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ACHARYA BANGALORE B SCHOOL (ABBS) ABBS SCHOOL OF MANAGEMENT



PRME

*an initiative of the
United Nations Global Compact*

PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

SHARING INFORMATION ON PROGRESS Second SIP REPORT – FEBRUARY 2022

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PRME Secretariat
United Nations Global Compact
658 3rd. Ave, 12th. Fl, New York, NY 10017

The Samagra Sikshana Samithi Trust (SSST) was founded way back in 1996 when India was in the threshold of globalization by a group of educationalists and visionaries. Led by the commitment of the Trustees, SSST has accomplished appreciable growth in more than just one decade. Academic programs such as Management, Health Sciences, Life sciences, Law, Commerce, Humanities, Information Technology, Executive education are being taught in the educational institutions of SSS Trust, a learning environment that befits the best anywhere in the world.

The institutes which comprise SSS Trust are:

- Acharya Bangalore B-School
- ABBS School of Management
- Acharya Institute of Health Sciences
- Acharya College of Nursing
- Acharya Leadership & Research Institute
- ABBS Pre-University College

The Trust has decided to bring all its institutions under the umbrella brand name of ABBS.


Acharya Bangalore B School (ABBS) is an Advanced Signatory member of PRME as it is committed to responsible and sustainable business education. The present SIP outlines the activities undertaken by ABBS to ensure that our core practices- teaching, research and service are infused with sustainable and responsible actions.

We are committed to our Vision- *“To provide relevant education, consistent with the changing world, by integrating the best faculty and infrastructure to enable students to stand the test of time and be of utmost benefit to society.”* Therefore Our Curriculum is geared towards responsible business by including courses on Corporate Social Responsibility, Sustainability, Global Risks, Peace Economics, Peace Science to name a few. Mandatory activities like “Campus to Community” projects, “Wish Tree Project” encourage students to participate actively in community issues and concerns. Our research conducted under the “Mahatma Gandhi International Research Center for Conflict prevention and Management” offers the platform to global voices on sustainability and responsible business.

This is our second annual report to PRME since becoming a member. It provides information about Recent activities of that have been undertaken to support responsible management education. While the Pandemic disrupted the entire world we at ABBS encouraged and disseminated the value that every action should demonstrate ethics, integrity and responsibility to achieve the sustainable goals. We assure that we will continue to practice responsible and sustainable activities in the coming year and further enhance its impact factor.

Thanking you,

Yours sincerely



Dr. Madhumita Chatterji

Director

ABBS School of Management

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Chairman's Message

The Strategic Plan of ABBS-SM is our articulation of our vision to develop contemporary management education necessary to adapt to a continuously changing business environment. It is designed to shape the future of higher education. Multi-disciplinary research, collaborating with new partners in India and abroad to generate new knowledge which would catapult our students and stakeholders coupled with high standards of teaching and learning to adapt to a creative international environment is what we envisage. ABBS-SM is committed to create an ecosystem that supports lifelong learning. We are entrusted with our passion to prepare our administrators to effectively manage learning systems relevant to today's businesses forging alliances and strategic partnerships with industry centres of higher learning, social groups and governments.

In this process we want our students to be empowered to take ethical and socially responsible leadership roles in their endeavours. In order to achieve the above and integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the Institution, our Strategic Plan is spread over 3 phases namely, the Short -Term Plan (2018-20), Medium Term Plan (2020-23) and Long -Term Plan (2023-28).

As the Institute continues its journey in pursuit of its vision and mission statements despite several challenges and unprecedented pressures, we confidently march forward converting it all to opportunities and achievements.

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Director's Message

"Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world." Albert Einstein

Welcome to ABBS School of Management. Over the last decade ABBSSM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this we are committed to excellence in everything we do. We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner. Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBSSM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life.

The word Education is derived from the Latin "*Educare*" meaning to "lead out." At ABBSSM we believe in developing essential capacities in knowledge, skills and the habits of mind to venture on to this lead out journey. These capacities are essential for our students to thrive in their personal and professional lives in this increasingly complex and interconnected world. Management education is all encompassing ranging from quantitative reasoning, social and scientific inquiry, historical and philosophical interpretations, civic engagement to global citizenship. We encourage everyone to go forth in a spirit of exploration and adventure. Our talented faculty members are the guides and partners in this journey of exploration. They challenge, guide and open doors to new possibilities. They are the greatest resource. The ABBSSM family strongly believes in keeping the spark of our life shining always by providing the environment of guarding this spark from storms of frustration, disappointment, loneliness and unfairness. All co-curricular and extracurricular activities are designed to help students to face challenges cheerfully and create a thirst for innovation. We encourage students to have a balanced life by taking care of their health, happiness and relationships as they venture on this incredible journey that would shape the future thinkers, workers, citizens and difference makers that each one is destined to be.

Today as we stand at an inflection point due to the wakeup call given by the Covid 19 worldwide pandemic the above mentioned values have helped us to sustain. Resilience and adaptability could be seen among all members of the ABBSSM family. The speed of change required in the design and delivery of academics and non-academic activities was available because of the commitment to excellence in all activities. ABBSSM could quickly adapt to the "new normal." At ABBSSM we have reinforced our courses related to sustainability and responsible management to help create the awareness of the need for a circular economy by creating regenerative community based models to ensure long term responses to the socio economic emergencies facing the globe today. Today's management graduates have to be prepared to engage with the unexpected and ambiguity in an intelligent, compassionate and creative way. ABBSSM is committed to create this vibrant learning environment.

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Our Mission

M1• Developing a technology driven dynamic andragogy that is relevant to today's businesses.

M2• To develop alliances and strategic partnerships with industry, centres of higher learning, social groups and governments.

M3• Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the institution.

M4• To empower students to take ethical and socially responsible leadership roles in their endeavors.

M5• To create an ecosystem that supports lifelong learning.



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INTRODUCTION:

SAMAGRA SIKSHANA SAMITHI TRUST

The Beginnings

The Samagra Sikshana Samithi Trust (SSST) was founded way back in 1996 when India was in the threshold of globalization by a group of educationalists and visionaries. Led by the commitment of the Trustees, SSST has accomplished appreciable growth in more than just one decade that it has just completed by setting role-model institutions for training the youth in Health Sciences, Basic Sciences, Management and Para Medical streams.

Academic programs such as Management, Health Sciences, Life sciences, Law, Commerce, Humanities, Information Technology, Executive education are being taught in the educational institutions of SSS Trust, a learning environment that befits the best anywhere in the world.

Governed by the scientific and academic eminence, the Board of the SSST institutions are led by Dr. B. Vijaypal Reddy, an accomplished medical professional.

The institutes which comprise SSS Trust are:

- Acharya Bangalore B-School
- ABBS School of Management
- Acharya Institute of Health Sciences
- Acharya College of Nursing
- Acharya Leadership & Research Institute
- ABBS Pre-University College

What's in ABBS's DNA? What has been pursued by the Institution relentlessly? First, a commitment to quality in teaching, research and service undertaken in the Institution. We hold tenaciously that research infuses teaching with passion and engagement with our community guides the research priorities. Second, a spirit of discovery and collaboration — an eagerness to create and disseminate knowledge together with all our stakeholders. Third, a commitment to diversity and opportunities for advancement for people from all walks of life.

We are fully cognizant that Business Schools are the platforms that can provide the future direction to our society and our country. There is a ubiquitous need to sustain the hope for a better future – Management studies that encompass ethics; spirituality; peace economics and peace science provide a bridge between this hope and the opportunity to create such a future through better management practices. In order that one can lead a team, an organization, or even just a family, effectively and sensibly, one has to be knowledgeable with a broad vision. Therefore at ABBS we believe in keeping ourselves abreast with the advancement in our own field, and at the same time be aware that the tide of the world is turning. Our aim is to provide transformational learning by increasing student engagement and creating a learner centric environment. There is a constant endeavour to achieve fresh thinking and creative solutions to contribute to the well being of the society. However, matters are seldom as simple as their appearance look, and truth or falsehood cannot be realized until the matter has been deeply delved into and carefully analyzed. The objective of our curriculum is to offer that opportunity and inculcate independent thinking and adopt learning as a lifelong business. As a responsible Business School we have embedded cultivation of virtue in all spheres of curricular, extra- curricular and co- curricular activities. Our pursuit is certainly for matters that are more long-lasting than profit and reputation. We believe that through peaceful, rational, mutual understanding and constructive participation we can rebuild the future.

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The Trust has decided to bring all its institutions under the umbrella brand name of ABBS.

At ABBS, we pride ourselves on our unique quiver of avant-garde learning tools, setting us apart as one of India's most future-fit business schools. Our differential learning programmes have been crafted by seasoned industry leaders and feature an array of elements including industry interfacing, entrepreneurship development, live workshops, Management Development Programmes and publication development.

ABBS offers a bouquet of courses across management, commerce, life sciences, media, law and communication, each a careful blend of classroom learning and practical experience. The success of our programmes is mirrored in the variety of collaborations we have established with corporate houses in the past few years. We draw valuable insights from industry liaisons, and our alliances are geared towards student enhancement, enrichment and recruitment. ABBS believes in educating and developing the management students as future professional leaders who will be competent, cultured and confident to undertake challenging corporate responsibilities. The course, apart from imparting quality management education also inculcates professional ethics, social responsibility, global and cross-cultural approach that are important for taking logical, holistic and professional decisions. ABBS engages academically qualified faculty from National and International Universities/institutes with rich and proven corporate experience. The faculty members of ABBS are the pillars of knowledge and commitment. We invite the practicing leaders and Manager's from the different streams as adjunct and visiting faculty to embellish the experiential aspect of management learning.

The curriculum architecture, mapping, and the course selection and session planning are being undertaken keeping in view the changing industry needs, the best practices in the Global management education institutes, processed and approved through a well constituted Board of Studies. The academic governance is very transparent and provides for total autonomy and innovation in making the learning more meaningful and useful. The industry and academic interface is very close and continuous in the overall activities. ABBS Schools of Management has been ranked consistently as one of top business schools at the national level by different Ranking agencies.

Located in India's Garden City, ABBS is surrounded by five sprawling acres of greenery and sunshine. With aesthetically designed classrooms, well-equipped hostels and state-of-the-art sports facilities, discover an ecosystem that is tailored to your needs. ABBS is located in Bangalore the capital of the state of Karnataka in India. Bangalore is the "silicon city" of India and a truly cosmopolitan city with the population consisting people from all the parts of India and the Globe. It is located at Magadi Road that is around 15 KM distance from the city center of Bangalore. Bangalore usually enjoys moderate climate throughout the year. The coolest month is January with an average low temperature of 15.1 °C (59.2 °F) and the hottest month is April with an average high temperature of 35 °C (95 °F). Winter temperatures rarely drop below 12 °C (57°F), and summer temperatures seldom exceed 36 °C (97 °F). Bangalore receives rainfall from both the northeast and the southwest monsoons and the wettest months are September, October and August, in that order.

We welcome you to ABBS !!

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RECOGNITION / ACCREDITATIONS



Recognized by Government of Karnataka



Accredited with IACBE



NAAC Accreditation With 'A' Grade



ज्ञान-विज्ञान विमुक्तये

UGC Recognition Under 2f and 12b

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Permanent affiliation by Bangalore University



National Board of Accreditation



AICTE Member

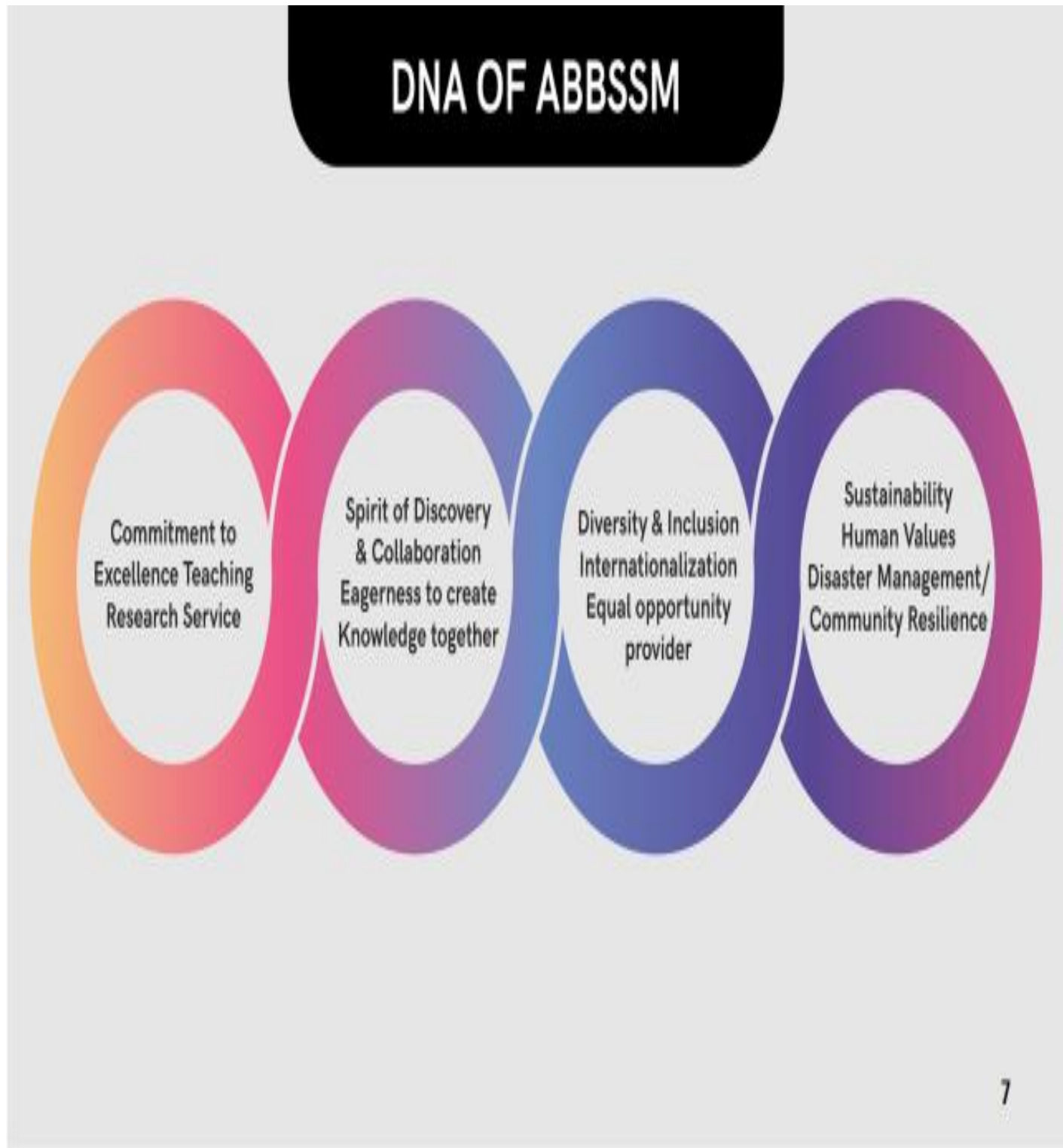


AMDISA Member

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M1• Developing a technology driven dynamic andragogy that is relevant to today's businesses.

M5• To create an ecosystem that supports lifelong learning.



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Best Practices at ABBS that encourage sustainable and responsible outlook:

- **Theatre in Management:** This innovative initiative was introduced this year to help students to appreciate diversity and inclusion and become more oriented towards sustainable living. The students honed leadership and team building skills and the course also helped to build interpersonal skills.
- **Campus to Community:** The campus to community projects imbibe sensitivity to the grass root issues of the community and helps to inculcate socially responsible behaviour among students. It helps them to become ethically responsible future corporate citizens.
- **Knowledge Exchange Series:** Where every week faculty by turn (one per week) present their research output/ current trends in Management to other colleagues.
- **Capstone Project:** Students undertake a mandatory project on a theme of their choice that they undertake in their final term at the Institute.. This gives the students a unique opportunity to undertake research and offer innovative solutions to real problems. The students are expected to use the learning from all the functional areas of their Management programme. It helps to students to add value to their professional knowledge and practical skills.
- **MOOCs:** More than 80% of students clear at least one MOOC in one semester based on their interest area.
- **Alumni Mentoring:** It is another best practice of ABBS where alumni are encouraged to mentor the allotted current batch students. They counsel and guide the students in internships, placements etc.
- **Book Review:** The students carry at least one general management book with them and review the same during book review sessions.
- **E-Cell:** The entrepreneurship cell prepares students for taking up entrepreneurship. The cell closely works with NEN, Enactus, and TiE.
- **Video Conferencing:** Experts from across the globe, industry and academia, interact with students through video conferencing through “Life-Size” set-up.
- **ABBS Academic Channel:** A Youtube channel is set-up where lectures on various MBA topics by internal faculty is captured and uploaded.
- **TEDxABBS**

<https://www.facebook.com/TEDxABBS>

<https://www.instagram.com/p/CXfeRX4P2QS/>

Like our Insta and FB page @tedxabbs to get our future event updates.

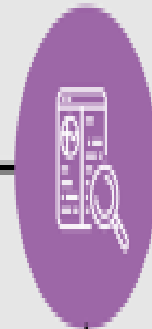
CENTRES OF EXCELLENCE



Mahatma Gandhi
International Centre for Conflict
Prevention and Management



Supply Chain
Centre of Excellence



Data Science and
Analytics Centre

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M4• To empower students to take ethical and socially responsible leadership roles in their endeavors.

SUSTAINABILITY INITIATIVES

“The environment and the economy are really both two sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves.”- Wangari Mathai. “Renowned Kenyan environmental political activist And Nobel laureate.”

The ABBS fraternity believes in conserving and preserving the environment. We at ABBS have taken up many initiatives on empowering; imparting and inculcating sustainable practices that would make an impact on the lives of many.

Our initiatives range from:

200KW Rooftop solar installed

Rainwater harvesting

Sewage Treatment Plant

Over 400 trees planted on campus

Vermicomposting

Drip Irrigation



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Generating Energy from the Sun

Using renewable energy sources is the next step towards conservation. Our current system takes care of the internal needs of the campus, excess energy is sent to the grid. This is the first of its kind institutional rooftop solar project in Bangalore.

Facts:

Grid Tie Solar PV system

200KW capacity Polycrystalline PV system

16.5% Efficiency modules

3,00,000 Kg of CO₂ emissions saved every year

The installation of the solar power plant in house, rain water harvesting mechanism and recycling of waste water and a waste management plant are testimony to the commitment of ABBS to sustainable living. ABBS is probably the only green institution in India where the entire energy requirement is met by solar power. In fact the extra power produced by us is passed on to the state grid. The waste is segregated and treated in the plant. Recycled water is utilized for gardening and in toilet flushes. This in keeping with the demands of the constant redefinition of business practices we are inculcating a culture that endorses high academic expectation with excellent training to contribute meaningfully to a sustainable world order.

OUR LATEST SUSTAINABLE AND COMMUNITY BUILDING INITIATIVES ARE:

Wet Waste Management at The Hide out cafe (Canteen)

Introduction

Waste is a **significant global issue**. Increasing volumes of waste are being generated as the global population and living standards rise. The environmental impact is significant, with massive volumes of waste generated annually with only basic or little treatment to minimise its impact.

When organic waste decomposes, **carbon dioxide and methane gas is created**. Methane is created when there is no air present while carbon dioxide is the natural product when anything rots in air. Both carbon dioxide and methane are greenhouse gases, which contribute to global warming and climate change.

What is waste?

Waste (or **wastes**) are unwanted or unusable materials. In a college the major wet waste is generated at the canteen.

What are the waste generated in college canteen?

Canteen and catering waste can be divided into wet waste and dry waste. This report focus on treating the wet waste generated, which includes vegetable & fruit waste, cooked & uncooked food. Within the canteen/catering sector a large amount of the waste generated can be reduced, reused and rotted (Composted)

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The major Problem:

The leftover food from the canteen, every day will be taken by a cattle breeder but the problem persisted with the remaining food scrap, which was given to the wet waste collector every morning crap that could be composted were being sent to the landfill, though there is a compost pit in the college campus.

A proper monitoring, nurture and utilization of the compost pit was not made hence we were unknowing contributing to the climate change by sending the wet waste to the BBMP & then may be to the landfill. Since the canteen internal management is completely with the vendor, changing the attitude towards the reducing waste generation & waste segregation, bringing the consciousness among the labourers in the canteen was also a challenge.

Quantity of waste generated everyday:

35 kg of wet waste includes fruits & vegetable waste & others

20 kg of leftover food

Possible solution

- Creating awareness about segregation of waste among the vendor, canteen labourers, college employees & students
- Most organic material that is biodegradable* can be composted.
- Involvement of students in the process of composting.
- Using the method of two bin i.e Wet waste & dry waste

Solution Implemented

Creating an awareness to the canteen labourers on Segregation of food waste for composting is an option that is becoming increasingly more popular. However, the amount of food waste generated in the canteen can be composted, as the compost pit structured in the canteen can accommodate a daily dump of 35 kg.

However, the amount of food waste generated in the canteen can be composted, as the compost pit structured in the canteen can accommodate a daily dump of 35 kg.

Having an onsite composting system is a boon & also a solution to the climate change problem that was mentioned.

Students of ABBSSM take active part in composting activity. The waste every day from the canteen is collected by Mr. Roa, Employee In charge of composting & the composting is done by the students.

And now we are proud that zero waste is sent to the landfill/ BBMP as per the details provided by the canteen vendor.

The benefits of composting:

- It is a natural method of disposal
- There is a reduction in the quantity of waste that is to be disposed of and therefore there is a reduction in disposal costs
- There is a reduction in the need to rely on landfills for disposing of waste
- The waste is converted into a valuable and beneficial end product, compost, which can be sold commercially
- Composting reduces the amount of methane gas emissions that contribute to global warming, as methane is a greenhouse gas
- The finished product is a good natural soil fertiliser

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Further recommendation on How to Reduce Canteen Waste

- Where possible use reusable trays, cups, cutlery and reusable cups, silverware and plates that are washable rather than disposable items



- Containers and bins for recycling steel/tin cans, glass jars and bottles, milk cartons should be provided in a designated area to encourage and promote recycling throughout the canteen.
- Use cloth napkins and table linen instead of paper/disposable ones.
- Create awareness on not to waste food.
- To avoid the use of plastic packaging try buying fruit and vegetables in bulk. This way the cardboard packaging can be recycled.

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Conclusion

Reducing food wastages should be the aim of every college canteen. Likewise, it should also be the responsibility of every college going student. So, you must ensure that you are not wasting the food that you have ordered. With this, we can also encourage other college for conducting composting activities which organically converts high quantities of wet scraps into eco-friendly compost. It is easy to operate and fun to learn & watch the simple science of composting.



Some of mandatory activities that our students undertake to understand and appreciate the concerns of the community and civil society as well as the challenges of the business world are:

Campus to Community Project

Campus to Community is a community engagement program that combines hands-on service work with reflection. Under this program students study social issues, build skills and gain practical experience. Students then reflect to learn about themselves and the communities they work in. C2C is an internship program that offers experiential learning to students on issues pertaining to the community and environment. The objective is to create sensitivity among the youth who can be tomorrow's champions for promoting common good. C2C is a platform which strives to search solutions or alternatives to the existing problems.

ABBS believes social responsibility materializes itself when it's carried out as a mission in its culture and institutional practice. ABBS social initiatives involve development of internal stakeholders such as students, faculty and non-teaching members as well as the local community and society. ABBS ethical practice in transference of knowledge involves various social and cooperative actions and initiatives, in the rational and sustainable use of resources and, ultimately, in its governance practice, transparency and accountability. ABBS has active participation in transferring knowledge through Awareness drives, Rural Education Initiatives and Environmental care by Teaching, Training and Research.

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Several Initiatives in various areas have played a role in building awareness contributing back to society:

Literacy Campaigns
Think Green- Go Green Campaigns
Health camps
Digital India campaign- Cashless India Movement
Gandhi Study Centre
Installation of 'Fridge of Kindness'

The students took up the following initiatives:

“*YOUR GREATNESS IS NOT WHAT YOU HAVE , IT'S WHAT YOU GIVE AND THE AMOUNT OF LOVE



WE PUT IN WHILE GIVING..   *

Hello Everyone.

Just wanted to take a few minutes of your time to show a small glimpse of what we did as our _CAMPUS TO COMMUNITY_ Project , as a part of our curriculum in ABBSSM, Bangalore.

Our group Consisting of 4 members namely Arman , Nitesh ,Rahul & Abhilash , successfully did this project for _*FUTURE INDIA FOUNDATION*_, and gathered insights upon the same. It was a great feeling to make a bond with the children over there and was really a good experience to be shared with everyone.

Thank you ABBS , for giving us this opportunity.”

Hope you all like the video.  



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WISH TREE

The WISH TREE is essentially an individual tree which has been chosen specifically to fulfill the wishes of the underprivileged children from a government school close to the college.

WISH TREE

“Let’s Share a smile”

Team members: Shreyasi Ray, Harish.S, Jaison Jose

Introduction:

The WISH TREE is essentially an individual tree which has been chosen specifically to fulfill the wishes of the underprivileged children from a government school close to the college. This initiative was done by ABBS School of Management on 2nd, 3rd and 4th of October 2019, a part of Campus to community and CSR activity. This program will be further continued in the future too.

Objective:

The main objective behind this project was to fulfill the wishes of the underprivileged children of the government school that ABBSSM has adopted. To encourage the visitors as well as the students to donate with whatever they can for the cause, it may be in cash, gifts, clothes, stationery items, sports items etc.

This innovative and attractive idea was used by the members of the student committee assigned for the Wish Tree to attract the visitors of the conference as well as the students of the Institute to donate whatever they could for the cause. A tree was placed at the entrance of the gate. Wishes of the children’s were written on play cards and were hung on the tree in such a way that was visible to the visitors

Challenges:

Few challenges that were faced by the group while implementing the idea:

- Lack of corporate sponsor
- Backing off of Café Coffee Day at the last moment which made it impossible for the member to look for other sponsors
- Other minor problem faced by them was whether this idea would work or not, would people come forward for the initiative and donate.

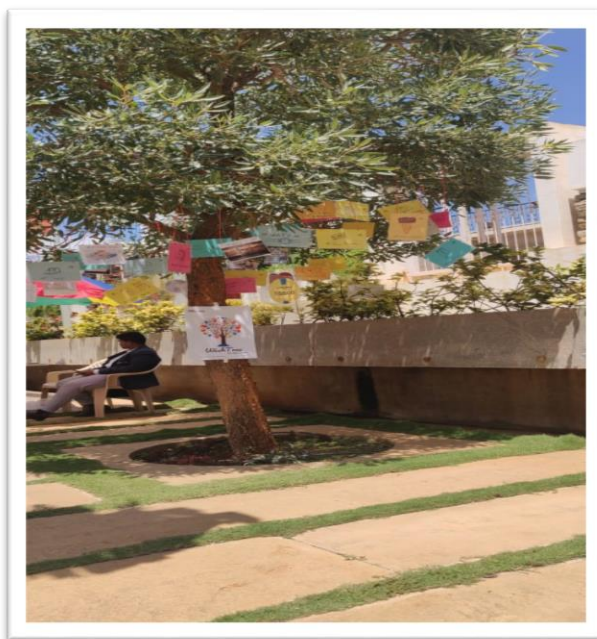
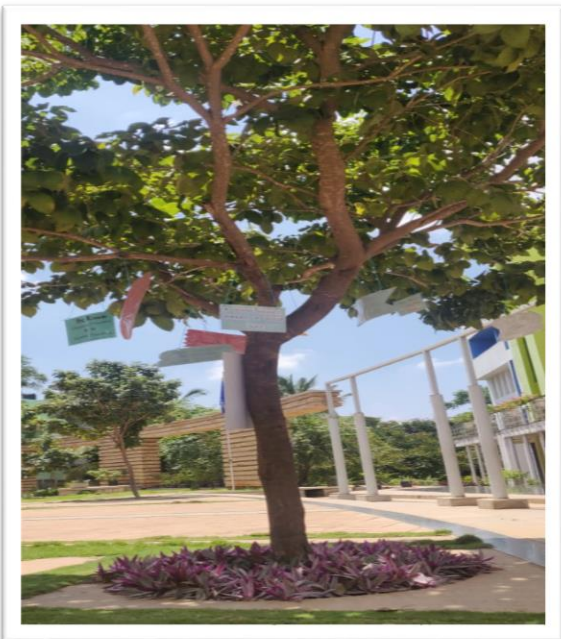
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Promotions:

- Promotions were done through online media as well offline. A small video was made on the Wish Tree and was showed during the conference.
- Promotions were also done through Whatsapp, Facebook, Instagram and other social networking sites.
- Word of mouth promotions was also done by the members.

Conclusion:

- An amount of approx. RS.60,000 was collected in cash.
- Besides the cash, in kind, we received stationary items, toys, clothes, books etc to directly fulfill the wishes shown on the Wish Tree.
- This success was seen due to the great effort given by all of the members of the committee. ABBSSM looks forward to celebrating this beautiful event every year.



OM SEVA KENDRA

Team members: ASHISH SEN, CHAITRA KULKARNI, SHUBHAM SETHI, SWATHI.A

Organization worked with: - OM SEVA KENDRA (Sanmathi-a school for special children)

Introduction: -

Campus to community is a community engagement program that combines hands on service work with reflection. C2C is an internship program that offers experiential learning to the students on the issues pertaining to the community and environment. Under Campus to community credit course, we chose to Work with an NGO, **OM SEVA KENDRA**, Herohalli, Bangalore, who run a school for underprivileged “differently abled” Children. Om Seva Kendra is a registered public charitable trust with a troop of volunteers working as a non-profit service oriented system in the field of health, education and livelihood since 2001. Helping others without expecting return is a

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meaningful expiation which has no alternate. The organization is helping the needy for better tomorrow through its many projects.

About the school:

“Sanmathi”- is a project for intellectually disabled where the person with disabilities receive unconditional love, respect and care irrespective of their age and severity. They provide training to improve the quality of life and empower them to live fully and independently.

Sanmathi provides free training to uplift the special children by its trained volunteers and various technique available. Their aim is to bring the child into main stream where at least they can do their regular work by themselves improving behaviour in the family and society.

The school currently has 25 students enrolled aged from 7 to 23, are having different types of disabilities like autism, cerebral palsy, cerebral atrophy, down syndrome, visual impairments, mental retardation and other developmental problems.

Sanmathi is taking expert inputs by periodical training from team of doctors from NIMHANS. They are also providing mid-day meal, transportation and periodical health check ups for their students.

The core objective of the service

The objective of the project was to understand and contribute to the lives of these students by conducting activities designed in a manner to benefit the students intellectually and physically, and also to create empathy among the youth who can tomorrow serve for common good. C2C is a platform which strives to search solution or alternative to the existing problems.

The activities we conducted are listed below:-

- 1) Movie session
- 2) Dance session
- 3) Art and craft session
- 4) Orison session
- 5) Games session

Also, we noticed that they were in dire need of fans as the school operated in a single room, having poor ventilation facility, with metal roofing, which heated the room during summers. So from the funds of wish tree (the fund raising initiative at ABBSSM School of Management), we have decided to donate 2 pedestal fans to the School.

And to address the need of donations, social media pages were created on Instagram and Facebook, where the day to day Activities were posted, thus creating awareness about their work which will eventually lead to inflow of money for the Organization.

Outcome of the work:-

Working with such a Versatile NGO, unveiled to us the difficult lives of “specially abled” students, and their struggles to complete trivial day to day activities. The activities we conducted where fabricated in a way that it gave the student confidence and joy whilst simultaneously improvising

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their logical and motor skills. The social Media page too will help in bringing in more donations for the Organization. Also we as responsible member of the society have pledged to keep in touch with the school and contribute to their development in either way possible.

ABBSSM SM Student work at Sanmathi:



THE SPIRIT OF ACTIVE CITIZENSHIP IN OUR YOUNG CHANGE MAKERS –A Janaagraha Project

Team members: Akhil Nair R, Jaison Jose, Christy Biby, Akhil Nair U, Shreyasi Ray, Sam Nirmal, Deepak Biswas, S. Harish, Shubham Kumar, Sachin Kumar, Sayan Sen, Rupali Sharma, Sparsh Agrawal

What is Janaagraha?

Janaagraha is a non-profit organization that aims to strengthen democracy in India by working for citizen participation in urban local government. Janaagraha aims to spread awareness of the benefits of engaging local governments after electing them and to lobby the Government of India to enact legislation to extend the 74th Amendment to the Constitution of India for more representative local urban government. The co-founders of the organization are Ramesh Ramanathan and Swati Ramanathan.

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The Spirit of Active Citizenship in Our Young Change Makers

So, this event was organised by Janaagraha in which they were looking to engage with over 2000 students in the civic problem-solving process and set them on the journey towards active citizenship.

That was the third edition of Janaagraha's annual Bengaluru Civic Fest that was scheduled for February 11, 2020. This Civic Fest which was *open only to students*, provided an excellent platform for young innovators to meet and exchange ideas on how to tackle and resolve civic issues that are affecting our society and neighbourhood.

Janaagraha had organised the IChangeMyCity Challenge, where students studying in Classes VI to XII from across India had submitted innovative implementable solutions to civic issues affecting their neighbourhood. Twenty-Five teams had been shortlisted and got a chance to present their ideas at the Civic Fest.

Participating students were part of experiential activities such as composting, fire safety and security, wealth out waste, board games, photo booths and child friendly city inputs. Teacher engagement activities like crosswords, quiz, Pictionary were also planned for the day.



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Team members : N. Venkat manikanta, A. Krishna Vamsy, N. Mani Sankara reddy, k. Vamsi Krishna, Y. Srikanth, Shaik Suhail Arshad, A. Venkata Durga Prasad, P.J. Pavan Manikanta, K. Koteswara Rao, I. Srinivasu, Monoranjana Pator, Kunal Gupta

Introduction:

The orphanage home that we found was Rohi Foundation located at Near Sir M Vishveswaraya layout, Bangalore, Karnataka, 560110. Rohi Foundation is a community service society set up in the spirit of compassion to both serve and provide shelter, education and care to the underprivileged members of the community. It is also a voluntary, non-profit, non-partisan and nondenominational organization offering a wide scope of community service. The age range of the kids at Rohi Foundation that we were hosting, are all below 15 years old.

We organized a role play game for the kids, scheduled a time for sharing on different professions with the children in order to enhance their interest. Lastly, we had a question and answer session with the kids regarding their previous activities.

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Objectives:

The objective of this assignment was to nurture a culture of respect and care towards all members of the community among the fortunate students and to plant a seed of dream in the hearts of children in the orphanage homes.

Aim:

To develop a community of tertiary students to be more responsible, be more sensitive, and be more knowledgeable about the community and their needs.

Activities:

There were 3 activities that our group planned and hosted. The first activity we planned was called the “how much u know about your friends”, in this activity we displayed and taught the kids how much you people known each other and importance. There are approximately 20 children in this activity. After that, they would all each play their role accordingly and see how they know each other.

Secondly, the “drawing activity”. In this activity, we taught and helped the children step by step on how to draw their idea by showing the sample way of drawing. The main materials that the children had to use were all recyclable such as straws, satay sticks, manila cardboards and Styrofoam boards. During the construction period, we also gave them a few tips and some knowledge on drawing.

Last but not the least, the Kho Kho game. In this game, the objective was to test the children’s interest in the game and they did a good job. Once they were done with the game we conducted question and answer session about the activities that we conducted. At the end, we gave them some useful things that they needed as prizes to the children depending on their creativity

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PROJECTS UNDERTAKEN



OM SEVA KENDRA (SANMATHI-A SCHOOL FOR SPECIAL CHILDREN)

The project was about working at a NGO based school Sanmathi, for special abled children. The activities we conducted were fabricated in a way that it gave the student confidence and joy whilst simultaneously improving their logical and motor skills.

ROHI FOUNDATION TRUST OF ALL

To develop a community of tertiary students to be more responsible, be more sensitive, and be more knowledgeable about the community and their needs.



THE SPIRIT OF ACTIVE CITIZENSHIP IN OUR YOUNG CHANGE MAKERS



Janaagraha by Cisco was an initiative to create awareness among the youth about how to make the society we live in a better place, and we volunteered there to guide the students and help the organizers conduct the whole program in a safe and disciplined manner.

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Students are assigned tasks on projects related to development in various sectors including urban and rural development, water and power supply, sanitation and waste management, women and child issues, to name a few. Students participate in field work under the guidance of experts to understand the issues in-depth before attempting to address the problems on hand. This creates the foundation for informed and experienced young leadership which our country needs. ABBS partners with renowned and recognized NGOs and Not for Profit organizations to help in providing projects and monitoring the progress along with Faculty mentors.

Besides the mandatory campus to community project students also participate in two ongoing projects. One is in the area of universal franchise. India being the largest democracy in terms of population requires meticulous planning in conducting the elections. Our students become ambassadors of democracy and create awareness across various wards in Bengaluru about the common man's rights and help the "unincluded" sections of the society to become a vibrant contributor to the Indian democracy. Second they run an initiative called the "Wish Tree" where they collect the wishes from children living in orphanages and slums about their daily needs that are often beyond their reach and then help to fulfil them so that the children get a reason to smile and lead life with dignity. Through this project ABBS wants to contribute to the sustainable development goals of wellbeing and quality education. The students regularly interact with the local government schools to enhance the quality of delivery and organize co-curricular and extracurricular activities to add value to their regular classroom activities.

ABBS students are able to make an impact by offering solutions to the local community and government agencies. Campus to Community programme participants gain extraordinary learning experience by connecting and engaging with local change-making organizations and leaders.

Besides being involved in their Campus to Community Project the students and faculty members are engaged with the Rotary International to design projects that would improve the quality of life in the local community by creating awareness about the ill effects of single use plastic and importance of conserving water. This would roll out in the New Year 2020. The Rotaract Club RI District 3190 is based in our campus and our students under the mentorship of Rotarian Mentor and Faculty guidance undertake various sustainability oriented projects every year.

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MAHATMA GANDHI INTERNATIONAL RESEARCH CENTER FOR CONFLICT PREVENTION AND MANAGEMENT



The interest of the Centre is to understand conflict resolution processes by keeping socio economic priorities in perspective. Therefore, the spectrum of research is broad and includes not only political, ethnic and religious conflicts but also water, energy, food, migration, environmental and other types of conflicts in the development process of particularly emerging economies. We intend to connect this center with other programs and organizations worldwide. Our focus is purely academic without any link to political parties or ideology. Each program will be directed to scientific studies of conflict and peace science to prevent, manage or possibly solve the problem. One of the landmark activities of the center is its annual conference which is attended by scholars from across the globe including Nobel laureates who discuss and offer various conflict resolutions options. The Center also undertakes funded projects that help to resolve economic and social issues.

The year 2020 plunged the world into one of the biggest disaster in the form of the “Covid 19 Pandemic” The world came to a standstill with lockdowns being imposed by almost all countries. The impact of the pandemic and the resultant worldwide crisis propelled ABBS to make the necessary yet crucial adjustments in academic delivery. Since digitalisation has already been embraced by the Institute, online classes are effectively and flawlessly conducted by MasterSoft,

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the ERP system. The transition into online classes has been seamless and students have had counselling sessions to guide, support and address any student related queries in the digital teaching learning process. Faculty have been sensitised and apprised to deal with challenges and effectively resolve the same. The Institute ensured SOPs were followed with regards to sanitization and social distancing. Due to this unprecedented situation no conference could be organized in 2020. However, in 2021 we decided to face the challenges by organizing online conferences on the themes of “Disaster Management, Reconstruction and Peace” with special reference to Covid 19 Pandemic and on “Problems and Possibilities in Online Education in Management.” We had resounding success with participants from more than 20 countries sharing their research and experiences.

The details are shared below:

Disaster Management, Reconstruction and Peace on August 5th & 6th 2021

The Conference is sponsored by Mahatma Gandhi International Research Center for Conflict Prevention and Management, ABBS. It is held in cooperation with Binghamton University, State University of New York

The Conference main theme relates to the Covid 19 pandemic that has impacted every individual across countries. The present uncertainty and the unknown future has brought the world to a standstill. There is a clear disruption of the so called stable system that the developed world prided themselves on. Politics, society, economy all are going through a radical flux. The pandemic has put the spotlight on structural faults in our socio economic system that have resulted from merciless torturing of this planet to satisfy the human greed for more material goods. It has revealed the deep rooted conflicts in society and economy. Across countries civil reverberations are visible. This disaster has generated new ideas of accountability across every field.

The issues facing disaster management in the developing countries are quite different from those in the developed countries. Many developing countries are now embarked on a path of economic reform and sustainable development in the framework of a globalized world. It will create significant problems on many fronts, particularly in the area of natural and man-made disasters. Although natural disasters can take place at any point, some places like coastal areas, hilly terrain, and earthquake prone regions, are likely to face these problems more frequently. The pandemic has brought in focus the need for a review of the development plans. The priorities have to be reworked as health, employment, education, business, environment et al have to be reviewed from a totally different perspective.

A regional approach to disaster management is necessary. For that purpose, we need to integrate the theories and techniques of Regional Planning, Regional Science, and Architecture with those of disaster management. Location and resource are important for making decisions related to the socio-economic factors. Environment is also a critical factor. Here environment is seen in a more holistic way by including not just the physical environment, like air pollution and water pollution, but it also social and economic environment, involving such factors as income, migration, gender, ethnicity, and religion. Disaster management is also related to conflict between different groups and geopolitical regions. Governance is another crucial variable that needs to be considered in decision making.

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Broad Sub Themes of the Conference include:

- Impact of Covid 19 pandemic- social, economic, political, across different sectors like healthcare, retail, manufacturing, IT and others including NGO and non profit sectors
- Disaster Management
- Climate Change
- Creating resilient communities
- Corporate Governance
- Corporate Social Responsibility
- Mental Health
- Risk Communication and Risk Management
- Migrant workers
- Employment challenges
- Opportunities

Problems and Possibilities in Online Education in Management on 7th August 2021

Management Education has undergone remarkable changes over the years and today with online delivery in response to the pandemic that has engulfed the world, it stands at a juncture where the big question staring at its face is should the design and delivery be changed. With major extension in the scope of Management Education number of new challenges has also emerged. The academic institutions are trying to innovate in the course content as well as delivery to effectively deliver subjects like Accounting, Finance, MIS, Production Management, Statistics, Marketing, Organizational Behaviour, and International Management. Both faculty members and students need to be brought up to speed on online delivery through expert training. The quick transition from Offline to online mode requires availability of excellent technical infrastructure and not many institutions are equipped with it. Students living in remote areas do not have access to good internet service. The speed and availability of network is a challenge. Keeping the interest alive of students remotely connected is not easy.

This untoward situation could impact students psychologically because of apprehensions regarding loss of learning, late graduation, placement, online exam trauma etc. Therefore, there is urgent need to offer counselling services. Besides regular classes, co-curricular and extra-curricular activities have also to be reinvented because learning cannot stop.

However, the crisis has also led to the widening of the learning horizon for both faculty members and students as the accessibility of international faculty and students has become easier. There is a spirit of collaboration and cooperation globally and this has helped in our students getting exposure to international faculty. All this has led to exploring new areas of knowledge and practice. Management education is one of the most attractive programs across the globe. Its ability to fill multiple roles in varying countries' environment has created a vast demand for it. This growth is now visible in the developing world. Asia's influence on global marketplace has been acknowledged by global players. Powers like China, India, Japan are experimenting the idea of new management styles for not only to compete with established economies of East but also to lead the world with gained confidence. Owing to globalization multifarious changes are noticed in the functioning of industries across the world requiring manpower with multi-skills rather than

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having simple knowledge orientation. Top Management institutes are continuously changing the contents & delivery modes.

Therefore this International conference conducted in association with Binghamton University – State University of New York was an attempt to:

- ❖ *Understand the paradigm shift in global management education and evolve new models for management educators.*
- ❖ *Evaluate the need of Management Education to suite different stakeholders in various socio economic and political conditions.*
- ❖ *Evaluate the strengths and drawbacks of online mode of education*
- ❖ *Understand the importance of digitization in academic institutions.*
- ❖ *Integrate undergraduate level education into Management Education.*
- ❖ *Review the scope of improving syllabi of courses in different areas of Management.*
- ❖ *Analyze the need for country specific design and delivery keeping in mind the political, socio-economic and cultural differences across the globe.*
- ❖ *Highlight the importance of empirical research, experiential learning and training & development of the various stakeholders in the new emerging system.*
- ❖ *Address the radical structural shifts in the new global economic scenario with reference to developing countries and countries in transition.*

Subthemes:

1. Comparison of Syllabus of Each Area of Business such as Finance, Accounting, etc.
2. Cases of Asian Companies
3. Family Business
1. Informal and Small Scale Industries, etc.
2. Management Education and Development: Current Issues and Emerging Trends
3. Responsible Management Education- Implementation of Sustainable Development Goals
4. Management Education in digital Era
5. Innovation and Start-ups in Management Education Sector
6. Futuristic Education- Alternative Management Education System
7. Contemporary Concepts and Models of Education, Examination and Assessment Skills using ICT
8. Management Education- A Halo Waning
9. The Role of ICTs in Modern Management Education
10. Importance of E-Learning
11. GLOCAL Management Practices
12. Vertical Collaboration and its Effectiveness on Management Education
13. Trends in Technology and its Impact on Management Education
14. Recent Contemporary Practice Towards Ensuring Quality in Management Education
15. The Role of Management Education in Creating New Gen Entrepreneurs
16. Design thinking and Management education
17. Holistic Management in 21st Century
18. Contemporary Challenges and Remedies of Management Education in Asia
19. Contemporary Pedagogy in Management Education

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The purpose of these conferences was to engage all concerned in a serious discussion with a view to revamping management education as a prelude to better stakeholder participation and viability in the present global economy. The conferences helped to provide insights into Sustainability, Conflict and Peace. The conference offered the platform to examine the issues that need to be addressed and a possible direction, with emphasis on content, design and delivery - so that management education can be rejuvenated to its glory again.

This Conferences hosted many eminent Academicians, Professionals and experts from across the globe, participants from 10 different countries and lively discussion and debates happened between scholars from the occidental and oriental cultures.



The poster features a purple gradient background with white clouds. At the top left is the ABBS School of Management logo, consisting of three stylized 'M' shapes. Below it, the text 'ABBS School of Management Bangalore' is displayed. In the center, a globe icon is positioned next to the main title '10th INTERNATIONAL CONFERENCE' in large, bold, white letters. Below the title, the dates '5th, 6th & 7th August 2021' are written in white on a black rectangular background. The central illustration shows three business men in suits climbing a dark, jagged mountain peak. The man at the top is holding a flag, while the other two are pulling him up. The man at the bottom is carrying a briefcase. On the left side of the mountain, there are two calendar icons. The first icon shows 'Aug 05-06' and is next to the text 'Theme Disaster Management, Reconstruction and Peace'. The second icon shows 'Aug 7th' and is next to the text 'Theme Problems and Possibilities in Online Education in Management'. At the bottom of the poster, there is a row of logos for partner institutions: 'In cooperation with' followed by a small logo, 'MK GANDHI INTERNATIONAL RESEARCH CENTER The Health Promotion and Management', 'BINGHAMTON UNIVERSITY State University of New York', and 'SAADRI'.

ABBS School of Management
Bangalore

10th INTERNATIONAL CONFERENCE
5th, 6th & 7th August 2021

Theme
Disaster Management,
Reconstruction and Peace

Theme
Problems and Possibilities in
Online Education in Management

In cooperation with

MK GANDHI
INTERNATIONAL RESEARCH CENTER
The Health Promotion and Management

BINGHAMTON
UNIVERSITY
State University of New York

SAADRI

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As a commitment to promote sustainable development ABBS School of Management partnered with Techno India University to organize a conference on “Blue Economy- Prospects and Challenges”

The primary objective of the conference was to provide opportunity to academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on their experience and knowledge in the field and develop a network in Blue Economy to provide sustainability to this emerging field.



ORGANISED BY:



NATIONAL CONFERENCE ON BLUE ECONOMY: PROSPECTS & CHALLENGES

Dates: 6th & 7th March 2021

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CONFERENCE ASSOCIATES

- Indian Institute of Materials Management (IIMM)
- Quality Circle Forum of India (QCFI)
- Centre for Research in Materials Management (CRIMM)
- Federation of Small and Medium Industries (FOSMI)
- ABBS School of Management, Bangalore (ABBSSM)
- National University of Juridical Sciences (NUJS)



**techno india
university**
WEST BENGAL

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M2• To develop alliances and strategic partnerships with industry, centres of higher learning, social groups and governments.

M3• Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the institution.



ABBS- SM students at Global Immersion- Rennes School of Business, France

RESEARCH AND INCUBATION

ABBSSM has a unique and innovative program for students where they learn how to undertake both qualitative and quantitative research. This offers an opportunity to the students to delve deep into areas of their interest and publish papers in recognized journals. The students work under the guidance of the research mentor and the faculty mentor. The program prepares the student for their corporate or entrepreneurial projects as they are able to create excellent reports through a research process that they learn. This initiative helps in the placement process as students become confident in answering the interview questions as they have better knowledge of the area of their specialization. They stand ahead of others in their jobs as they are able to present data in a structured and analysed manner that adds value to their reports and presentations in their corporate life. Students are encouraged to prepare Business Plans that they can present to investors and ABBSSM helps to incubate ideas that are recognized as having good potential. Till date five start-ups have been incubated in campus.

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The social research initiative loops back to the teaching and community service activities because it enhances the awareness of the faculty and students about the actual concerns and issues of the society. This helps ABBSSM to address and impact the real needs and offer support and solutions for redressal. The objective is to build awareness so that informed choices can be made.

When the pandemic hit the world no one had any solutions to offer. This unpreparedness led to extreme trauma in every area of life both personal and professional. The threats posed by Coronavirus pandemic has initiated global changes in all areas of life, including the workplace. In an environment of total uncertainty regarding the time of return to “normality” and the impact of current changes on the future workplace. At the same time, managers need to cope with unique challenges such as exclusively online communication with employees, planning and decision-making performed in a very uncertain environment, severe lack of resources and unavoidable delays in the accomplishment of many projects. Therefore in the year 2020 ABBS School of Management faculty contributed more to research related to disaster and sustainability individually or through collaboration with both national and international faculty and the ongoing projects continued. Samples of some of the areas are:

Review of the Need and Usage of Hydro Power in the State of Karnataka

Supply Chain & Disaster Management

Study on Employee Engagement in Pharmaceutical Industry in Bangalore

Management during the Coronavirus pandemic: A proposal for a cross-cultural research project. Research Group includes researchers from **ABBS School of Management (India), Israel, U.K. and Spain**

Background

The threats posed by Coronavirus pandemic has initiated global changes in all areas of life, including the workplace. Numerous employees became unemployed, others are subject to major pay reductions and most of work is carried out online from employees’ home. In many countries, these processes take place in an environment of total uncertainty regarding the time of return to “normality” and the impact of current changes on the future workplace. At the same time, managers need to cope with unique challenges such as exclusively online communication with employees, planning and decision-making performed in a very uncertain environment, severe lack of resources and unavoidable delays in the accomplishment of many projects.

While the pandemic is global, we expect cultural differences in the ways that managers interpret, cope with and respond to threats, major changes, ambiguity and uncertainty (Gelfand et al., 2011). At the same time, we also expect to find similarities that are related to our core universal human nature.

Objectives

1. Identify major adaptations made by managers to the changes engendered by the pandemic. This include classification and analysis of critical events in terms of (a) what is considered “critical” and, (b) the actual adaptations taken. (c) Assessing if and how these adaptations are perceived as valuable to be adopted as an organizational routine?

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2. Analyze the subjective aspects of manager's responses.
This includes classification and analysis of (a) the ways that managers cope (or not) with critical events; (b) the meaning they attribute to the situation, to the events, to their responses, to themselves etc. (c) assessment of the link between managers coping, meaning attribution, the chosen "solutions" and their perceived success and burnout as well as other measures (see below).
3. Highlight cross-cultural similarities and differences in current management behaviors and perspectives.

INTERNATIONAL IMMERSION

The institute has Institutional partnership with renowned International Business Schools like Rennes Business School, France which is a triple crowned school, Sunway University, Malaysia, Daito Bunka University, Japan, St. Mary's University U.S.A. The immersion allows students to pursue an entire term course work in the partner Institution. Therefore the immersion is not an edutainment but serious course work that students undertake. This adds value to the students' learning as they learn to work with diverse teams from across the world. Students also get the opportunity of pursuing dual degree in some of the International Institutions after completing their PGDM Programme in ABBSM. Unfortunately due to the pandemic situations students could not participate physically in the Immersion Programme.

Equality, Diversity and Inclusion



ABBS is a vibrant potpourri of cultures, ethnicities and nationalities, where diversity is celebrated. Our culture is richly layered with threads from across the world. At ABBS, our community is pinned to a foundation of equality and propriety. Our values are pointed at inclusion, and we welcome applicants from all backgrounds, irrespective of gender, handicap, orientation, religion, marital status, nationality and age. We provide equality of opportunity to students, faculty and stakeholders. We believe that with an ecosystem that rests on diversity and inclusion, we can achieve the following:

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Create a happier, more peaceful student community. Provide holistic growth to students and faculty. Sustain a seedbed of superior staff and students

International Associations



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KNOWLEDGE PARTNERS



AMDISA



The Institute of Cost Accountants of India



Principles For responsible Management Education



[Type here]



All India Management Association



National human resource development



Association Of Indian Management Schools



Approved by AICTE

[Type here]



Toastmasters International



National Programme on Technology Enhanced Learning



WOMEN'S WING



Preamble

ABBS has established a Women Cell in the college campus for women faculty, staff and girl students, to enhance understanding of issues related to women and to make the college campus a safe place for them. With an aim of creating awareness of their rights and duties the cell organizes and participates in seminars, talks and also takes up women's issues and problems. It also provides a platform for women to share their experiences and views regarding their status in the society and to suggest ways to improve and empower themselves. Aiming at intellectual and social upliftment of the female students, the cell stands for facilitating women's empowerment through guest lectures, seminars, awareness programmes, life skill training, entrepreneur training and other welfare activities.

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Events

Gender awareness week is organized during the International Women's Day every year. Due to the Covid pandemic it was organized online. This year women from different walks of life were invited to share their thoughts like Director of Citi Bank, London, Social Entrepreneur from Dubai, Senior Gynaecologist from Bangalore and others.

ABBS is committed to ensuring safe work environment and as per the Supreme Court of India direction the Sexual Harassment Cell is set up to ensure equality and justice to women workers and girl students.

STARTUP CENTRE



The Startup Centre at ABBS is a shining beacon for students who harbour dreams of taking a path less trodden. The cell is a community singularly devoted to promoting sustainable entrepreneurship within the student fraternity.

Established in 2008 in collaboration with the National Entrepreneurship Network and Enactus, the Startup Centre has sparked a gentle entrepreneurial revolution at ABBS.

The Startup Centre offers a selection of aspiring entrepreneurs seed capital, infrastructure, mentorship, legal support and technical expertise. The cell has seen the genesis of more than twenty student-led startups since its birth, with three having been incubated in-house.

Innovation and Incubation Centre

E-Cell

E-Cell caters the need of today's fast-growing institute by giving an idea to manage and manipulate the market strategies, knowledge and idea of competitive world. It is an endeavor, not only for entrepreneurs but also for the students who desire to

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have a better professional persona. This shall help students grow positive attitude towards entrepreneurship and help them foster a start-up individually.

E-Cell works in collaboration with alumni, faculty and the students committee. It aims to promote entrepreneurship drive among the students of ABBS. We shall be responsible for broadening up the link between student and alumni. Our works shall be for the development of startup, in and outside the campus.

Distinctive Initiative:

ABBS School of management has introduced “**Theatre in Management**” programme for the students and the faculty. In its endeavor towards holistic learning ABBS-SM has introduced theatre as part of its curriculum. This blend acts as a pivotal outlet for self-expression and seeks to accelerate personality development. It imparts our students with critical life skills, problem solving skills, leadership, cooperation and collaboration skills. The techniques shared in these sessions lead to the evolution of the faculty in terms of their personal skills and motivate them to develop their own creative tools to deliver deeper learning experiences. Theater classes have enabled students to ‘snap out’ of their shells and showcase their talents. It has improved their verbal articulation and enhanced their kinesthetic abilities.

Our Institute has collaborated with ‘Bangalore Little Theatre’, affectionately known as BLT. It is the city’s oldest and most widely accepted non -profit theater society. As per the founder member of BLT, Vijay Padki “the story teller-actor-dramatist has always been a change agent in society, getting people to conform to tried and tested tradition where necessary, but also questioning the status quo and provoking change when needed”.

Students enjoying the “Theatre in Management Class”

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Theatre workshop in progress

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Students interacting with Children through street theatre to create awareness on sustainability

ABBSSM STEMME

International Journal for Management Students

**Jan 2019
Volume 1
Issue 1**

ABBSSM STEMME is a bi-annual journal brought out by the ABBS School of Management, Bangalore. The word 'STEMME' is derived from Danish, which means 'Voice'. ABBSSM STEMME is synonymous with student's voice. Students can explore and excel in their ideas through this journal. One of the Missions of ABBSSM is to encourage knowledge synthesis through active faculty-student interaction and to impart professional ethics and social responsibilities. This journal 'ABBSSM STEMME' provides a platform for management students to contribute to the body of knowledge.

AIMS & SCOPE OF THE ABBSSM STEMME

There are many Management Journals across the Globe that allows ample scope for the Management Faculty, Research Scholars and Industry professionals to showcase their scholastic contribution in the area of management. They can publish their empirically researched articles and case studies in many areas. Though there are abundant referred journals available across the Business schools, institutes and universities and these forums are available for Management Students as well, they are not in a position to utilize the available opportunities. They predominantly use this space for academicians compared to Students. On the other hand, the budding student's scholastic contribution cannot be equally benchmarked with the senior research community. Hence, there is a well-defined need for dedicated and exclusive space for the Management students to showcase and publish their articles, case studies etc. ABBSSM 'STEMME' provides platform for management students to contribute to the body of knowledge.

OBJECTIVE OF ABBSSM STEMME

ABBSSM has pioneered to create and provide a platform to the Management students with the following objectives.

- It is an exclusive, distinct and unique opportunity dedicated to Management students only.
- They can publish empirical articles, case studies, profile studies, articles on application of management theory and framework in an actual industrial situation.
- The Faculty members will extend necessary help to the students in mentoring and advising in writing and publishing the articles.
- This will enable them to start preparing for their Ph.D. and as such other higher research pursuits.



Volume 1, Issue 1
Jan. 2020

**ABBSSM
STEMME**

INTERNATIONAL JOURNAL FOR MANAGEMENT STUDENTS

Impact of Neuromarketing on Green Packets Marketing

N. Vinila, Karri Sunil Kumar, Dileep. A,
Prof. Santhosh Kumar G. and Dr. Feba Thomas

Determinants of tourism destination choice and the behavioral aspects of Tourist

Monsumi Goswami, L. Lakshmi Bhargavi and Prof. Suriyakala

Impact of Corporate Governance and Corporate Failures- Case Study

J. V. Sai Teja, Bharadwaj Pentapati, Bhogiseti Ganga Raju,
Dr. Shivaprasad. G and Dr. Mohammed Iqbal

Determinants of Entrepreneurial Crowdfunding Success and Awareness of Crowdfunding among Entrepreneurs

Kanagarla Phanindra, Upasita Das, Parimi Vamsi Krishna,
Dr. Shivaprasad G. and Dr. Mohammed Iqbal

Impact of E-Word of Mouth in Social Media on Purchase Intention

Gopala Krishna Repuri, Puneeth, Rahul Kumar and Dr. Kamini Druva

Microbrewery and Craft Beer Revolution in Bangalore

Tinu S Thomas and Dr. E.M. Naresh Babu

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CONCLUSION

ABBS believes in encouraging curiosity, love for learning, concern for the world and care for each other. As all our stakeholders will travel far and wide through the twist and tangle they should remember that sustainability relates to “shared value” and that it implies a synthesis between private and public value creation.

As the world struggled under COVID 19 pandemic and there was uncertainty in everything we at ABBS School of Management decided that we should adapt to the “New Normal” at the earliest and adopt and adapt to new ways of working. The value of sustainable practices has taken centre stage today across the globe. Therefore, ABBS family felt proud that since its inception we had institutionalized these practices in every activity of ABBS and we could reap the benefits even in these trying times. We reached out to the local community and ensured that as an institution we contributed both by providing help physically and also add to the research base by conducting empirical research thus living upto our DNA.

We believe PRME is an excellent platform that is helping like minded individuals to share their thoughts and ideas and offers the opportunity to learn from each other.

