

United Nations Principles of Responsible Management Education
(UN PRME)
Sharing of Information on Progress (SIP)
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Submitted By

S.P MANDALI'S
we school
Welingkar Education

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Sharing of Information on Progress

Prin. L.N. Welingkar Institute of Management Development and Research became a signatory for the UN PRME in the year 2012. Since then, there has been a consistent effort to implement and align the curriculum as well as other activities of the campus to the six principles declared by the PRME for higher educational institutions. There are many activities conducted in the campus with reference to CSR and sustainability. A panel discussion on the topic “How can CSR transform lives-Insights and practices from India Inc” in September, 2014 is one such example.

Welingkar Institute also became a member of the United Nations Global Compact Network (UNGC-India) in the year 2013. The Global Compact asks companies to embrace universal principles and to partner with the United Nations. It has grown to become a critical platform for the UN to engage effectively with enlightened global business.” Our institute actively participates in the cross over series of UNGC regularly. We have also acted as knowledge partners in few events for UNGC.

Our institute encourages research among faculty and students, and research is conducted in various domains like general management, economics, marketing, finance, human resources, information technology, operations and other interdisciplinary areas. Many such research topics come under the purview of sustainability. All India Council for Technical Education (AICTE) has granted funds for one such research titled ‘Impact of Principles of Responsible Management Education on B-School Curriculum and Expected Outcome for the Business and Society’ in the year 2013 and the project is ongoing currently. We will continue our endeavor towards this in the coming years as well.

Moving forward, Welingkar Institute is committed to implement the six principles of PRME which will create holistic leaders which is need of the hour. We intend to continue our valuable partnership with our existing partners and also make new partnerships which will enable us to broaden the horizons.

Our objective is to work towards a sustainable global economy by creating leaders who understand the importance of doing business responsibly by taking into account the requirements of various stakeholders of the business and society. In this effort PRME guides us in the right direction through the six principles.

Regards,



Dr. Anil Rao Paila

Dean and Director, Prin. L.N. Welingkar Institute of Management Development & Research, Bangalore.



Principles for Responsible Management Education:

1. **Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
2. **Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
3. **Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
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.
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.
6. **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.

Principle 1

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

The class room delivery of each subject identifies four areas of application

- Leadership and innovation
- Critical and Analytical thinking
- Globalization
- Role of Individual in organization and Society

The concepts studied under each subject will be analyzed in the above mentioned areas. For e.g. for the subject Financial Accounting making students responsible for the financial decision making and to work on new strategies within the theoretical framework taught is under leadership and innovation. Use of financial data, understanding performance measurement, to understand decision making, to evaluate companies in terms of financial performance comes under critical and analytical thinking. Sensitizing the student with the international financial framework, and creating awareness of international laws and accounting practices is discussed from the perspective of globalization and finally ethical decision making to be encouraged in student community by providing them opportunities to understand national and international economic laws and practices which comes under role of individual an organization and society. Likewise each subject will have their own set of objectives under the four areas of application mentioned. Also the learning outcome will be measured by way f acquisition of knowledge, application of knowledge and assimilation of the acquired knowledge. The whole process is aimed at making students work towards a sustainable global economy.

Principle 2 and 3

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

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

Welingkar Institute of Management aims at creating leaders who will work towards sustainable global economy. Various attempts in this direction are carried out in achieving holistic development of students. There are various committees which are working towards objectives like green campus, zero waste zone, effective waste management and other such social causes. This enables students to understand contributing to society is very important. When such activities are done in association with companies, students will realize the objective of the companies is not just to make profits but also carry the business in a responsible way and also give back to the society.

In the second trimester of the course there is a module titled “Vedanta” and the objectives of the course are; to develop individual with integrity, to identify and enrich inherent potential, to realize a principle centered leadership, and to envision higher values in life. This is a common course to all the students aimed at creating holistic development of students and also to create responsible citizens and managers.

The second year PGDM students will undergo a course titled “Corporate Governance and Business Ethics”. In this module various aspects of corporate governance, issues in governance, ethical issues and appropriate corporate governance models are discussed.

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.*

Faculty members and students of Welingkar Institute of management development and research conduct research in various topics. Research papers, articles, case studies, doctoral studies and student projects are the main areas of research conducted. Some of the studies attributed towards sustainable global economy and responsible business are listed below.

- Doctoral thesis titled ““A Study on Corporate Governance in India-A Holistic Perspective” is submitted by a faculty member for the award of PhD. In this study the researcher has developed a new conceptual model for corporate governance called SREE model (Social, Regulatory, Ecological and Ethical) which quantifies the corporate governance based on all the four components mentioned. Many corporate governance models restrict only to regulatory factors. But this model measures the performance of the company holistically by considering all four factors.
- A research study titled “Impact of Principles of Responsible Management Education on B-school curriculum and expected outcome for the business and society” is in progress currently. Faculty members from Welingkar Institute are investigators for this research project. This study is being funded by All India Council for Technical Education (AICTE). The primary objective of the research is to study the existing curriculum in management education in B-Schools, finding the gap with reference to the suggested

topics under Principles of Responsible Management Education (PRME) and understanding how B-Schools can adopt PRME in main stream management education.

- Doctoral study titled “Business Diplomacy” is being conducted by a faculty member of Welingkar Institute of Management. The study discusses about managing complexities. Corporate leaders, now being considered as responsible for business as well as environment in which their business exist, have to demonstrate greater understanding of various stakeholders and manage these relations. Like diplomats, business leaders will have to have deep knowledge about international trade practices, international regulatory mechanisms, knowledge of decision making in various countries, designing and managing communication strategies in digitalized world, business acumen and ethical leadership. In essence, the research on ‘Business Diplomacy’ will be study in Competencies for Business diplomats, Capability building for Business Diplomacy and the scope for it for Indian MNC.
- A research paper titled “A public Private Partnership Model for creating Quality Education and Increasing Employability of Rural Population in India through Satellite Education” was authored by the faculty members of the institute and this study points out the innovative methods to improve the quality and employability of less privileged population in rural India. The paper got published in “International Journal of Retailing and Rural Business Perspectives-An indexed and Refereed Quarterly Journal.
- Dr. Anil Rao Paila, Dean & Director of the institute Presented a case study at ICCSR Malaysia Conference, Malaysia on the topic “Social Responsibility in Management Education” on August, 2013 along with a faculty member.

- Few summer project reports submitted by students under the broad theme of sustainable global economy are: Impact of Quality of Corporate Governance on Company's Performance, Current issues in microfinance sector in India, Heritage conservation through sustainable tourism in Rajasthan, Community based monitoring - The future of Non Governmental Organizations.

Welingkar Institute of Management is committed to support research under the theme of sustainable global economy in the years to come. Faculty members and students will be encouraged to take up research work in this area which is the need of the hour.



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.*

Welingkar Institute of management is member of United Global Compact Network (UNGC-India) chapter. Dr.Anil Rao Paila, Dean and Directors Welingkar Institute, regularly participates in the various initiatives of UNGC. On few occasions, Welingkar institute has been a knowledge partner for UNGC- India initiatives.

Welingkar Institute, Bangalore has a Rotaract club and approximately 60 students have taken the membership of this club. There are various activities conducted by this club.

Some of the initiatives are listed below.

- **‘WE-R-GREEN’:** The concept of ‘CHARITY BEGINS AT HOME’ was well adopted by Welingkar Institute of Management Development and Research, Bangalore in one of its initiative known as WE-R-GREEN. Environment today is facing degradation in all forms and to reduce this it is important for each and every member of the society to contribute towards it. Taking this into consideration the Rotaract Club of Welingkar came up with this initiative in order to minimize wastage of all forms (food, water, electricity etc.) which is being generated within the college. The event which was held on 24th of September consisted of 14 groups of rotaractors from the college who were subjected to a ‘brain storming session’ in order to come up with innovative, cost effective, and easy to implement ideas. The event was judged by a round of eminent people with significant contribution towards the society. The respected panelists were:

- 1) Mr. Kuldeep Dantewadia : The young entrepreneur from Reap Benefit.
- 2) Mr. Kapil Sharma : Save Trees.
- 3) Mr. Prabhakar Rao : Go green Go cycling.
- 4) Mr. Antonio Rosario: Waste Wise Trust.



- On 26/11/2014 Welingkar Institute of management organized a Walkathon followed by cleanliness drive at Electronic city. This initiative was conducted in partnership with Rotaract club and ELCIA (Electronic city Industries Association)
- On 22/11/2014 HLL organized HLL - Lifesaver Volunteer Program in partnering with Welingkar Institute of Management. It was a cleanliness awareness campaign. 25 students from our institute participated in this event. The HLL- team involved in this initiative has wide exposure in Public Service Health care and has worked with UNICEF and some studied at Harvard University etc. Now, HLL- team is rolling out the program in Bihar for 3 year and reaching lakhs of students in Bihar's Government schools
- “PEDAL2GREEN”: We-R-Green Club of Weschool Bangalore has organized 'Pedal2Green', a cyclothon on 14th Sep. 2012. The theme of the event was- “Pedal to Green-Quit Smoking”. Our cyclists spread the message of 'Quit Smoking' with an aim to make a contribution towards reduction of carbon footprint. The Weschool faculty and the students participated in this Event.

Apart from the in house participation, this event attracted active participation from Corporate. The Electronic City Industrial Association (ELCIA) also joined hands with WeSchool for this noble cause.

- In the year 2012, Weschool Students visited Malaysia on a friendship exchange and participated in the community development projects in Malaysia.
- Rotaract club of welingkar institute of management development & research pledged their full support & co-operation to the all India end polio now road show team while asserting their commitment & strengthening their resolve to work towards the betterment of the society. Welingkar Institute of Management Development & Research, electronic city, Bangalore , hosted the all India end polio now road show team. This team toured the nation from 11/12/2011 to 11/02/2012 to spread awareness and knowhow on polio eradication.
- The students and faculty of Welingkar institute of Management, Development and Research turned up in great numbers on August 7, 2013 to donate blood for the Blood Donation Drive organized by Rotary TTK Blood bank, Bangalore. Due to the full fledged support received from the students 78 units of blood were collected in totality. It was heartening to see students from other b-schools turned up and contribute for this noble cause and donate blood. people aware about the Blood Donation drive, and this act of people to participate in such numbers say the rest of the story



- **RYLA 25000:** In the year 2013 the batch of MBA students of We School trained about 4% of the total number of the school students covering different government schools, even some of them were spread across the rural outskirts of Bangalore. These students were prepared as ‘trainers’ and the theme for the event was ‘Be a Winner’

The schools visited were –

- a) Government High School, Habbagodi (300 students of classes IX and X)
- b) RV Boys’ High School, NR Colony (102 students of classes IX and X)
- c) APS High School, Basavanagudi (133 students of classes IX and X)
- d) Government High School, Huskur (175 students of classes IX and X)
- e) ABS High School (355 students of classes IX and X)



Principle 6

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*

1. Welingkar Institute of Management actively hosts/participates in various events like roundtables, panel discussions, guest lecturers etc in partnering with various stakeholders like companies, representatives from civil society, govt, other college students etc. It is very important to understand different perspectives in creating a responsible and sustainable business. Few important events are listed below.

A Panel discussion on the topic, “How can CSR transform lives? Insights and Practices from India Inc.” was organized at Welingkar institute of management on 16th September, 2014 from 3.00pm to 5.00pm. This panel discussion was organized in collaboration with UN-GCN, India (United Nations global compact network), ELCIA Trust (Electronic city industrial association trust), Rotary-Bangalore Junction and CSR times. The objective of the panel discussion was to try and understand the India Inc perspective towards CSR and various initiatives they undertake in the CSR space and also to sensitize various stakeholders of the society towards CSR and its importance.

The panel had four experts-Mr. P.S.Narayan, Vice President and Head–Sustainability, Wipro Ltd, Mr. Babu Rangaswamy, Director, Hewlett Packard and president, ELCIA Trust, Mr. Manoj Chakravarti Chief Operations Officer, Centre for Corporate Governance and Citizenship, IIM Bangalore, Ms.Lopamudra Bhattacharya, Vice President and India Head for Communications, Deutsche Bank India. The panel discussion was moderated by Prof. Hema Doreswamy from Welingkar institute of management.

The panel deliberated on the following points:

- Evolution of CSR
- Arguments for and against CSR
- Challenges in implementing CSR projects
- Complexities in New Companies Act with reference to CSR
- Role of government in CSR by India Inc
- CSR initiatives of respective companies of the panelists
- Road ahead for CSR



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2. Welingkar Institute of Management hosted an International conference on Marketing titled “Social Media Marketing” on 25th and 26th of July 2014, in which few tracks discussed about social issues. The details are as below:

- Theme: Effective use of Social Media for addressing Social Causes. Mr B. Dayananda- Additional Commissioner of Traffic Police, Mr Prabhakar- Go Green Cycling were the panelists where as Session Chair was Prof Anuradha Mahesh, Welingkar Institute , Bangalore

Welingkar Institute of Management going further is committed to PRME principles which will help us in training our students holistically. It will help in making them responsible citizens as well as responsible managers and work towards creating a sustainable business.