

COMMUNICATION ON ENGAGEMENT (COE)

Indian Institute of Management, Ranchi

Sharing Information on Progress in the last two years

From: March 2021

To: March 2023

Part I. Statement of Continued Support by the Chief Executive or Equivalent

March 14, 2023

To our stakeholders,

We are delighted to announce that the Indian Institute of Management, Ranchi remains committed to supporting the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment, and Anti-Corruption. As part of our engagement with the United Nations Global Compact, we are sharing this Communication on Engagement with our stakeholders and we welcome any feedback you may have.

At IIM Ranchi, we believe in contributing to the community as well as in developing our student community. Our institute actively participates in local, regional, and international networks, reflecting on the values of UNGC-PRME. Our aim is to achieve excellence and make a tangible difference in the lives of those around us. We believe that these priorities will help us become the leading research-intensive and teaching-intensive B-school.

Despite the challenges posed by the pandemic, IIM Ranchi has successfully navigated through them and embarked on a purposeful journey. Over the years 2021-2023, we have undertaken several initiatives to instil sustainability ideals in our students. Some of the initiatives include Rush-A-Thon, a run for autism, East-India Regional Meet, focusing on enhancing partnerships, Sustainverse – a business talk series on sustainability, 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 tomorrow.

Through this Communication of Engagement, we aim to describe the actions that our organization has taken to support the UN Global Compact and its Principles, as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary communication channels.

Best regards,

Prof. Deepak Kumar Srivastava

Director, IIM Ranchi

Part II. Description of Actions

- **East India Regional Meet** - On December 3, 2022, IIM Ranchi hosted the UNGC-PRME East-India Regional Meet. The institute's director and other luminaries attended the event, which had the theme enhancing partnership & collaboration towards responsible management, skill development, and sustainable practices. Discussions with renowned corporate executives and knowledgeable academicians who have excelled in advancing the Sustainable Development Goals were part of the regional meeting. We also attracted other regional colleges to join hands in the UN Global Compact and presented our SIP (Sharing Information on Progress) report during the meeting.
- **Parivridhi** – Parivridhi 4.0 witnessed participants presenting solutions to the sustainability problem presented by the Union Bank of India. The students showcased their exceptional responsible management traits and impressed the panel. Similarly, Parivridhi 5.0 organized in February 2023 challenged participants to channelize their ingenuity, skills, passions and know-how into finding solutions to a real-world problem through the lens of the UN's Sustainable Development Goals.
- **Rush-A-Thon** - UNGC-PRME successfully organized Rush-A-Thon 2023 – a marathon for fostering awareness about autism on March 6, 2023. The event aimed to spread awareness regarding autism and raise funds to help NGOs working towards the cause. The event saw association with organizations working in the field of developmental disorder and dialogues from their spokesperson. The event was graced by our chairperson, representatives from our NGO partner, Deepshikha Institute of Child Development and Mental Health, our faculty advisors and dignitaries from Union Bank of India, our title sponsor. Rush-A-Thon was a huge step forward to sensitize future business leaders about issues that matter most.
- **Sustainverse** - Sustainverse is the sustainability and responsible management education talk series of UNGC PRME, IIM Ranchi conducted in December 2021. These webinar series aim to instill a sense of awareness and responsibility about sustainable practices in the minds of future managers and business leaders. Sustainverse 2.0, 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 between the industry experts and students about the current sustainable techniques followed in the industry and the way forward for sustainable businesses.
- **Radix** - UNGC PRME, IIM Ranchi participated in RADIX 7.0 - The annual business conclave of IIM Ranchi held on 28th January 2023. The theme for the session was Diversity, Equity and Inclusion. The session was filled with interactive activities, insights from real life experiences and visual aids. It was followed by a very interesting Q&A round.

- **Sustainvision** - As a part of the UNGC PRME East India Regional Meet 2022 a national-level article writing competition - SustainVision, was organized in November 2022. The competition had the topic - "Accountability towards sustainable management and practices". It saw the participation of bright minds across the country. 100+ students from various colleges across the country submitted their articles.
- **Mitahara** - UNGC PRME, IIM Ranchi has come up with an awareness initiative named Mithahara. A first of its kind initiative after IIM Ranchi has moved to the permanent campus. The initiative was targeted around the food waste happening inside IIM Ranchi. Posters are placed in high-traffic areas where maximum traction is available to achieve maximum awareness. The poster contained profound messages which try to hurt people's feelings whenever they tried to waste food.
- **Toastmasters Meet** – UNGC-PRME, IIM Ranchi participated in the 208th Toastmasters meet on March 23, 2022, under the theme of "The Colours of Nature." Various speakers shared their unique perspectives and eloquently conveyed their thoughts on the colours of nature by giving real-life examples and valuable insights on sustainable practices. This partnership with Toastmasters-IIM Ranchi allowed us to work together and create meaningful partnerships.
- **Selection of Junior Steering Committee Members** - We started the academic year 2022 by selecting our Junior Steering Committee. This is a tradition that we do each year, and this year, we have gone even further and recorded the highest-ever participation showcasing the enthusiastic responsible managers of tomorrow.
- **Forgotten Tails** - UNGC-PRME IIM Ranchi launched the initiative Forgotten Tails to safeguard stray animals. To protect these animals, we took the opportunity of the festive Diwali season (31st October 2021 to 3rd November 2021) and encouraged students, friends and family spread across the country to take a step ahead in safeguarding our furry friends. 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. We also shared stories of individuals who are spreading kindness by adopting stray animals.
- **Joy of Planting** - 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. Rich enthusiasm from the IIM Ranchi fraternity was observed while adopting plant saplings with numerous health benefits.
- **Rice-O-Trivia** - UNGC-PRME launched an initiative - "Rice-O-Trivia" on World Food Day 2022 to contribute to the goal of Zero Hunger by donating rice grains via freerice.com. The joy of giving back to the world, coupled with the dopamine of solving trivia, is the icing on the cake! The initiative saw participation from many students across multiple batches, and together we successfully donated 65000+ rice grains.

Part III. Measurement of Outcomes

- Hosted knowledgeable academicians who have excelled in advancing the SDGs to deliver dialogues and enlighten the leaders of tomorrow.
- Prominent business leaders from diverse backgrounds deliberated on societal issues and contemplated their remedies.
- More than 350 students participated and ran for the cause of autism in Rush-A-Thon 2023
- The East India Regional Meet attracted regional colleges to become a signatory of the UN Global Compact and join forces to expand their efforts.
- Established more than ten strong partnerships with renowned public and private sector organizations as well as NGOs working towards the welfare of the society – Union Bank of India, Samarpan, Sirona Hygiene, Team Help Ranchi, to name a few.
- Parivridhi encouraged over 300 students to develop solutions to real-world sustainability challenges in the business world.
- Actively promoted sustainable practices and responsible management in campus through enhanced partnership and collaboration towards responsible management, skill development, and sustainable practices through initiatives like Pradhan Mantri Van Dhan Vikas Yojana – Entrepreneurship and Skill Development Program, Unnat Bharat Abhiyan, Birsa Munda Centre for Tribal Affairs, Rekhi Centre of Excellence for the Science of Happiness, Gender Sensitization Committee, Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance, etc.
- The impact of above-mentioned initiatives that we have carried over the two years has been far-reaching through our online as well as offline media channels.
- Sensitized future business leaders to issues that matter - autism, menstrual health & hygiene, food security, to name a few.
- Instilled a sense of awareness and responsibility about sustainable practices in the minds of students by introducing courses like Business Ethics, Decision-Making Tools and Techniques for Managers, Corporate Governance and Strategic CSR.