

COMMUNICATION ON ENGAGEMENT (COE)



Institute of Management Technology Dubai

Period covered by this Communication on Engagement

From: March 2020

To: December 2022

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

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

1st April, 2023

To our Stakeholders:

It is a matter of great pleasure to inform you that the Institute of Management Technology Dubai reaffirms its support for the United Nations Global Compact and its ten principles in human rights, labor, environment, and anti-corruption. Herein, we present the Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents. In this Communication of Engagement, we describe the actions the institute has taken to support the UN Global Compact and its principles as suggested for an organization like ours. The institution is fully committed to sharing this information with all stakeholders using our primary communication channels.

Institute of Management Technology Dubai is leading the pack amongst higher education institutions in the region. Further, it is the first such institution in Dubai to become a UNGC signatory, and our achievements and contributions since then mount, week by week. Continuing this tradition, we are proud to report that we have made inroads into virtually all of UNGC's 17 Sustainable Development Goals over the brief period covering our membership, as outlined in the following section. We also include in Section 2 our achievements and progress against the six Principles of Responsible Management Education. Our noteworthy accomplishments show that one educational institute can make a difference.

As we drive towards making our institution a UNGC role model worthy of emulation and demonstrating more outstanding leadership and influence in the region, we are implementing sustainability in our operations. Additionally, we are working hard to ensure we are developing the knowledge and skill to continue doing what we are committed to concerning the principles and sustainable development goals of UNGC and PRiME. Our motto, "Nurturing #NextGen leaders" in sustainability," reminds us daily of this commitment.

Sincerely yours,


Dr. Aman Srivastava

Director

Institute of Management Technology, Dubai

Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

This section presents two tables that illustrate IMT Business School's UNGC activities, with Table 1, reflecting initiatives and actions against the 17 corresponding UNGC SDGs and Table 2 against the respective PRiME goals.

UNGC SDGs	Indicative Projects and Cases
1. No Poverty	Charity Drive- Jabel Ali, Dubai – 4th May 2021 : Distribution of 2000 AED worth of goods among industrial area workers in the Jebel Ali area.
2. Zero Hunger	<p>Charity Drive- Dubai – 28th April 2022: IMT Business School is driving the spirit of Ramadan by sharing its blessings with the community. Iftaar packets are shared with the workers and laborers by IMT faculty and staff.</p> <p>1 Billion Mean campaign- April 2022: IMT has participated in the campaign to raise funds to support the 1 Billion Mean campaign. The activity is in collaboration with KHDA, Dubai where we serve as one of the several platforms for building awareness and raising money where our employees donate and also to make it popular among your friends, community, and students. Please see the link below. https://1bmeals.yallagive.com/en/campaign/Empowering-communities--1-Billion-Meals--IMT-Business-School-Dubai-85466</p>
3. Good Health and Well-Being	<p>IMTD organized an awareness program/session on “The hazardous effect of drugs on individuals and society” on 8th November 2022. The guest speaker Sgt. Musa Gouled from Dubai Police made a fantastic presentation on the current rules and regulations prevailing in the UAE regarding drug abuse. In addition, the speaker interacted with all the students present, including all key stakeholders, such as faculty members and staff of IMTD. The session was interactive and invited the interest of all the students, who were made aware of not just the problems but also informed of the remedies available at one's disposal. The speaker urged all the institute's stakeholders to remain alert to fight and thwart the menace of drug usage within and outside the institute.</p> <p>IMTD has consistently participated in the annual wellness and goodwill event titled “DUBAI FITNESS CHALLENGE” on 19-20th November 2022. The annual marathon affair is a flagship event of Dubai and is patronized by the ruler of Dubai himself. The mega event draws fitness enthusiasts not just from Dubai but also from people in the Gulf. The two-day wellness event is part of the fitness and wellness drive initiated by the government in Dubai. IMTD has always extended participation and support to the global event as a responsible institute whereby students, faculty, and staff have been participating in the event passionately every year. This time the annual calendar event was held on 19-20th November 2022. The event comprises multiple events, including a 10 km and 5 km marathon run. Our students, faculty, and staff participated in the events and recorded timings that are hard to emulate. Besides being a wellness event, the captioned global event is also a cultural extravaganza exuberating the spirit of UAE. In particular, IMTD strives to achieve its wellness and mindfulness objective through active participation in community development</p>

	agendas initiated not just by itself but also those initiated by all community stakeholders.																																																					
4. Quality Education	<p>IMT Dubai follows a learning pedagogy reminiscent of both theoretical rigor and updated industry practices. To maintain the quality of education 30 guest lectures have been organized in the ensuing period. The topics range from a variety of topics not limited to sustainability and innovation only. In addition, 4 industry visits have been organized for the students that have provided actionable insights from the practitioners' perspective. To illustrate a few:</p> <table border="1"> <thead> <tr> <th colspan="5">Guest Lectures 2021-22</th> </tr> <tr> <th>Date</th> <th>Name of the Guest Speaker</th> <th>Designation</th> <th>Topic of interaction</th> <th>Company</th> </tr> </thead> <tbody> <tr> <td>14/11/21</td> <td>Mr. Matteo Boffa</td> <td>President</td> <td>Successful stories of sustainable, social, and ethical businesses</td> <td>Swiss Business Council Abu Dhabi</td> </tr> <tr> <td>14/11/21</td> <td>Mr. Nitin Verliani</td> <td>Associate Vice President</td> <td>Digital transformation and changing landscape of the banking/payments industry</td> <td>Emirates NBD</td> </tr> <tr> <td>15/11/21</td> <td>Mr. Rahul Chandra</td> <td>Head of Marketing</td> <td>Changing Marketing Strategies in the New Era</td> <td>Stanley Black & Decker</td> </tr> <tr> <td>15/11/21</td> <td>Mr. Shailen Shukla</td> <td>Chief Logistic Officer</td> <td>E-commerce and Last Mile Delivery in UAE / GCC.</td> <td>MHAO</td> </tr> <tr> <td>16/11/21</td> <td>Mr. Prashanth Balakrishnan</td> <td>VP Engineering</td> <td>"Digital Transformation – Happens more frequently than you think"</td> <td>Majid Al Futtaim - Retail</td> </tr> <tr> <td>18/11/21</td> <td>Mr. Arthesth Aadhran</td> <td>Head of Marketing, UAE</td> <td>The Restaurant of the Future (How 500-Year-old Industry is Shaping up After Pandemic)</td> <td>Rebel Foods</td> </tr> <tr> <td>18/11/21</td> <td>Mr. Shakil Ahmed</td> <td>Pricing Manager</td> <td>Introduction to shipping and logistics and Revenue Management in Shipping</td> <td>Maersk</td> </tr> <tr> <td>24-Mar-22</td> <td>Dr. Amit Singh</td> <td>Head Corporate HR</td> <td>Healthcare in UAE</td> <td>Aster DM Healthcare</td> </tr> </tbody> </table>				Guest Lectures 2021-22					Date	Name of the Guest Speaker	Designation	Topic of interaction	Company	14/11/21	Mr. Matteo Boffa	President	Successful stories of sustainable, social, and ethical businesses	Swiss Business Council Abu Dhabi	14/11/21	Mr. Nitin Verliani	Associate Vice President	Digital transformation and changing landscape of the banking/payments industry	Emirates NBD	15/11/21	Mr. Rahul Chandra	Head of Marketing	Changing Marketing Strategies in the New Era	Stanley Black & Decker	15/11/21	Mr. Shailen Shukla	Chief Logistic Officer	E-commerce and Last Mile Delivery in UAE / GCC.	MHAO	16/11/21	Mr. Prashanth Balakrishnan	VP Engineering	"Digital Transformation – Happens more frequently than you think"	Majid Al Futtaim - Retail	18/11/21	Mr. Arthesth Aadhran	Head of Marketing, UAE	The Restaurant of the Future (How 500-Year-old Industry is Shaping up After Pandemic)	Rebel Foods	18/11/21	Mr. Shakil Ahmed	Pricing Manager	Introduction to shipping and logistics and Revenue Management in Shipping	Maersk	24-Mar-22	Dr. Amit Singh	Head Corporate HR	Healthcare in UAE	Aster DM Healthcare
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24-Mar-22	Mr. Ashok Namboodiri	Chief Business Officer	Entertainment & Media in UAE	Zee Entertainment
31-Mar-22	Mr. Amit Gupta	Director Customer Intelligence	Customer Intelligence in Telecom Industry	Etisalat
6-Apr-22	Mr. Matthew Davies	VP Sales	FedEx Operations in the Middle East	FedEx
3-Jun-22	Ms. Nisha Ganapathy	Group Product Mgr	Introduction to Middle East operations - Dabur	Dabur
10-Jun-22	Ms. Rohit Jain	Category Manager - Personal Systems- HP	Career Benefits from Global exposure to Management Studies	HP
19-Aug-22	Mr. Ali cheikali	Creative Strategy Lead	Creative Use of data	Google
26-Aug-22	Ms. Rupinder Kochhar	Director	Leadership Talk	McKinsey
4-Nov-22	Mr. Nikhil Arora	Director Elite Banking	UAE/Middle East market--digital transformation impacted the banking industry	FAB
16-Dec-22	Prof. Ang Swee Hoon	Professor	Corporate-Academic Meet on Marketing	NUS Business School Singapore
16-Dec-22	Mr. Randhir Nagarkar	Head of Wellness & Sustainability	Corporate-Academic Meet on Marketing	NIA Middle East
Guest Lectures 2020-2021				
Date	Name of the Guest Speaker	Designation	Topic	Company
12-Nov-20	Mr. Peter De Ford	Data Scientist	Career progressions for young business graduates	Mc. Kinsey
17-Nov-20	Ms. Shageena Nirandas	Manager Operations	Waste management operations in UAE	SUEZ
24-Nov-20	Mr. Anson Mathews	HR Head	Careers in UAE	Averda
8-Dec-20	Mr. Deepak Chandu	Business Head Delivery abu Dhb and Dubai	Zomato business growth	Zomato

	21-Dec-20	Mr. Chinthu Nair	Head of Supply Chain	Supply chain management in the Packaging industry	Huhtamaki
	26-Jan-21	Mr. Kunal Wadhvani	HR Head Global	Leadership Talk	Choithrams
	4-Feb-21	Ms. Barbara Van Pay	Director People and Culture	UAE market place & Pricing	SellAnyCar.com
Industry Visits March 2020-Dec 2022					
	Sl. No	Date	Company		
	1	23/11/2021	Pictruc-MHAO		
	2	07/4/2022	Port Visit		
	3	17/08/2022	Port Visit-Terminal 2		
	4	23/11/2022	Pictruc-MHAO		
5. Gender Equality	<p>Prof. Arbind Samal attended a webinar on Unequal Pay: Gender Discrimination at Workplace on 20th December 2021 (Certificate available). In addition, all faculty members are BACT training certified as a part of the regulatory requirement for teaching in the UAE. The training emphasizes the importance of Gender equality and sustainable education that considers the need for people of determination.</p> <p>IMTD has now inducted Dr. Huda Al Matroushi as the new female board member of IMTD. IMTD is fortunate to have her on the list of the Board of Governors that would guide the institute for future growth and direction.</p>				
6. Clean Water and Sanitation	<p>Participating in a project of Dubai Electricity & Water Authority (DEWA) whereby our students are trying to reduce water consumption by 15%- Ongoing</p>				
7. Affordable and Clean Energy	<p>IMTD faculty, students, and staff attended the 23rd Water, Energy Technology & Environment Exhibition (WETEX 2021) and Dubai Solar Show, in the Dubai Exhibition Centre Expo 2020 Dubai on 5-7 October 2021 to witness a great platform display of the latest Water, Energy and Environment technologies that are efficient, sustainable, green, Minimises carbon footprint, recycle water.</p> <p>IMTD has requested the electricity and energy board of Dubai (DEWA- Dubai Electricity and Water Authority) to carry out the pending energy audit due in 2022. The delay on the part of the regulatory agency is cited due to the ongoing pandemic Covid 19 backlogs.</p>				
8. Decent Work and Economic Growth	<p>IMTD follows a transparent policy for equal employment and growth for all its employees. The top management in consultation with the multiple stakeholders of the institute that includes the faculty members and staff provide multiple channels and outlet for suggestions and feedback that can improve the work conditions and job environment. For transparency and all other purposes, the policies on promotion and career planning including employee rights and grievance handling mechanisms are available in the institute policy and procedure manual and relevant handbooks. IMTD is committed to providing a safe and secure work environment that fosters employee growth and progress.</p>				
9. Industry, Innovation,	<p>In IMTD multiple research have been conducted addressing sustainability highlighting Industry, Innovation, and Infrastructure providing Contributions to science and extant literature: At least ten articles or chapters on sustainability were</p>				

<p>and Infrastructure</p>	<p>published (or pending) in 2020 and later. One ongoing sustainability project has major practical implications (village as an ecosystem). Publications related to sustainability studies are provided below:</p> <p>Joe Martin Hays, Veronika Pereseina, Ahmad Said Ibrahim Alshuaibi, Jyotirmoy Saha, Lessons in Sustainable Process Paradigm. A case study from Dubai. The International Journal of Management Education, Vol 18,2020 100366. Scopus Indexed.</p> <p>Ankita Ray, Sorokhaibam Khaba, Study of ethical issues of green procurement in Indian automobile industry using integrated ISM-fuzzy MICMAC-AHP-VIKOR, Journal of Global Operations and Strategic Sourcing, Emerald Group Publishing Ltd.https://doi.org/10.1108/JGOSS-03-2020-0012. Scopus Indexed</p> <p>Gorondutse, A.H., Arshad, D. and Alshuaibi, A.S. (2021), "Driving sustainability in SMEs' performance: the effect of strategic flexibility", Journal of Strategy and Management, Vol. 14 No. 1, pp. 64-81,https://doi.org/10.1108/JSMA-03-2020-0064.Scopus Indexed.</p> <p>Saxena, R.P, Rajesh K, 'Greening for sustainability: green UAE – a classic example', Interdisciplinary Environmental Review, 2020, Vol. 20, No. 2, pp.118–135</p> <p>Aasheesh Dixit, Suresh Kumar Jakhar, Patanjali Kumar, Does lean and sustainable manufacturing lead to Industry 4.0 adoption: The mediating role of ambidextrous innovation capabilities, Technological Forecasting & Social Change Elsevier,https://doi.org/10.1016/j.techfore.2021.121328</p> <p>Rajesh K, Irene Ting, Sujit K, S, Sumod S, D, ESG Initiatives and Wealth Creation for Firms – An Empirical Examination, Managerial and Decision Economics, Wiley Publications, Vol 41, Issue 5, July 2020, Pages 710-729. Scopus Indexed</p> <p>Rajesh Kumar B, K.S. Sujit, and Saksham Mongia, Linkage between performance and sustainability initiatives in the banking sector–An empirical examination, International Journal of Productivity and Performance Management, Emerald, June 2021, https://www.emerald.com/insight/1741-0401.htm. Scopus Indexed</p> <p>Ajay Singal, Designing platform ecosystems for collaboration, innovation, and growth Benchmarking: An International Journal Emerald, https://doi.org/10.1108/BIJ-12-2020-061.</p> <p>Sita Mishra, Gunjan Malhotra, Ravi Chatterjee, Waheed Kareem Abdul,(2022) Ecological consciousness and sustainable purchase behavior: the mediating role of psychological ownership, Asia Pacific Journal of Marketing and Logistics, Emerald Publishing DOI: 10.1108/APJML-08-2021-0591</p> <p>Ayisha Siddiqua, Maisal El Gamal, Waheed Kareem Abdul, Mahmoud, Howari, E-Device Purchase and Disposal Behaviors in the UAE: Sustainability, 2022, https://doi.org/10.3390/su14084805, MDPI</p>
<p>10. Reduce Inequalities</p>	<p>IMT Business School participated in Emirates NBD The Unity Run of 3km and 5 km Run & Walk to support persons with disabilities on 5th November 2021. More pictures can be found at this link https://unityrun.ae/2021-photos.html.</p>
<p>11. Sustainable Cities and Communities</p>	<p>As responsible UN PRiME members, our students Luke Massey, Adarsh Biju Maya, and Vidushi Ramchandani represented the Institute of Management Technology Dubai on the topic Growing Cities: Redesigning Infrastructure Towards Net Zero under the mentorship of Dr. Khaba & Dr. Arbind at the 22nd Inter College Environmental Public Speaking Competition organized by Emirates Environmental Group, UAE from 21st - 24th November 2022. Apart from the presentation, our students interacted with many Government officials, business leaders, and academia across the UAE, GCC, and MENA regions. The main defining</p>

	<p>goal of the event was to address several themes related to the concept of Net Zero. The event addresses several of the United Nations' Sustainable Development Goals, including SDG 11: Sustainable Cities and Communities, SDG 12: Responsible Consumption and Productions, SDG 13: Climate Change & SDG 17: Partnerships for the Goals. The event was well organized and attracted students from top B-schools not just in the UAE but also from outside, such as the Kingdom of Saudi Arabia, Egypt, etc. The CEC committee, in collaboration with the student affairs committee, guided the participating students of IMTD in their preparation and onward participation. The participating students were congratulated and appreciated for their active participation and engagement during the event.</p>
12. Responsible Consumption and Production	<p>Water & Electricity conservation: The student of the Institute of Management Technology is participating in a project of Dubai Electricity & Water Authority (DEWA) whereby our students are trying to reduce electricity & water consumption by 15%. For example, Block- E's Fifth Floor's entire lighting has been changed to LED from the existing CFL.</p>
13. Climate Action	<p>As a part of the sustainability drive through its community engagement initiative, the CEC at IMTD organized a plantation drive marking world soil day on 5th December 2022.</p>
14. Life Below Water	<p>Due to the pandemic COVID 19, the institute has not been able to contribute to the area of life underwater. However, the community engagement committee in association with the student services is committed to driving initiatives that foster the development of life underwater.</p>
15. Life on Land	<p>As a part of the sustainability drive through its community engagement initiative, the CEC at IMTD organized a plantation drive marking world soil day on 5th December 2022. Because of the same, IMTD invited Husqvarna Group (listed in NASDAQ Stockholm) as a part of the industry connect agenda for the event. Founded in 1689, the Group, headquartered in Stockholm, Sweden, is a leading producer of outdoor power products for forest, park, and garden care. At Husqvarna, sustainability is integrated into the core values of its business plans through innovation and best practices that augur well for its sustainable growth and profit. The Group has grown substantially and now includes 13,000 employees in 40 countries with products that are sold in more than 100 countries. The five-member delegate, headed by Mr. Jeff Bennett (General Manager), met students and faculty members on the campus and addressed the need for sustainable development in all spheres of life. CEC at IMTD will continue to nurture and encourage any activity that promotes innovation and sustainable development at the institute and community level at large.</p> <p>In addition, stray animals such as cats have now been provided a designated location for feeding. This is in line with the safety of the animals and the student community at large. The peaceful co-existence of animals and humans within the campus is of paramount importance to IMTD.</p>
16. Peace, Justice, and Strong Institutions	<p>Emblazoned, now, on our corporate website page "Ethics, Responsibility, and Sustainability". The prime objective of our focus is "Nurturing #NextGen Leaders". To strengthen high-level corporate leadership for gender equality, IMT Dubai signed the UN Women/UN Global Compact WEPs partnership in Support of the Women's Empowerment Principles. By signing the Statement, IMT Dubai demonstrates leadership on gender equality and women's empowerment and encourages fellow business leaders to do the same- 18th April 2018. Updated stipulations on employee</p>

	rights and duties including guidelines on grievance redressal mechanisms are now available in the institute's handbook and policies and procedure manual.
17. Partnerships for the Goals	<p>As part of its community outreach program, IMTD organized a Corporate Meet on 16th December 2022 at Taj Business Bay. The OCS team, in collaboration with the community engagement committee, invited eminent figures from the corporate world as part of the program. The event was attended by not just experts from the industry but also by people from academia. Eminent speakers for the event included Prof. Ang Sui Hoon (NUS), Mr. Hari Gopal (Partner E&Y), and Mr. R. Nagarkar (Head of Wellness & Sustainability-NIA). The event was also attended by a selected alumnus of IMTD based in Dubai for healthy discussion ranging on a wide variety of topics such as wellness and sustainability and neural marketing dominated the evening.</p> <p>As a part of the community outreach initiative, the community engagement committee (CEC), in collaboration with the office of career services (OCS), invited the alums of IMTD to the Alumni Meet on 9th December 2022. The gathering and dialogue emphasizing the need for continuous education. This is in line with the core responsibilities of the CEC and OCS committees which are aligned with the institute's strategic goal. The alums showed a lot of enthusiasm and zeal and gave way to suggestions for improvement vis-à-vis alumni network development and connection. Overall, the initiative was part of an industry and alumni connection that would help IMTD usher in better coordination and networking, emphasizing the need for continuous education and all-around development of the institute and its associated stakeholders.</p> <p>The community engagement committee, in collaboration with the marketing and admissions team at IMTD, organized an "Inter-School Business competition," for students of Grade 12 on 21st November 2022. 125 students from eight schools in UAE attended the contest. The event owes its success to multiple stakeholders, including the IMTD Faculty members, the student services team, the admission team, and the teachers from the respective schools. The day-long event was hosted on the IMTD premises, and all necessary arrangements were made to make the competition a huge success. The plethora of ideas and topics included themes not limited to marketing, branding, innovation, and sustainability agendas. The participating students and teachers also interacted with the IMTD faculty members exemplifying cultural and academic exchanges over a range of topics that would benefit the students and academia in UAE.</p> <p>As a part of the community engagement initiative, our ten students volunteered with Dubai Police at the Barrio Fiesta Dubai 2022, on 3rd December 2022. The students got the opportunity of meeting multiple stakeholders of Dubai Police and also interacted with over three thousand people from the Philippines and other invited delegates. Students got the motivation to pursue future volunteering opportunities such as this event and help the community to their full extent. Our students experience a unique opportunity to work with them and be part of such a fantastic event that promoted Filipino heritage and culture. CEC at IMTD will continue to nurture and encourage any activity that promotes innovation and sustainable development at the institute and community level at large.</p>

Table 1. United Nations Global Compact Sustainable Development Goals and Respective IMT Business School Projects.

PRiME	How Incorporated at IMT
P1. Purpose (Student Capabilities)	Inclusion of sustainability and environment issues in courses and programs – Ongoing Community Event participation- such as Volunteering, Community Run- Ongoing
P2. Values (Incorporation)	Guest Lecture Series – Bi-Weekly Educational Tours & Industrial visits – Bi-Semester Charity Drive- Annually Incorporating sustainability in the annual fest of IMT Dubai, Vaudeville- 2020 .
P3. Method (Delivery)	Certification program- BACT Training Conference participation, Guest lectures, workshops, and seminars - ongoing Educational tours & Industrial visits – ongoing
P4. Research	At least ten articles or chapters on sustainability were published (or pending) in 2020 and later. AED 10000 for seed funding purposes implicating projects on sustainability (one proposal under consideration in 2022-23) Members of the community engagement Committee of IMT Dubai attended the workshop conducted by nodal agencies such as Dubai Police. The event theme subscribes to the harmful effects of drug usage in society. IMTD has enrolled for a "Distinguished Educational Institution" competition wherein DEWA will award the institution that will reduce water and electricity consumption by more than 15%- Ongoing. BACT certification reflects learning related to gender equality, sensitivity to students' special needs, and the rights and duties of employees connected to academic institutions. It is noteworthy that all the faculty members of IMTD are now BACT certified. This is in line with the requirement of mandatory faculty training prescribed by the Ministry of Education UAE. Faculty Development Programme- ongoing .
P5. Partnership	IMTD maintains a partnership with all associated stakeholders and nodal agencies that promote the safety and well-being of all the stakeholders on the campus. Participation in annual activities such as mock fire drills by civil agencies like Dubai Civil Defense is a permanent feature. IMTD had recently invited government agencies such as Dubai police to carry out seminars and workshops highlighting the legal frameworks applicable to all citizens of Dubai. In addition, important issues of individual well-being related to alcohol and drug abuse was imparted to the students. A nodal agency such as the Ministry of education is part of such initiatives. (8th November 2022) In collaboration with the community engagement committee, the career services office has partnered with corporates on important events such as soil day (5th December). Such participation and exchanges exemplify confidence in the corporate connect philosophy of IMTD enshrined in its strategic goal objective 4.

<p>P6. Dialogue</p>	<p>IMTD student participation in community events- "Inter college public speaking competition."- 21st-24th November 2022. The underlying theme of the event was sustainable growth and innovation.</p> <p>IMTD hosts nodal agencies and civic bodies, such as the Dubai police and members of the ministry of education, on its campus. The underlying theme of the event featured the ill effects of drug usage, abuse, and prevention in the locality and society at large.</p> <p>IMTD has tried to re-establish and strengthen its alum network as part of the community outreach program. In addition, IMTD is now holding at least one corporate meeting every academic semester. The corporate meet for Fall -2022 semester was organized at TAJ Business bay on 16th December. Similarly, the alumni meet was organized on 12th December 2022 at the premises of the institute. The initiative is in the direction of strengthening IMTD's corporate relationship that fosters learning and career development opportunities.</p>
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Table 2. PRiME's Six Principles (Principles of Responsible Management Education) and how they are Embodied at IMT Business School.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

Students and faculty at IMT Business School are actively involved in various sustainable development and environmental initiatives. These activities have produced, at the minimum, the following measurable results and tangible outcomes. To measure the outcome of any event or program, IMTD conducts surveys directed at participants to ascertain feedback. Quantitative techniques including survey questionnaires are available with the QAIE office which is entrusted to keep a record of the same. Suggestions and feedback are timely informed and shared with appropriate stakeholders for continuous improvement wherever possible.

Increasing industry and community awareness: Multiple events have been conducted addressing the industry connect and the community awareness agenda of IMT Dubai. The community engagement committee is responsible for establishing the industry connect agenda and community awareness among the stakeholders of IMT Dubai. IMT Dubai organized multiple events (Alumni Meet) that connect with its alums base as a part of continued education. In addition, IMT Dubai is actively engaged with important regulatory agencies from time to time. A seminar on drug abuse and its ill effects was organized in collaboration with the Dubai police.

IMT Dubai reaffirms its commitment to community awareness in more events to follow: While Covid-19 imposed restrictions and constraints, IMT Dubai continues to work hard with its community outreach initiative by including more schools in the current year.

Building awareness and dispositions amongst university students: The community engagement committee, in collaboration with the marketing and admissions team at IMTD, organized a grand event, "Inter school Business competition," for students of Grade 12. On this note, it is a matter of great satisfaction that more than 125 students from approximately eight schools affiliated with the CBSE board in UAE attended the contest. The day-long event was hosted on the IMTD premises, and all necessary arrangements were made to make the competition a huge success. The plethora of ideas and topics included themes not limited to marketing, branding, innovation, and sustainability agendas. All the guests, teachers, and students from different schools were provided a tour of the IMTD campus as a part of the organized event. In addition, Industry visits and Study tours to industry

partner plants (recycling and sustainable process) and regional sustainable hubs (smart city sites) are continuous and ongoing parts of the academic pedagogy.

Contribution to science and extant literature: At least ten articles or chapters on sustainability were published (or pending) in 2020 and later. One ongoing sustainability project has major practical implications (village as an ecosystem).

Student skill development through projects benefitting society: In partnership with the community engagement committee and the OCS cell of IMT Dubai, the students are provided with the latest knowledge and innovative practices by industry experts, underscoring important themes such as sustainability and waste management, etc. The students are also working on developing models for a clean and green society that would benefit not just the academic community of IMT but also the society at large.

Reduced campus carbon footprint. Figures are not available, but continuing reductions are assured as a result of many initiatives:

1. Campus energy assessment conducted in 2018. The latest energy assessment is pending with the electricity department of Dubai owing to the delays due to covid 19. The energy audit will be carried out in the upcoming calendar year.
2. LED lighting is being installed throughout the campus to reduce energy consumption.
3. Recycling initiatives are underway for plastic and paper.

Water and Electricity Conservation: The student of the Institute of Management Technology is participating in a project of Dubai Electricity & Water Authority (DEWA) whereby our students are trying to reduce electricity & water consumption by 15%. For example, Block- E's Fifth Floor's entire lighting has been changed to LED from the existing CFL.

