



UNGC-PRME
IIM RANCHI

SIP REPORT

2021-2022

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DIRECTOR'S MESSAGE



One of India's top B-schools, the Indian Institute of Management, Ranchi is dedicated to fostering excellence in management education and research that benefits individuals, groups, and society as a whole. At IIM Ranchi, we focus not only on developing our student fraternity but also on giving back to the community.

Our institute actively engages in local, regional and international networks, reflecting on the values of UNGC-PRME. We thrive for excellence and aspire to make a real difference in the lives of living beings around us. Our endeavors prioritize academic excellence, social engagement and global impact. We believe these priorities will help drive IIM Ranchi to become the leading research-intensive and teaching-intensive B-school that we seek to be.

Post the pandemic, IIM Ranchi successfully traversed through the challenges and embarked on a purposeful journey ahead. IIM Ranchi undertook a number of initiatives throughout the academic year 2021–2022 to impact sustainability ideals to the students. Each of these activities is aligned with the Six PRME Principles to shape the managers into future leaders campaigning for Corporate Sustainability.

Innovative practices for sustainable community development are always encouraged among all the stakeholders of the organization. Several initiatives like a virtual walkathon to raise awareness about sustainable menstrual health and hygienic sanitation, 'Forgotten Tails' to safeguard stray animals, and 'Joy of Planting' to adopt a greener and inviolable tomorrow, to name a few, were taken up during the last year.

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,
Dr. Deepak Kumar Srivastava**

ALUMNI SPEAKS



"The mantra I have always believed UNGC stands for is a balance of action and communication, neither of which is as effective without the other. The same holds in my corporate journey, too, as far as my involvement and responsibilities along the lines of the Sustainable Development Goals are concerned. As the Diversity-Equity-Inclusion Champion for the Buildings and Factories division of L&T Construction, the learnings from my time in UNGC-PRME IIM Ranchi gives me what I believe is an extra edge and clarity. I am also part of a team that is reworking L&T's Sustainability charter- an exercise that lets me tap into every single aspect of having worked for UNGC- the basic knowledge of the fundamentals of SDGs and corporate action, the policy requirements, sensitization of employees, and a lot more."

-Deep Sarkar, MBA 2019-21



"My association with UNGC-PRME has fully trained me for the corporate world. Working in a team with some of the best minds in India has given me a plethora of perspectives on a single problem. As a member of UNGC-PRME IIM Ranchi, I could make a grass root level impact irrespective of the challenges posed by the pandemic. This made me realize that whatever challenges come your way, you must work with them and mold them to your advantage. One example is organizing a Virtual Walkathon, which came with many challenges. But with my team's support, I could execute the event with much success. The experiences gained at UNGC-PRME helped me learn skills like Stakeholder Management, team management and brand engagement. The knowledge of the 17 SDGs and the six principles of PRME will remain with me for the rest of my life. As a responsible manager, I must consider the planet before making any decision."

-Jahnavi Agarwal, MBA 2020-22

ALUMNI SPEAKS

"My journey at UNGC-PRME IIM RANCHI has made me a sustainable and responsible manager. Implementing the 17 SDGs set by the UN and the six principles for responsible management education all across India has been a journey I never imagined. Through the platform of UNGC-PRME, I was part of beautiful initiatives like Dil Se Diwali(promoting small businesses) and Walkathon 2021 (to raise awareness and funds for the covid impacted Transgender Community) Plantation drive in Tribal areas of Jharkhand, amongst others. It was through the experience of working for UNGC-PRME that I gained first-hand knowledge of team building and stakeholder management skills.

As a Process Manager at American Express every decision I make, I try to evaluate the environmental impact of my decision, for I choose those processes at Amex that cause less load on data servers, requiring less energy. UNGC-PRME transforms its members into a new age of responsible leaders who keep in mind the SDGs and the principles of PRME while making business and management decisions. As the new generation of leaders, it is our onus that we take forward the baton of Sustainable Development wherever we go."

-Shravan Bunny Dua, MBA 2020-22



ABOUT

Initiated in 2007, the Principles for Responsible Management Education (PRME) is a project backed by the United Nations. PRME gives today's business students the knowledge and skills they need to effect change tomorrow by serving as a platform to increase awareness of sustainability in educational institutions all around the world.

Working with business and management schools, PRME promotes the Sustainable Development Goals (SDGs) and aligns academic institutions with the UN Global Compact's efforts while ensuring that future leaders are given the skills necessary to reconcile economic and sustainability goals.



The Indian Institute of Management Ranchi, the first IIM to become a signatory of this initiative in 2017, supports PRME in its mission of transforming management education and developing the responsible decision-makers of tomorrow to advance sustainable development through the application of six principles — purpose, values, method, research, partnership, and dialogue.



Image Source - LinkedIn, UNGC-PRME IIM Ranchi

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.” - UN PRME

Mission

- To educate and support leaders who can contribute as professional managers, entrepreneurs, and stewards of existing and emerging enterprises in the private, public, and social sectors.
- To carry out research, publication, consultancy, and advisory work to advance new knowledge and innovation and to provide thought leadership in management theory and practice.

The **ninth Indian Institute of Management** was established at Ranchi in 2010. We started when management education worldwide was criticized for overemphasizing competition, aggression and achieving results by any means. The biggest challenge was to revive the aura and exclusivity of the classroom - teaching in an era ruled by the advent of technology in education. There was an evident void in fulfilling the requirements of firms that employ management students.

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

We aim to create efficient managers and business leaders. We strive to ensure that our students develop the right skills to sustain and grow in any organization. An equal weightage is also given to developing students' correct values and attitudes to help them sail through times of trial and turbulence.

PRINCIPLE I: PURPOSE

We pay keen attention to cultivating a winning spirit, which is why they are encouraged to participate in standard competitions on all platforms. At the same time, we also try to prepare 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 the epitome of community living and sharing and caring for 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 to look like a forward arrow, taking everybody (The three green strokes symbolize the community) together for the flight. The Sanskrit verses represent the Institute's vision, i.e., working to bring a change towards success for oneself and the community.

Programs Offered

- **Professional MBA**

The flagship Post-Graduate Programme (PGP) in Management at the Indian Institute of Management (IIM) Ranchi is a two-year, full-time residential Programme.

- **MBA (Human Resources)**

The flagship Post Graduate Programme in Human Resource Management (PGP-HRM) at the Indian Institute of Management (IIM) Ranchi is a two-year, full-time residential Programme.

- **MBA – Business Analytics**

MBA - Business Analytics (MBA-BA) at IIM Ranchi is a two-year full-time residential program. It aims to prepare students for careers that apply and manage modern data science to solve critical business challenges.

PRINCIPLE I: PURPOSE

- **Ph.D.**

The Ph.D. program of IIM Ranchi aims to develop outstanding scholars for teaching or research careers at business schools/universities or management research institutions or careers in Government, industry, NGOs or, for that matter, any organization that requires advanced analytical and research capabilities.

- **Executive Ph.D.**

The Executive Ph.D. program of IIM Ranchi is for individuals with work experience, and it is designed to meet the requirements of the employer organization and, at the same time, engage the participants in learning and research at IIM Ranchi.

- **Post-Doctoral Fellowship in Management**

To create a supportive climate for research and invite young persons who have earned their Ph.D. and have publication records may be invited for a post-doctoral fellowship. These people will collaborate with the existing regular faculty of IIM Ranchi.

- **Emeritus Fellowship in Management**

Recently superannuated research-active faculty members from universities and institutes interested in research may be invited to join as Emeritus fellows whose work will undertake independent research and guide fellow program research scholars in collaboration with the regular faculty of IIM Ranchi. They will also be doing their independent research and publication.

- **Executive MBA**

Executive MBA (PGEXP) is a comprehensive two-year post-graduate DEGREE PROGRAMME in management. The program is designed for graduates of any discipline/CAs/CSs/ICWAs/professionals having graduate equivalent educational qualification with a full-time work/professional/entrepreneurial experience of a minimum of 5 years.

- **Certificate Program in General Management for Executives (CPGM)**

Fifteen months CPGM aims to facilitate the non-managerial professionals in learning the concepts, theory and practice of the management domain such that they will be in a position to apply the learning in their day-to-day work environment besides accomplishing their personal and organizational goals.

PRINCIPLE I: PURPOSE

- **Management Development Program (MDP)**

IIM Ranchi has provided working executives an opportunity to upgrade their knowledge and competencies with the latest business practices and tools. MDPs are intended to enhance the skills of entrepreneurs and are also focused on MSME units, whether those in the training or manufacturing sector. The themes cover marketing, Finance, HR, Strategy, International Business, Operations, Quality and Ethics.

- **Certificate Program in Business Analytics & Business Intelligence (CPBABI)**

Certificate Programme in Business Analytics (CPBABI) at IIM Ranchi is an 18-month program for executives in private and public sectors, government and faculty members in business analytics, computer science & engineering and IT. The program aims to prepare participants for careers that apply and manage modern data science to solve critical business challenges.

- **Executive Program in Business Analytics & Business Intelligence (EPBABI)**

Executive Programme in Business Analytics & Business Intelligence (EPBABI) runs as a management development program in analytics. EPBABI is a one-month weekend program for a duration of 8 days within a period of one month. The sessions are conducted in IIM Ranchi. The program aims to prepare participants for careers that apply and manage modern data science to solve critical business challenges.

- **Faculty Development Program (FDP)**

IIM Ranchi has provided working executives an opportunity to upgrade their knowledge and competencies with the latest business practices and tools. FDPs are intended to enhance the skill and expertise of the faculties. The themes cover marketing, Finance, HR, Strategy, International Business, Operations, Quality and Ethics.

- **Integrated Program in Management (IPM)**

The Integrated Programme in Management (IPM) of IIM Ranchi is a full-time, 5-year blended course of business studies from undergraduate to postgraduate level (Integrated BBA-MBA). Students will be awarded a Master of Business Administration (MBA) degree at the end of the program.

PRINCIPLE II: 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.”

The core values of IIM Ranchi are - “Humility, Honesty and Hard work for individual and corporate success.”

Humility - One might show greater empathy and compassion for others when they are humble. Humility makes students more self-assured, sincere, driven by greatness and work selflessly for the upliftment of society.

Honesty - Long-term, winning traits of high-performing organizations include ethics and integrity. We desire the highest standards of moral courage, honesty, and fairness to lead our business school and our alums.

Hard Work - Hard work teaches us discipline, commitment, and determination. Sustainable development goals cannot be achieved overnight, and it is unquestionably significant because we can only accomplish our goals via perseverance.

Courses that align with our values -

- Business Ethics
- Competitive & Cooperative Strategy
- Design Thinking & Innovation
- International Business Management
- Corporate Entrepreneurship & New Venture Planning
- Neuroscience for Managerial and Personal Effectiveness
- Decision Analytics with Business Applications
- Decision-Making Tools and Techniques for Managers
- Corporate Governance and Strategic CSR
- Conflict Resolution and Dispute Avoidance
- Legal and Regulatory Aspects of Business

PRINCIPLE III: METHOD



“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.” - UN PRME

Induction Program for Batch 2021-23

IIM Ranchi organized a week-long induction program from 8 – 10 July 2021 for MBA, MBA-HR and MBA-BA batches of 2021-23. Faculty members have designed the program to simulate real-world experiences and challenges the students need to undergo. The program's main objective was to sensitize the young budding managers with the practical experiences of the corporate world and its expectations from them in the challenging and changing global scenario. UNGC-PRME Steering Committee and other clubs organized marketing, finance, strategy, and sustainability challenges.



PRINCIPLE III: METHOD

Integrated Programme in Management Induction 2021-2026

The inauguration ceremony for the first batch of IPM at IIM Ranchi was held on October 18, 2021, in hybrid mode. The program aims to admit students after standard XIIth for integrated BBA and MBA programs. Dr. Subhas Sarkar, Union Minister of State for Education, attended the inauguration and induction ceremony as the chief guest.

The Union Minister formally opened the program and welcomed the first-year students to the school. Additionally, he emphasized the importance of the National Education Policy (NEP) 2020, which has made it possible to include transformative curricula that aim for the holistic development of students, equipping them with critical 21st-century skills, enhancing fundamental knowledge and critical thinking, and placing a greater emphasis on experiential learning, thus offering a holistic approach to the learning process. He highlighted their responsibility as aspiring business leaders to advance India.



PRINCIPLE III: METHOD

Student Exchange Programs

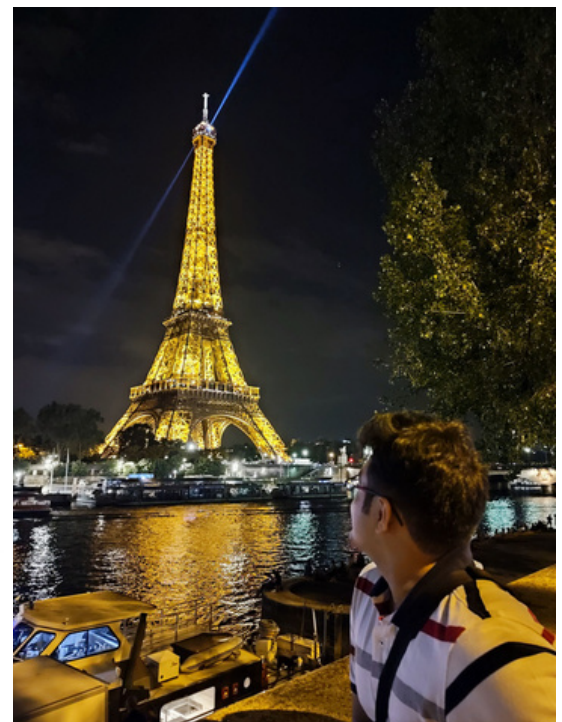
Every year some of our students go for a semester to some of the leading B-Schools around the world to prepare themselves for a globally connected world. The program applies to both MBA and MBA-HR students. Some of the B-Schools we have partnered with are listed below.

- **Alba Graduate Business School, Greece**

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

- **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 actively works with public and private sector partners.



PRINCIPLE III: METHOD

- **Athens University of Economics and Business, Greece**

AUEB is one of the Top Business Schools worldwide in the fields that covers and also its placement in international rankings over the past years attests to the high international appreciation that the University enjoys. The Athens University of Economics and Business is ranked 601st-800th in The Times Higher Education (THE) annual list and 101st-150th in the QS World University Rankings in Business and Management Studies.

In the field of econometrics, AUEB comes internationally in 48th place according to the Journal of Econometric Theory. The economics department ranks in 76th place worldwide. The MBA International Program has nine specializations/majors and is offered in English. The Program is accredited by the Association of MBA's (AMBA) and ranked among the top 20 MBA programs in Europe and the top 50 in the world.



Audencia Nantes School of Management



Athens University of Economics & Business

- **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 in France.

PRINCIPLE III: METHOD

- **EMYLON Business School, France**

EMLYON Business School, with its 140-year heritage, is one of the longest-established business schools in Europe. A spirit of entrepreneurship and innovation marks the history of the school. 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 64th globally 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 almost 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 US News & World Report Best Colleges and the QS World University Rankings. It was founded in 1869 and 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 has offered its students immersion into an international environment with the best American pedagogy and French and European practices.

PRINCIPLE III: METHOD

- **Turība University, Latvia**

Turība University is one of the leading and largest private higher educational institutions in Latvia, founded in 1993. It has 3 faculties - Faculty of Business Administration, Faculty of Law, and Faculty of International Tourism. Practical studies form 60% of the study time, while theory constitutes 40% of the time spent on studies, a combination highly appreciated by employers. Students from more than 40 countries study at Turība, and the University is proud of its more than 15,000 alumni.

- **University of Vaasa, Finland**

The University of Vaasa is among the top 500 universities in the world in the Times Higher Education (THE) rankings. In the field of Business Studies, it ranks among the top 200-250 best universities. They have an association with 230 partner universities. University of Vaasa is one of the 37 universities included in U-Multirank for Finland. Their international Master's programs are also internationally accredited. The Master's Degree Programme in Finance, Master's Programme in Strategic Business Development, and Master's Degree Programme in International Business are EFMD accredited. The Master's Programmes in Industrial Management and Industrial Systems Analytics are ASIIN accredited.



- **Ural Federal University, Russia**

Since its foundation in 1920, the university has produced many graduates who have reached soaring heights. It has been placed at 11th position among Russian universities as per the Webometrics Ranking of World Universities 2019. It is among 43rd of the best universities in emerging Europe and Central Asia as per the QS Quacquarelli Symonds 2019.

PRINCIPLE III: METHOD

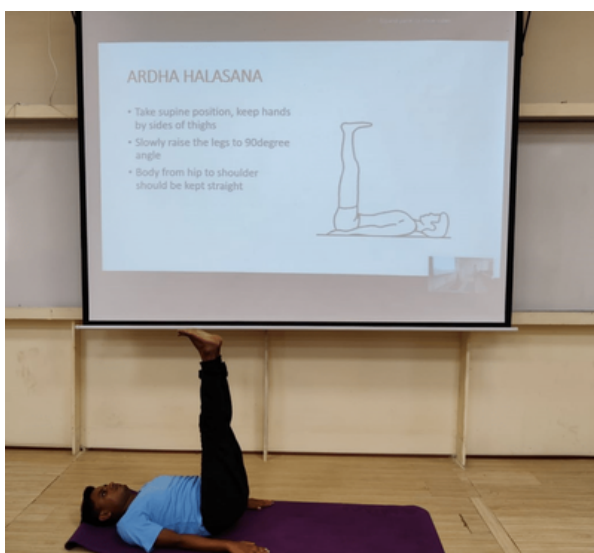
- **Woosong University, South Korea**

Since its foundation in 1954, the university has been governed by the ideology of independence, righteousness, and goodness. Its MBA curriculum is accredited by Association to Advance Collegiate School of Business (AACSB), fostering it to become the youngest business school in AACSB's history to receive the accreditation in just seven years of its establishment.



Yoga Day Celebrations at IIM Ranchi

On the occasion of the International Day of Yoga, "Yoga for Well-Being" session was organized at IIM Ranchi premises on June 21, 2021. The faculty and students enthusiastically participated in the event to practice yoga. All of us need to practice the subtle science of yoga every day to improve strength, balance and flexibility. It enhances both our physical and mental strength.



PRINCIPLE IV: 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.” - UN PRME

The IIM Ranchi family has always focused on research and development. We are consistently involved in contributing toward the development of knowledge by gathering shreds of evidence for theories. It helps us foster a sense of critical thinking through hands-on learning and backs our credibility as an organization.

Research & Publications by the IIM Ranchi fraternity

Journal Articles (For illustration purposes only)

- **Dasgupta, S. A. (2021).** Impact of remote-work communication channels and leader-member exchange on **employee engagement in a Coronavirus world**. Presented in the International Management Conference on Post Covid Management Strategies: Recovery, Resilience & Adaptation. Bodh Gaya: Indian Institute of Management Bodh Gaya
- **Kumar, R. & Sarkar, D. (2021).** **Responsible management education:** Can a five-tiered framework and an internal stakeholder perspective help battle COVID-19? Paper presented at the International Summit on Management Case Studies (ISMCs 2021) organized by IIM Ranchi, India.
- **Kumar, R. & Hazarika, K. (2021).** **Battling COVID-19:** A Case Study of an Institute of National Importance. Paper presented at the International Summit on Management Case Studies (ISMCs 2021) organized by IIM Ranchi, India.
- **Chakrabarti, P., Jawed, M. S., & Sarkhel, M. (2021).** **COVID-19 pandemic** and global financial market interlinkages: a dynamic temporal network analysis. **Applied Economics**,53(25), 2930-2945.

PRINCIPLE IV: RESEARCH

- **Ghosh, D., Gonzalez, G., & Sekiguchi, T. (2021).** Different feathers embedding together: **integrating diversity and organizational embeddedness**. Paper presented at Annual Conference Academy of International Business (AIB).
- **Pounder, P., & Naresh, G. (2021).** **Entrepreneurship and small Island economies**. *Organizations and Markets in Emerging Economies*, 12(2), 415-439.
- **Kumar, R., & Duggirala, A. (2021).** Health insurance as a **healthcare financing mechanism** in India: key strategic insights and a business model perspective. *Vikalpa*, 46(2), 1–17.
- **Sethi, P., Bhattacharjee, S., Chakrabarti, D., & Tiwari, C. (2021).** The impact of globalization and financial development on **India's income inequality**. *Journal of Policy Modeling*, 43(3), 639-656.
- **Kumar, R., Dutta, S. K., Ahsan, F. M., Mukherjee, S., & Dasgupta, S. A. (Eds.). (2021).** **Strategic management and entrepreneurship: a reflection on the last three decades and the way forward**. Alexis Foundation
- **Kumar, R. & Bose, P. (2021).** Vodafone-Idea: How to Survive the Competitive Telecom Battle in India? Paper presented at the **Strategic Management Forum (SMF)** – Annual Conference 2021 organised by IIM Nagpur, India.
- **Chandra, S., and Ghosh, P. (2021).** Influence of **CSR Initiatives** and Transformational Leadership on Employees' Intention to Stay: A Conceptual Model. Paper presented in ISDSI-Global Conference 2021 on December 27-30, 2021 organized by IIM Nagpur.
- **Nandy, A., Tiwari, C., & Kundu, S. (2021).** **India's rural employment guarantee scheme** – How does it influence seasonal rural out-migration decisions? *Journal of Policy Modeling*, 43(6), 1181-1203.
- **Duggirala, A., & Kumar, R. (2021).** The **welfare state in India**: from segmented approach to systems approach in social protection. *Indian Journal of Human Development*, 15(3), 547-556.

PRINCIPLE IV: RESEARCH

- **Dasgupta, S. A. (2021).** O'Desi meals: a **socially responsible brand**. Product Number: W25390. London: Ivey Publishing.
- **Borah, M., Kumar, R. & Kesharbani, N. (2021).** **Socio-Cognitive Analysis of Female Social Entrepreneurship and the Role Entrepreneurial Ecosystem**. Paper presented at the 08th PAN IIM World Management Conference organized by IIM Kozhikode, Kerala, India.
- **Elembilassery, V., & Chakraborty, S. (2021).** Dialogue in **management education and development**: a conceptual framework. *Journal of Management Development*, 40(5), 404-417
- **Virmani, N., Bera, S., & Kumar, R. (2021).** Identification and testing of barriers to **sustainable manufacturing** in the automobile industry: a focus on Indian MSMEs. *Benchmarking: An International Journal*, 28(3), 857-880.
- **Bansal, M., Kumar, A., & Kumar, V. (2022).** Gross profit manipulation in **emerging economies**: evidence from India. *Pacific Accounting Review*, 34(1), 174-196
- **Mahalakshmi, S., Thiyagarajan, S., & Naresh, G. (2021).** Financialisation of **agricultural commodity** and its trading during COVID-19 pandemic. *International Journal of Electronic Finance*, 10(4), 260-269.
- **Kumari, S., & Bera, S. (2022).** A decision analysis model for **reducing carbon emission from coal-fired power plants** and its compensatory units. *Journal of Environmental Management*, 301(January).
- **Dutta, S. K., & Kumar, A. (2021).** ONGC-CBM campaign: Driving India to a **gas-based economy**. *Aweshkar Journal*, 28(02), 7-20
- **Behera, R. K., Bala, P. K., Rana, N. P., & Kizgin, H. (2022).** Cognitive computing based **ethical principles for improving organisational reputation**: A B2B digital marketing perspective. *Journal of Business Research*, 141(March), 685-701.

PRINCIPLE IV: RESEARCH

Book/Book Chapter

- **Kumar, R., Dutta, S. K., Ahsan, F. M., Mukherjee, S., & Dasgupta, S. A. (Eds.). (2021). Strategic management and entrepreneurship: a reflection on the last three decades and the way forward.** Alexis Foundation
- **Bhattacharjee, A., & Chakraborty, S. (2021). The impact of green marketing on electric vehicle adoption: a critical sustainability study in auto industry & model development.** In D. Chanda, A. Sengupta, & D. Mohanti (Eds.), *Business Research and Innovation* (pp. 231-248). Excel India Publishers.
- **Dutta, T., & Mandal, M. K. (2021). Consumer Happiness and decision making: The way forward.** In: Dutta, T., & Mandal M. K. (Eds.). *Consumer happiness: Multiple perspectives* (pp 153-161). Singapore: Springer Nature.
- **Das, S.D., & Bala, P. K. (2022). Artificial Intelligence in Telemedicine: A Brief Survey.** In: Mishra, S., Tripathy, H. K., Mallick, P., & Shaalan, K. (Eds.). *Augmented Intelligence in Healthcare: A Pragmatic and Integrated Analysis*. *Studies in Computational Intelligence*, Vol. 1024(pp 453–461). Singapore: Springer.
- **Javed, A. F., Bala, P. K., & Chakraborty, S.(2021).** What leads to apprehension in fresh management graduates to not pursue entrepreneurship: A clustering-based technique. In: Mukherjee, S., Kumar, R., Dutta, S. K., Ahsan, F., & Dasgupta, S. A. (Eds.). **Strategic management and entrepreneurship: contemporary practices and key industry insights** (pp 112-136). India: Indian Institute of Management Ranchi. ISBN: 978-81-951956-2-6.
- **Mukherjee, S., Kumar, R., Dutta, S. K., Ahsan, F., & Dasgupta, S. A. (Eds.). (2021). Strategic management and entrepreneurship: contemporary practices and key industry insights** India: Indian Institute of Management Ranchi. ISBN: 978-81-951956-2-6.

PRINCIPLE IV: RESEARCH

Conference Presentation/ Proceedings

- **Srivastava, A., & Anand (2021, Apr 23-24). Financial Resilience and Long-Term Trade-Off.** Paper presented at the International Management Conference 2021: Post COVID Management Strategies: Recovery, Resilience & Adaptation organised by Indian Institute of Management Bodh Gaya, India.
- **Kumar, R. & Sarkar, D. (2021, June 11-13). Responsible management education:** Can a five-tiered framework and an internal stakeholder perspective help battle COVID-19? Paper presented at the International Summit on Management Case Studies (ISMCS 2021) organized by IIM Ranchi, India.
- **Kumar, R. & Hazarika, K. (2021, June 11-13). Battling COVID-19:** A Case Study of an Institute of National Importance. Paper presented at the International Summit on Management Case Studies (ISMCS 2021) organized by IIM Ranchi, India.
- **Ghosh, D., Gonzalez, G., & Sekiguchi, T. (2021, June 28 - July 2).** Different feathers embedding together: integrating **diversity and organizational embeddedness**. Paper presented at Annual Conference Academy of International Business (AIB).
- **Elembilassery, V., & Chakraborty, S. (2021, Jul 26). Dialogue in management education:** A conceptual framework and operationalization. In Academy of Management Proceedings, vol. 2021, no. 1, p. 15132. Briarcliff Manor, NY 10510: Academy of Management, 2021
- **Borah, M., Kumar, R & Kesharbani, N. (2021, Sept 18-21). Entrepreneurial Ecosystems and the Debate of Female Entrepreneurship:** Moderating Role of Self-efficacy During a Crisis. Paper presented at the 41st Annual Conference of the Strategic Management Society (SMS), Toronto, Canada.
- **Dasgupta, S. A. (2021, October 18-23). Gender role and communication style** impact voice behavior. Paper presented at the ABC 86th Annual International Conference.

PRINCIPLE IV: RESEARCH

- **Ashraf, S. A., Javed, A. F., Bala, P. K. (2021, December 6-10). Barriers of Fintech adoption in MSMEs: Moderating role of Innovation Culture.** Presented at the Australasian Conference on Information Systems 2021, Macquarie Business School, Macquarie University, Sydney, Australia.
- **Srivastava, A., & Chakrabarti, P. (2021, Dec 16-18).** Role of financial characteristics, **governance and ownership structure during the Covid-19 Crisis.** Paper presented at the India Finance Conference 2021 held at IIM Bangalore, India.
- **Srivastava, A., & Anand (2021, Dec 16-18).** Impact of **Governance Transparency** on Firm Value. Paper presented at the 10th India Finance Conference 2021 organized by Indian Institute of Management Bangalore, India.
- **Borah, M., Kumar, R. & Kesharbani, N. (2021, Dec 16-17). Socio-Cognitive Analysis of Female Social Entrepreneurship** and the Role Entrepreneurial Ecosystem. Paper presented at the 08th PAN IIM World Management Conference organized by IIM Kozhikode, Kerala, India.
- **Chandra, S., and Ghosh, P. (2021, December 27-30). Influence of CSR Initiatives and Transformational Leadership** on Employees' Intention to Stay: A Conceptual Model. Paper presented in ISDSI-Global Conference 2021 on December 27-30, 2021 organized by IIM Nagpur.
- **Nandy, A., & Anand, A. (2022, January 21-22).** Improving the Ease of Doing Business for India's MSMEs – **A Critical Analysis of the Udyam Initiative.** Presented at the 1st International Conference on Management of MSMEs, held at Indian Institute of Management (IIM) Amritsar, India.

Magazine/Newspaper Articles

- **Chakrabarti, P., & Sen, S. (2021, September 23).** The moral hazard headache.
- **Anand, A., & Nandy, A. (2021, December 3).** More efforts needed to popularise Udyam. Financial Express

PRINCIPLE IV: RESEARCH

- **Anand, A., & Nandy, A. (2021, October 26).** Reforms needed to tackle power crisis. The Hindu Business Line.
- **Nandy, A. & Bindra, J.S. (2022, January 31).** Budget should focus on targeted spending to spur growth. The Hindu Business Line
- **Aneja D.A. & Nandy, A. (2022, June 14).** Swap the battery and get going in your EVs. The Times of India

IIM Ranchi is committed to research in sustainable management and several other areas. We consistently work toward creating new knowledge, methodologies and understandings. Excellence in research has helped us build a strong foundation and work towards the betterment of society.



PRINCIPLE V: 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.” - UN PRME

Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance

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

- **Third -Anniversary Lecture 2021**

On September 27, 2021, the Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance at IIM Ranchi held its third-anniversary lecture, featuring Dr. Rajkumar Ranjan Singh, the Hon'ble Minister of State for Education and External Affairs, as the guest speaker. The Hon. Minister of State for Education and External Affairs of India, Dr. Rajkumar Ranjan Singh, gave a speech on "Reforms for Good Governance."



PRINCIPLE V: PARTNERSHIP

- **Good Governance Day 2021**

In honor of Bharat Ratna Atal Bihari Vajpayee on his 97th birthday, the Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance (ABVCLP) at IIM Ranchi observed Good Governance Day on December 25, 2021. Also present were Union Minister for Tribal Affairs Arjun Munda, Rajya Sabha MP from Jharkhand Deepak Prakash, and Ranchi MP Sanjay Seth.

The institute began with one program and has now expanded to seven, including the MBA BA and IPM, two brand-new ones. IIM Ranchi students are actively assisting during COVID-19, raising money during the difficult times of the Covid pandemic, and working toward Unnat Bharath Abhiyan. We will continue to serve and work for the community in this mindset.



PRINCIPLE V: PARTNERSHIP

Birsa Munda Centre for Tribal Affairs

The Birsa Munda Centre for Tribal Affairs seeks to conduct research and intervention programs regarding tribal opportunities and problems. The center will dedicate itself to initiatives that support tribal people's development.

The following objectives of the center are:

- To perform interdisciplinary research to improve tribal community revenue creation and livelihood.
- To set up training programs to promote the development of entrepreneurial skills among tribal communities and groups to generate money and improve quality of life.
- Strengthening the center through collaborations and cooperative networks, particularly for conducting research, providing training relevant to income generating and livelihood programs, and encouraging entrepreneurial endeavors.
- To develop into a resource for the tribal community that responds to any situation that significantly affects the community.

The **first annual lecture** Of The Birsa Munda Centre For Tribal Affairs was held on **November 15, 2021**. It also remarked dedication of the newly constructed students' dining hall at the permanent campus.



PRINCIPLE V: PARTNERSHIP

- **Unnat Bharat Abhiyan**

The Unnat Bharat Abhiyan program was introduced by the Indian Government's Ministry of Education on November 11, 2014.

IIM Ranchi is implementing the Unnat Bharat Abhiyan in 5 villages. These villages have established a variety of programs. These primarily include a thorough examination of every village, gram-sabha meetings to learn about issues affecting the villagers, a system of water flow from a natural water source to the village for drinking water, a model for agriculture and eco-tourism, various training programs for a living, etc. For sustained development in these communities, professors and students from IIM Ranchi have been visiting these villages on a regular basis.

IIM Ranchi has made the decision to carry out livelihood-oriented activities in these villages in the upcoming year, with a particular emphasis on leaf plates created from Sal tree leaves, value-added manufacturing of medicinal herbs, and other forest produce-based businesses.

- **Pradhanmantri Van Dhan Vikas Yojana – Entrepreneurship and Skill Development Program**

The Ministry of Tribal Affairs and TRIFED are behind the Pradhan Mantri Van Dhan Yojana. It was introduced on April 14, 2018, and its goal is to increase tribal income by adding value to tribal items. A project called Van Dhan Vikas Karyakram aims to use minor forest products to generate income for tribal people. A total of 45 lakh indigenous people will benefit from this initiative each year.

One of the critical elements of the program is the Entrepreneurship and Skill Development Program (ESDP), through which VDVK members will receive training on various community-based enterprise topics, the creation of value-added goods, value chain analyses of MFPs, etc. For 39 VDVKs in the initial phase of the ESDP, IIM Ranchi serves as a training partner in the Jharkhand state. IIM Ranchi has created training programs for tribal women that emphasize developing their leadership and business-related skills. These training at the VDVK level by IIM Ranchi in collaboration with Jharkhand State Livelihood Promotion Society (JSLPS) and Jharkhand TRIFED for enhanced impact.

PRINCIPLE V: PARTNERSHIP

Rekhi Centre of Excellence for the Science of Happiness

The Rekhi Centre of Excellence for the Science of Happiness was inaugurated on the 13th foundation day of IIM Ranchi on December 15, 2021. An online conference was held from June 6 to June 8, 2022, in partnership with the Indian Institute of Technology, Kharagpur.

- **The theme of the Conference**

Happiness and well-being, two essential terms that have become highly relevant in the last twenty years, are no longer only about subjective mental states and economic conditions that lead to a good life. They have far-reaching implications for cognitive science, technology, environment, academia & pedagogy, and diverse related fields. Moreover, the connection between happiness research and its applications, which draws academia and industry together, is the future where the translation of research into tangibles can and does take place. The meeting focused on the convergence between academia and drives around the theme of happiness to find opportunities and avenues for solid collaborations.

Sub Themes:

- Creativity and Innovation
- Mindfulness and Relaxation in the Workplace
- Happy Leaders for Happy Workplace
- Employee happiness and Well-being



PRINCIPLE V: PARTNERSHIP

IIM Ranchi enters an MoU with AIIMS Deoghar

An MoU was signed between AIIMS, Deoghar, and IIM Ranchi in March 2021. This Memorandum of Understanding (MoU) aims to build cooperative arrangements between institutions to engage in reciprocal teaching, training, research, and other activities that will strengthen their institutional relationships. The MoU aims to foster exchange in management, research, health, and education. Prof. Shailendra Singh, Director of IIM Ranchi, and Prof. Saurabh Varshney, Executive Director & CEO of AIIMS, Deoghar, exchanged signed copies of the Memorandum of Understanding. Profs. P.K. Bala and Rohit Kumar were also in attendance.



IIM Ranchi Gender Sensitization Committee

To advance gender equality, the government of India plans to involve gender champions in all of the nation's institutions and universities. It is a joint initiative of the Ministry of Women and Child Development and Human Resource Development. GSC concentrates on detecting gender-related gaps in activities and offers suggestions for closing them. They also take numerous initiatives throughout the year to spread awareness, like the Ally Challenge - where IIM Ranchi secured the first rank for empowering allyship, an article writing competition themed on gender balance, Fireside Chat- a sensitization workshop, etc.



PRINCIPLE VI: DIALOGUE



“We will facilitate and support dialog and debate 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.” - UN PRME

SAMAGAM - The Business Talk Series

A virtual business talk series inviting business leaders in analytics, human resource, CSR, sustainability, economics, finance, and several other domains was organized by IIM Ranchi. The series saw 70+ business titans from different sectors of the industry disseminating their knowledge with the students of our institution. Spread over two months and nine domains, today's leaders, left no stone unturned to ignite the catalysts of tomorrow.

The following were some of the topics for discussion:

Mr. Ashwin Iyer, Strategy Officer, Bill and Melinda Gates Foundation
Development Sector 101

Dr. Y. Suresh Reddy, Director of SRF Foundation
Approach towards CSR - the SRF Way

Ms. Sahaana Sankar, Vice-President of Hand in Hand India
Relevance of Management Principles in the Development Sector



PRINCIPLE VI: DIALOGUE

Mr. Mukesh Kumar Sharma, Executive Director, PSI India

Rapid urbanization in India and the emerging health needs of the urban poor

Mrs. Mythili Sarathy, Managing Business Partner, Reliance Industries Limited

Evolving Globe, Dynamic Work and Changing Workforce

Mr. Mehul Damani, Sales Effectiveness & Solutions Efficiency Leader, Accenture

Environmental, Social, Governance & Sustainability: "The Next Digital "

Mr. Devroop Dhar, Co-founder and Managing Director of Primus Partners

Reimagining Government, from a service provider to an ecosystem enabler

Mr. Rituraj Sar, Vice President - Learning & Development, Lupin Limited

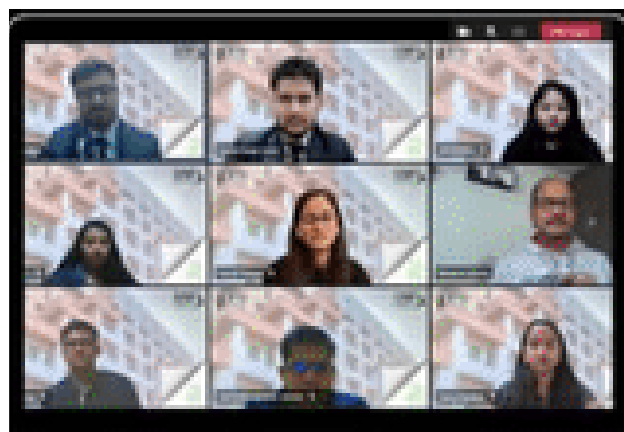
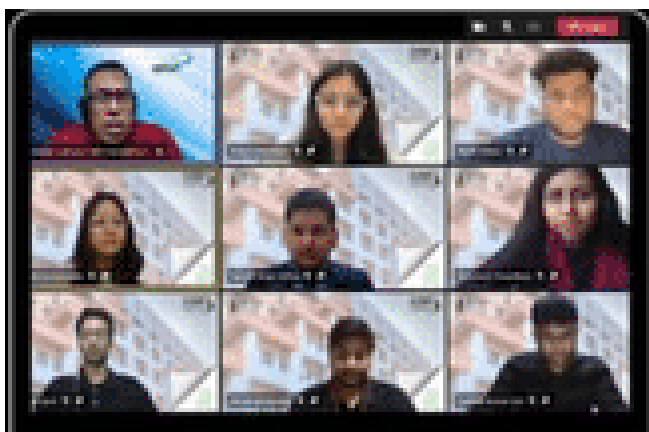
Leveraging Technology in the field of Learning and Development

Mr. Ashwini Tewari, Managing Director of SBI

Digitization in Banks

Ms. Aastha Gudwani, India Economist of BofA

Fiscal Deficit - the path we have traveled and the way ahead



PRINCIPLE VI: DIALOGUE

Mr. Milind Shahane, CEO, TATA Class Edge
Evolution of Digital Education in India

Mr. Anindya Mukherjee, Director, Strategy & Operations, PWC India
IT Service Management, Present and Future

Mr. Srinidhi Shama Rao, Chief Strategy Officer, Aegon Life
Industry of the future

Mr. Ashutosh Inamdar, Senior General Manager - Strategy Cell, Lupin Limited
Strategy concepts applied to the Pharmaceutical industry



IIM RANCHI SAMAGAM The Business Talk Series Gf

SAMAGAM
The Business Talk Series

20th December
2:30PM Onwards

Development
Sector 101

Mr. Ashwin Iyer
Strategy Officer, Bill & Melinda Gates Foundation

Logos: IIM RANCHI, SAMAGAM, Gf, Bill & Melinda Gates Foundation



IIM RANCHI SAMAGAM The Business Talk Series SBI

SAMAGAM
The Business Talk Series

27th November
6:00PM Onwards

Digitization in Banks

Mr. Ashwini Tewari
Managing Director, SBI

Logos: IIM RANCHI, SAMAGAM, SBI, POLYNOX



IIM RANCHI SAMAGAM The Business Talk Series HAND IN HAND INDIA

SAMAGAM
The Business Talk Series

10th December
5PM Onwards

Relevance of
Management
Principles in the
Development Sector

Ms. Sahaana Sankar
Vice President, Hand in Hand India

Logos: IIM RANCHI, SAMAGAM, HAND IN HAND INDIA, SAMAGAM



IIM RANCHI SAMAGAM The Business Talk Series accenture

SAMAGAM
The Business Talk Series

30th December
5PM Onwards

Environmental, Social,
Governance &
Sustainability:
"The Next Digital"

Mr. Mehul Damani
Sales Effectiveness & Solutions Efficiency Leader,
Accenture

Logos: IIM RANCHI, SAMAGAM, accenture, MARQUESS

NOBEL LAUREATE SERIES

PRINCIPLE ALIGNMENT: Purpose & Value

Great scientists and inventors have significantly contributed to our journey towards a sustainable future. At UNCG PRME, we launched an initiative to honor the Nobel Laureates 2021 for their tremendous contribution to the goal of sustainability.

From 7th October 2021, we ran this initiative to 23rd October 2021, honoring Nobel prize winners from various fields such as David Julius and Ardem Patapoutian from medicine, David Card, Joshua Angrist, Guid Imbens from Economics etc.

The objective of this initiative was to honor the great scientists for their contribution toward sustainability goals and keep our students abreast with the latest developments happening in various fields of science that will make our planet a better place to live.

HONORING NOBEL LAUREATES 2021

Syukuro Manabe Klaus Hasselmann

Nobel Prize for Physics

One half of the prize for the physical modelling of Earth's climate, quantifying variability and reliably predicting global warming

PRME | UNCG-PRME | SUSTAINABLE DEVELOPMENT GOALS

HONORING NOBEL LAUREATES 2021

Abdulrazak Gurnah

Nobel Prize for Literature

For his uncompromising compassionate penetration of the effects of colonialism and the fate of the refugee in the gulf between cultures and continents

PRME | UNCG-PRME | SUSTAINABLE DEVELOPMENT GOALS

HONORING NOBEL LAUREATES 2021

David W.C. MacMillan Benjamin List

Nobel Prize for Chemistry

For their development of a precise new tool for molecular construction: Asymmetric Organocatalysis

PRME | UNCG-PRME | SUSTAINABLE DEVELOPMENT GOALS

HONORING NOBEL LAUREATES 2021

Dmitry Muratov Maria Ressa

Nobel Prize for Peace

For their efforts to safeguard freedom of expression, which is a precondition for democracy and lasting peace

PRME | UNCG-PRME | SUSTAINABLE DEVELOPMENT GOALS

PLANTATION DRIVE

PRINCIPLE ALIGNMENT: Partnership

To commemorate the life of the father of our nation, Mahatma Gandhi, UNGC- PRME IIM Ranchi in collaboration with NGO Asvattha successfully conducted a Plantation Drive on 2nd October 2021 under the Project Bapu initiative in tribal areas of Jharkhand namely Navagarh and Soso.

A total of 1000 plants were sowed in the lands of over 50 farmers. The vent was inaugurated by planting trees by Retired Additional Secretary, Government of Jharkhand, Mr. Saroj Narayan Choudhary along with the members of Asvattha, Avinash Kumar, Sagar Sahu and Rajendra Shahi Munda to name a few.

UNGC PRME team along with other students of IIM Ranchi were present at the occasion. A workshop on “Organic Farming” was also organized for the tribal farmers.



FORGOTTEN TAILS

PRINCIPLE ALIGNMENT: Purpose & Value

UNGC-PRME IIM Ranchi launched the initiative Forgotten Tails to safeguard stray animals. UNGC PRME members noticed that we usually overlook animals during the festive season. To protect these animals, UNGC PRME took the opportunity of the festive Diwali season (31st October 2021 to 3rd November 2021) and encouraged them to take a step ahead in safeguarding our furry friends. SDG #15 (Life on Land) was addressed through this initiative.



The initiative entailed encouraging everyone to feed their furry friends. To further spread awareness, participants were encouraged to share their pictures while feeding stray animals on their social media handle with the hashtag #ForgottenTails. Team Help Ranchi, The Team Green, Street dogs of Ranchi and Lovepaws were our initiative partners and helped us to spread awareness about the same. We also shared stories of individuals who are spreading kindness by adopting stray animals.

The initiative saw appreciation and participation from a large number of IIM Ranchi students. People from different colleges and corporations also came forward to support the initiative.



BLANKET DONATION DRIVE

PRINCIPLE ALIGNMENT: Purpose & Value

UNGC PRME IIM Ranchi, in collaboration with NGO Asvattha, organized a blanket donation drive under Project Birsa on November 15, 2021, on the momentous occasion of Birsa Munda Jayanti - The 146th birth anniversary of Birsa Munda. The event addressed Sustainable Development Goal #3 (Good Health and Wellbeing)

Birsa Munda - revered tribal leader and freedom fighter in whose honor the state of Jharkhand was founded on the same day in 2000.

The project Birsa aims to donate blankets to people of marginalized tribal communities to bring cheer and smiles in the winter.



SUSTAINVERSE

PRINCIPLE ALIGNMENT: Partnership and Dialogue

Sustainverse is the Sustainability and Responsible Management Education Webinar Series of UNGC PRME, IIM Ranchi. These webinar series aim to instill a sense of awareness and responsibility about sustainable practices in the minds of future managers and business leaders.

This year, in the second season of Sustainverse, the online webinar sessions saw a fruitful exchange of ideas and insights among the speakers and bright students of IIM Ranchi. There were constructive discussions about the current sustainable techniques followed in the industry and the way forward for sustainable businesses.

UNGC PRME IIM Ranchi was honored to host four eminent speakers from distinguished firms like Hulladek Foundation, Thoughtworks Foundation and SIRONA foundation, to name a few. The speakers shed light on various topics encircling sustainability for developing businesses and society. The sessions helped the junior batch envision themselves as sustainable future managers.



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 the Christmas season.

The 'Joy of Planting' aimed to facilitate the pleasure of buying a sapling and contributing to a sustainable environment. The Sustainable Development Goal 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.

Students could get the plants delivered to their homes by registering with us and choosing the type of plant they wished to nurture. They also had an option to send a plant to their loved ones' homes. UNGC PRME helped deliver the plants on their behalf. 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 Jade and Syngonium. These saplings are also known to have numerous health benefits.



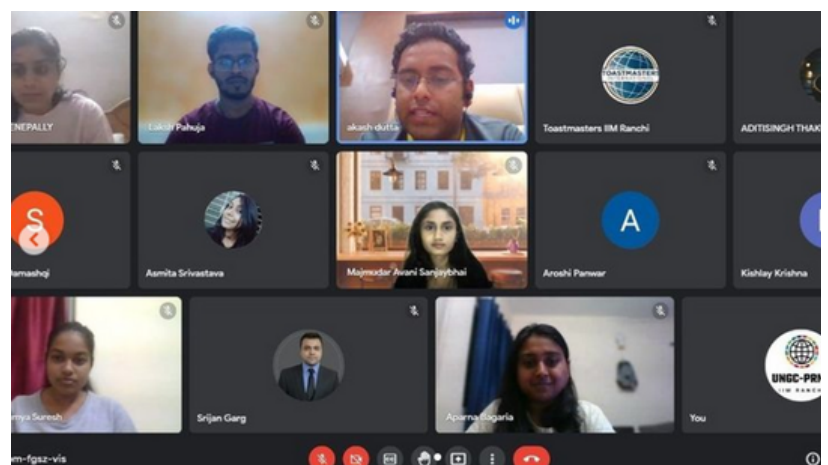
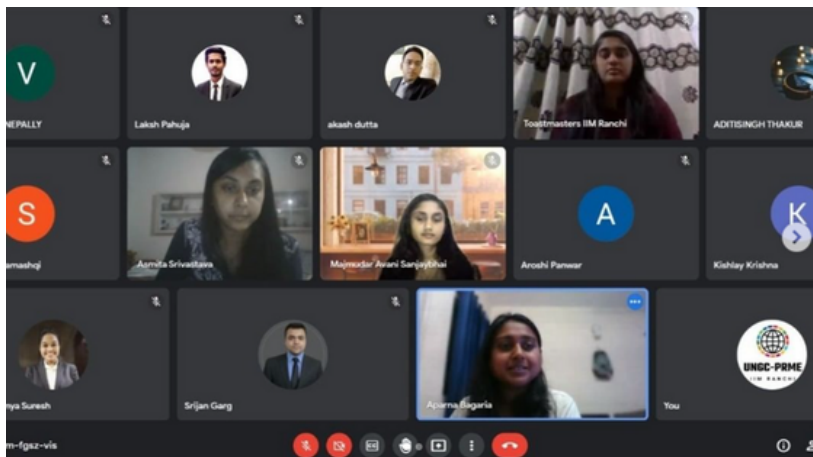
TOASTMASTERS MEET

PRINCIPLE ALIGNMENT: Partnership

UNCG-PRME, in collaboration with Toastmasters (IIM Ranchi Chapter), delivered a talk on sustainability and its practices. It was conducted on 23rd March 2022. The topic was "The Colors of Nature. "

The Colors of nature was all about how the world is like a canvas and nature is a beautiful painting, and every day we as artists add to the canvas. Three of the UNCG-PRME members actively participated in the event. Aroshi beautifully conveyed her thoughts on the colors of nature, citing live examples; Laksh left no stone unturned while shedding light on sustainable practices and was awarded as the listener of the day. Kishlay, who played the proctor role, was awarded the best auxiliary role player for the meet.

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



PARIVRIDHI 4.0

PRINCIPLE ALIGNMENT: Partnership 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 4.0 - On the Spot Case Competition on Sustainability” was organized in collaboration with Union Bank of India.

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 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 6 teams went to Round 2, in which they had to solve a case study, shared by our knowledge partner Union Bank of India, encircling SDG#8. 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 112 teams of bright students from India's top Business Schools.



IIM RANCHI

PARIVRIDHI 4.0

On-Spot Case Competition on Sustainability

Cash Prize worth

₹ 35,000

SPONSORED BY

ROUND 1
Online Quiz (4th February)

ROUND 2
Submission of Case Solutions (5th February)

ROUND 3
Final Presentation (5th February)

Last date to register is
3rd February, 11:59 PM

POC - LAKSH (9632916680)
SATISH (7892413096)

Register on D2C for the event.

UNGC-PRME

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WALKATHON 2022

PRINCIPLE ALIGNMENT: Partnership

UNGC-PRME IIM Ranchi, in association with AGON-RUSH (the management, cultural and sports festival of IIM Ranchi) Organizing Team, organized "WALKATHON 2022" from 4th February 2022 to 6th February 2022. The event aimed at raising awareness about social stigmas around menstruation. The theme of Walkathon 2021 was- "A walk to foster awareness regarding sustainable menstrual health and hygienic sanitation." The Sustainable Development Goals addressed were SDG #3(Good Health & Well-Being) & SDG #6(Clean Water and Sanitisation).

More than 323 participants registered for the event and virtually participated by downloading the Pacer application on their smartphones. A virtual leaderboard showed their standing, depending on the number of steps covered. The Chief Guest for the event was Ms. Aditi Gupta, Managing Partner and Co-Founder, Menstrupedia. The event witnessed a virtual flag-off by Ms. Aditi Gupta.



WALKATHON 2022

Participants also had a choice of donating an amount of their choice to our partnering organization SIRONA Hygiene Foundation. All the participating individuals were appreciated and acknowledged. The top 3 participants were awarded smartwatches. The top 100 participants on the leaderboard with a minimum of 15000 steps were rewarded with a hamper from Union Bank of India and a finisher's medal; the top female participants were also awarded a menstrual kit from Sirona. Participants who donated a pre-decided minimum donation amount received an additional hamper. The event was in partnership with SIRONA Hygiene Foundation (NGO Partner), SIRONA (Powering Partner) and Union Bank of India (Sponsorship Partner).

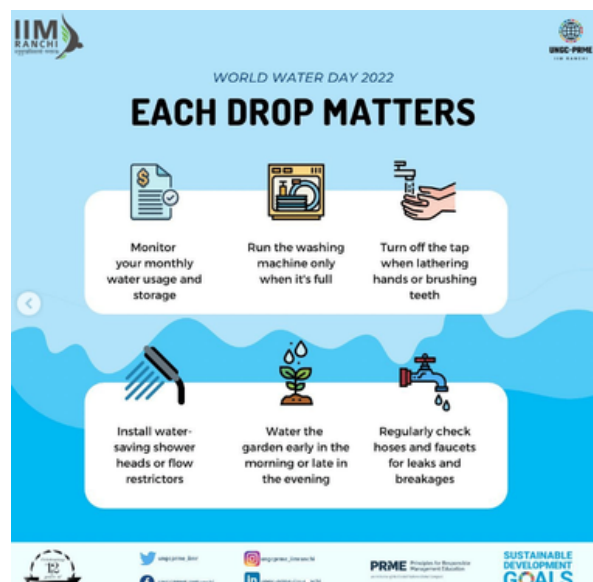


YEAR-LONG CAMPAIGNS

Principle Alignment - Purpose

We at UNGC-PRME IIM Ranchi have been perennially promoting sustainability and responsible management through several initiatives and campaigns across our social media handles. The year 2021-22 experienced many online and offline events catching attraction through social media. Elaborative and factual posts were shared on various days of international importance, like International Peace Day, Nobel Laureate Series, World Water Day, Earth Hour, Stories of Inspiring Indian Villages, etc.

All our initiatives, like Parivridhi, Walkathon, Joy of Planting, Sustainverse, and Forgotten Tails, Menstrual Hygiene Awareness, were also actively promoted on social media.



NEWSLETTERS

Principle Alignment - Purpose, Research, Method, Partnership

UNGC-PRME, IIM Ranchi publishes the monthly newsletter “Earth Crownicles” as a continual effort towards sustainable education. With a motive to educate its readers about the purpose of UNGC-PRME, the newsletter spreads awareness about the worldly happenings and progress in the field of sustainability through the following sections -

- Global News talks about the happenings across the globe
- Local News focuses on the initiatives we take to promote the SDGs
- The highlight of the month takes into account a unique SDG and an area of concern or happening in that month
- Know Your Hero spotlights the inspiring stories of people who have set a remarkable foot in the field of sustainability
- Tweet Zone has provoking tweets on the SDG of the month
- Corporate in Action applauds businesses or governments for their praiseworthy societal contributions
- SDG-specific Crossword has some interesting questions on SDG of the month
- Did You Know has interesting less-known facts on particular goals
- De-Jargonized has a sustainability term simplified for the readers

The newsletter is sent to all the current stakeholders of IIM Ranchi, as well as all the alumni batches across all programs and other B-schools across India and foreign partner institutes of IIM Ranchi.

EARTH CROWNICLES
Vol. 27 | MAY 2022

GLOBAL NEWS

UN Secretary-General Antonio Guterres called for joint efforts to advance the SDGs. He highlighted issues related to poverty and hunger, more inequalities within and among countries, more deaths of fundamental human rights, and a financial crisis sparked by the conflict in Ukraine.

UNESCO and the Republic of Uruguay hosted the annual World Press Freedom Day Global Conference in a hybrid format in Uruguay. Under the theme "Journalism under Digital Siege," the digital era's impact on freedom of expression, access to information etc., was discussed.

Lebanon Asks

Sri Lanka

HIGHLIGHT OF THE MONTH
Sky High Hunger Levels: Subel Region

The UN has issued a warning that 18 million people in Africa's Sahel region may go hungry in the next three months due to Russia's war in Ukraine, the coronavirus epidemic, the climate crisis, and growing expenses. The recent surge in food prices, fueled by the conflict between Russia and Ukraine, is threatening to turn a food security crisis into a human catastrophe. A growing number of people may be forced to flee the impacted areas due to the hunger issue.

Know Your Hero

Tweet Zone

CORPORATE IN ACTION

Kellogg's

Better Days by Kellogg's is a major global purpose platform dedicated to tackling food security. They provide people and communities what they need when and where they need it the most. Since 2015, they've fed approximately 200 million individuals throughout the world who are hungry or in need. They've reached approximately 1.7 million children around the world by expanding feeding programmes, and they've donated 9000 volunteer hours to food security concerns. Kellogg's Better Days initiative aims to improve the lives of 2 billion people by 2028. They want to feed 275 million people in need through donating food, expanding child feeding programmes, and providing disaster relief as part of the global aim. They've partnered with food banks on six continents, sponsored food drives to assist supply neighbourhood food pantries all around the world, and provided vital food to individuals affected by natural catastrophes. Kellogg's also supports Breakfast Clubs in 21 countries and is trying to expand school and summer feeding programmes around the world so that all children can achieve their full potential.

SDG-2 CROSSWORD

DID YOU KNOW?

- Current estimates are that nearly 8.9 percent of the world population is hungry - up by 10 million people in one year
- The majority of the world's undernourished - 281 million - are still found in Asia
- In 2019, close to 750 million - were exposed to severe levels of food insecurity
- An estimated 2 billion people in the world did not have regular access to safe, nutritious and sufficient food in 2019.

DE-JARGONIZED

Food Security: Food security is defined as meaning that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life.

TENATIVE LIST OF INITIATIVES FOR THE UPCOMING YEAR (2022-23)

Month	Initiatives	Description
September	UN PRME East India Regional Meet	A virtual regional meet to enhance partnership & collaboration toward responsible management, skill development and sustainable practices
	SustainVision	A Sustainability Article Writing Competition
	Rice-O-Trivia	A trivia quiz event, where one can play, learn and contribute rice to the needy, all at once
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
October	Forgotten Tails	An initiative to safeguard the stray animals
	Unsubscribe the Carbon	Email Deletion Drive to reduce the carbon footprint
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
November	Sustainverse	Sustainability Talk Series by Industry Experts (We would like to leverage technology and the latest platforms like Metaverse to organize the event)
	Feed-a-Village	Promoting equality, good health and zero hunger by feeding a nearby village
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
December	AdopThing	Letting students adopt something and contribute towards a sustainable future
	Joy of Giving	Gifting a friend something that contributes toward a sustainable world
	Repair Cafe	An initiative to create something useful using discarded materials
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi

TENATIVE LIST OF INITIATIVES FOR THE UPCOMING YEAR (2022-23)

Month	Initiatives	Description
January	Model United Nations	Students take on the role of ambassadors in a simulation of the UN General Assembly as they discuss issues like gender equality, climate change, global health, etc.
	Donation Drive	Donation drive aimed towards helping the underprivileged students while also adding a zest of Mela (Fair) to the event
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
February	Walkathon	Walk for a Cause
	Parivridhi	Sustainability Quiz and On-spot Case Competition
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
March	Plastic/Paper/Waste Collection Drive	Collecting those mentioned earlier and donating them to sustainability partners who recycle the same for better use.
	Plantation Drive	Planting trees at IIM Ranchi campus and across different cities
	Cervical Cancer Awareness	Promoting vaccination and prevention of cervical cancer
	Earth Crownicles	The monthly newsletter of UNGC-PRME, IIM Ranchi
Other Initiatives	Know Your Campus Hero	A Series highlighting university students who live sustainably, intending to educate and motivate others
	Vocational Education Drive	Aimed towards equipping students and individual with the necessary skills of the modern world for better opportunities and empowerment
	Plastic Free Fridays	Complete restriction on use of plastic items of Fridays in the hostel and college campus to create an impact on the plastic waste generation
	Satiety	Aimed towards - reducing wastage of food on the hostel campus, improving nutrition among the tribal communities
	Samaavesh	Celebrating inclusivity via the progress made in the area of disability rights.
	Box of Happiness	Supporting students to donate items to a good cause when they move out /move into halls of residence

THE STEERING COMMITTEE MEMBERS



Dr. Deepak Kumar Shrivastava, Director, IIM Ranchi



Dr. Rohit Kumar
Assistant Professor, IIM Ranchi



Dr. Angshuman Hazarika
Assistant Professor, IIM Ranchi



Laksh Pahuja
MBA 2021-23



Kishlay Krishna
MBA 2021-23



Sadee Radhika
MBA 2021-23



Sanpreet Kaur
MBA HR 2021-23



Sudip Mazumder
MBA 2021-23

THE STEERING WHEEL OF ACTION



Laksh Pahuja
MBA 2021-23

"It has been an honor to be a part of UNGC-PRME and directing my efforts towards sustainable practice activities that have always interested me beyond the conventional conceptions of social development work. The work that I have done as part of the body has added significant foundation and soundness to my intent and responsibilities as a future leader."

"The crucial problem of climate change has reached a crisis stage and necessitates quick corrective action. Being a part of UNGC-PRME was a journey of ongoing learning about how future managers' actions and decisions might determine the course of human society's response to climate change and our attempts to combat the problem. It has always been a journey filled with lessons learned and a sense of community as we work together to achieve the world's goals."



Kishlay Krishna
MBA 2021-23



Sadee Radhika
MBA 2021-23

"I firmly believe that kindness coupled with the adoption of sustainable methods fused with a strong intention of character is the key to change in light of the ongoing strain on resources and to widening divide between the various parts of society. I am grateful to be a part of UNGC-PRME at IIM Ranchi since it has helped me build my viewpoint on responsible management and changed the way I think as it strongly reflects my values and beliefs."

"It's an ancient adage that tiny beginnings establish the groundwork for big changes, and I'm grateful to be able to contribute to the goals set for 2030 and the general advancement of society. I've always been attracted to UNGC-PRME because of the straightforward but important truth that everyone can make a difference by doing something little and that these efforts may have a multiplicative effect if everyone participates."



Sanpreet Kaur
MBA HR 2021-23



Sudip Mazumder
MBA 2021-23

"Before students enter the real world as decision-makers, I think it is important to inculcate a feeling of responsibility for our beautiful planet. During my time with UNGC-PRME, it became abundantly evident that attempts to achieve the SDGs for 2030 will be greatly aided by having a solid understanding of sustainable practices and how to apply them. Blessed and eternally happy to have been a part of this journey."



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