provided students with an avenue to destress and interact with their batchmates while working in teams. Simultaneously, it enlightened them about the social initiatives taken at individual and organizational levels. It helped direct their attention towards the need for social contribution, what kind of work is already being done and the positive reception it is getting, and what are the possibilities regarding social work that remain untapped but hold immense potential to improve the lives of many.



BIO LEAP 4.0

Bio Leap is an annual intra-college event conducted by club Jagriti. The theme of this year's Bio Leap was Air Pollution in New Delhi. Students were given the option to register individually or in teams of 2. The event had two rounds, 1st being the elimination round.

Round 1: All the interested students were given a write up on the problem of Air Pollution in New Delhi. The reason behind selecting New Delhi is due to the fact that even though some of us haven't ever visited New Delhi before, we will spend next 1.5 year at IMI and Air Pollution will impact us in one way or another. We identified few stakeholders for this problem: Delhi's Government, Supreme Court, Governments of neighbouring states like Punjab and Uttar Pradesh, Farmers involved in stubble burning in Punjab, Industrialists who emit pollutants and General Public.

Team Jagriti assigned one stakeholder to every team and ask them to submit a 300-400 word write up explaining how they will work towards solving the problem by being in the shoes of the stakeholder. We then shortlisted top 6 teams for the further round.

Round 2: This round was conducted on Zoom Platform. The teams acted as the stakeholders assigned to them. Each team was given 7-8 mins to present their solutions for the problem from the point of view of that stakeholder. After their presentation, 5 mins time frame was allocated for the Q&A. Other teams (representing the different stakeholders) along with the Jury cross questioned them. The jury judged the teams based on parameters like Communication skills, feasibility of the solution, ability to address questions from other stakeholders etc.

Vehicular Pollution

- Contributes 80 percent of nitrogen oxides and carbon monoxide.
- In all responsible for 40 percent of total pollution load.
- Emission from four wheelers registered in other states.

Study	Transport	Residential	Industries	Other*
Guttibunda (2015)	~15%	~10%	~15%	~60%
SAFAR (2018)	~40%	~10%	~10%	~40%
TERI (2018)	~40%	~10%	~10%	~40%
IIT-K (2016)	~20%	~10%	~10%	~60%

Steps we propose

- Hike parking fees Gradually by 3 times, to discourage use of private vehicles.
- Create more car free zones , for example – Chandni Chowk
- Laying of cycle track across Delhi
- Promote Public transport
- Develop cycle and e-Bike stands at every metro station for last mile connectivity.
- Developing infrastructure for E – vehicles
- Charging station at every large Petrol Pump
- Imposition of Rush hour tax on vehicles from other state

JUGDING PANEL

S. No	Name	Designation	Organization
1	Dr. Sonu Goyal	Professor of Strategy and Sustainable Development	IMI, New Delhi
2	Prof. Vijay Vancheshwar	Professor of Strategy and General Management	IMI, New Delhi

KEY TAKE-AWAYS FROM THIS EVENT

- Awareness about the impact and consequences of Air Pollution.
- Realize the difficulty in solving a real-life problem involving multiple stakeholders.
- Empathize with multiple stakeholders who not only face the consequences but face the dilemma of solving a complex problem for the betterment of all
- Enhance their problem-solving skills.
- Learn to think on their feet when faced with questions from multiple stakeholders in a critical situation
- Channelize their creativity towards solving a real problem that impacts them.

The winner and the runner-up were given a prize of Rs. 3000/- and Rs. 2000/- respectively.

EVIDYALOKA - VOLUNTEERING PROGRAM

Starting from February, Club Jagriti associated with eVidyaloka, an NGO, to provide volunteering opportunities for the students of IMI, New Delhi.

ABOUT THE NGO:

eVidyaloka is an educational social enterprise founded in 2011, with a vision to enable quality in education for the children of rural India. It is realized by connecting passionate individuals as volunteer teachers from across the world with the Government elementary schools in remote and rural villages of India, leveraging technology. It is focused on the children in the age group of 10-14 (5th to 8th grade), delivering live interactive classes in the local medium, through a powerful partner ecosystem. Also, the content prepared are uploaded on an open portal and can be accessed by anyone who needs it. The video lessons recorded by volunteers in regional languages, will be aired on local television channels helping Rural kids learn from home through eVidyaloka's 'Teach through Television' initiative. eVidyaloka has its presence in 1600+ teachers involved, conducted 100000+ online classes and that lead to 2M+ child learning hours across 10+ states.

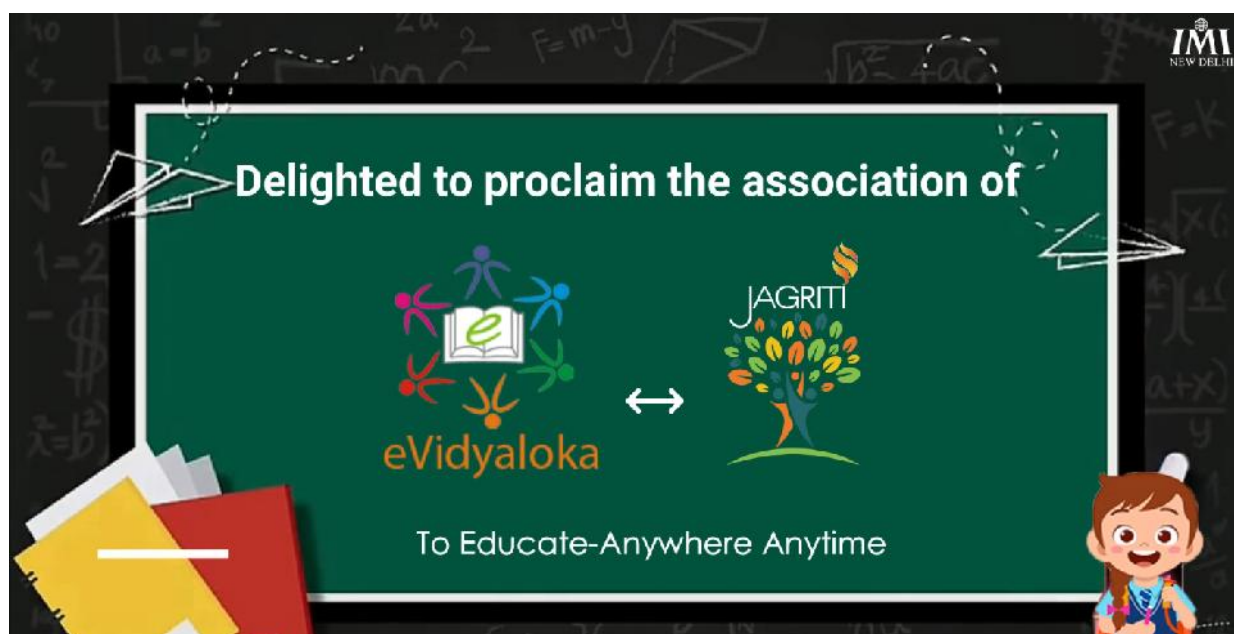


eVidyaloka
To Educate - Anywhere Anytime

The association Club Jagriti with eVidyaloka had the following salient points:

- **Social impact:** This collaboration is a great opportunity for interested students from IMI, New Delhi to educate students from underprivileged backgrounds living in villages, who otherwise wouldn't have the opportunity to be taught Science and Mathematics, in a language they're comfortable with, by someone like us. This engagement would directly bring positive impact to the lives of these children by giving them access to better education and thus spark interest in pursuing further studies as a means to improve their own livelihoods as well. It would also allow students of IMI, New Delhi to be part of such a positive change while being in the comfort of their own homes.
- **Activities under consideration:** Volunteering activities include content creation or video creation. There are two activities under content creation, developing lesson plans and developing worksheets.
 - a. Volunteers will create lesson plans based on the topic of chapters. Worksheets would include things like match the following, fill in the blanks, etc. Samples, textbook links, and guidelines will be provided. These are one-time activities but can be recurring as per student's discretion.
 - b. Volunteers will make short infographic PowerPoint presentation for the assigned topic and record a 20-25-minute video explaining the same.

30 students from IMI, New Delhi expressed their interest in the eVidyaloka process, following which the team conducted an induction on 27th Jan, students then registered on their portal and received the tasks as per their interest. 4 students completed the deliverables within the due date and have received the completion certificates



SAMADHAN '21

Club Jagriti organized Samadhan 21' in association with AkzoNobel, as part of IMI, New Delhi's yearly annual management, cultural and sports festival Kritva. Students from various prestigious B-Schools across the country took part in the three-stage competition to ideate and present their solutions to questions posed by a real-world case study AkzoNobel so graciously provided us with.

The case highlighted the corporate social responsibility efforts AkzoNobel has been involved in and their initiatives to bring about positive change in the Indian paints industry in relation to how un-organised the sector remains to this day, the extremely poor gender ratio that still persists with women feeling it is not a line of work they should be getting themselves into, the societal pressures they have to face, the lack of skilled painters and a lack of consistent employability options that pervades the industry among others.

Samadhan 21' had an online quiz round, followed by an executive summary round, culminating in a presentation round held on 27th February, with the 9 finalist teams trying to outdo each other to provide the judging panel with the most robust and implementable solution to the problems AkzoNobel's CSR initiatives were attempting to tackle.

Their solutions were judged by an esteemed panel of judges comprising Mr. Parthasarathi Chandgar, Dr Prof Sonu Goyal, and Prof G.K. Agarwal.



JUGDING PANEL

S. No	Name	Designation	Organization
1	Mr. Parthasarathi Changdar	Lead CSR	AkzoNobel
2	Dr. Sonu Goyal	Professor of Strategy and Sustainable Development	IMI, New Delhi
3	Prof G.K. Agarwal	Visiting Professor of Strategy	IMI, New Delhi

With their extensive knowledge and experience in Corporate Social Responsibility, they successfully guided the participating students towards understanding the difficulties that such initiatives face, and innovative ways of going about solving these issues. Their intellectual contributions towards the event made it an invaluable experience for all involved.



COURSES OFFERED ON SUSTAINABLE DEVELOPMENT AND CSR AS PART OF CURRICULUM

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

The 240 students enrolled in the PGDM Programme are offered the course on Corporate Social Responsibility and Sustainable Development in the third term. The course is designed to help develop a rigorous understanding of corporate sustainability.

Many countries have gone through major social, political, and economic transformations in the last few decades. Regulators, non-governmental organisations (NGOs), community groups, and even peers are pressuring businesses and companies, both national and multinational, to become more transparent and accountable for their social and environmental impacts. The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time. Sustainability can be defined as a policy that generates clear and long-term economic, environmental, and social benefits. Every major corporation is debating the definition and implementation of sustainability in the context of its industry and business model. Similarly, the majority of institutional investors are factoring sustainability into their capital allocation decisions. As a result, companies and investors all over the world are becoming increasingly interested in sustainability.

This makes the course more and more relevant for future managers.

COURSE OBJECTIVES

1. STUDENTS SHOULD BE ABLE TO ANALYZE THE EVOLVING ROLE OF CSR AND SUSTAINABILITY IN BUILDING COMPETITIVENESS OF ORGANIZATIONS.
2. STUDENTS CAN INVESTIGATE WHY & HOW LEADING COMPANIES NEED TO MAKE CSR AND SUSTAINABILITY CORE TO THEIR BUSINESS STRATEGY.
3. STUDENTS SHOULD BE ABLE TO ASSESS CSR AND SUSTAINABILITY REPORTS BASED ON THE EVOLVING STANDARDS AND REPORTING REQUIREMENTS.



CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

This course is offered to the students enrolled in PGDHRM (Post Graduate Diploma in Human Resource Management) program in the last term. The batch size for this program is generally 60 students.

Both, corporate governance and corporate social responsibility is critical for businesses, markets, and society as a whole. Both have the potential to have a positive or negative effect on businesses and communities. The laws, procedures, and processes that govern companies are referred to as corporate governance. The key players in corporate governance are board directors and administrators, but staff, suppliers, and other stakeholders are also involved. Corporate governance also gives businesses a way to compete equally within their respective sectors. Whereas, CSR (corporate social responsibility) is a self-regulatory business model that enables a corporation to be socially responsible—to itself, its stakeholders, and the general public. Companies should be aware of their effect on all facets of society, including economic, social, and environmental, by exercising corporate social responsibility, also known as corporate citizenship.

This course offers students the opportunity to learn about the fundamentals of good corporate governance, social responsibility, sustainability, and corporate stewardship and citizenship. It also prepares students for their potential positions as active citizens in community and public life by raising awareness of emerging issues in these fields.

COURSE OBJECTIVES

1. STUDENTS SHOULD BE ABLE TO LIST THE KEY PRINCIPLES THAT GOVERN THE AREAS OF CORPORATE SOCIAL RESPONSIBILITY (CSR), CORPORATE CITIZENSHIP (CC) AND CORPORATE GOVERNANCE (CG) IN ORGANISATIONS.

2. STUDENTS WILL BE ABLE TO IDENTIFY THE IMPORTANCE OF CSR, CC AND CG IN BUILDING THE REPUTATION AND COMPETITIVENESS OF ORGANISATIONS WITH A SPECIFIC FOCUS ON THEIR ETHICAL AND SOCIAL CHALLENGES.

3. STUDENTS WILL BE ABLE TO DEMONSTRATE AUTHENTIC DISCUSSION AND PRESENTATION SKILLS ON KEY ASPECTS OF CSR, CC AND CG THROUGH CREATIVE AND RELEVANT SOLUTIONS FOR REAL LIFE CASES AND SITUATIONS.

SUSTAINABLE DEVELOPMENT

Good governance and social responsibility are emerging as cornerstones of corporate strategy. There is a growing need for corporations to meet their social and environmental responsibilities. Profit as the primary goal of the company is no longer acceptable. The non-profit goals of social responsibility and sustainable growth have broader societal and environmental consequences. They are expected to fulfil their responsibilities to all stakeholders as custodians of public wealth and resources, and to demonstrate the tenants of good citizenship, which include wealth formation, social well-being interest, and contribution to the greater good of all their stakeholders, both in purpose and practise. These factors are increasingly becoming not only important but also essential for all businesses to develop their credibility and brand. As a result, Corporate Social Responsibility (CSR) and sustainable development strategies will make excellent economic sense if done correctly and with good intentions. It can, in reality, be a positive differentiator for companies.

This course gives students the opportunity to learn about the fundamentals of social responsibility, sustainability, and good corporate stewardship and citizenship. It also prepares the students for their potential positions as active citizens in the community and public life by raising awareness of emerging issues in these fields. This course is offered to all the 17 students enrolled in the Executive PGDM Program.



COURSE OBJECTIVES

1. STUDENTS SHOULD BE ABLE TO IDENTIFY ISSUES OF CSR, STRATEGIC CSR, SUSTAINABILITY & CORPORATE CITIZENSHIP, AND THE FRAMEWORK FOR MEASURING THEIR EFFECTIVENESS IN THE CONTEXT OF BUSINESS OPERATIONS AND THE GROWTH OF ORGANIZATIONS.

2. STUDENTS CAN ARTICULATE AND CLASSIFY CONSEQUENCES OF UNETHICAL CONDUCT IN BUSINESS, ANALYZE IMPERATIVES OF ETHICAL VALUES IN BUSINESS FOR SUSTAINABILITY IN CONTEXT OF GLOBALIZATION AND THE GROWING DEMAND BY STAKEHOLDERS THAT THE CORPORATIONS BEHAVE LIKE RESPONSIBLE CITIZENS.

3. STUDENTS SHOULD BE ABLE TO DEFINE AND PRESENT THE APPLICATIONS OF CONCEPTS OF CSR, SUSTAINABILITY AND CORPORATE CITIZENSHIP IN REAL LIFE SITUATIONS/CASES AND CONTEXTS.

CENTER OF EXCELLENCE FOR SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY



The Center of Excellence for Sustainable Development and Social responsibility at IMI, Delhi has been set up with the purpose of developing socially sensitive, ethical, value adding leaders and organizations capable of managing the complex challenges faced by the business and society in the 21st century.

Businesses and corporations, both national and multi-national, are experiencing new pressures from regulators, non-governmental organizations (NGOs), community groups and even

from their peers to effectively address complex and pressing global issues. One of the key and recent challenges, therefore, is the demand on companies to behave in a more socially and environmentally responsible manner and above all ethically. In the current academic environment, sustainable development and social responsibility have entered but not yet become embedded in the mainstream of business-related education. Business and management schools as well as other management-related higher education institutions play a key role in shaping the mindsets and skills of future leaders, and can be powerful drivers of corporate sustainability. Through the Center of Excellence for Sustainable Development and Social responsibility, IMI will make responsible management education an integral part of its core activities in research and education, while leading by example.

One of the key agendas of the Center was to become a signatory of PRME. The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. The main reason for International Management Institute to participate in PRME is to enable the further incorporation of values of sustainability and corporate citizenship into school's core strategy and in all of the current curricula.



The proposed charter of activities to be undertaken by the Center for Sustainable Development and Social responsibility will be:

- Working through the Six Principles of PRME, the center will work towards providing future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and the work of the UN Global Compact.
- The center will engage in conceptual and empirical research that advances knowledge creation and understanding about the role, dynamics, and impact of corporations in the creation of sustainable - social, environmental and economic value and dissemination of the findings to relevant stakeholders.
- The center will facilitate and support dialog and debate amongst educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability for developing actionable agenda and policy advocacy.
- The Center will undertake Education, Training and Advocacy in the field of Sustainable development and Social responsibility through creation of discussion forums, conferences, seminars for capacity building and knowledge creation.
- The center will actively promote and enhance public awareness of the benefits of sustainable development and social responsibility through engagement in various public forums and publishing thought provoking articles in print media.
- The center will partner with academic and research institutions as well as trade and industry associations to develop curriculum for sustainable development and CSR programs.
- There will be emphasis on collaboration and developing linkages with relevant national and international institutions and agencies for the attainment of Center's objectives.
- The center will engage with IMI internal stakeholders (students, faculty and staff) and facilitate in their efforts towards creating a culture of sustainability and social responsiveness.

