

प्रो. दीपक कुमार श्रीवास्तव, निदेशक  
Prof. Deepak Kr. Srivastava, Director

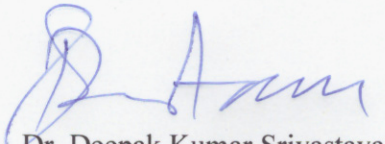
**Communication on Engagement**  
**From: 01/04/2023 To: 10/03/2024**

It gives me great pleasure to share that the Indian Institute of Management Ranchi (IIM Ranchi) has reaffirmed its commitment to the United Nations Global Compact and its ten principles, which focus on labor, human rights, the environment, and anti-corruption. At IIM Ranchi, every program is created with the intention of fostering in our students a sense of sustainable management. Experts in academia and industry practice routinely review the program curriculum to make sure they are relevant. In fact, there are courses in the disciplines that we offer that provide effective learning experiences for responsible management.

At IIM Ranchi, we firmly believe that adopting and carefully putting into practice the 7 Principles for Responsible Management and the 10 Principles of the UNGC will support us in fulfilling our mission to strive for the harmonious coexistence of society and the environment as well as the holistic development of individuals, institutions, and society at large.

This COE outlines the steps our Institute has made, as recommended for an organization such as ours, to uphold the UN Global Compact and its Principles. The faculty works to incorporate sustainability into the curricula in order to provide responsible management education. Every term, we look for ways to help our students understand the need of responsible management. We strive to instill ideals in our students so that they can grow into the exceptional leaders of tomorrow. Additionally, we pledge to use our main means of communication to share this information with our stakeholders and get more involved in our local network when the chance presents itself.

Yours Sincerely,

  
Dr. Deepak Kumar Srivastava

## Part II: Description of Actions

- The importance of "Transforming Literacy Learning Spaces" was highlighted on International Literacy Day 2023 to guarantee resilience and fair education for all people globally. Over 771 million people worldwide lack basic literacy abilities despite developments in society. India has a literacy rate of 74.04%, with notable variations across states such as Kerala and Bihar. The objective is to improve and modernize current learning environments to promote lifelong learning and solve the urgent problem of illiteracy.
- The monthly newsletter "Earth Crownicles" is published by UNGC-PRME, IIM Ranchi, to highlight the organization's mission and advance sustainable education. The newsletter includes sections such as Know Your Hero, which emphasizes sustainable role models; Highlight of the Month, which highlights specific Sustainable Development Goals (SDGs); and Global News. It also features parts like ComicConnect, De-Jargonized, and Corporate in Action, which use attractive graphics and condensed text to raise awareness of sustainability-related concerns.
- The "Rice-O-Trivia" initiative launched on World Food Day aimed to combat the goal of Zero hunger, engaging students in trivia while donating rice grains via freerice.com, showcasing the joy of giving back to the world. UNGC-PRME marked World Food Day with a theme of leaving no one behind and addressing global concerns amidst the pandemic and climate change.
- An effort was started at UNGC PRME to recognize the Nobel Laureates 2022 for their noteworthy contributions to sustainability objectives and to educate students about scientific discoveries that improve the environment. This yearly event emphasizes the value of appreciating scientists' contributions to improving the quality of life and keeping abreast of advancements in a wide range of scientific domains.
- Early in November, the Indian Institute of Management Ranchi moved to its new campus. Soon after, from November 1 to November 4, UNGC-PRME IIM Ranchi organized a successful "Box of Happiness" donation drive, which raised money for those in need by gathering necessities like blankets, pillows, and shoes.
- In addition, World Children's Day, celebrated on November 20 every year since 1990, honors the UN General Assembly's 1959 Declaration of the Rights of the Child and the 1989 Convention on the Rights of the Child, emphasizing inclusion for all children. It also fosters international understanding and the welfare of children.
- The UNGC-PRME East-India Regional Meet was held at IIM Ranchi on December 3, 2022, to strengthen partnership and collaboration towards sustainable practices, skill development, and responsible management. Inspired by the theme of "Accountability towards sustainable management and practices," the event included a nationwide article

writing competition called SustainVision that attracted creative minds from all around the nation. The event featured the SIP report for 2021–22 and featured panel discussions moderated by IIM Ranchi faculty. Renowned corporate executives and academicians discussed urgent issues regarding advancing the Sustainable Development Goals. It was a resounding success in fostering dialogue and collaboration for sustainable development.

- UNGC PRME, IIM Ranchi introduced "Mithahara," an innovative awareness initiative targeting food waste within the campus, a first since the institute's relocation to its permanent campus. Posters with impactful messages were strategically placed in high-traffic areas to maximize awareness. The initiative garnered positive feedback from students and received a commendation from the mess vendor, who pledged support and committed to reducing food wastage by implementing measures such as serving less initially and waiting until plates were empty before offering seconds.
- UNGC PRME, IIM Ranchi featured Mr. Pankaj Gupta, Founder and CEO of Flexipass and former Director of Strategy and Operations at Google, as a keynote speaker for RADIX 7.0, the institute's annual business conclave held on January 28, 2023. The session centered on Diversity, Equity, and Inclusion, offering interactive activities, real-life insights, and a stimulating Q&A session, culminating in a felicitation by Dr. Manish Kumar, Chairperson of Student Affairs.
- Additionally, the UNGC PRME Steering Committee organized the fifth business sustainability case competition, "Parivridhi," as part of AGON, IIM Ranchi's flagship fest, where students nationwide demonstrated innovative solutions addressing real-world challenges aligned with the UN's Sustainable Development Goals. Judged by IIM Ranchi faculty, the event spotlighted the talents and contributions of participants from diverse backgrounds and business schools nationwide.
- To promote autism care and raise awareness, the UNGC PRME Steering Committee at IIM Ranchi organized Rush-A-Thon 2023 - Run for Autism. The Union Bank of India sponsored the event, which the Deepshikha Institute of Child Development and Mental Health, Samarpan Welfare Association Social Development, and others supported. The marathon event, which took place on March 6, 2023, at the IIM Ranchi campus, was witnessed by the institute's director, Dr. Deepak Kumar Srivastava, and members from the Deepshikha Institute and faculty advisors Drs. Angshuman Hazarika and Rohit Kumar. Alongside the fantastic prizes that the winners received—which included smartwatches, T-shirts, side bags, sippers, medals, and caps—a donation drive was also held as part of the event.

### Part III: Measurement of Outcomes

- Our social media handles have over 800 followers on Instagram and over 1000 followers on LinkedIn. Social media initiatives like those dedicated to International Literacy Day, International Children's Day, and Nobel Laureates series garnered a combined reach of over 700 accounts on Instagram, with over 150 likes, ensuring our goal for spreading awareness was fulfilled.
- Our monthly newsletter, Earth Crownicles, is dispatched to the current as well as graduated batches of the college. In addition, the newsletter is sent out to all our existing international partner universities.
- With Rice-o-trivia, our institute was able to raise over 65000 grains of rice for under-developed countries with the help of freerice.com, in order to commemorate World Food Day in October.
- With the Box of Happiness initiative, we were able to donate useful items like clothes, blankets and shoes in good condition to our institute's very own housekeeping staff.
- The UNGC-PRME East India Regional Meet was attended by over 200 participants, virtually. More than 5 expert academicians and high ranking corporate executives joined the meet to express their views on issues relating to sustainable development.
- SustainVision, the national-level article writing competition, witnessed an enthusiastic participation from over 190 students from across top institutes of the country.
- With Mithahara, we were able to save 10 kgs of vegetables, 8 kgs rice and chapatis, distributed the same nearby for the underprivileged. College students volunteered for the distribution and increased college engagement.
- The business conclave started important conversations about diversity and inclusion, Q&A session gauged participant's perceptions of the session's effectiveness to promote awareness for DEI.
- Out of the entries for Parivridhi, 6 teams were shortlisted for on-spot case study to enhance the sustainability approaches for a Coffee Chain, multiple unique solutions were presented that could also be implemented in a real life scenario.
- Around 400+ students participated in Rush-A-Thon to raise awareness for Autism, increased college engagement with Deepshikha Institute of Child Development and Mental Health and Samarpan Welfare Association Social Development, the NGO partners.