



**SCHOOL OF
BUSINESS MANAGEMENT**

PRME SIP REPORT 2022-2023

Introduction

The NMIMS School of Business Management, Mumbai aims to nurture transformational leaders to develop an inclusive and sustainable world. The School believes it has a role in transforming society and influencing young minds to be socially responsible professionals.

In 1991, to institutionalize the School's social commitment, it instituted the Rotary Club of Bombay West, Chair in Management of Non-Profit Organizations, to offer training programs to strengthen the management capacities of Development Sector organizations. Social sensitivity is the credo at SBM, where students are sensitized to respond to the changing social realities through the development and application of knowledge for creating a sustainable society.

Driven by the School's mission to equip business students with the understanding and ability to become tomorrow's transformational leaders, the School has progressively been offering specialized courses and experiential learning experiences anchored around ESG issues. SBM instituted Jasani Centre for Social Entrepreneurship & Sustainability Management in 2010 to further strengthen its commitment to Sustainability. The Centre focuses on creating socially adept managers and transformational leaders by formally engaging them in designing creative solutions to the social agenda.

To be globally connected with sustainability-related management education and to support the School's emphasis on Sustainability, SBM became a member of PMRE in 2018. SBM has integrated the 6 principles of PRME into its activities and demonstrates its commitment towards PRME principles through the activities of the Jasani Centre.

The 'Jasani Centre for Social Entrepreneurship & Sustainability Management,' as a vibrant social arm of NMIMS University, offers two academic programs in Social Entrepreneurship, conducts a social internship for full-time MBA students in the School of Business Management, and organizes various social activities through the Social Responsibility Forum (SRF). The Center has taken on the task of raising funds for need-based scholarship grants for students pursuing an MBA (Part-time) in Social Entrepreneurship and, to some extent, for students pursuing a Full-time MBA.

SBM's Jasani Center's work is divided into the following areas:

1. Developing academic programs in Social Entrepreneurship (Diploma/ MBA (part-time) in Social Entrepreneurship)
2. Knowledge development and dissemination
3. MBA involvement in the social sector
4. Facilitating Social Innovations
5. Research & Documentation

Some of the recent activities as well as developments in this space include:

a) CSR Conclave – India's New CSR Regime: A Gamechanger (Virtual Conclave)

Rationale

CSR in India has undergone a metamorphosis from being a comply or explain approach, to a statutory obligation. The role of Board of directors in CSR implementation has increased significantly, from merely approving the budget of CSR projects, to having oversight of the impact assessment of the CSR activities. The transitioning from transactional approach of CSR to transformational approach of building shared corporate values and communities is gaining prominence. To deliberate on the country's new CSR mandates, the Jasani Center for Social Entrepreneurship & Sustainability Management was a knowledge partner in organising a CSR conclave on India's New CSR Regime: A Gamechanger on August 25, 2022 from 3.00 p.m. to 6.00 p.m. The event was hosted by Bombay Chamber of Commerce and Industry.

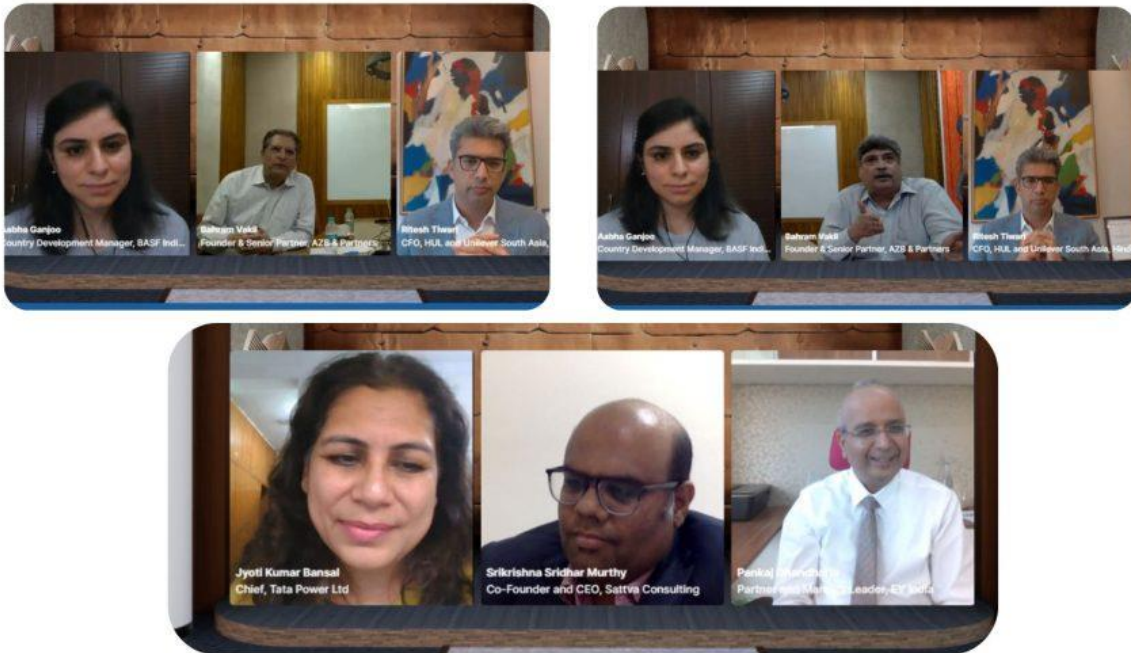
Sessions

The Keynote speakers at the Conclave were Shri. Jayant Sinha, Chairperson of the Standing Committee on Finance, Parliament of India and Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development. Both the speakers raised concerns about a sustainable future and discussed what we need to do to work towards a green frontier. According to Mr Sinha, the need is to bend the carbon emissions curve and show that net zero is net positive. Ms Rajashree Birla shared Aditya Birla Group's learnings in CSR, over the decades.

The conclave had two panel discussions. The first panel discussion on CSR Compliance: The Paradigm Shift which was moderated by Ms. Aabha Ganjoo, Country Development Manager, BASF India Limited. The panel members were Mr. Bahram Vakil, Founder & Senior Partner, AZB & Partners, Mr. Ritesh Tiwari, CFO, Hindustan Unilever Limited and Unilever South Asia and Mr. Noshir Dadrawala, CEO, Centre for Advancement of Philanthropy. The panel clarified specific rules in CSR, and also acknowledged the complexities of CSR compliance. They felt that the government should facilitate ease of doing good. It was felt that NGOs need to gear up capacity and corporates need to strategize their CSR funding.

The second Panel Discussion on An impactful CSR Strategy was moderated by Ms.Jyoti Kumar Bansal, Chief – Sustainability, CSR, Branding & Communications, TATA Power Ltd. The panel members were Mr. Sunil Duggal, Chief Safety officer and Group CEO, Vedanta Ltd, Mr. Pankaj Dhandharia, Partner and Markets Leader, EY India and Mr. Srikrishna Sridhar Murthy, Co-Founder and CEO, Sattva Consulting. The discussion veered towards the importance of strategizing the large outlay of CSR funds for socio-economic development of the country. The panel stressed on creating multipliers through innovation and collaboration.

The session on Linking CSR to ESG was handled by S. Anjani Kumar, Senior Partner, Deloitte India and Amit Sachdeva, CSR Man of India, Ambassador of SDG Choupal initiative of NITI Aayog and Editor-in-chief of CSR Good Book. The session helped in deciphering the CSR integration with ESG.



Overall the Conclave had knowledge-driven sessions featuring expert minds deliberating on the new CSR mandate, Environmental, Social & Governance (ESG) factors and creating impactful CSR strategies. The virtual conclave was attended by Eighty CSR executives.

b) Corporate Social Responsibility – Policy to Practice in Current Times (Webinar, Nov 15, 2022)

Rationale

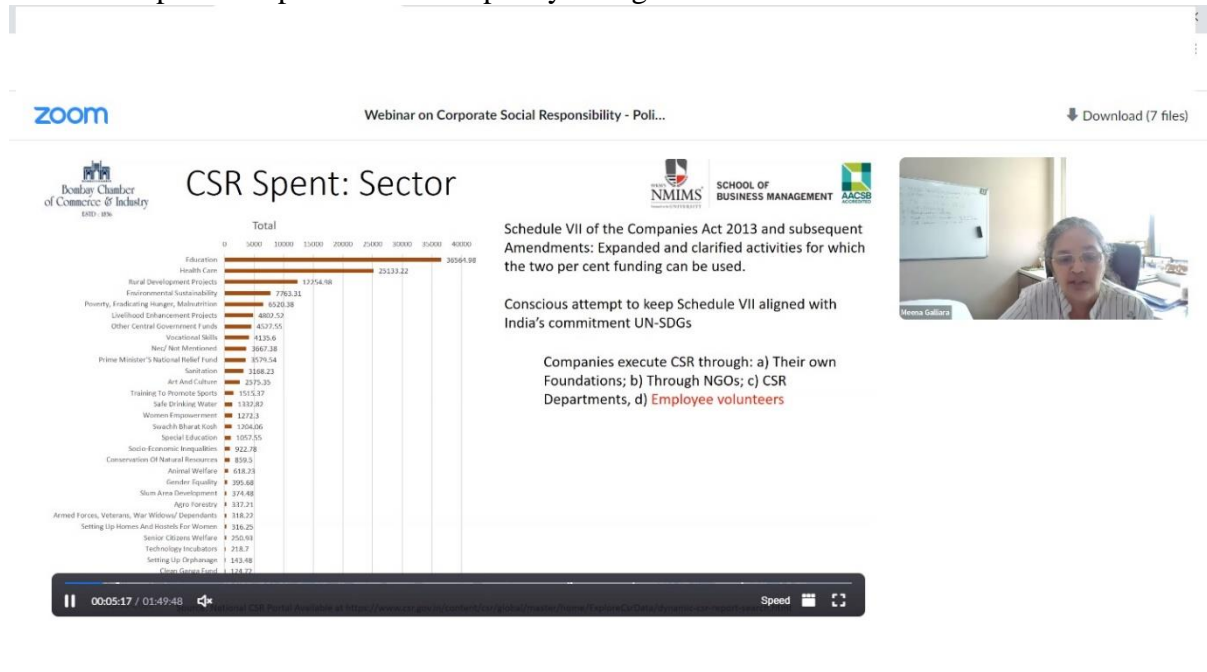
CSR is crucial for the companies to develop and execute a well-planned CSR strategy, communicate the same and derive a brand value out of it. The synchronization of corporate social responsibility and business strategies and practice will lead to leveraging the value and potential of the company to achieve company's competitive advantage and realize the transformational capacity of company towards the enhancement of societal & environmental capital.

The Jasani Centre for Social Entrepreneurship & Sustainability Management in partnership with the CSR Committee of Bombay Chamber of Commerce & Industry organized a webinar on 'CSR Policy to Practice in Current Times' on November 15, 2022 from 11.00 to 1.00 p.m. The webinar was handled by Dr. Meena Galliara and Ms. Gurvinder Parmar, Development Consultant.

The webinar was organized for small, medium and large corporate with the objective to help the CSR professionals to unlock the queries one faces between policy and implementation of socio-economic development programs in the organization. Specific objectives of the webinar were:

Objectives

1. To confer holistic view about the different facets to be incorporated to undertake the programs under the CSR vertical effectively.
2. To provide updates on latest policy changes in CSR



Around 75 participants attended the webinar and got inputs on updates on latest CSR amendments, its implications and strategies to engage employees in CSR.

c) Management Development Program for Indian Oil Corporation Limited (IOCL)

Rational

Sustainability has long been a critical consideration for oil and gas companies. Adherence to health, safety, and environmental regulations and increasing contributions to the societies in which they operate form the core of existing sustainability strategies. India the world's third largest emitter of greenhouse gases has set a target to achieve net zero by 2070. This along with government climate policies, and investment strategies are creating urgency for oil and gas companies to reduce emissions. To enable oil and gas companies to adhere to ESG compliance there is a need to build a culture of sustainability within their organizations. Employees are the cornerstone of any sustainability agenda. Employees need to be empowered to change their behaviour and habits towards sustainability. Large-scale sustainability initiatives require employees to appreciate the economic and social value of adopting sustainable practices and bring transformation to their approach. The key to accelerating this transition is to find ways to get all employees involved in sustainability efforts.

In this context Dr. Meena Galliara & Dr. Satish M.K developed and delivered a two days training module for Indian Oil Corporation Pvt Ltd's Employees on 'Training on Employee Engagement

in Sustainability'. Prof Geeta D'Souza and Prof Bijaynee Patnaik designed 'Greentank' to trigger behavioural change among the participants. The training scheduled on March 10 & 11, 2023 at the IOCL's Training Centre in Bandra was attended by 25 employees.

The main objectives of the training were

1. To familiarize the employees with social and environmental issues impacting the world
2. To embed the idea of sustainability in the participants through a behavioural change approach.
3. To update employees on Indian Oil's efforts in driving the Sustainability agenda
4. To discuss various strategies for engaging employees to create a culture of Sustainability at IOCL
5. To ideate and discuss innovative employee engagement initiatives

The Two days MDP incorporated the following sessions

Session 1: Orientation to Sustainability: Need & Long-term Implications

Session 2: Embed the idea of sustainability (Team Activity- Gamification)

Session 3: Field Visit to Bisleri Ltd (Bottles for Change Program)

Session 4: IOCL's Sustainability-driven Business Model

Session 5: Employee Engagement in Accelerating Sustainability

Session 6: Group Discussion and Presentation of Group Discussion Findings

Pedagogy

The faculty adopted interactive pedagogy to facilitate interaction on Sustainability @IOCL. The sessions comprised of presentations, group activities, discussions and gamification. Audio-visual aids were used to make the training context-specific, engaging and interesting. The visit to Bisleri's Bottle for Change program proved to be highly beneficial as it demonstrated how individuals with their small actions can bring change.

Feedback

The participants of the program were highly satisfied with the MDP as it was very interactive. It helped them to reflect and share their ideas on developing Sustainability Practices which could be adopted easily by them. The Management Executives of IOCL's Sustainability Department were equally excited to incorporate the suggestions extended by the employees.

d) Dolphin Tanki 2.0

In a first of its kind initiative, NGO, **Salaam Bombay Foundation** (SBF) conducted 'Dolphin Tanki 2.0' in partnership with **SBM, NMIMS** on March 18, 2023. This event was conducted under SBF's Entrepreneurship Incubator for grassroots adolescent entrepreneurs from the slums of Mumbai and Pune. The Dolphin Tanki program, which operates under the slogan "Nurturing Grassroot Adolescent Entrepreneurs," offers assistance in the form of in-kind donations to the most potential business ventures in order to aid in the growth of their entrepreneurship endeavors.

The Dolphin Tanki initiative is a way to embolden the lesser-privileged aspiring grassroots adolescent entrepreneurs who possess talent but fall short on resources. 13 students, hand picked out of 100+ from Salaam Bombay Foundation's Entrepreneurship Incubator, put their best foot

forward at Dolphin Tanki 2.0 and **were mentored by student volunteers from NMIMS School of Business Management under the We Care: Civic Engagement Internship**

The judging panel consisted of extraordinary individuals who have significantly contributed to their respective fields. Semi-final round was adjudged by Mr. Tanvir Qazi, Vice President Customer Service - Home Solutions, One Assist Consumer Solutions; Ms. Anisa Gupta, Brand Manager, L'Oreal Paris portfolio, Nykaa; and Mr. Rahul Borges, Lead Photographer, Genesis Photography. All the 13 shortlisted candidates aspiring to setup business as mehndi artists and beauticians, photographer, skilled electronics repairer gave extraordinary pitches about their business plans. The entire cohort brought great ideas, hope and drive to the table. Out of the 13 contestants, 7 were selected by the jury panel to move on to the final round which also got conducted on the same day. Additionally, there were 3 participants who had directly qualified to the finals beforehand.

Final round was adjudged by Mr. Anees Khan, Mr. Jaideep Khurana, Mr. Vipul Mathur, Mr. Rohan Jha, Ms. Aditi Shrikam, and Master Om Shrikam. The event also had special guests, including Dr. Ramesh Bhat, Vice Chancellor of SBM NMIMS, and Ms. Nandina Ramchandran, CEO of Salaam Bombay Foundation. Ten contestants pitched their ideas to the jury, each vying for funding support of up to Rs. 40,000 to help make their entrepreneurial dreams a reality. The pitches included a home appliance repairing business, a beauty and mehendi business, beauty and wellness services, a bakery, mobile repairing services, a dream to become a choreographer and trainer, opening a salon, expanding capabilities in photography, and expanding beauty parlor branches in various locations. After the pitches, the winners were announced, and in a twist of events, eight winners were declared – Nazreen Siddiqui, Shreyas Bhosale, Trupti Khavale, Yashika Verma, Shamma Shaikh, Nihar Mora, Shifa Shaikh, and Amrisha Jaiswar. Each of the winners was handed cheques of Rs. 40,000 by the jury to give an impetus to their businesses and ideas. (*See Annexure VI*)

Dr. Rahul Mirchandani, Chairman & Managing of Aries Agro Limited, was the guest of honor and addressed the crowd while the results were tabulated. He shed light on various aspects of business and stressed the importance of solving the pain points of customers and generating ideas using the VRIO framework. The event was a huge success, with participants coming from more sectors and from Pune as well. Last year's winners were also featured during the event, showcasing their journey so far.

The Dolphin Tanki Finals was a great platform for young entrepreneurs to showcase their ideas and get the much-needed support to bring their dreams to life. The event was a true testament to the entrepreneurial spirit of India and the determination of young entrepreneurs to succeed.

e) Conference Presentations

Dr. Galliara was invited by Gujarat National Law University (GNLU), Gandhinagar as a panellist for the panel session on “The role of universities and incubators to promote and support social entrepreneurship” in the Second International Conference on Social Work and Law on theme: “Building Social Entrepreneurial Ecosystem for a More Sustainable and

Resilient Society” jointly organised by the GNLU Centre for Law and Society & the GUJCOST-GNLU Centre of Excellence in IPR at its campus from 29th – 30th July 2022.

f) We Care: Civic Engagement Internship

The We Care: Civic Engagement Internship was incorporated in 2010 to facilitate the creation of socially adept managers and transformational leaders by formally engaging them in designing creative solutions to the social agenda. This was driven by the belief that such exposure would be instrumental in developing values of inclusion, compassion, and resilience and inspire them to create an inclusive and sustainable world.

The internship aims to develop students' observational and analytical skills to examine the underlying causes, current solutions, and cascading effects of social issues. It strengthens their technical and critical thinking skills in designing creative solutions to societal problems.

The internship for the MBA (Core) and MBA-HR Batch 2022–2024 was scheduled from January 30 to February 22, 2023. In all, 699 students completed their internships under the guidance of 53 faculty mentors. Students were placed in 271 development organizations spread across 161 cities, 21 States, and 4 UTs, and two students were placed with the University of Liberal Arts (ULAB), Dhaka, in Bangladesh. In all, students contributed a total of 87,880 man-hours to the social sector.

Students worked on a wide range of projects related to strengthening the 'Service delivery systems' of NGOs in the area of child education, livelihood & skill development, financial literacy, sanitation & hygiene, training and capacity building of teachers & beneficiaries, enhancing technical skills of staff members and so on. A section of students also worked on 'Digitalizing Systems' and facilitating staff capacities in embedding digital transformation. Students were also engaged in developing 'Functional Strategies' in the areas of marketing products/services, HR policies, appraisal systems, digital marketing, social media marketing, resource mobilization, standardizing operational systems, etc. A few students assisted in 'Community Research' projects pertaining to agriculture, migrant labour reforms, education schemes, child labour, women's rights, impact assessment, and other related areas. Grassroot organizations also engaged students in 'Advocacy' campaigns for child rights, nutrition, cleanliness, and health.

The projects undertaken by students were aligned with multiple SDGs. Prominent among those were SDG 4 - Quality Education (68%), SDG 3 - Good Health and Well-being (42%), and SDG 8 - Decent work and Economic Growth (35%).

Student feedback indicates high satisfaction with the We Care: Civic Engagement internship (92%). Internship organizations reported high satisfaction with interns' conduct (90 %) and quality of work (87 %). Qualitative data indicate that interns provided feasible solutions/recommendations to strengthen the functioning of the placement organization.

To enhance the student's internship experience, the We Care: Civic Engagement competitions, in partnership with Social Responsibility Forum (SRF), SBM, were organized on February 28 and March 1, 2023. The 'What Moved You' (photo collage) competition witnessed the participation of 11 teams, We Care Documentary Competition and 'We Innovate' (B-plan competition) had the

participation of eight teams, respectively. Three winners in each competition won prizes worth Rs. 50,000/-.

The We Care: Civic Engagement Poster Presentation event was held to celebrate the learning journey of interns on March 4, 2023. Our Alumni members Mr. Rohan Jha, Director - Bollywood & Pop Repertoire Sony Music Entertainment India Pvt. Ltd.; Mr. Rahul Banerjee, General Manager, Reliance Industries; Ms. Gauri Malhotra, Group CMO - Visage Lines (Bombay Shaving Company and Bombae); and Mr. Pranav Saraswat, Project Manager, Infosys were invited to inaugurate the Poster Presentation and interact with the students. The posters were adjudged by 67 socially inclined professionals from Development and Corporate Sectors. From 285 posters, 36 student teams won prizes worth Rs. 3.56 lakhs.

g) Social Responsibility Forum (SRF)

Established in 2003, the Social Responsibility Forum (SRF) strives to promote social sensitivity among MBA students by executing various short-term and long-term civic engagement activities. SRF organized different events and activities during the academic year 2022-23.

Ek Sang

On June 15, 2022, SRF organized Ek Sang to promote social sensitivity among MBA students. The event comprised seven team-building exercises and short-term activities, including yoga, creative videos on pride, creative expressions on any social issue, satirical memes, planting a sapling, exercise challenges, and best out of waste. The 600 participants were divided into 60 teams, with 14-15 participants in each group from divisions of MBA Core, HR, Pharma Management, and DSA.

Each team had to finish the tasks and upload photos or videos on Google Drive at the end of the day. The event witnessed enthusiastic participation with over 200 submissions received. The winners were Group 56, Group 39, and Group 4, who impressed the judges with their creativity, teamwork, and social awareness. The event served as a platform for students to showcase their talents, work together in teams, and create awareness about social issues, contributing towards a better and more socially responsible future.

Splash

SPLASH is a limn competition where students depict their connection with a social cause in the form of creative artwork. In the event held in NMIMS Campus on July 18, 2022, 286 students showcased their impressive artwork based on the theme 'Child Empowerment'. The event was sponsored by Curalgia - WeRehab Technologies based in Mumbai.

The event gave an opportunity to the students to use their creativity to bring attention to important social issues and highlight the importance of empowering children and investing in their futures. The judges were thoroughly impressed with their submissions which creatively depicted the importance of empowering children. Winners of Splash were awarded with certificates and cash prizes worth ₹7,500 :-

1st Place: Pragati Bhar

2nd Place: Harsha Ravi Kaijai
3rd Place: Aaruti Baldwa

Joy of Giving Week

The Joy of Giving Week event was held on August 10, 2022, with 181 individuals donating blood for a good cause. SRF organized the event in partnership with the Rotary Club of Bombay West, and its theme for the year was "15 minutes for you, a lifetime for someone." The event aimed to spread awareness regarding the pressing need for blood donation, bust myths about it, and provide a platform for people to make a positive change and save lives.

NGO Mela

NGO Mela, an annual event of SRF, provides a platform for NGOs to showcase their products and increase awareness of their cause. This event empowers the NGOs by generating sales and makes for great thoughtful gifts for the people supporting the NGOs by making purchases. The event was held from October 17 to 20, 2022, offline on the first day and online on the SRF website rest of the days. The hybrid mode allowed more people to participate in the event and increased the reach of the NGOs' products. The event had 20 participating NGOs, generating INR 116,090 in sales.

Wish Tree- Secret Santa

The Wish Tree - Secret Santa event was organized on December 23, 2022, for 70 children from Ashadeep Association aged between 4 to 18 years. The aim of the event was to spread joy and happiness among the children during the festive season. NMIMS students who played the role of Secret Santas and fulfilled the wishes of the children, ranging from items like footballs, dolls, toy cars, action figures, colouring supplies, wristwatches, and many more such gifts.

The members of the committee visited the NGO for gift distribution. Students interacted with the children to understand their needs better and spent time with them playing games and sharing stories. The Wish Tree - Secret Santa successfully brought smiles to the faces of the children and filled their hearts with joy. Along with receiving gifts the event created a sense of connection and belonging for the children.

Social Conclave- Ek Prayaas

The Social Conclave - Ek Prayaas was held on January 22, 2023, at the NMIMS Mini Auditorium. The event was organized to bring together industry leaders from various fields such as finance, technology, and entrepreneurship to share their insights on how future leaders can drive social change by channelizing their business aspirations in a more grounded direction.

The speakers at the conclave included Mr. Samir Shah, Mr. Mahesh Chandak, Ms. Foram Nagori, Ms. Ambalika Gupta, and Ms. Shrutika Jadhav. They discussed topics related to sustainable development, integrating sustainability into core business strategies, and shared glimpses of their work in the industry and the impact it had on the environment.

The event was attended by a total of 150 students who gained valuable insights from the industry stalwarts and their experiences. The Social Conclave - Ek Prayaas provided a platform for the attendees to learn from the experts on how to incorporate sustainability into their business strategies and drive social change for a better future.

We Care competition : What Moved You

"What Moved You" is a photography competition that provides an opportunity to share the stories of people and experiences that have touched the participants' lives during their We Care : Civic Engagement Internship.

In the first round of the competition, participants were required to submit a single photograph along with a short description of a maximum of 100 words. First-round results were announced on February 25, 2023. In the second round, shortlisted participants created a collage of 4-6 photographs depicting the story sent in the first round. Eleven teams qualified for the final round held on March 1, 2023. The judges for the competition were Mr. Milind Dhume, Management Consultant, and Mrs. Hemangi Patil, Corporate Social Responsibility (CSR) Professional.

The judges for the competition evaluated each entry based on its ability to convey a message effectively and its creativity, among other criteria. The winners Utkarsh Srivastava, Kishlay Bhojwani, and team of Gaurav Patil and Nikhil, were awarded first prize of Rs. 25,000, the first runner-up Rs. 15,000, and the second runner-up Rs. 10,000, respectively. All teams that qualified for the final round received a Certificate of Appreciation for their participation. The competition also promoted the spirit of creativity and innovation, providing a platform to showcase the power of photography to bring social change.

We Innovate

We Innovate, a social business plan competition, aims to encourage students to develop innovative and practical solutions to social problems they encountered during their We Care : Civic Engagement internships.

The participants were teams and individuals. Of these, eight finalists submitted their final business plans in the form of a PPT on February 27, 2023. They presented their ideas to the judges in the final round held at the NMIMS Campus on February 28, 2023. The finalists presented well-thought-out and innovative B-plans that demonstrated their ability to identify problems and propose feasible solutions. The presentations covered the identified problem or gap, the business idea, marketing and financial plans, growth strategy, and risk mitigation methodology, among other things. The event was a testament to the creativity and entrepreneurial spirit of the participants.

Judging panel included Mrs. Vijaya Balaji, Managing Director & CEO, Toolbox India Foundation and Managing Partner, Social Lens Consulting and Mrs. Sukanya Dikshit, Ex-Incubator Professional (IIT Kanpur, IIT Bombay), Startup Ecosystem Enabler, Entrepreneurship Educator. The judging panel selected Arnab Panja as the winner, Gunjeet Singh as the first runner-up, and Yadnesh Birla as the second runner-up based on feasibility, social sensitivity, and the innovative nature of their B-plans. All teams qualifying for the final round received

Certificates of Appreciation. The winner received prize money of Rs. 25,000. The first and second runner-ups received Rs. 15,000 and Rs. 10,000, respectively.

We Care Documentary

The We Care Documentary competition is a platform where the participants participated either in teams or as individuals, presenting their experiences at their NGOs in a short video. The competition took place on February 28, 2023 at the NMIMS campus. The judges for the competition were Mr. Vineet Garg and Mr. Ambarnath Sinha, Filmmaker, Entrepreneur, Educationist, Columnist, Scriptwriter, TV Consultant, Creative Director.

Each team briefed story behind the documentary in initial two minutes, followed by three to five minutes of questioning by the judges about their work at the NGO. The participants presented their documentaries articulately, and the judges were highly impressed by the effort and level of detail that each team had put in to showcase their work. The teams exhibited tremendous creativity and inventiveness in their presentations, highlighting the importance of the cause. Out of 11 finalists, three winners were awarded a cash prize of 50,000 rupees. The event concluded with the judges being felicitated with mementos and thanked for their gracious presence at the event.

Winner: Sanskar Vyas

First runner-up: Shubham Maheshwari

Second runner-up: Harshit Joshi

School Of Business Management's Commitment to PRME

We at SBM are committed to upholding the UN backed Principles of Responsible Management Education. We believe in continuing to improve our application of the PRME principles in an effort to responsibly impacting our student and stakeholder community. We also believe in learning continuously from other responsible business schools while sharing what we do. We will continue to meaningfully report and share our progress as well as exchange best practices with other institutions. As we improve and enhance our application of PRME principles across all our teaching, learning, research activities, we believe our efforts will serve to uphold our value systems and mission.

