

# IIM Ranchi UNGC-PRME

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## SIP REPORT 2019 - 2020



SHARING INFORMATION ON PROGRESS REPORT



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# DIRECTOR'S MESSAGE



Indian Institute of Management, Ranchi has emerged as one of the fastest-growing B-schools in India and is committed to support excellence in management education and research that positively impacts people, organizations, and society. 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 taking up managerial and leadership roles in various business enterprise and national-building programs.

Throughout the academic year 2019-2020, IIM Ranchi took various initiatives to inculcate the values of sustainability among the students. Each of these activities is aligned to the Six PRME Principles aimed at shaping the managers into future leaders campaigning “Corporate Sustainability”. According to the vision of the body, some of the activities were introduced for the very first time, such as “Earth Crownicles”, a monthly newsletter to reach out to wide audience about the activities of the IIM Ranchi UNGC-PRME , “Walkathon” to raise awareness on social issues, “Zero Hour” to encourage responsible energy consumption, “She Makes Me Win”, an online event to celebrate women’s power, etc.

IIM Ranchi is working relentlessly towards achieving the vision of PRME which is to “realize the Sustainable Development Goals through responsible management education”.

**Best Wishes,  
Prof. Shailendra Singh**

# ABOUT

The Principles for Responsible Management Education (PRME) is a United Nations supported initiative formed in 2007 as a platform to raise the profile of sustainability in B-schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow.

- It is the largest organized relationship between UN and B-Schools.
- IIM Ranchi became a signatory of PRME initiative in 2017 making it the first IIM to be its signatory.



Working through the Six Principles above, PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact.



# ALIGNMENT WITH SIX PRINCIPLES

## Principle I: 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 net-working 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 weightage 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 plat-forms. 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.

## Programs Offered

Professional MBA

MBA (Human Resources)

PhD.

Executive PhD.

Post-Doctoral Fellowship in Management

Emeritus Fellowship in Management

Executive MBA

Certificate Program in General Management for Executives (CPGM)

Management Development Program (MDP)



## 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

Competitive & Cooperative Strategy

Entrepreneurship

Managing Innovation in Digital Era

Corporate Strategy and Governance in the East and the West

Neuroscience for Personal Growth

Quality and Six Sigma

Corporate Governance and CSR

Legal and Regulatory Aspect of Business

## Principle 3: Method

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

### Induction Program for Batch 2019-21

IIM Ranchi organized a week long induction program from 13 – 20 June, 2019 for the class of 2019-21. The program has been designed by faculty members to simulate real-world experiences as challenges that the students would need to undergo. The main objective of the program 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. UNGC-PRME Steering Committee along with other clubs organized challenges related to their specific domains like marketing, finance, strategy, sustainability, operations etc.



### Student Exchange Programs

Every year some of our students go for a semester to some of the leading B-Schools around the world to prepare themselves in a globally connected world. This list of school 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).

### **EMYLON 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, 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 inter-national students from over 30 different countries.

### Purdue University, USA

Purdue University routinely ranks highly in accredit-ed 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.

### The American Business School of Paris, France

Since its foundation in 1985, The American Business School of Paris offers its students immersion into an international environment with the best of the American pedagogy combined with the best of French and European practices.

**ADITYA ROY**  
PGDM 2nd Year

5th Trimester STEP:  
EMLYON Business School

"...Experiencing the difference of pedagogy, culture and working in teams with people from different countries was an enriching and humbling experience. The Student Exchange Program is indeed the cherry on the MBA pie and has widened my perspective. These 4 months have been the best learning experience in my life yet..."

"...The STEP program is not to be missed!..."

**DEVINA CHHAJER**  
PGDM 2nd Year

5th Trimester STEP:  
EMLYON Business School

"Detouring from the destined place, Ranchi to Lyon with STEP 2019 helped me gain a lifetime experience. Studying abroad enhanced my perception towards the usefulness of academics in life. Today, I see myself as someone who has come back with a blend of different cultures, lifestyles and outlooks, a diary full of learning."

"Student Exchange Programme truly has something different to offer on the plate!"

**AKASH ROY**  
PGDM 2nd Year

5th Trimester STEP:  
Audencia Business School

"Audencia, with its 120 years of heritage in France, is one of the most popular colleges where students from all over the globe, Germany, Spain, Canada, China, etc. come every year to study. Having an opportunity to communicate with people from so many countries in one place was a huge learning curve for me..."

"Overall, my experience was amazing. Would love to go back to France to cherish its beauty again. Until then Au revoir! ..."

## 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, environmental and economic value.*

### Research & Publications by the IIM Ranchi fraternity

#### Journal Articles

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### **Conference Presentation/Proceeding**

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**Verma, P., Kushwaha, J., & Dixit, V. (2020, March 10-12).** Risk and resilience analysis for industry 4.0 in achieving the goals of smart logistics: An overview. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, Dubai, UAE.

**Kumari, S., Bera, S., & Kumar, R. (2020, February 27-28).** Operational and financial perspective of CCS. *ICEIM-2020: International Conference on Energy and Infrastructure Management*, pp. 291-305. Pandit Deendayal Petroleum University, Gandhinagar, Gujarat.

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**Kumar, R. (2020, January 3-5).** Health financing in India: key success factors business model and strategic choices for gaining competitive advantage, Presented in conference on Customer, Competition and Marketing Strategy (NICOM 2020), Institute of Management, Nirma University, Ahmedabad, India.

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**Rathnasiri, S, Ray, P., Islam, S M N, & Vega-Mejía, C.A.** E-commerce Supply Chain Cost Optimization with Incentive Compatibility Constraints, Presented in the IEEE International Conference on Service Operations and Logistics, and Informatics (SOLI 2019), Zhengzhou China, November 6-7, 2019.

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**Nandy, A. (2019, March 8).** What the draft Emigration Bill of 2019 overlooks. Mint.

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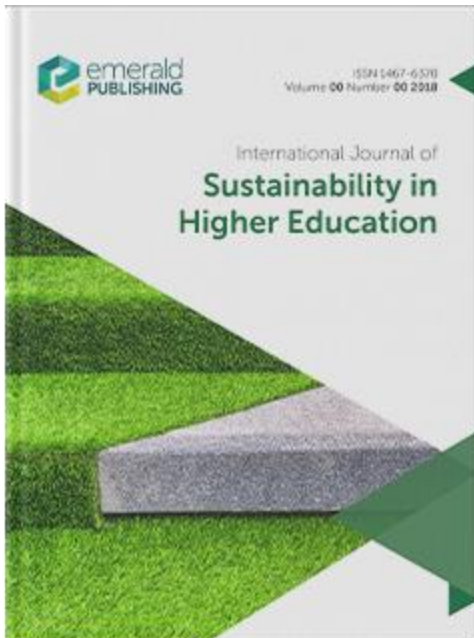
## Case Studies

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## 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.*

### **Atal Bihari Vajpayee Centre for Leadership, Policy and Governance**

On August 2018, IIM Ranchi established Atal Bihari Vajpayee Centre for Leadership, Policy and Governance (ABVCLPG) as a tribute to the Ex-PM and Statesman. ABVCLPG aims to conduct multidisciplinary research in the domains of leadership, policy and governance. It envisions to become a vibrant knowledge centre which takes forward the scholarly conversations in leadership, policy, and governance. It also aspires to establish itself as Think-Tank and provide professional consultation, advise and support to government, public sector undertakings, local administration in the implementation of their schemes and policies. It intends to develop a pool of leaders, administrators and managers with strong foundations in policy and governance strategies.

The center organizes a 5-day Summer School on Leadership, Policy and Governance every year. It is an intensive full-time programme, and consist of at least 40 contact hours. It is open to

all Indian students pursuing UG or PG courses in UGC recognized University or Colleges and also to professionals working in policy and development sector. Long term activities include establishing a fully functional independent center (think-tank) for research, consultancy, advocacy and training; international conference on leadership, policy and governance.

### **Unnat Bharat Abhiyaan**

Unnat Bharat Abhiyaan (UBA), a program run by Govt. of India, provides a platform for higher institutions to work with rural India in identifying challenges and coming up with necessary solutions for the same.

IIM Ranchi under UBA, has adopted a small and beautiful village called Rasabeda, located around 45kms from Ranchi. UNGC-PRME along with various stakeholders such as students, faculty, villagers, NGOs and government, is trying to work on the holistic development of this village. The major projects taken up this year comprises of building “Eco-Tourism,” designing infrastructure for solving “Water Crisis,” and studying “Waste Management.”

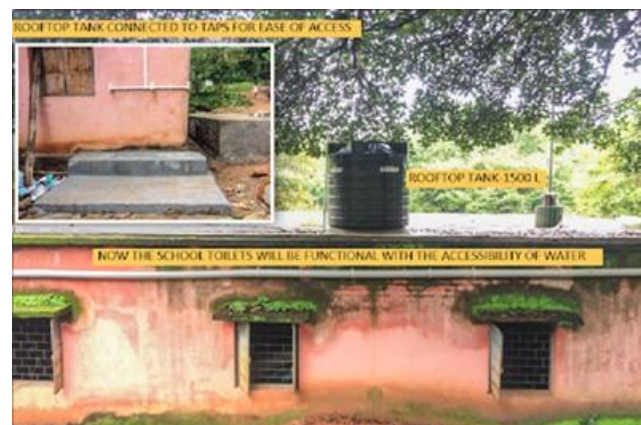
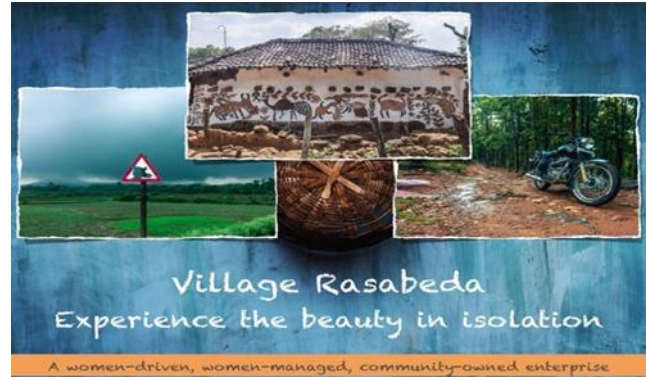
The Rasabeda Tourism Project aims to act as a sustainable source of alternative income for the villagers whose primary meager income comes for cutting stones. This also gives people an



opportunity to revive their connection with nature and experience the tribal way of living.

IIM Ranchi worked on the “Rasabeda Drinking Water Project” under “Recharge Ranchi, Jalshakti Movement” in association with GRAM and Deeksha NGO. This project was aimed at solving the “Water Crisis” that residents face due to climatic conditions, poor infrastructure and unfavorable terrains. The solution provided by us involves the use of rooftop rainwater storage practices. This particular project got shortlisted to be included as one of the success stories on the official UBA website.

UNGC-PRME, IIM Ranchi intends to continue working for the sustainable development of Rural India.



## 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 stakeholders on critical issues related to global social responsibility and sustainability.*

### **SAMAGAM – Tryst with the Business Leaders**

IIM Ranchi organized a first -ever three-day industry connect series with Business Leaders across domains like Operations, Consulting, Finance and Marketing. The three-day event saw six industry leaders from various strata of the corporate world impart their knowledge and share their experience with the students of IIM Ranchi. Some of the topics which were taken up by the leaders were:

- **Mr. Paresh Bhawatkar, Vice-President, Reliance Industries** (Cloud Computing)
- **Mr. Sagar Amlani, Vice-President, Fenoplast Limited** (Business excellence by caring about needs of the people)
- **Mr. Pankaj Kumar Pandey, CEO, Vyapt Consulting Private Limited** (Gig Economy in Indian Context)

- **Mr. Harshit Gupta, AVP, The Royal Bank of Scotland** (Financial Risk Management)
- **Mr. Sandeep Chatterjee, Associate Director, Deloitte India** (Management Consulting)
- **Dr. Kushal Sanghvi, Business Head, Reliance Entertainment and Digital** (Big Data)
- **Mr. Karthik Rangappa, VP – Equity Research & Educational Services, Zerodha** (Indian Financial Market)
- **Mr. Vaibhav Jain, CFA, Partnert, Edelweiss Capital** (Asset and Wealth Management)





## HR Conclave

IIM Ranchi organized its annual “HR Conclave 2019” on 10<sup>th</sup> November, 2019. The theme for this year’s conclave was “Future of Work, Workforce & Workplace,” taking inspiration from the proliferation of changes in the Indian Employment Relations and the transformation from a combative, adversarial position to a more collaborative scenario. The elite panel consisted of CHROs and HR Heads of several reputed organizations:

- **Dr. Debi Saini** (Professor Emeritus, IIM Ranchi)
- **Mr. Sujitesh Das** (Senior VP HR, Microland)
- **Mr. Deepayan Sensharma** (Director HR, Marsh & McLennan)
- **Ms. Rashmi Mansharamani** (CHRO, Wave Group)
- **Dr. Anil Kumar Misra** (CHRO, Magicbricks)
- **Dr. Chandrashekhhar Deshmukh** (CHRO, Kokuyo Camlin)
- **Mr. Satyajit Mohanty** (CHRO, Crompton Greaves)
- **Mr. Ramesh Kumar** (Head HR, Wells Fargo)

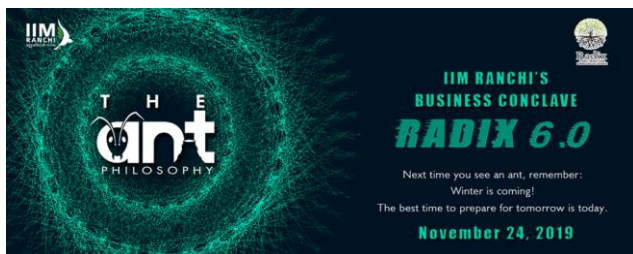
The conclave witnessed the interaction of these dynamic HR leaders across top industries who

shared their insights on invaluable industry experience with the aspiring students of IIM Ranchi.



## RADIX 6.0 (Business Conclave)

On the 6<sup>th</sup> Edition of the Annual Business Conclave of IIM Ranchi, the theme of “The Ant Philosophy” was taken up. The event was held on November 24, 2019. It brings together the experience and know-how of eminent industry leaders with the enthusiasm and passion of the brightest students of the institute



Radix 6.0 focused on implementation and interpretation of the Ant Philosophy in real business world. The format of the event was speeches by Industry Stalwarts, Panel Discussions, followed by Q&A Sessions.

Speakers Include:

- Mr. Saurabh Gupta (Chief Information Officer, Kent RO Systems Limited)
- Mr. A Mukhopadhyay (VP and Head of Consulting COE, Gartner)
- Mr. Manas Kumar Mishra (Senior GM, Product Development, M&HCV, TATA Motors)
- Mr. Harjeet Khanduja (Vice President – HR, Reliance Jio)

- Mr. Rahul Nijhawan, Vice President Goldman Sachs
- Mr. Amit Jain, Vice President – HR, Peoplestrong
- Ms. Ruchika Mehta, Corporate Director, Communications and PR, The Park Hotels
- V. Balasubramanyam, Director (Production), NALCO



## Vice President of India Visit

Hon'ble Vice President of India Shri M. Venkaiah Naidu delivered the 2<sup>nd</sup> Atal Bihari Vajpayee Centre for Leadership, Policy and Governance Anniversary Lecture on Leadership and Good Governance in Indian Context as the Chief Guest.

"Good governance should encourage adoption of best global practices suited to Indian conditions," Naidu said. Visionary leadership and transparent bureaucracy are basic requirements for good governance that can't be comprised with, Naidu further said. But there are challenges that need to be addressed properly, he pointed out, adding those were the elimination of gaps between the rich and the poor, urban and rural people and end of corruption.





# KEY INITIATIVES

## ZERO HOUR

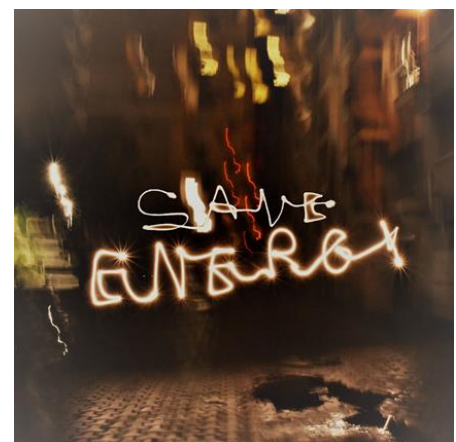
### **PRINCIPLE ALIGNMENT: Purpose & Value**

UNGC-PRME IIM Ranchi organized “ZERO HOUR” – an initiative for responsible energy consumption on September 07, 2019. The aim of an initiative to spread awareness about energy conservation and responsible utilization. The Sustainable Development Goals that were addressed were SDG #12 (Responsible Consumption) and SDG #13 (Climate Action).

Open mic was an attractive component of this event. The students were requested to switch off the electrical appliances in their rooms and participate in the open mic. It was conducted in the hostel premises from 7:00 pm to 7:20 pm. Many students volunteered to show their talent of singing, playing the guitar and the keyboard.

Besides this “SAVE ENERGY” words were created using minimal lights in the dark background. This inculcated a sense of responsibility and made the students realized that electricity consumption is a necessary step for sustainable future.

By scheduling this event, we were successfully able to save considerable units of electricity. By conducting such events, we can definitely reduce the over utilization of electrical resources and in turn make our planet a sustainable place to live.

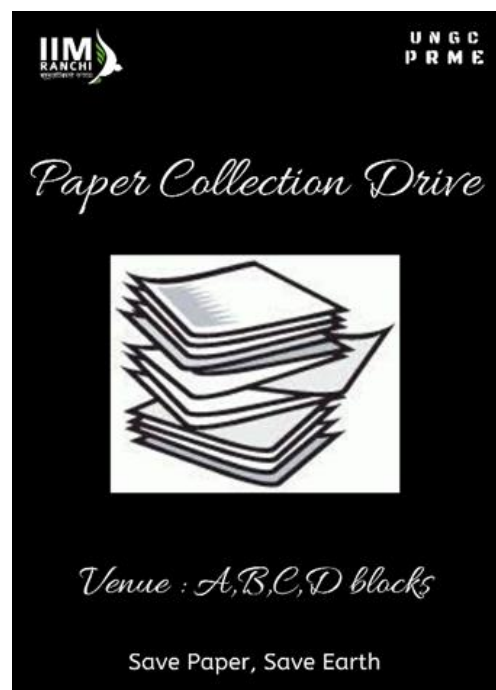


## PAPER COLLECTION DRIVE

### PRINCIPLE ALIGNMENT: Purpose

UNGC-PRME conducted the paper collection drive to collect the old newspapers or other papers which were not useful and could be discarded. This was in accordance with the Sustainable Development Goal #12 (responsible Consumption).

Cardboard boxes were placed on each floor of the A, B, C and D blocks. Newspapers and used paper/notes which were no longer useful were collected in them. This was a total paper drive and other recyclable items were not collected. The Phase – I of this drive was conducted from January 10, 2020 to January 28, 2020 and **60 kg** of paper successfully collected. It was of great impetus to the senior batch as they could easily dispose of the unwanted paper items while vacating their rooms.





## TOASTMASTERS MEET

### **PRINCIPLE ALIGNMENT: Partnership**

UNGC-PRME in collaboration with Toastmasters (IIM Ranchi Chapter) delivered a talk on sustainability and its practices. It was conducted on January 23, 2020. The topic was “Sustainable Development Goals”.

Two of the UNGC-PRME junior members participated in the meeting. Deep Sarkar spoke on “The importance of talking and acting on the issues of sustainability with reference of Greta Thunberg and Boyan Slat”. Pooja Pai focused on the 2030 Sustainable Goals and the ways to achieve them.

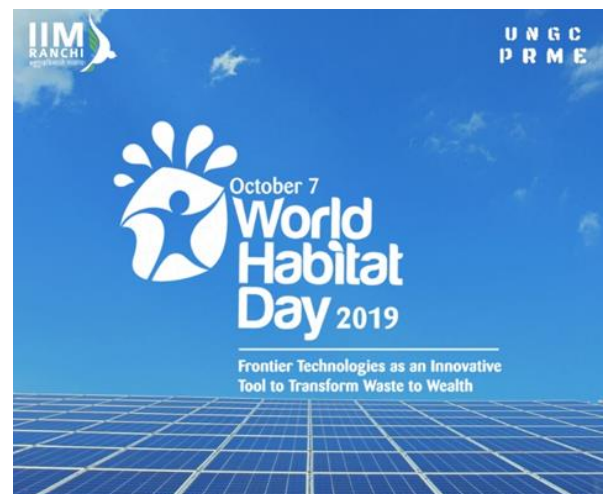
By a collaborative effort with Toastmasters, UNGC- PRME was able to serve its purpose of spreading awareness in order to create responsible managers for the future.



## YEAR LONG SOCIAL MEDIA CAMPAIGN

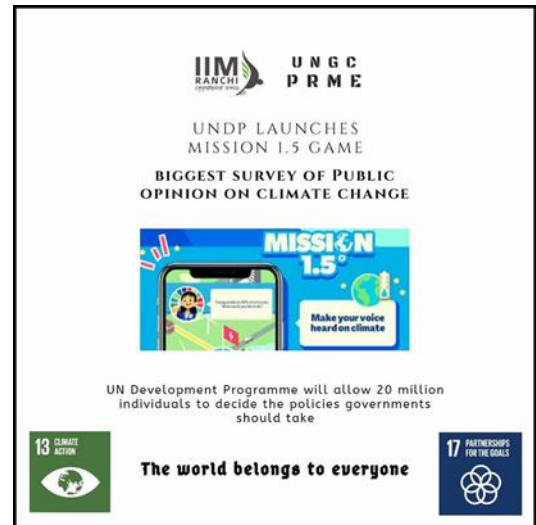
### **PRINCIPLE ALIGNMENT: Purpose**

The academic year 2019-20 witnessed engagement across all the four platforms – Facebook, Instagram, LinkedIn and Twitter. Along with the yearlong activities and initiatives, an online campaign to promote awareness of sustainability was also maintained.



Posts and importance on World Habitat Day (October 7), World Mental Health Day (October 10), World Food day (October 16), UN World City Days (October 31), World Toilet Day (November 19), International Day for Elimination of Violence against Women (November 25), International Day of Person with Disabilities (December 4), World Soil Day (December 5), World Energy Conservation Day (December 15) were shared to create awareness.

Besides this, an entire span of 17 days (Feb 24, 2020 – March 11, 2020) was dedicated to the Aspirant Connect. The 17 Sustainable Development Goals were focused and facts regarding the same were shared.



## ASPIRANT CONNECT

### PRINCIPLE ALIGNMENT: Dialogue

To welcome the aspirants of the batch 2020-2022 to our esteemed fraternity, UNGC-PRME started the “Aspirants Connect 2020”. The main purpose of this program was to make aspirants aware of the 17 sustainable goals, which we together are supposed to achieve by 2030.

We designed innovative and engaging posters for all the SDGs, using the hashtag “#KnowYourSDG” and circulated them through our various social media handles such as Facebook, Instagram, LinkedIn and Twitter. Our posts garnered good attention from the aspirants, making this program a success.



## PARIVRIDHI – CASE STUDY COMPETITION

### PRINCIPLE ALIGNMENT: Parentship and Dialogue

Parivridhi is the flagship event of the United Nations Global Compact - Principles for Responsible Management Education Steering Committee at the Indian Institute of Management Ranchi.





This year, “Parivridhi 2.0 - On the Spot Case Competition on Sustainability” was organized in collaboration with Deeksha, NGO, and GRAM Association.

This competition aimed to provide future managers with an opportunity to understand the real-life challenges existing in society and provide innovative and sustainable solutions, which are feasible for implementation at the ground level.

The competition had two rounds. Round 1 was a “Quiz,” the questions of which was related to the 17 SDGs. The top 10 teams went to Round 2, in which they had to solve a case study. For the case study, we chose the existing issue of “Water Crisis” being faced by the residents of a village called “Rasabeda.” Solutions presented by all teams were unique and innovative in their own ways. Each presentation was followed by a “Question and Answer Session”.

The competition saw the participation of around 100 bright students coming from the top Business Schools of India. The Sustainable Development Goal that was addressed was SDG#6 (Clean Water and Sanitation).



## PLANTING OF TREES ON INDEPENDENCE DAY

### PRINCIPLE ALIGNMENT: Method

On the auspicious occasion of Independence Day of India on 15<sup>th</sup> August 2019, the newly selected junior members of UNGC-PRME planted saplings in the new campus of IIM Ranchi. Plantation as their first activity served as a perfect beginning of incorporating sustainability in the college campus.

The event attended by the students of the new batch, faculty members and the esteemed director of IIM Ranchi, Professor Shailendra Singh. The Sustainable Development Goal that was intended to be addressed was SDG#13 (Climate Action).

13 CLIMATE ACTION




## SHE MAKES ME WIN ON IWD 2020

### PRINCIPLE ALIGNMENT: Dialogue

On the occasion of International Women's Day on March 8<sup>th</sup>, UNGC-PRME at IIM Ranchi organized an online event wherein we asked students to share personal stories of women in their lives who have inspired & motivated them to do better and post them on social media with hashtag #SheMakesMeWin.

5 GENDER EQUALITY



\_pooja.pat. She's the one who made me I am. On this Women's Day, I would like to thank her for the innumerable sacrifices she made for me. I may not be able to express always, but I love her a lot. True love does not need expression. Always be bubbly as you are! Thank you mumma, for believing in me and allowing me to grow into the person I am.

#SheMakesMeWin  
@ungcprme\_iimranchi  
@iim\_ranchi



The main objective of this event was to celebrate the power of simple yet extraordinary women who enrich our lives. We received entries in large number and finally, selected the top three most inspiring posts for awarding special prizes. The Sustainable Development Goal that was intended to be addressed was SDG#5 (Gender Equality).



surbhi20g

However, my mother always fears, what would happen if I fly too high, considering the rural background where we come from. But, this motivates me to work each and everyday, so as not only to make her fear go away but also to change her mindset that girls too are free birds and there's no reason of holding them back.

The beautiful lady in the second picture has always been a free soul, outspoken and courageous enough to stand for her own self.

On this women's day, I feel grateful for having them in my life. 🙏

#shemakesmevin  
@ungcprme\_iimranchi #flyhigh

## WALKATHON 2020

### PRINCIPLE ALIGNMENT: Partnership

UNGC-PRME IIM Ranchi in association with RUSH Organizing Team organised "WALKATHON 2020" on 2<sup>nd</sup> February 2020, the second day of Rush (the sports and cultural festival of IIM Ranchi). The event was conducted to raise awareness on social issues plaguing Jharkhand- child labour, child trafficking and the diminishing sex ratio. The Sustainable Development Goals that were addressed were SDG #5 (Gender Equality), SDG #8 (Decent Work & Economic Growth), SDG #10 (Reduced Inequalities).

More than 250 participants walked from Khelgaon Housing Complex to Mega Sports Complex, Ranchi. Participants included faculty and staff of IIM Ranchi, students of IIM Ranchi and families residing in the Khelgaon Housing Society.



IIM RANCHI UNGC PRME

UNITED NATIONS GLOBAL COMPACT  
PRINCIPLES FOR RESPONSIBLE  
MANAGEMENT EDUCATION  
STEERING COMMITTEE, IIM RANCHI

Presents

**RUSH**

**WALKATHON 2020**  
Walk for Causes

CHILD TRAFFICKING SAVE GIRL CHILD  
CHILD LABOUR

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CONTACT US: 7896668326, 7667077290

UNGC\_PRME@IIMRANCHI.AC.IN  
WWW.RUSH-IIMRANCHI.COM

SPONSORED BY: **Medha** **Sudha**

The Chief Guest for the event was Dr. Randhir Kumar, National President, National Human Rights and Crime Control Bureau. Other Guests of Honour included Rabindranath Bhagat, President, NKOWS (Khelgaon Housing Society); Satish Kumar, CAO, IIM Ranchi; Dr. K. Syamla, Associate Professor, NUSRL Ranchi and Prof. Rohit Kumar, Assistant Professor (Strategic Management).

The participants raised awareness slogans during the Walkathon, and on reaching the Rush stage inside the Mega Sports Complex, the gathering was addressed by the Chief Guest and the Guests of Honour. The dramatics group of IIM Ranchi, Dramebaaz also put up a street play on social evils at the end of the program. The program was sponsored by Medha and Sudha, who provided caps for the event, and refreshments.



## JOY OF PLANTING

### **PRINCIPLE ALIGNMENT: Values**

UNGC-PRME, IIM Ranchi in association with Samarpan (CSR Club of IIM Ranchi) organized the Joy of Planting program as a part of Joy of Giving, a fundraiser for the cause of donating something to the needy during Diwali.

Joy of Planting aimed at facilitating the pleasure of buying a sapling, and in the process contributing towards sustainability. The Sustainable Development Goal that was addressed was SDG#15 (Life on Land).

Under this initiative we kept majorly indoor plants which would require less sunlight and water exposure and thus, less maintenance effort by the students.

Outdoor plants were delivered on special request to the students who could take efforts to nurture the plant in their balconies.

We gave the new owners of the saplings advice on how to tend to their new family members.

Rich enthusiasm from the IIM Ranchi fraternity was observed while adopting plant saplings of Rosemary, Coleus, Jade, Aloe Vera, Cactus, Lucky Bamboo etc. Many of these saplings also have numerous health benefits and helps in purifying air.

The event saw a footfall of about 220 people with 130 plants being distributed among students, professors, and others from

communities surrounding the IIMR Hostel. It was our pleasure to raise a profit to the tune of INR 9000/- and contributing the entire profit to the noble cause of the Joy of Giving event.



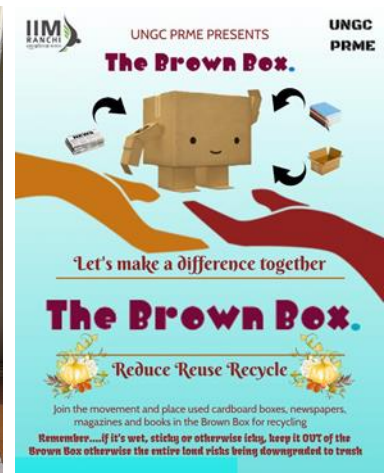


# BROWN BOX INITIATIVE

## Principle Alignment: *Values*

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", and was implemented in Blocks A, B, C & D of the hostel. The students had been initially asked to keep cardboard boxes, newspaper and books in the Brown box for recycling. The materials collected were properly stored and sent for recycling.

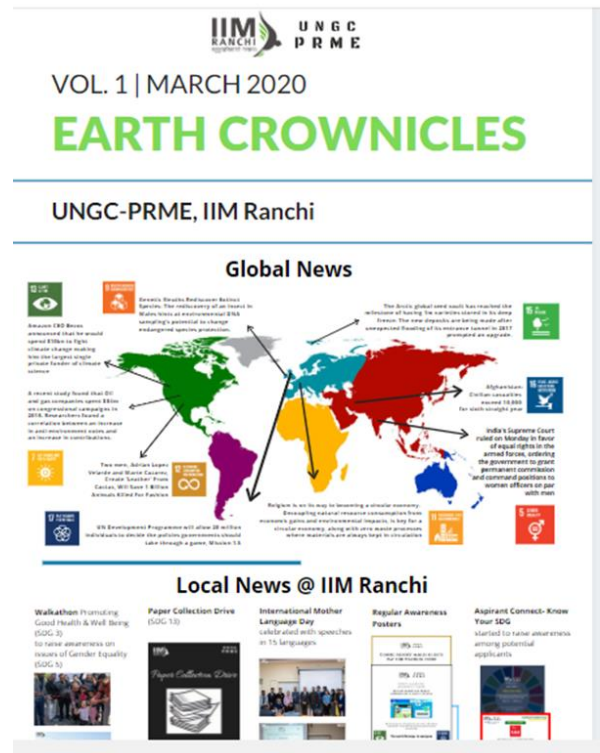
In line with the Prime Minister's directive of banning single-use plastic, however, the initiative was later modified to include plastic wastes. A sizeable amount of segregated waste was collected during the course of the initiative spanning 6 months.



# EARTH CROWNICLES – MONTHLY NEWSLETTER

## Principle Alignment: *Partnership*

The monthly newsletter of UNGC-PRME IIM Ranchi was launched on March 2020. The maiden edition has as its sections World News (interesting news pieces related to various SDGs across the globe), Local News @ IIM Ranchi ( UNGC-PRME Initiatives in the previous month), The SDG Fact File Zone (focusing on statistics and facts related to one SDG every month), The Fun (?) Zone which features thought-provoking comics related to the SDGs




and a crossword designed on themes of climate action, equality, etc.

The newsletter is circulated to all current and previous batches of IIM Ranchi (across all programs), faculty and also to a wide database of B-schools of the country and the foreign partner institutes of IIM Ranchi.

The purpose of the newsletter is to reach out to a wide audience with the activities of UNGC-PRME IIM Ranchi and also to sensitise readers about the purpose of UNGC-PRME

### The SDG Fact File Zone

**SDG of the Month: SDG # 1**




**10 percent** of the world's population live in **extreme poverty** (less than \$1 per day) as in 1990.

**\$1.25** is the daily budget for food, medicine and shelter.

Some **1.3 billion people** live in **multidimensional poverty**.

**Multidimensional poverty** encompasses the various deprivations experienced by poor people in their daily lives such as poor health, lack of education, inadequate living standards, unemployment, poor quality of work, the threat of violence, and being at risk of environmental hazards, among others.

About **22,000 children** die each day due to conditions of poverty.

**The top five poorest countries** in the world are also quite 50% of the world's poor: China (15%), Niger (17%), Bangladesh (9%) and the Democratic Republic of Congo (1%).

**The richest 85 people** in the world control as much wealth as the bottom half of the world.

The world's 100 richest people earned enough money in 2012 to end extreme world poverty four times over, according to a report by Oxfam.

According to a survey titled "Perceptions of Poverty: The Salvation Army's Report to America," almost half of those surveyed agreed that "a good work ethic is all you need to escape poverty."

About 43% agreed that if poor people want a job, they could always find a job.

27% said that people are often poor because they are lazy. Another 20% even said they have lower moral values.

In order for the world to effectively reduce poverty, countries need to focus not only on achieving growth as an end in itself but also on **implementing policies that allocate resources to the poor**, including raising income growth among the bottom 40% of earners.



### The Fun (?) Zone



**UNGC-PRME IIM Ranchi Crossword #1**



Answers in the next edition!

<https://www.ungranchi.ac.in/ungc-prme-iim-ranchi-crossword/>

We would love to hear your suggestions and feedback @ [ungc\\_prme@iimranchi.ac.in](mailto:ungc_prme@iimranchi.ac.in)



# FUTURE INITIATIVES

## TENTATIVE LIST OF INITIATIVES FOR THE NEXT SESSION

- **Parivridhi (Quiz & Case Study Competition)**
- **Walkathon**
- **Brown Box Initiative**
- **Cleanliness Drive**
- **Joy of Planting**
- **I2B Session (Case Study)**
- **AdopThing (Allowing freshers to adopt something to take care of in the campus)**
- **Sustainability Week**
  - **Cooking Competition**
  - **PlastiCreate**
  - **Photography**
  - **Seminar**
  - **Song/Skit Competition**
- **Food Waste Reduction**
- **Zero Hour – Energy Savings**
- **Menstrual Hygiene Awareness**
- **Paper Collection Drive**
- **Monthly Newsletter**
- **Every Drop Counts – A Spill over Water Collection Drive**
- **Social Media Competitions**
- **Aspirant Connect**
- **Tie-Ups with International Partner Institutions**
- **Fundraising Events**
- **Unnat Bharat Abhiyan (UBA) Initiatives**

# STEERING COMMITTEE

## THE STEERING COMMITTEE MEMBERS



**Prof. Shailendra Singh**  
Director, IIM Ranchi



**Dr. Rohit Kumar**  
Asst. Professor, IIM Ranchi

*“Speech and Action have to go hand in hand if we are to stand a chance of saving our planet. And with managers like us primed to be the decision-makers of the future, it’s important to instil in ourselves a sense of responsibility and urgency about the state of the world around us. What UNGC-PRME stands for is the single greatest lesson any MBA graduate can or should learn.”*  
– DEEP SARKAR, MBA-HR 2019-21

*“Hailing from a small village, I grew up with greenery and sustainability around me. However, as time progresses, the world around has started devouring the mother nature. I always used to think of ways of how to contribute to make our world a little more sustainable, a world where we do mindful consumption, a world where we are grateful to the mother nature. UNGC-PRME has enabled me to do things which I had envisioned.”*  
– SURBHI GUPTA, MBA 2019-21



*“The current pandemic situation, climate change, carbon emissions etc. are all feedback from Nature to remind Human Beings of Sustainability. It is time that future managers are well connected with the SDGs and challenges of the planet as these values will shape the businesses, they will be part of in the future. I am happy to be a stakeholder in this effort here at UNGC-PRME, IIM Ranchi.”*  
– KAVYA BARNADHYA HAZARIKA, MBA 2019-21

*“In this world of growing encroachment and overutilization of resources, one should learn to instil values of humanity to create a sustainable future. As business managers, we ought to be responsible to the planet and surroundings in which we grow and foster. UNGC-PRME has provided me a perfect platform which helped me integrate both - management and sustainable development of our ecosystem. I consider myself fortunate as I got an opportunity to enhance my management skills by imbibing sustainable practices which are the need of the hour.”*  
– POOJA PAI, MBA-HR 2019-21

# CONTACT

## UNGC-PRME IIM Ranchi Official Social Media Handles

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