



**SHARING INFORMATION ON PROGRESS
REPORT**

2017-19

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DIRECTOR'S MESSAGE

Indian Institute of Management, Ranchi has emerged as one of the fastest growing B-schools in the country. At IIM Ranchi, we focus not only on the development of our student fraternity but also seek ways to give back to the wonderful society that we are a part of. Our core values of humility, honesty, and hard work have led our students to bring about tides of positive change in the society by either starting their own businesses and ensuring employment for masses or leading societal change by participating in various nation-building programmes.

All the programmes at IIM Ranchi are designed so as to inculcate the sense of sustainable management in our budding managers. The curricula for all our programmes are regularly scrutinized by renowned professors from all over the country to ensure relevance. In fact, in most of the disciplines that we offer, there are courses to enable effectual learning experiences for responsible management.

At IIM Ranchi, it is ensured that pedagogy is always supplemented by infrastructural developments. While the construction of a sprawling State of the Art permanent campus is going on, our temporary campus and hostel at Suchna Bhawan and Khelgaon respectively have been equipped with all the amenities required by the students. Quite recently, we have inaugurated a 24-hour library with access to various e-Library resources in the hostel to make sure that the learning process for the managers of tomorrow is not constrained either by time or resources.

With the goal of imparting responsible management education in mind, the faculty course coordinators and the faculty strive to integrate sustainability throughout the curricula. Each term we explore opportunities to make responsible management imperative for our students. We seek to inculcate values among our students so that they develop as the exemplary leaders of tomorrow.

**Best Wishes,
Shailendra Singh**

ALIGNMENT WITH SIX PRINCIPLES

Principle 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Mission

To attain thought leadership through erudite Fusion of Eastern Wisdom with the western processes for Knowledge creation

To strive for holistic development of individual, institutions and the society at large

To strive for harmonious co-existence with the society and the environment

The ninth Indian Institute of Management was established at Ranchi in 2010. We started at a time when the management education all over the world was criticized for over emphasis on competition, aggression and achievement of results by any means. The biggest challenge was to revive the aura and exclusivity of classroom-teaching in an era ruled by the advent of technology in education as well. There was an evident void in terms of fulfilling the requirements of firms that employ management students.

We understood the need to incorporate right values in the young minds and also impart education relevant for an information age that encourages networking and collaborative advantage. Also, we decided to build contextual knowledge into the programs.

We aim at creating efficient managers and business leaders. We strive to ensure that our students develop the right skills required to sustain and grow in any organization. An equal weight is also given on developing the right values and attitude in students to help them sail through times of trial and turbulence. We pay keen attention towards cultivating a winning spirit, which is why they are encouraged to participate in standard competitions on all platforms. At the same time, we also take efforts in preparing the students for the future by teaching courses on emerging trends and areas like neural networks, analytics and energy management.



Our philosophy is reflected in our institute's logo.

The bird in the logo is a crow. The crow was chosen because it has several positive traits that the Institute stands for. Crow is an epitome of community living and sharing and caring of each other which are the ethos of IIM Ranchi. It is an aerial scavenger that cleans up the earth by eating carcasses. Crows in many cultures are the keepers of knowledge as nothing escapes their keen eye-sight. Crows are very adaptable and can live in different climatic conditions.



The bird has been created in a manner that it looks like a forward arrow, taking everybody (The three green strokes symbolize the community), along together for the flight. The Sanskrit verses symbolize the Institute's vision as working to bring change towards success, not only for one's self, but also for the community

Programmes Offered

- Professional MBA
- MBA (Human Resources)
- Executive MBA
- Ph.D. Program in Management
- Certificate Programme in General Management (CPGM)

Principle 2: Values

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Core Values

Hard Work: The goal of sustainability is not one that can be achieved overnight. Hard work teaches the students to be perseverant, determined and persistent.

Humility: We believe that humility is a sign of strength, authentic confidence, and courage. Humility makes our students strive for excellence not only for themselves but for the upliftment of society.

Honesty: Ethics and integrity are winning characteristics of high-performing organizations over the long term. We want our business school, and our graduates, to be guided by the highest principles of honesty, fairness, transparency, and moral courage.

Courses that align with our values

- Business Ethics
- Entrepreneurial Finance and Private Equity
- Quality and Six Sigma
- Self-assessment and Personal Growth
- Strategy and Innovation
- Corporate Governance and CSR

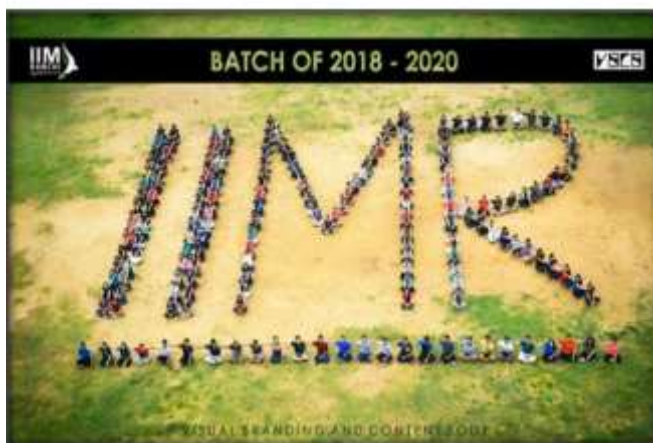
- Entrepreneurship
- Cooperative and Competitive Strategies

Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Induction Programme for Batch 2018-20

IIM Ranchi organized a two-week Induction Programme from June 14 -30, 2018 for the class of 2018-20. The programme has been designed by faculty members to simulate real-world experiences as challenges that the students would need to undergo. The main objective of this programme was to sensitize the young budding managers with the pragmatic experiences of the corporate world and its expectations from them in the challenging and changing global scenario. There were 3 challenges each, in which 5-6 faculty members judged the performances of the various groups. The students also celebrated World Yoga Day with our Director, Prof. Shailendra Singh.



Student Exchange Programs

Each year, some of our students go for a semester to one of the leading B-schools around the world to prepare themselves globally. The list of schools that we have partnered with:

Alba Graduate Business School, Greece

ALBA is listed as 52nd in the Europe-Top MBA Global 200 Business Schools Report for 2014/2015. ALBA is an educational not-for-profit association of 85 large Greek corporations. It has exchange programs with many other international colleges. ALBA operates under the auspices of the leading employers' union in Greece and the leading executives' association in Greece and the Athens Chamber of Commerce and Industry.

Alberta School of Business, Alberta, Canada

The University is one of the top five universities in Canada and one of the top 100 worldwide. Founded in 1916, it is a research-intensive publicly funded institution, and is consistently ranked in the top 50 publicly funded universities for research by the Financial Times of London.

Asian Institute of Technology, Thailand

The Asian Institute of Technology (AIT) is a leading international institute of higher learning in Thai-land promoting technological change and sustainable development in the Asia-Pacific region through higher education, research and outreach. Established in Bangkok in 1959, AIT as a university has become a leading regional postgraduate institution and is actively working with public and private sec-tor partners.

Audencia Nantes School of Management, France

Audencia Nantes School of Management is a non-profit making institution and a business school in France, accredited by the Association of MBAs, European Quality Improvement System, and the Association to Advance Collegiate Schools of Business. The school enrolls 3000 students from almost 50 countries. Audencia is consistently ranked among the top six business schools of France.

Chittagong Independent University, Bangladesh

Chittagong Independent University (CIU), established in 2013, is a degree-awarding higher seat of learning, approved by the Govt. of Bangladesh and University Grants Commission of Bangladesh (UGC). It is a leading private university in

Bangladesh that offers graduate programs in Masters of Business Administration (MBA) and Master of Laws (LLM).

EMLYON Business School, France

EMLYON Business School (henceforth referred to as EMLYON), with its 140-year heritage, is one of the longest established business schools in Europe. The history of the school is marked by a spirit of entrepreneurship and innovation. EMLYON is one of the few business schools to hold triple accreditation from EQUIS, AACSB and AMBA. The Times Higher Education ranked it 2nd Business School in France; and ranked 64th in the world by Global Employability University Ranking 2015.

National Chengchi University, College of Commerce, Taiwan

The College of Commerce at National Chengchi University (NCCU) was established in 1958. The College of Commerce is regarded nationally as one of the best business schools in Taiwan. There are currently about 100 exchange students from over 60 top business schools of the world and about 200 international students from over 30 different countries.

Purdue University, USA

Purdue University routinely ranks highly in accredited national and world university rankings such as the U.S. News & World Report Best Colleges and the QS World University Rankings. It was founded in 1869 and currently has over 8700 students from 125 countries.

Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environ-mental and economic value.

Research Papers published by the IIM Ranchi Fraternity

Journal Articles

Ghosh, A., & Dasgupta, S. A. (2017). Environmental corporate social responsibility and sustainability

strategies in India. *Journal of Academy of Business and Economics*, 17(2), 79-92.

Kumar, M., Jauhari, H., Ladha, R. S., & Shekhar, N. (2018). Gender and organizational climate: a study of two structurally different large organizations in India. *Gender in Management: An International Journal*, 33(3), 217-233.

Venugopal, A., Krishnan, T. N., & Kumar, M. (2018). Identifying the focal role of top management paradoxical cognition in ambidextrous firms. *Management Decision*, 56(1), 47-63.

Kumar Pradeep (FPM Batch 2014-18) has received the Best Paper Award (Title: "Technology- based service operations for improved experience in public healthcare: a shift from complexity to flexibility") from GLOGIFT '2018 conference organized by IIM Lucknow.

Mishra, A., Maheswarappa, S. S., Maity, M., & Samu, S. (2018). Teenagers' eWOM intentions: a nature vs nurture perspective. *Marketing Intelligence & Planning*, 36(4), 470-483.

Kumar, A., Kumar, R., Dutta, S. K., Kumar, R., & Mukherjee, A. (2017). Reconceptualising co-opetition using text mining: inductive derivation of a consensual definition of the field (1996 – 2015). *International Journal of Business Environment*, 9(2), 114-137.

Kumar, P., Bera, S., & Chakraborty, S. (2017). An examination of the association between service convenience flexibility in healthcare delivery systems and patient satisfaction. *South Asian Journal of Management*, 24(4), 35-54.

Kumar, R., & Duggirala, A. (2017). Demystifying health insurance regulations. *The Journal of Insurance Institute of India*, 4(3), 31-39.

Mukherjee, S., & Bala, P. K. (2017). Gender classification of microblog text based on authorial style. *Information Systems and e-Business Management*, 15(1), 117-138.

Saha, K., Kumar, R., Dutta, S. K., & Dutta, T. (2017). A content adequate five dimensional entrepreneurial orientation scale. *Journal of Business Venturing Insights*, 8, 41-49.

Saravanan, P., Sivasankaran, N., Srikanth, M., & Shaw, T. S. (2017). Enhancing shareholder value through efficient working capital management: an empirical evidence from India. *Finance India*, 31 (3), 851-871.

Sarkar, S., & Bhattacharjee, T. (2017). Impact of voluntary disclosures on corporate brand equity. *Corporate Reputation Review*, 20(2), 125-136.

Sarkar, S., & Mishra, P. (2017). Market orientation and customer-based corporate brand equity (CBCBE): A dyadic study of Indian B2B firms. *Journal of Strategic Marketing*, 25(5-6), 367-383.

Kumar, P., Chakraborty, S., & Bera, S. (2017). Impact of flexibility on patient satisfaction and behavioral intention: a critical reassessment and model development. *World Academy of Science, Engineering and Technology, International Science Index 122, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 11(2), 367 – 370.

Kumar, A., Kumar, R., & Haque, M. R., Chowdhury, S. P., & Islam, S. (2017). Entrepreneurial networks and knowledge transfer: the moderating role of incubator/accelerator affiliation. *Asian Economic and Financial Review*, 7(11), 1093-1107.

Book/Book Chapters

Adhikari, A., & Ganguly, S. (2017). A comparative analysis between green industrial policies of India and China: review and implications. In M. A. Yülek (Ed.), *Industrial Policy and Sustainable Growth* (pp. 357-373). Singapore: Springer.

Ghosh, P., & Dutta, T. (Eds.). (2017). *People analytics: compilation of recent trends*. New Delhi: Bloomsbury India.

Heizer, J., Render, B., Munson, C., & Sachan, A. (2017). *Operations Management Sustainability and Supply Chain Management*. New Delhi: Pear-son.

Kumar, R., & Kumar, A. (2017). Conceptualizing corporate entrepreneurship capability and its link-ages towards firm performance. In *Global Entrepreneurs in Sharing Economy*. Hershey, PA, USA: IGI Global.

Conference Presentation/Proceeding

Kumar, R. (2018, December 13-14). The building blocks of CSR framework: key components and drivers

in the Indian context. Paper presented at the 8th PRIME Asia Forum, Mumbai: SPJIMR.

Ghosh, A., & Dasgupta, S. A. (2017, June). *Corporate social responsibility and natural environment in India. Paper presented at the Tenth Global Studies Conference, National University of Singapore, Singapore.*

Kumar, R. (2018, November 14-16). *Health Insurance in India: Key Success Factors and the Need for Business Model Innovation. Paper presented at the 8th International Conference for Sustainability and Responsibility (ICSR), Cologne, Germany.*

Kumar, R., & Sachan, A. (2017). *The role of intermediaries in e-government adoption in India: bridging the digital divide. 20th Conference on E-Governance, (pp. 48-52). Visakhapatnam: India.*

Kumar, R. (2017). *Healthcare financing: strategic choices for gaining competitive advantage. Proceedings of 20th Nirma International Conference on Management (NICOM-2017). Ahmedabad: Nirma University.*

Saha, K., Kumar, R., Dutta, S., & Dutta, T. (2017). *A content adequate five-dimensional entrepreneurial orientation scale. Academy of Management (AoM) Meeting. Atlanta, Georgia, USA: Academy of Management.*

Principle 5: Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Momentum Jharkhand, the Global Investor's Summit



Momentum Jharkhand, the Global Investors' Summit organized on 16-17 Feb, 2017 envisioned to generate investment for the development of the state gave the IIM Ranchi fraternity a rare chance to meet the industry's stalwarts, making corporate connections, gaining first-hand insights from the experts - in short, the kind of exposure any MBA student dreams of. Jharkhand, as we know, is a state gifted with natural resources. Industry stalwarts like Mr. Ratan Tata, Mr. Kumar Mangalam Birla, Mr. Naveen Jindal and Mr. Rajesh Adani graced the event which was opened by none other than Ranchi's very own M.S.Dhoni.

The event also marked the presence of Cabinet Ministers and envoys from Japan, Australia, Tunisia, Mongolia and Czech Republic. Jharkhand houses some of the best institutes of the country and the government invited students from all these institutes to showcase their contribution in the development of the state. At the two-day summit, there were seminars on investment opportunities in Jharkhand for various sectors like Mining, Urban development and smart cities, Start-ups and Skill Development. IIM Ranchi, in keeping with the spirit of the event, showcased projects undertaken by E-Cell- the entrepreneurship cell and Samarpan – the CSR Club of IIM Ranchi towards the development of the city.

Prayaas – an initiative to assist children of nearby schools, our demonetization-awareness drive, and our associations with YourStory to encourage the entrepreneurial culture in the city were very well received by the delegates. The best part was definitely the interactions with people at the summit, especially with all the IIM Alumni present at the event. Many of them expressed keen interest in collaborating with IIM Ranchi students for their upcoming startups.





In many ways, IIM Ranchi and Jharkhand seem alike; abounding in resources and talent and setting off on a path of exponential development.

The GIS summit showcased the enormous potential; for Jharkhand and IIM Ranchi glowed as bright spot in the wheel of progress that has been set rolling. The futures of both are entwined and hopes are held high for the great news in upcoming years.

Principle 6: Dialogue

We will facilitate and support dialogue and de-bate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stake-holders on critical issues related to global social responsibility and sustainability.



The students of IIM Ranchi engage in dialogue with not just the businesses and the government but also with the local community, as is evident by Unnat Bharat Abhiyaan.

KEY INITIATIVES - 2017

Pilot Program 1: Food Wastage Reduction

“Throwing away food is like stealing from the table of those who are poor and hungry” – Pope Francis

When the world is apprehensive about food security and the looming dark days when humanity will run out of food, millions of tons of food are wasted because of our poor habits of consumerism. In industrialized nations especially, retailers and consumers discard around 300 million tons that is fit for consumption. For an instance, Malaysians waste up to 8,000 tons or 8 million kilograms of food a day - and this amount can easily feed 6 million people. Ironically, one in every seven people in the world go to bed hungry and more than 20,000 children under the age of 5 die daily from hunger. We are also no different in this perspective. So, we had this agenda in our mind to drive this initiative right from the inception of UNGC PRME - IIM Ranchi. We started off our initiative by promulgating aware-ness among the IIM Ranchi family members (students, teaching staff and non-teaching staff) about food wastage through different measures:

- **Posters** with catchy phrases, world/country/state/city vs. institute level statistics. We made sure that these posters are visible to the crowd both at the college campuses and all the hostel blocks (especially near the mess area) in order to ingrain a psychological impact.
- **Flash-mailers:** We circulated the mailers once every week (mostly Friday). In order to keep a track of the institute level statistics we spoke with the mess workers twice a week to know about total food wastage (on Tuesday and Thursday) After two weeks from the kick-off of this initiative we launched another idea. It's the Food Wastage Board. The main agenda behind materializing this concept was to drive a behavioral change among all the IIM Ranchi family members. What we did? We maintained a white board which reflected statistics like ‘How much food was wasted in the last meal?’ and ‘How many people could be using that wasted food?’ after each meal (breakfast, lunch and dinner). We conducted this exercise with the help of the mess workers and the student

representatives who volunteered for this initiative. Indeed, it was a success.

Going forward we have chalked out some alternate ways to handle food wastage:

- Recycle waste food and use it as a soil conditioner (In-vessel composting) or use it to generate methane gas (Anaerobic Digestion).
- Feed the waste food to the animals than throwing it away, making sure to dispose the food in a proper way so that it can be consumed by animals in a harmless way

Pilot Program 2: Conservation of Electricity

Electricity is the need of the hour. Every day, every second either a person turns on a TV, computer, refrigerator and what not. Each apartment or a building operates a huge number of lighting fixtures and household appliances. It has become an integral part of all our lives. Thus, to address this issue we conducted a competition to save electricity in the hostel premise.

Unnat Bharat Abhiyaan

IIM Ranchi has adopted Gadarapo Grampanchayat, Lohardaga district as part of Unnat Bharat Abhiyaan. It consists of total seven villages. It is ambitious project where we are expected to work with villagers in identifying their needs, working with them on solving various problems, helping them in their village development plan, helping government agencies to integrate and manage various funds allocated across different schemes.

We are expected to become their consultative mentors in crafting their development plan and action managers in executing it successfully. We have established initial relation with BDO, Mukhiya and Gram-Pradhans.

Unnat Bharat Abhiyaan can be considered both the part of Principles 5 & 6 because while we have partnered with the local authorities, we have also tried to engage in dialogue with the local communities. The baseline data has been collected with the help of Samarpan, IIM Ranchi's Social Responsibility Club and student volunteers.

The conscious efforts of IIM Ranchi's fraternity to partner with the local communities is just one of the things that sets us apart from all the B-Schools in the country. This partnership allows real-time application of classroom concepts in real life and consequently turns our students into better, and more importantly, more empathetic managers.

The students of IIM Ranchi engage in dialogue with not just the businesses and the government but also with the local community.

Demonetization Awareness Drive

In a bid to create awareness regarding the recent bout of demonetization in India the Samarpan Club and the Finance Club had taken the initiative to conduct an awareness drive to a nearby village in Ranchi. Dimra village is home to as many as hundred residents, who eke out an existence in abject poverty and squalor that is almost unimaginable.

Few have access to electricity and many are suffering from shortage of water as they are all dependent on a single source only, to meet their daily requirements. Their main source of income is through engaging in labor work, primarily by breaking stones and selling them. The students were led by Professor Gaurav Marathe and Social Activist Mangesh Jha, whose main objectives were to in-form the residents of Dimra Village on the recent Demonetization Rules and Regulations happening around the country. They educated the villagers making them aware about the amount of notes up to which can be exchanged, the deadline of the exchange date, the means of exchanging, and most importantly the risk of getting cheated.

UNGC PRME Konnect Series

The UNGC PRME Steering Committee, IIM Ranchi, launched its Konnect series in September 2017 to engage in dialogue with the student association. The series was launched to spread awareness about the two pilot programs of the committee- food wastage reduction and energy conservation.

The event was conducted in association with the Literary Club and was kicked off by Prof. Rohit Kumar with his inspiring words. Prof. Asit Mohapatra also gave an address on inculcating a sustainable mindset in the future managers. A 10-minute elevator pitch competition was organized for students to come up with feasible ideas to take either of the two pilot programs further.

KEY INITIATIVES 2018 – 2019

ASPIRANT CONNECT



Under the voluntary program of Aspirants' Mentorship 2019 we partnered with Media & PR Cell of IIMR to welcome the aspirants of batch 2021 to our esteemed fraternity.

Under the program we helped aspirants get familiar with common terminologies related to sustainable business under the Campaign of "Sustainovate". We gave the definitions of certain terms specific to business world.

It is also to make audience realize about the growing concern of maintaining sustainable environment. This was also accompanied by the Pro-tips from the editor themselves to help them during their Personal Interview. Communicating with aspirants group also helped identify participants for the annual fests (Parivridhi) and online competitions (Article Writing and Case Study).



JOY OF PLANTING (JOP)



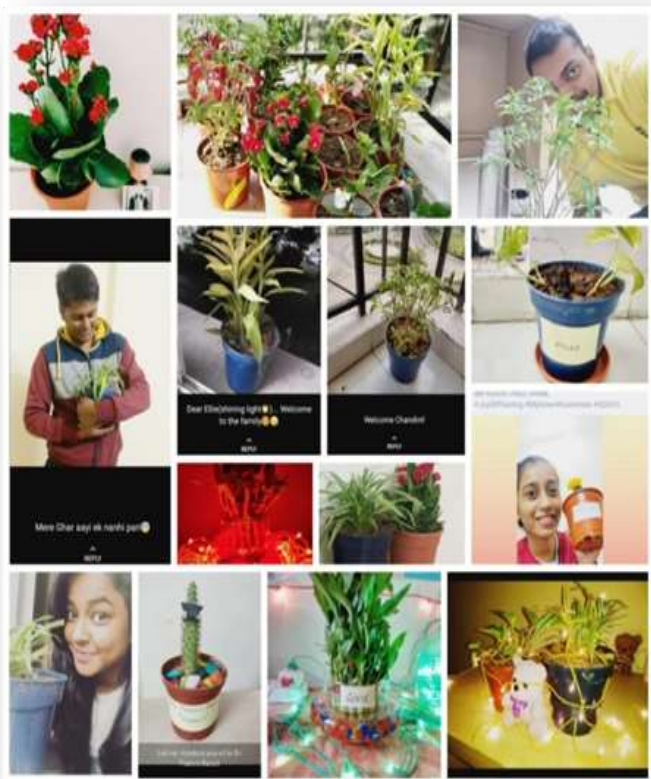
IIM Ranchi UNGC PRME in association with Samarpan (CSR Club, IIMR) organized JOY OF PLANTING program under the JOY OF GIVING event by facilitating the pleasure of buying a sapling, and in the process contributing towards sustainability.

It was our pleasure to raise money and contributing the entire profit to the noble cause of the JOY OF GIVING event. Under this initiative we kept two categories of the plants – indoor and outdoor plants. Majorly indoor plants would require less sunlight and water exposure and would require less maintenance effort by the students. Outdoor plants were also kept for the students who could take efforts to nurture the plant in their balconies.

We also organized the online campaign where students who bought their plants had to give a creative name to their plant. Along with this they need to take a selfie and upload on our official Facebook page with hashtags #JoyofPlanting

#MyGreenRoommate #SDG15.

This online campaign was organized so that students can welcome and take care of their new roommate. Apart from helping them to nurture their plants we issued the online guide for taking care of their plants. We also gave contact details of UNGC volunteers for further assistance, feedback. This initiative witnessed huge Participants both in Joy of Planting 1.0 and 2.0 with a footfall of about 220 people with 110 plants being distributed among students, professors, and others from communities surrounding the IIMR Hostel. Further requests on personalized order of plants were also considered for further weeks for those who missed the opportunity.





- The plants will take a week or so to settle in the new environment. Till then they will require good care. You might see plant leaves getting yellow. Don't worry they will replenish.
- You should check your plant at least twice a week to see if it needs to be watered. If the top of the soil is dry, then water it.
- When you prune correctly, you encourage healthy growth and flowering as well as good looks. Pruning refers to trimming and cutting of plants so as to avoid hindrance for plant's growth. It also included removing old and dead leaves (Deadheading).
- Remove unwanted grass as and when they grow from plants so as to avoid hindrance for plant's growth.
- Don't overwater plants. The plants delivered to you are already watered enough presently, So kindly water them accordingly after few days.

PARIVRIDHI

UNGC PRME organized its first ever inter college case study competition - Parivridhi. As the name depicts the aim was to foster thinking into development of such business system or propose idea in the direction to bring innovative yet sustainable solution to some of the existing problems faced by the industry nowadays.

"Let's mark this as a beginning of new step towards becoming an advance signatory of **United Nations Global Compact**"



The competition had two rounds. After clearing the first round of solving the case online, shortlisted teams were invited for the second round in the campus. Our esteemed faculty Dr. Rohit Kumar was invited to share his experience and judge the presentations.

Solution presented by all teams was unique and innovative in their own ways. While Question and Answer session held at the end of each presentation participants covered certain concepts like accelerated depreciation, circular economy, growing orange and lemon trees in between hostel lines, provision of fresh juice in cafeteria, organic waste reutilization, etc.,





We took the suggestion of newspaper and unused paper recycling and came up with collection drives held regularly under our Brown Box initiative.

Our event saw participation from various prestigious institutions all over India. Only top ten teams were chosen for the on- campus round.

Winners were Team Shield, XLRI. Team Finzards from NMIMS Bengaluru secured second position and Team Rsquare from IIMR secured third position. In addition to this, other participants were provided with Certificates of participation.

WOMEN HYGIENE AWARENESS WORKSHOP

UNGC PRME-IIMR has conducted a ninety minutes awareness workshop for their cleaning staff which went in line with the United Nations Sustainability Development Goal 3: Good Health and Well-being and GOAL 6: Clean Water and Sanitation to ensure healthy lives and promote well-being for all at all ages.



An interactive session took place where the importance of maintaining personal hygiene during menstruation was emphasized. Apart from that taking adequate diet and care of themselves, the message of using sanitary pads instead of cloth was also communicated. While women were first apprehensive talking about certain issues openly but gradually they were able to open up and ask questions. During the session, we also displayed an interactive bilingual video giving tips on nutritional facts about different kind of food items and other basic hygiene habits and precautions.

TALK ON SUSTAINABLE LIFESTYLE



IIMR UNGC-PRME Student Volunteers along with IIMR Toastmasters shared the platform to engage in the dialogue towards sustainability on the topic- “Sustainable Lifestyle” at their 113th Meet.

Similarly, six sessions and seven group discussions with a participant count 30 per session and a count of around 35 speakers across all sessions in Sustainability talks was also organized.

The interactions were found to be rewarding where knowledge on innovative business solutions in industries were exchanged along with the proposal for small on-campus sustainable initiatives are also discussed.

BROWN BOX INITIATIVE



The Brown-Box initiative was launched as a pilot project in the A and B blocks of IIMR Hostel. The Brown Box Project was aimed at encouraging and facilitating the students of IIMR to indulge in recycling of scrap and other recyclable solid waste. It had the motto of “Reduce, Reuse & Recycle”. The students were asked to keep cardboard boxes, newspaper and books in the Brown box for recycling. The materials collected were properly stored and recycled.

Through the amazing contribution of students, a total of 121 kilogram of scrap was collected during the 2 months’ duration of the pilot project. After the enthusiastic response to the initiative, the initiative has been launched in C and D blocks and will soon be expanded to the rest of the blocks of the hostel with the aim to minimize the solid waste footprint of IIMR. Further we are planning to have a collection drive for the same at the end of each term so as to make it a periodic and efficient drive.

AWARENESS POSTERS



To promote awareness among students about conservation of food, water and electricity, our team identified the main areas of consumption and placed awareness posters there.



Our idea was to make students aware about the consequences of our negligence to small responsibilities. Hence, instead of directive or instructive posters we designed such posters that could give certain facts and quick tips.

INSTALLATION OF NAPKIN INCINERATORS



With constant efforts and invaluable support of our faculty Dr. Piyali Ghosh and the team, installation of napkin incinerators in the girl's hostel could be expedited.

Napkin Incinerators were installed in the washrooms on alternate floors in B and C blocks. Also a detailed manual was also shared with all students having instruction on how to use and precautions to take while using it.

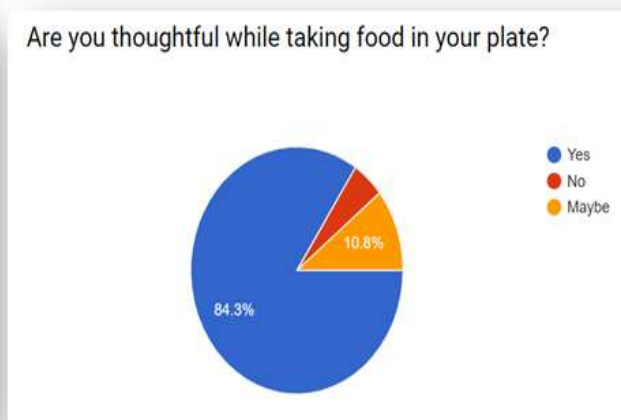
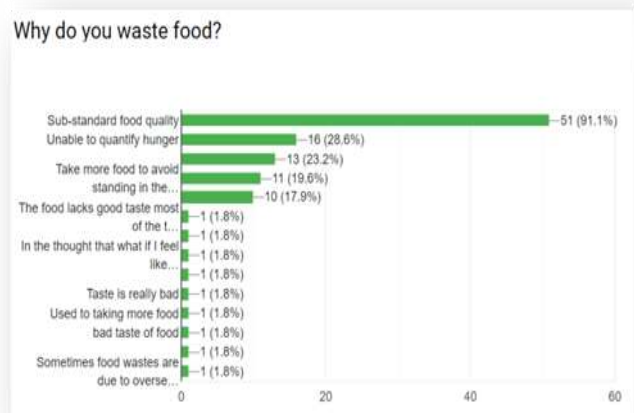
The purpose was to promote hygiene and ensure proper disposal of napkins and reduce efforts taken by the cleaning staff to manually dispose it.

FOOD WASTAGE REDUCTION PROJECT

In line with SDG 12 dealing in Responsible consumption and production, we chose to focus to achieve significant reduction in the amount of food wastage. Following approach was followed:

1. Survey:

A survey was under taken to understand the behavioral pattern of the students and to know about the prime reasons for food wastage. This survey was also done to know the particular food items which are wasted the most and the suggestions of the students.



2. Coordinating with SFC:

A meeting will be held with SFC on the following points:

- Place buckets for food wastage so as to develop a habit amongst the students to pour their wasted food in the buckets.
- Quantification of food wastage by mess vendor on a daily basis which will be put up on a white board the next day
- SFC will be requested to remove particular food items which are wasted the most showcasing the survey results.
- Discussion regarding Mess Feedback form to make it accessible on daily basis daily feedback form where adequate feedback can be given.
- Moreover, one more form should be made by SFC so that students can notify their absence during the meal time (e.g. batch party etc.) so that adequate amount of food is cooked by the vendor
- Other relevant points especially lack of utensils (e.g., Spoons) will be taken out from the survey results as discussion points with SFC.

3. Execution:

- Quantification of Food Wastage: Two white boards displaying the amount wasted will be placed near the serving area.
- Posters: Posters for creating awareness amongst the students pasted in the mess area.
- I AM PROUD OF MY CLEAR PLATE online campaign



- Awareness Drive: #FightFoodWastage campaign will be done on Facebook with relevant posts and articles on the social media.
- UNGC Champion: The students who don't waste food will be honored on the social media with the posts of UNGC Champion.
- 'Be-Like-Ramesh' campaign will also be started again.

4. Monitoring the Progress: Monitoring of the amount wasted on a daily basis and checking if any substantial impact is created. Subsequent changes in the plan will be done if less significant impact is observed. Food wastage at IIMR hostel by the hands of students has been reduced by about 24%, the usage of water has seen observable reduction owing to the water conservation campaigns launched with the commencement of UNGC-PRME initiatives

COLLABORATION WITH GENDER CHAMPIONS

In order to promote gender equality, guaranteed by Article 15 of the Indian Constitution, Government of India envisages engagement of Gender Champions in all schools and colleges across the country. It is a joint initiative of the Ministry of Women and Child Development and Ministry of Human Resource Development.

The broad mandate of a Gender Champion is to provide an integrated and interdisciplinary approach to understanding the social and cultural constructions of gender that shape the experiences of women and men in society. The aim is to make the young boys and girls gender sensitive and create positive social norms that value the girls and their rights. The IIMR UNGC has recently taken lead to collaborate with them in strengthening their vision and organize certain sensitive workshops for students, helping staff members, etc.

FIT AND FUN- ZUMBA



IIMR UNGC PRME organized a four-day session of Zumba for students of IIMR. This initiative was aimed to promote the fitness with fun- SDG 3 (Good Health and Well-being).

Zumba was chosen as the medium as it targets lots of different muscle groups at once for total body toning, boosts heart health. It gives aerobic benefits that help maintain a good cardiovascular respiratory system. Also in between exams and other assignment and work stress, it was a fun stress- buster.

Two Zumba trainers were invited to help students with the thirty-minute workout. To make it more engaging and productive, we took suggestion from students for deciding the timing for practice slot and deciding Bollywood music for practice. Approximately thirty to forty students were involved per session. We received a fantastic response and also look forward for the feasibility to continue these sessions.



CLEBERATING FESTIVALS

In major festivals like Holi and Diwali, UNGC PRME team takes effort along with the Cultural Committee of IIMR to aware people about using the resources judiciously and sustainably so as to ensure protection of nearby surroundings.

FROM IIMR BLOG...

By Manjusha Shrimandil , MBA-HR 2018-20 Batch.

A step towards sustainability

ON NOVEMBER 13, 2018 / BY IIMRANCHIBLOG



All the late nights and early mornings finally paid off. With lots of expectations and excitement, I stepped into IIM Ranchi and it was like a dream come true for any MBA – HR aspirant like me. I knew it was not going to be a fairy tale and I will have to work very hard to live up to the college expectations. I made sure to do a lot of research about the Institute before coming here as I did not want to appear out of place amongst my new classmates. I was already overwhelmed with the kind of cooperation I was getting from my seniors to adjust to the new settings. But when I finally reached the hostel there was a thing that particularly caught my attention. In the mess area, I could find these stickers saying – ‘Clean Plates’, ‘Save water’, ‘Be responsible’ etc. Upon doing a little bit of research I learned about UNGC PRME.

United Nations Global Compact- Principles for Responsible Management Education (UNGC PRME) is an initiative founded in 2007 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. I was impressed with my

For more: <https://iimranchiblog.wordpress.com/2018/11/13/a-step-towards-sustainability/>

THE STEERING COMMITTEE MEMBERS



Dr. Shailendra Singh
Director, IIM Ranchi



Dr. Rohit Kumar
Asst. Professor, IIM Ranchi



“UNGC PRME has given me the opportunity to take small steps towards sustainability, not only for my future but also for the future generation as well. Together we are able to come up with new improved ideas towards sustainability.” - AKASH ROY, MBA 2018-20



“The companies and businesses have increasingly become more focused on environment as a part of excelling in triple bottom line. Hence, it becomes important for managers to be responsible towards the environment and UNGC PRME provides an excellent platform for b-school students to help them shape as responsible future managers.” - PRASHANT MISHRA, MBA 2018-20



“We all need to work together because there is no equity without social protection, no social justice without a shift in ambition and no peace without the guarantees of sustainability. UNGC PRME has provided me with a platform to work towards this progress.” - NIHARIKA REDDY, MBA 2018-20



*“It’s the need of an hour to shift from business for profit to business for people. Keeping this in mind UNGC-PRME is providing me a platform to be a socially responsible corporate citizen and work towards sustainable future.”
.- ABOLI ARUN MANDURNEKAR, MBA 2018-20*



“If it can’t be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled, or composted, then it should be restricted, redesigned or removed from production.”- VENKIDESH SREEKUMAR, MBA 2018-20



“In today’s time, one need not build only managers, but leaders- managers for holistic business development. UNGC has provided platform by introducing PRME for nurturing such managers.” – TANYA SAINI, MBA-HR 2018-20

RESPONSIBILITY TO OUR FUTURE

At IIM Ranchi, we strive each day to promote a sustainable mindset. We work each day to reduce our consumption of resources. We achieve our ambitious goals of sustainability through research, academic coursework or community engagement initiatives. Our engagements and research work are how we bring the “*Holistic development of individual, institutions and the society at large*” part of our mission to life.



We actively engage with community through our dedicated social media handles:

Facebook: [facebook.com/UNGCPRME.IIMRanchi](https://www.facebook.com/UNGCPRME.IIMRanchi)

Instagram: [instagram.com/ungcprme_iimranchi](https://www.instagram.com/ungcprme_iimranchi)

Twitter: twitter.com/ungcprme_iimr



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