

Management Development Institute, India



PRME
SIP Report
2016-17



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About MDI

Management Development Institute (MDI) was founded in 1973 with the help of Industrial Finance Corporation of India (IFCI). MDI has consistently been ranked as one of the top 10 B-Schools in India. The institute integrates knowledge, research, industry experience and international exposure to offer comprehensive management programs. MDI was accredited by South Asian Quality Systems (SAQS) in 2005. The long duration education programs are accredited by Association of MBAs (AMBA), U.K. The institute offers the following programs:

- Post Graduate Program in Management (PGPM)
- Post Graduate Program in Human Resources (PGP-HRM)
- Post Graduate Program in International Management (PGP-IM)
- Executive Post Graduate Program (27 months, Part – Time PGPM)
- Executive Post Graduate Program in Public Policy Management (PPM)
- Executive Post Graduate Program (called National management program 15-months)
- Post Graduate Program in Energy Management
- Doctoral Program

The postgraduate programs in Management offered by MDI are recognized and approved by the All India Council for Technical Education (AICTE), New Delhi. Its graduate programs have been accredited by the 'National Board of Accreditation', India. International accreditation by Association of MBAs (AMBA) London was awarded to three programs: PGPM, NMP and PGPM (Part-Time) in 2006 which were re-accredited in 2011. Three other programs: PGP-HRM, PGP-IM and PGP-EM also received accreditation in 2011 establishing international quality standards of the programs. All the above programs got reaccreditation in 2015. MDI's exchange program ensures that regular PGP students get an opportunity to spend a term abroad. In July 2006, MDI, in partnership with ESCP-EAP France (now the ESCP-Europe) successfully launched PGP-IM, a truly international program conducted partly in India and partly in Europe. The program provides a comprehensive international experience to budding global managers. MDI has partnerships with leading B-Schools across the globe.

Governance

The Board Members of MDI consist of eminent professionals from industry as well as academia. The board meets every quarter. As regards organizational structure MDI is headed by its Director, followed by 5 Deans. This is followed by Chairpersons of institutional activities, management areas and academic areas. General administration is headed by the Registrar & Secretary. All academic activities are faculty driven and decisions are made in democratic manner.

Faculty

MDI has 75+ full-time faculty with the right mix of research and industry experience. A number of industry leaders and practitioners are invited to interact with students and also participate in various roles to further enrich the offerings at MDI.

Continuing Education in Management

With more than 91,159 manager beneficiaries over the years, MDI is the largest training institute in India. MDI conducts growing number of strategic level programs which are uniquely designed to bring a global perspective through international interactions.

Green Campus

MDI has 37 acre lush green campus located 12 kilometers from the international Airport at New Delhi. MDI is strategically located in the corporate hub of India at Gurgaon.

Vision of MDI

MDI is a Global Business School for:

- Thought leaders and change masters
- Academic excellence and continuous innovation

Mission Statement

To create, both at individual and organizational levels, cutting edge management capability through:

- Value-based education
- Best global practices
- Action-centric research
- Value-added consulting

The mission statement of MDI is articulation of domains of activity of the institution, which includes education and training that provides value in a holistic manner. It not only focuses on delivering knowledge but also helps in building essential and appropriate values, value systems and attitudes among all its participants. "Stakeholder centricity", "transparency", and "ethical conduct" are the core values emphasized and fostered by MDI Gurgaon. It promotes analysis, identification and adoption of best and appropriate global practices in all its activities; research that creates knowledge and its actionable consulting provides relevant, up- to- date knowledge. Both vision and mission statements reveal that MDI focuses on building managerial capabilities at the higher end of the value chain. Each program is structured according to the guidelines provided by the AICTE.

Academic excellence and continuous innovation have to be the drivers of growth in the domains specified. Growth cannot be pursued in mere economic and financial terms but growth has to come through excellence in activities with values and social responsibility.

PRME Principles 1 and 2: Purpose and Values

Purpose: *We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy. (Principle 1)*

Values: *We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact. (Principle 2)*

These are integrated and pursued through curriculum and course offerings. Details of core and elective courses offered in various academic programs of MDI is given below:

Integrating Social Responsibility / Ethics / Governance in Curriculum

| Name of the Course | Program (MBA Level) | Core/elective |
|---|-----------------------------|---------------|
| Corporate Social Responsibility | PGPM | Core |
| Business Ethics | PGPM, PGHR | Core |
| Corporate Governance | PGHR | Core |
| Social Conscientization | PGHR | Core |
| Corporate Social Responsibility | PGHR | Core |
| Ethics & CSR | PGIM | Core |
| Global Governance & Sustainable Development | Public Policy Program | Core |
| Emotional/social Intelligence | PPM | Core |
| Corporate Governance & Social Responsibility | PPM | Core |
| Governance and Management of Natural Resources | PPM | Elective |
| Corporate Governance | National Management Program | Elective |
| Corporate Governance | Part Time Executive Mgt. | Elective |
| Corporate Social Responsibility | Part Time Executive Mgt. | Elective |
| Natural Resource Management for Sustainable Development | Doctoral Program | Elective |
| Social Entrepreneurship | Doctoral Program | Elective |
| Spirituality & Human Behavior | Doctoral Program | Elective |
| Emotional Intelligence: New Vistas | Doctoral Program | Elective |

PRME Principle 4:

Research: *“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value”. (Principle 4).*

MDI faculty and scholars are very active in research and publication on sustainable social, environmental and economic issues. They publish books, research papers, book chapters and present papers in national and international conferences. The institute organizes seminars and conferences on these issues. The details are provided below:

Research & Publications (2016-17)

Books

- Misra, Alok (2016), "Responsible Finance India Report 2016" Sage, ISBN-9789386062208.
- Narain, V and Narayanamoorthy, A. (Eds.) (2016). Indian Water Policy at the Cross-Roads. Resources, technology and reforms. Switzerland: Springer, ISBN 978-3-319-25182-0.
- Narain, V and Prakash, A. (Eds.) (2016). Water Security in periurban South Asia: Adapting to climate change and urbanization. New Delhi. Oxford University Press., ISBN 0-19-946416-2.
- Prasad, Rohit (2016), "Blood Red River: A Journey into the Heart of India's Development Conflict", Hachette India (3 July 2016), ASIN: B01IPL6K7M.
- Sharma, Radha R., Merrill Csurí and Kemi Ogunyemi, (2017) Managing for Responsibility: A Textbook for an Alternative Paradigm, Business Expert Press (14 November 2016), ISBN-10: 1631572881, ISBN-13: 978-1631572883.
- Sharma, Radha R., Cary L. Cooper (2016), "Executive Burnout: Eastern and Western Concepts, Models and Approaches for Mitigation", Emerald Group Publishing Limited (22 December 2016) ASIN: B01LZPE0PN.

Research Papers

- Aggarwal, S. & Srivastava, M. K. (2016), "Towards a Grounded view of Collaboration in Indian Agri-food Supply Chains: A Qualitative Investigation", *British Food Journal: An international multi-disciplinary journal for the dissemination of food-related research*, Vol. 118, Issue 5, pp. 1085 – 1106.
- Agrawal, S, Singh, R.K, and Murtaza, Q, (2016), "Outsourcing decisions in reverse logistics: Sustainable balanced scorecard and graph theoretic approach", *Resources, Conservation and Recycling*, Vol. 108, pp.41–53, (Elsevier).
- Agrawal, S, Singh, R.K, and Murtaza, Q, (2016), "Triple Bottom Line Performance Evaluation of Reverse Logistics", *Competitiveness Review* (Emerald) Vol. 26, No. 3 pp. 289 - 310.
- Hairat, M. K., & Ghosh, S. (2017). 100GW solar power in India by 2022—A critical review. *Renewable and Sustainable Energy Reviews*, 73, 1041-1050.
- Jain, Neera, et al, "Relevance Of Cultural Intelligence And Communication Effectiveness For Global Leadership Preparedness: Study Of Indian Managers", *Journal of International Business Research and Marketing*, Volume 1, Issue 3, March 2016, Pages 7-19.
- Kataria, A., Mukherjee, J., Biswas, S., & Garg, R. (2012). An Exploration of Consumers' Perceived Value of Sustainable Brands in India. *Asian Journal of Business Research* ISSN, 6(2), 2016.
- Khatri, J. K. & Srivastava, M. K. (2016), "Technology Selection for Sustainable Supply Chains" *International Journal of Technology Management and Sustainable Development*, Vol 15, No 3.
- Kumar, A. (2016), "Does microfinance redefine identity, income and insecurity among rural women? A model of women's empowerment", *Enterprise Development and Microfinance*, UK, Volume 27 (3), September 2016 pp192-203.
- Kumar, A. (2017), "Beyond Toilets and Targets: Sanitation Mission in India", published in *Development in Practice Journal*.

- Kumar, P and Singh, R.K, and Vaish, A., (2016) "Suppliers' green performance evaluation using fuzzy extended ELECTRE", *Clean Technologies and Environmental Policy* (Springer), DOI 10.1007/s10098-016-1268-y.
- Narain, V., & Singh, A. K. (2017). Flowing against the current: The socio-technical mediation of water (in) security in periurban Gurgaon, India. *Geoforum*, 81, 66-75.
- Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*.
- Roy, A., Jain, P., & Vyas, V. (2017). Exploring the Mediating Role of Intellectual Capital and Competitive Advantage on the Relation between CSR and Financial Performance in SMEs. *Social Responsibility Journal*, 13(1).
- Sharma SK., Ghosh S., 2016. Short-term wind speed forecasting: Application of linear and non-linear time series models. *International Journal of Green Energy* 13 (14), 1490-1500 (Impact Factor: 1.601).
- Singh, R.K., Rastogi, S and Aggarwal, M (2016), "Analyzing the Factors for Implementation of Green Supply Chain Management", *Competitiveness Review (Emerald)* Vol. 26, No. 3, pp. 246-264.
- Sonam Chawla, Radha R. Sharma. (2016) "How women traverse an upward journey in Indian industry: multiple case studies", *Gender in Management: An International Journal*, Vol. 31 (3) 181 - 206.
- Srivastava, V., (2016), "Exploring Service Quality Perceptions of Online Shoppers: Evidence from India", *Marketing & Business Communication*, 5(2), 1-5.
- Srivastava, V., (2017), "Exploring Skepticism Towards Green Advertising: An ISM approach", *Business Analytics & Intelligence*, 5(1), 19-30.
- Vij, S. and Narain, V. 2016. Land, water and power: the demise of common property resources in periurban Gurgaon, India. *Land use Policy*. 50: 59-66.

Paper Published in National Journal

- Narain, V. 2016. Periurbanization, land use change and water security: a new trigger for water conflicts ? IIM- Kozhikode Society and Management Review. 5(1): 5-7.
- Narain, V. and Vij, S. 2016. Fluid governance: water flows and rural-urban transformations in South Asia. Editorial. *South Asian Water Studies*. Special issue on urbanization and periurbanization: Challenges for water governance in South Asia.
- Roy, T., & Roy, A. (2016). Health and Right Based Approach to Development – Kerala Scenario. Prabandhgyan – *International Journal of Management*, 5(September), 19-30.
- Saurabh, P. & Tripathi, S. S. (2016). Support for New Product Development: Case Study of an Innovative Product 'Tarang Pariwartak'. *Journal of Management & Entrepreneurship*, Vol.10, No.1, pp 41-58.

Book Chapters

- Sharma, Radha R. (2017), "The New Paradigm: A competency model for management education", in a book *Managing for Responsibility*, Business Expert Press, 1-10.
- Narain, V. 2016. Introduction: towards a discursive analysis of Indian water policy. In V. Narain and A. Narayanamoorthy (eds.) *Indian Water Policy at the cross-roads: resources, technology and reforms*. Switzerland: Springer.

- Sharma, Radha R. and Gupta, Nakul (2017), "The contemporary context of management education", in a book *Managing for Responsibility*, Business Expert Press, 11-29.
- Sharma, Radha R. Madan, Anishya O. (2017), "Exploring the nexus between organizational crimes and the dark side of behaviour: Strategies for prevention and mitigation", in Agata et.al. *Organizational Social Irresponsibility: Tools and Theoretical Insights*, Information Age Pub. Inc.
- Kirti Sharma, (2017), "Social Marketing Strategies to Prevent Fetal Alcohol Spectrum Disorder (FASD): Comparison of East and West World DBH Publishers and distributors, New Delhi.
- Agarwal, S., Singh, R.K., Murtaza, Q. (2016) "Selling Remanufactured Products through proper channel in emerging economies" Chapter 19, pp. 333-343, *Marketing in Emerging Economies*, edited by Dr. Rahela Forooki, published by Mankin Press.
- Tripathi, S. S. (2016), "Openness and diversity of Indian Boards: Does Internationalisation matter?" in *Innovative Management Solutions for Competitive Advantage* by Shailendra Nigam & Soni Agarwal (Eds.), Excel India Publishers, pp 170-177 (ISBN-978-93-86-256-201).
- Taneja, S, Jennifer, J. Griffin, Sharma, Radha R. et al. (2017), "Using Stakeholder approach to understand success; empirical tests in Indian Business" in Guler Aras & Coral Ingley (eds), Routledge, USA, 21-41.

Book Reviews

- Chhabra, D., Garg, S. K., & Singh, R. K. (2017). "Analyzing alternatives for green logistics in an Indian automotive organization: A case study". *Journal of Cleaner Production*.
- Kaushal, Leena, A. (2016), "Case Studies in Sustainability Management: The Oikos Collection Volume 3 by Jordi Vives Gabriel Greenleaf Publishing, 2014" Published in *Drishtikon: A Management Journal* Volume 8 Issue 1 September 2016-March 2017.
- Kaushal, Leena, A. (2016), "Creating the Social Venture (2016) by Susan Coleman and Dafna Kariv" Published in *Pragati Journal of Indian Economy*, 2016, Volume 3, Issue1.
- Kaushal, Leena, A. (2016), "Social Finance Edited by Alex Nicholas, Rob Patson and Jed Emerson, Oxford University Press, 2015." Published in *Unnayan*, Volume V, July 2016.
- Kaushal, Leena, A. (2017), "The Globalization of Inequality François Bourguignon Translated by Thomas Scott-Railton 2015 Princeton University Press Princeton Oxford Accepted for publication by *Global Business Review*, (GBR) 18.2 (March-April 2017) issue. (Forthcoming).
- Prashar A.(2017). "Adopting PDCA (Plan-Do-Check-Act) cycle for energy optimization in energy-intensive SMEs, " *Journal of Cleaner Production*, doi: 10.1016/j.jclepro.2017.01.068.

Papers Presented at International Conferences

- Ashavaree Das, Kirti Sharma, 'Making maternal health services friendly: A socio-ecological model to understand the consumer behavior of the urban poor' (Paper in Health Marketing)' 7th EMAC to be held on 14-16 September 2016, Sarajevo, Bosnia.
- Kaushik, A and Chandrakanta, C. (2017), Practices to Reduce Poaching in Information Exchange with External Organizations, *Global Research Conference (GRC) 2017*, 5-7 Jan 2017, Goa.
- Kaushik, A. (2017), IT Risk Management for e-Governance, 7th International Conference on Information Systems and Technologies, Dubai, 18 - 20 March 2017.

- Kaushik, A.(2017), GIS Based Decision Support Systems in Government: Cases from India, 10th International Conference on Theory and Practice of Electronic Governance, 7-9 March 2017, New Delhi, India.
- Kumar, P. Singh, R.K. (2016), "A Framework for Sustainable Supplier Selection: Fuzzy TOPSIS approach", Sixteenth Global Conference on Flexible Systems Management", UTS Business School, Sydney, Dec 4-6, 2016, pp.30-39.
- Mukherji, Shoma, Jain, Neera, "From Grassroots to Corporate: Challenging Discrimination and Communicating for Women Empowerment", Global Advances in Business Communication Conference, San Luis Potosi, Mexico, May 24 – 28, 2016.
- Narain, V. 2016. Water security and climate change: a periurban perspective. Presentation at the International Conference on Water Security and Climate Change organised at AIT, Asian Institute of Technology, Bangkok, Thailand.
- Narain, V. and Singh, Aditya Kumar. 2016. Circumventing Exclusion: the socio-technical mediation of water (in) security in periurban Gurgaon, India. Presentation at the XI International Conference on Public Policy and Management. August 8-10, 2016. Center for Public Policy. Indian Institute of Management, Bangalore.
- Narain, V. and Vij, S. 2016. Conflicts, Cooperation and Peri-urban Water Security: Towards a Research Agenda for Emerging Indian Cities. Presentation at the 8th Biennial conference of the Indian Society for Ecological Economics, January 4-6, 2016. Indian Institute of Sciences, Bangalore.
- Pardasani, R.; Sharma, Radha, R.; Biswas, S. (2016) Resonant Leadership as an enabler of positivity in the organizations presented at 76th Annual Academy of Management conference, Anaheim, August 6-9, 2016.
- Rupamanjari S. Ray (2016), "Benefits and Challenges of Sustainability Practices of Indian SMEs", 23rd IAMB Conference proceedings, Winter 2017, USA, ISSN no. 1949-9094.
- Sharma, Radha R (2017) 'Gender Equity for Fostering Women's Honour', during Seminar on Fostering Women's Honour January 20, 2017 at HIPA, Gurgaon. supporting PM's initiative Beti Bachao Beti Padao .
- Sharma, Radha R. (2016) Gender Equity for Sustainable Business Growth presented in Business Sustainability and Responsibility Reporting Summit, PHDCC, New Delhi, June 24-25.
- Sharma, Radha R. (2016) Organiser and Presenter in PDW on Creating meaningful organizations: role of values, spirituality, mindfulness and leadership during 76th Annual Academy of Management conference, Anaheim, August 6-9.
- Vij, S and Narain, V. 2016. Land, water and power: the demise of common property resources in periurban Gurgaon, India. Presentation at the 8th Biennial Conference of the Indian Society for Ecological Economics, January 4-6, 2016. Indian Institute of Sciences, Bangalore.

PRME Principle 5:

Partnership: *“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges”. (Principle 5)*

Conference / Seminars / Roundtable organized

Strengthening Values & Ethics for Sustainable Growth: Role of Indian Philosophical Traditions September 22-23, 2016 .

Demonetization' Policy and its impact on Economy & Employment, MDI Gurgaon, December 2, 2016.

Research and Consultative Roundtable Discussion on "Policy recommendations for Application Based Cab Aggregators (ABCA) in India, MDI Gurgaon, October 15, 2016.

MDI-CII seminar on Managing Business Growth Through Transparent & Ethical Business Practices, MDI Gurgaon, December 9, 2016.

Responsible Management Education Through Consciousness Development, Dr. Dennis Heaton, Professor of Management and Former Dean, International Programs, Maharshi University of Management, USA, February 6, 2017.

HR Conclave on CSR & Intellectual Disability, in collaboration with PORDOC NGO at MDI, Gurgaon on June 30, 2017.

Involvement of MDI faculty: Prof. Radha R. Sharma with activities supporting PRME

'Managing for Responsibility: A source book for an Alternative Paradigm' by Business Expert Press, USA, 2017. (Co- edited book in PRME collection)

Sharma, Radha R. 2015. Competency Framework & Competency Modeling for PRME presented during 6th PRME ASIA Forum, Nov. 27-28, 2015.

Sharma, Radha R. 2015. Towards Responsible Management Education in support of SDGs: Challenges & Opportunities during 6th PRME ASIA Forum, Nov. 27-28, 2015.

Sharma, Radha R. 2015. Emotional Social Competency for Responsible Management Transformation during professional development Workshop on Responsible Management Education in Action: A Competence-Based Approach at the 75th Annual Meeting of the Academy of Management August 7-11, 2015 Vancouver, British Columbia, Canada.

Sharma, Radha R. 2015. Humanistic Management- Indian Perspective during PDW on Humanistic Management: Global Perspective at Academy of Management Conference, at The 75th Annual Meeting of the Academy of Management August 7-11, 2015 Vancouver, British Columbia, Canada.

Member, UN Working group on Sustainability Mindset

Vision: The Journal of Business Perspective

Vision-The Journal of Business Perspective, a collaborative endeavour of the Management Development Institute, Gurgaon, and SAGE Publications, is aiming to drive forward research in the field of business and management sciences by providing high-quality evidence based papers for academia, researchers, managers and policymakers. The journal while premising on creating influence on the academic as well as corporate thinkers aspires to provide opportunities for discussion and exchange of ideas across the widest spectrum of scholarly opinions to promote theoretical, empirical and comparative research on problems confronting the business world.

Triple Bottom Line Approach for Business Sustainability

Guest Editor : R.A. Fernando, Executive in Residence, INSEAD Business School, Social Innovation Centre
 Editor: Prof. Radha R. Sharma, Dean, Research; Chair, Center for Positive Scholarship for Organizational Sustainability.

Special issue link: <http://journals.sagepub.com/toc/visa/current>

In 2016 Vision had 31209 full-text downloads. VISION is indexed in the following databases.

- Scopus
- EBSCO
- Indian Citation Index (ICI)
- OCLC
- Proquest: Central
- DeepDyve
- Global Institute for Scientific Information
- J-Gate
- Proquest: Business Premium Collection

An Account of Social Initiatives


The activities of the student club called Samaritans have been described below:

Samaritans

An Account of Social Initiatives of MDI Student



AIMS Week




SAMARITANS

presents

AIMS Week 2016

01- 06 August



Mandevian Miles
Run for a cause – 01 August

Collection drive
Donate for the needy – 02 August

Dental Checkup Camp
Smile and spread smiles – 03 August

Blood donation camp
Save lives – 04 August

Awareness drive
Spread knowledge – 05 August

Old age home visit
Spend time with the elderly – 06 August

It is often said that "We make a living by what we get, but we make a life by what we give". With this thought in their hearts, members of Samaritans, the Social Initiative Club of MDI, Gurgaon often strives to make a difference in someone's life through their endeavors. MDI, being one of the premiere B schools of the country, enjoys a lot of advantages enjoys a lot of location advantages, access to facilities etc. but what it treasures the most is its students, staff and faculty which comes from all parts of the country to call this place as theirs and be a Mandevian. With the motto of being 'The School of Thought Leaders and Change Masters' we Mandevians' attempt to give back more than what we have received from the society.

Banner for the WEEK - Facebook page: <https://www.facebook.com/SamaritansMDI>

With these efforts, every year MDI observes and celebrates AIMS National Management Week in association with Association of Indian Management Schools. During 2016 from August 1 – 7, 2016, AIMS week was celebrated with a lot of enthusiasm at the MDI Gurgaon campus. During the week various events were organized in order to address many social, health and environmental issues. The events included were:

Mandevian Miles: Midnight marathon for a social cause

Collection Drive: Collection drive for recyclable and reusable products such as newspapers, old clothes, bags, bottles, books, stationery items, packaged food etc.

Dental Camp: Free Dental checkup along with dental health awareness program

Blood Donation Camp: Blood donation drive with NTWS and awareness drive for blood disorders

Old Age Home Visit: Visit to Old Age Homes to celebrate Friendship Day with the elderly

Awareness Campaign: In house awareness campaign on issues such as sanitation, cleanliness, food and electricity wastage and water conservation

The AIMS week celebrations at MDI were well received by both students and faculty. A large number of students participated in all the events thus fulfilling the agenda of the AIMS National Management Week.

Mandevian Miles

Mandevian Miles is the first event organized during AIMS Week. It is a midnight marathon where all students from MDI come together and run for various social causes. This year there were different causes selected by each class of the Post-Graduation Programs.

Mandevian Miles is organized as a sports event for each of the classes where a point system is designed. Each class chooses a social cause that they would like to run for and all students from each class participate. The idea of Mandevian Miles is to instill a feeling of togetherness and healthy competition amongst students while inculcating a feeling of social awareness amongst them.

The total distance covered is of 5.5 kms which is divided into 6 laps. Flagged at 12:00 am on 1st August, the marathon is scheduled for 90 minutes where both boys and girls participate. Winners and Runners up from each category are given a prize money of INR 1000 and INR 500 respectively. The total amount collected from the event is donated to different social causes selected by students

EVENT AND ITS IMPACT

This year Mandevian Miles covered social causes such as:

- AIDS awareness
- Creating awareness for specially-abled kids
- Fight against asthma and air pollution in Delhi NCR region
- Creating awareness for protection of children's rights
- Creating awareness about Female feticide and showcasing that they are a part of society in which all Men are against rape and discrimination

To support the above causes, collaboration was done with following Non Government Organizations (NGOS):

- Saathi
- Muskaan Deeksha
- Child Rights and You Laadli
- Breakthrough

A whopping 230 students from streams of various academic streams and from various batches participated in the event and successfully completed the marathon.

Impact: A total of INR 4600 were pledged for donation by the participants. The funds will help us in the following way:

Fitting new light bulbs at Prayatna School of Excellence where small kids have to study in dim lights

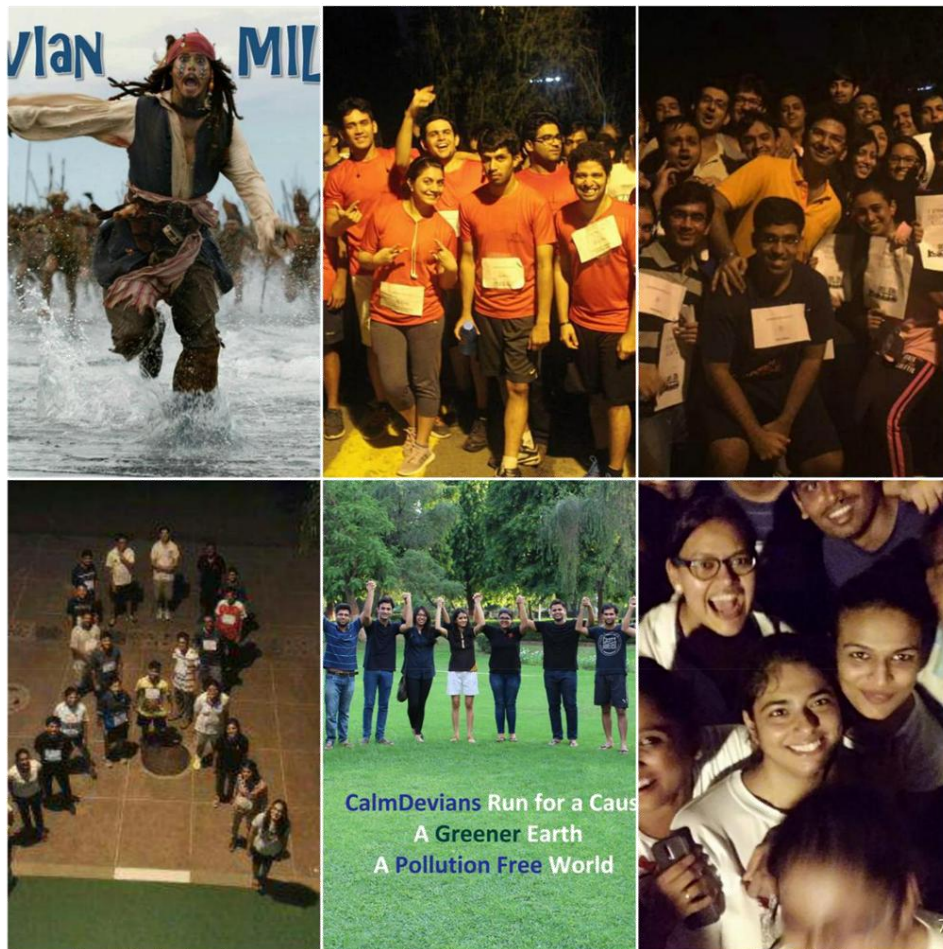
Buying class 5 Haryana state board books for girls like the 22-year-old Frisca who work as household help on campus who would now be able to fulfill their dream of continuing with studies

Participants Speak:

Poyal Biswas - "It was fun running around the campus and I felt energized after a very long time. It was a great way to bond with fellow students".

Anand Bhakthavatsalan - "It was test of one's own physical and mental stamina. It was not about giving up. The body says stop but if you train your mind to control your body then one you will keep on going and not feel the exhaustion".

Glimpses of Mandevian Miles (Walk for a Social Cause)



Collection Drive

Samaritans kick-started its AIMS week with the collection drive. Junior and senior batch students came together to promote the noble cause and motivate others to donate newspapers and in kind. As part of promotion, personal mails and texts were sent to students and faculty, posters were put up on campus and Facebook walls.

The idea of the collection drive was to gather all the necessary/**recyclable material** from the students, staff and faculty which could be donated to the needy through NGOs such as Goonj and Rhythm of Life.

The materials collected included newspapers, clothes, packaged food item, stationery items, first aid materials and other items such as shoes and mattresses. The collection drive was to be for the whole of AIMS week beginning on 1st August and ending on 7th August.

EVENT AND ITS IMPACT

The collection drive began on 1st August and ended on 7th August. Carton boxes were placed on every floor of girls' hostel, boys' hostel, faculty block and faculty quarters for the easy access. Students personally went and collected old items to be donated, door to door. Collection cartons were also placed near faculty residential apartments and scholars building. Newspapers, old bags, clothes, bottles were few of the many contributions made by students and professors and their families. Professors were personally approached to contribute and their response is highly appreciable. Students also motivated their fellow classmates to donate and each one donated.

Impact:

A total of more than 60 KGs of newspapers was collected which will be donated to Rhythm of Life for recycling.

20 kg of old clothes were collected which were sorted and sent for mending and distribution to the old age homes and other NGOs.

Old bags, shoes and mattress were also donated, which were redistributed amongst contractual labor at the MDI Campus.

Participants Speak:

Yogesh Grover- "It was a difficult task since it involved motivating others, however, the objective of the cause pushed me to work towards it. It also involved a lot of group work and I bonded with other students over it. I also had an opportunity of interacting with faculty".

COLLECTION AND RECYCLING OF MATERIAL




"We rise by lifting others"



Please Donate:

-  *Newspapers*
-  *Books*
-  *Clothes*
-  *Packed Food*





- Door to Door collection starting - 31st July (Sunday)*
- Cartons will be kept near stairs in your hostels*



Items collected during the drive

DENTAL CAMP FOR PROMPTING AWARENESS ABOUT DENTAL HEALTH

"Every tooth in a person's mouth is more valuable than a diamond" -Miguel de Cervantes

Dental Camp was organized in order to make students and faculty aware of the importance of dental health and associated disorders. A free Dental Checkup was conducted on the day along with advice on dental health and protection of teeth and gums by Dr. Garima Jain of Jain Dental Clinic (Sector 14, Gurgaon). The event was organized for a day on 3rd August and saw a huge number of participation.

The idea of the Dental Camp and Checkup program was to instill in Mandevians an awareness about the necessity for dental health. In the daily lives the one health issue which we all seem to ignore is mouth and associated issues. We forget the importance of age old advice of brushing the teeth twice in a day, gargling after every meal, avoiding sweet and sticky food items and other such essential messages. We often take care of our fitness and physique, but ignore what happens inside our mouths. This camp focused on all such issues related to dental awareness.

EVENT AND ITS IMPACT

The event was organized on 3rd August at college premises. Dr. Garima Jain along with 2 assistants and 1 staff member conducted the camp for students, staff and faculty. She offered a free dental checkup to all those who had turned up for the event. Also, she offered a custom-made toothbrush to every Mandevian as goodie for getting his/her teeth checked. Not only this, but she also promised to offer 15% discount to the MDI fraternity for any dental surgical procedures one required in future.

Impact:

110+ students participated in the event and got the benefit of personal advice from the doctor

20+ workers and staff members including mess workers also availed the service of **free dental checkup**

Free dental checkup made it possible for mess workers to get a dental advice which is otherwise very expensive and unaffordable for them

GLIMPSES FROM THE EVENT



Blood Donation Camp

The Samaritans club at MDI, Gurgaon, in association with National Thalassemia Welfare Society (NTWS) organized their annual blood donation camp on 4th August 2016. The camp saw a good participation from students of all batches and faculty as well. Awareness on blood donation and its important was also spread as part of the promotional activity for the event through mediums of posters, banners, one to one communication etc.

It is often said that "You don't have to be a doctor to save lives. The blood you donate gives someone another chance at life. One day that someone may be a close relative, a friend, a loved one—or even you." As a firm believer of this ideology, MDI, organizes blood donation camps twice a year. Being part of the NTWS community, we work on spreading awareness on various blood disorders including Thalassemia, Leukemia etc. The camp encourages people from all strata of society to come forth and be an active donor to the cause. Close proximity of the venue, constant promotions and awareness campaign surrounding the event also drives maximum participation.

EVENT AND ITS IMPACT

Although the event was organized on a weekday, large participation was seen from all members of the MDI community including students, staff and faculty. Donations came from students of full-time and part-time postgraduate program, doctoral and National Management Program students. Faculty members also donated in large numbers. Donors were given Certificate of Appreciation acknowledging their services. The camp not only encouraged students and professors to donate blood but it also made them aware of Thalassemia disease. They distributed pamphlets educating about the negative effects of repeated blood transfusions. The efforts of Ms. Monisha Gogoi and other members of NTWS are highly appreciated.

Students of MDI made no less effort in spreading awareness about the camp and encouraging their fellow students to donate. The hygiene and sanitation of the area was well maintained by the staff and the students.

Impact: The donation camp successfully completed with 18000 ml of blood being in total.

GLIMPSES OF THE EVENT

MDI SAMARITANS PRESENTS BLOOD DONATION CAMP.

YOU DON'T HAVE TO BE A DOCTOR TO SAVE LIVES.

GIVE A HAND TO THOSE IN SERIOUS NEED OF BLOOD.

BLOOD DONATION DRIVE
in association with Lions Club, Gurgaon

CONTACT:
Chaitanya: 9040445081
Piyush: 9620271441

**VENUE: 4TH AUGUST, 12:30 PM - 6 PM,
CM 1ST FLOOR, MESS**

**save life
Give blood**



Old Age Home Visit

The Old Age Home visit was organized on the weekend August 6-7, 2016 for the students of MDI on first cum first serve basis. Two different Old Age Homes were targeted through NGOs Epoch Elder Care and HelpAge India. These visits gave an altogether different perspective of the society and made students aware of the love and care that our elderly require from us and how their second childhood can be preserved just with our little attention and affection.

The idea behind these visits was to show students that what a little smile and a loving hand could do for the elderly of our society. Volunteers were invited from all the batches and a whooping number of 40 students volunteered to participate on the first day. Although the event was planned for just one day, due to multiple request from students, an impromptu visit was again organized on the second day.

With the theme of "Friendship with the Elderly", the students of MDI celebrated 'Friendship Day' with the elderly from both the old age homes and tied friendship bands to them. The idea of spreading a smile on faces of our elderly, which was the agenda of the visit, became fruitful as the feedback given by both the NGOs was more than positive.



EVENT AND ITS IMPACT

Samaritans team along with students of 1st and 2nd year went to visit two old age home on 6th August, 2016. In the morning, 10-12 students visited Epoch Elder Care, which provides high quality assisted living homes for seniors. Assisted living homes provide housing and care for seniors who require help with day-to-day living but not yet in need of 24X7 medical attention. A 94 years old man, one of the healthiest and oldest excitingly discussed about different languages and current topics. They sang songs, some demanded Tamil songs and to our surprise, few others Rock music.

Sonali Bhatia- "It was the most heart-warming experience of my life as I was reminded of my grandparents and how they have reached the second childhood of their lives. It was a journey of my childhood where my Nani and Dadi would narrate stories to us and played with us. We just did the same with them this time!"



Aniruddha Deshpande – "An extremely touching experience it was! I realized that many people are in desperate need of help and attention. Their problems are much bigger and complex as compared to ours".

Elderly people are the most ignored and it is our duty to care for our elders responsibly, to treat them with dignity, and to provide them with the highest level of care possible. Next, they visited the Earth Savivors Foundation Gurukul, through HelpAge India. The Foundation is dedicated to serve less privileged people and is making every possible effort to protect the environment. The foundation is not a traditional old age home rather a rescue and help center. There were 350 people of all ages living there, and old age care was one of the sections. Both students and elder people exchanged each other's life experiences and talked about their life at Gurukul. One Mr. Dilip staying there, who is an engineer by profession interacted the most with them. He loves making sketches and is very proficient in engineering drawing. He showed his collection. All of them were very humble and welcoming. Students distributed the gifts they had taken along, and donated cash as well.

AWARENESS CAMPAIGN

The awareness campaign led by students of MDI was integral in the success of AIMS week. It focused on various day today issues such as Hygiene, Sanitation, Cleanliness, Garbage Disposal, Food and Electricity wastage etc. The Awareness Campaign which was spread throughout the AIMS week created awareness on these issues through use of social media, posters, banners, one to one publicity and also promotion through the various events which occurred during the week.

The idea behind the Awareness Campaign was to focus on mundane issues which are not noticed by many within the MDI community but create a huge impact on our daily well-being. The issues targeted were as simple as keeping the washrooms clean, proper disposal of used tissues and sanitary napkins, disposal of empty food packets in canteen, wastage of food in the mess and electricity wastage in hostels and classrooms.

The campaign targeted educated people including students and faculty towards becoming more aware and sensitive towards basic societal problems which although seem very trivial but have a huge impact on our everyday lives.

EVENT AND ITS IMPACT

The campaign was spread across the week. Students of senior and junior batch pasted posters about the collection drives and camps all over the campus. Word of mouth publicity created a buzz in the campus among students as well as faculty members. Interactive posters were put up to educate students about power, food, and water wastage. Sensitivity towards littering at the college eatery was spread by placing placards at tables. Students were encouraged to learn bathroom etiquettes by posting posters inside the washrooms. Save water posters were strategically placed near washbasins. The students waste a huge amount of food on a daily basis and hence posters were put up in mess to encourage students to take food in two or three serves. To discourage power wastage, morally rousing questions were put across through posters.

Impact:

11 water coolers were covered and posters on wastage of water were emphasized upon 20 bathrooms and washing areas were covered as part of the campaign.

10 placards were placed at the canteen to encourage proper disposal of empty food packets.

GLIMPSES OF THE EVENT



Soil Conference

Samaritans MDI took part in 7th Annual Flagship Conference "Inspired Leadership Conference" of the School of Inspired Leadership (SOIL) held on 9th October, 2015. SOIL was created by a team of business leaders and 32 organizations with an aim to build inspired leaders by creating transformative learning experiences that are pivoted on the pillars of – Mindfulness, Compassion, Ethics, Diversity and Sustainability.

The theme of ILC this year was "Inspired Leadership for Digital India" and Samaritans MDI took part in the open space dialogue of ILC where the focus area of the conference is "To deliberate how Digital India is impacting different verticals". The conference was attended by professionals across diverse fields as well as students and various aspects of Digital India Campaign on the grounds of Technology, Infrastructure, Political scenario, Environmental Impacts, Impediments to the campaign were discussed. It was altogether a great platform to understand different perspectives of the campaign from experts and a wonderful learning experience.

Live Projects: Education Drive for school dropouts

This academic year Samaritans floated two live projects where the students of MDI got to be a part of projects with following NGO's – Teach for India and Jan Manthan Adhikar

Jan Manthan Adhikar has opened a new center in collaboration with MDI for primary education at Sukhrali Enclave. Two batches of students of age group 4 to 14 years are taught. The center aims to develop the students, who are drop-outs or need remedial support and help them get admissions in appropriate classes in the coming year. It is in its initial stage and requires a lot of management. Hence

the live project aims at building a model, wherein the activities of the center are managed by the volunteers initially and then will be embedded in the system. Selected students are being involved in Digital presence management, curriculum management, training & supervision, consultancy & counselling and event and outbound management

Teach for India (TFI) Delhi is excited to embark on a journey to deepen its understanding of the education crisis specifically in Delhi through the design of Theory of Problem. For this they are working on collecting first hand data from our existing partners and prospective partners. The Interns conducted primary research through surveys and interviews of TFI's existing and potential partners and collated and analyzed the data.

Hygiene Workshop

Aarohan-2016. – A week-long event dedicated to the service of others and how can one forget the very people who have made our lives at MDI, Gurgaon comfortable and healthy – the Mess Workers and cleaning staff.

As a part of Aarohan-2016, Samaritans, MDI conducted a 'Hygiene workshop' with mess workers and cleaning staff. Since the workers were sitting in a classroom after a long time, we thought of first making them comfortable by showing some small comedy dialogues from Bollywood movies. This helped team Samaritans, MDI in clearing their inhibitions and establish a good rapport with them.

In this workshop, an attempt was made to educate the mess workers with the importance of cleanliness and the tools and techniques they should use to maintain the food in a proper state. They were shown some videos about how to wash their hands, how to store food so that it lasts longer, etc. This was followed by a short video on protecting the girl child. They were shown a video so that they could realize the importance of giving equal opportunities to a girl child.

The session was taken very positively by one and all. They found is not only informative but also maintained that the lessons learnt will be remembered and incorporated in their home settings as well.

The session came to an end with a pledge to maintain hygiene in one's everyday life followed by high tea for all the people present.

Monday Motivator Series

"One small step for a man, a giant leap for mankind." – Neil Armstrong.

Samaritans, MDI launched the concept of Monday Motivator Series – a weekly email which will help students contribute towards a better society – by taking small yet eventful steps.

These emails are just to help students realize the fact that every small step taken towards a better future counts! A small thing like switching off lights every day after work can save a lot of money and reduce pollution.

Such small yet powerful steps can prove vital in the long run which is the aim of Monday Motivator Series. Post the mails, the motivators are also shared in the social media handles of the Samaritans, MDI page i.e. on Facebook and Twitter under #MondayMotivatorSeries. Some of the causes that Monday Motivator Series have focused on till now are:

- Water Conservation
- Environment protection through cleanliness
- Women Empowerment

- Road Safety
- Electricity Conservation
- Avoiding usage of plastics
- Positive attitude towards life
- Avoiding food wastage
- Thanksgiving to our teachers on Teachers' Day

Samaritans, MDI believes that these small steps will help in providing a better environ to one and all. At the same time, it will also help all the students and staff of MDI Gurgaon in making their contributions towards the building of a better world.

Tree Plantation & Social internships

Samaritans, MDI Gurgaon came up with a new addition to annual activity of campus in the form of social internships for all the willing students. There was weekend long internship that Samaritans targeted to get from various non government organizations and also collaborate with corporate CSR programs to launch weekend and if possible week long internships for students in rural areas of Haryana, Punjab, New Delhi and Rajasthan which was evaluated by the professor as part of CSR course project work. 2016-2018 was the first year when the students were sent for this new initiative that helped the students understand the ground realities of rural areas and understand mindset of that population from which we are far away from. The steps have already been taken where Samaritans have got live projects from NGOs like Teach for India, where students of MDI Gurgaon are contributing to these NGOs through live projects.

Environment is also important part of agenda of Samaritans, MDI Gurgaon. To make students aware of and more sensitive to environment, Samaritans organize tree plantation drive every year in the morning in the presence of faculty members and participation from all the batches and years including NMP, PGPM, PGHR, Part time course students, faculty and other MDI Gurgaon staff. MDI Gurgaon celebrated International Day of Yoga at its premises. The event which was graced by the presence of the Acting Director of the institute, Mr. C.P. Shrimali saw a huge turn up of faculty and students.

On this occasion Samaritans took up initiative of tree plantation. Samaritans conducted a quiz for the new batch of PG16 that joined the green campus. Winners of Quiz conducted for PG16 batch, planting trees inside MDI Gurgaon campus. Ms. Ratna, Mr. Avinash Kumar, Mr. Shubham Sharma, Mr. Anant Ram and Mr. Sandeep from PG16 planted trees today for a better environment. The concept of giving prizes to winners in the form of saplings to make them more sensitive to environment was brought in by the club which sowed seeds of progress and further improvement and boosted students to think from all perspectives expanding their horizon of thought process.

Prayatna

"Prayatna School of Excellence" targets children in age group 6 to 16 years in and around Gurgaon and imparts them education by enrolling them from nearby schools. The students are imparted education through "remedial classes" after their school timings.

Samaritan's efforts – Centre Visit– Every Saturday and Sunday 3-4 members of Samaritans visit Prayatna. The purpose of Saturday visit is to teach children in their weak subjects identified (mainly English and Mathematics). We also tracked syllabus covered and before exams, special efforts were put in to ensure that they do well.

Salaam Baalak Cricket Match

Sport is one of the best means to inculcate values as well as to keep the mind and the body healthy. On one hand it teaches us the virtues like honesty, resilience, mutual respect, team work while on the other it brings out the hidden talent, desire, and competitiveness. Keeping all this at the center of thought a friendly cricket match was organized.

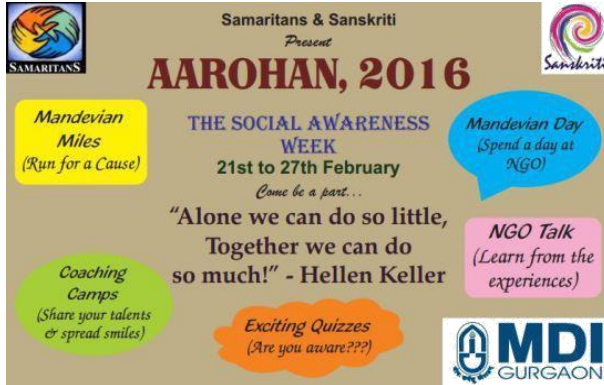
On a bright afternoon, the team from the Salaam Baalak Trust took on a team of MDI students. The match although termed as a friendly was nothing short of a war. While both the set of players displayed amazing sets of skills and mutual respect, none of them were in a mood to retreat an inch.

The MDI students won the toss and elected to bat first. Justifying the classification of cricket as a team game, each one of them contributed to reach a score of 108 in their stipulated 10 overs. The chase was a story of contrast though. One of the players from the Salaam Baalak team played a lone hand smashing sixes almost at will. His teammates didn't find it that easy and fell cheaply. Even after his valiant attempt the chase fell short by 9 runs with the final score after 10 overs being 99. The sportsmanship on display was the most amazing thing about the match. The match ended with handshakes and friendly chats over some light snacks and refreshments arranged on behalf of team Samaritans. The 'Man of the Match' prize was given to the star performer from the visiting team and also a small cash prize as a token of appreciation was handed over to Mr. Sandeep who accompanied the team as the representative. With the crimson rays of the setting sun bathing the horizon everyone headed back to their places with a tired body and a rejuvenated mind.

Aarohan

The Social Awareness Week of MDI

Some Glimpses from Aarohan 2016-17



Samaritans & Sanskriti Present
AAROHAN, 2016
THE SOCIAL AWARENESS WEEK
21st to 27th February
Come be a part...
"Alone we can do so little, Together we can do so much!" - Hellen Keller

- Mandevian Miles (Run for a Cause)
- Mandevian Day (Spend a day at NGO)
- Coaching Camps (Share your talents & spread smiles)
- Exciting Quizzes (Are you aware???)
- NGO Talk (Learn from the experiences)

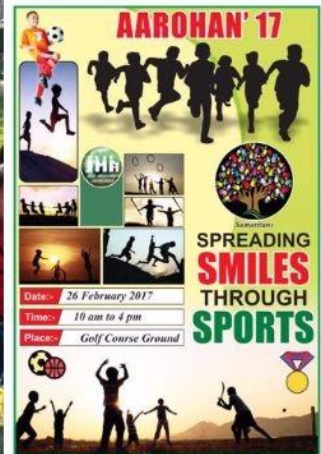
MDI GURGAON



Samaritans Presents
Aarohan, 2017
THE SOCIAL AWARENESS WEEK
22nd to 26th February
"You have two hands. One to help yourself, the second to help others" - Audrey Hepburn

- Cricket Match (Play for a cause)
- Exciting Quizzes (Are You Aware?)
- Kids Extravaganza (Share your talent and spread smile)
- Mandevian Day (Spend a Day at NGO)
- Kids day @MDI (Share happiness with kids)

MDI GURGAON

AAROHAN '17
SPREADING SMILES THROUGH SPORTS

Date:- 26 February 2017
Time:- 10 am to 4 pm
Place:- Golf Course Ground




Samaritans Presents
Aarohan, 2017
THE SOCIAL AWARENESS WEEK
22nd to 26th February
"You have two hands. One to help yourself, the second to help others" - Audrey Hepburn

- Kids Extravaganza (Share your talent and spread smile)

Workshops on Computer skills for school kids

Computer workshop was conducted in collaboration with the web committee of MDI Gurgaon. Students were taught some basics about the computer hardware. They were also taught how to take the advantage of huge amount of information present on the internet – how to search for the information. In between, when the kids were given some creative work to be done on the paint software.

Dance workshop – Sanskriti did a really nice job with helping students learn basic steps of dance. The students were taught dance on 2 songs – one was a Bollywood song and the other was a patriotic song. Not only the kids, but MDI students were also found cherishing their teaching time conducting the workshop.

Theater skills workshop – this consisted of basic acting skills training to the school kids. Again, team Sanskriti did a wonderful job by teaching them some dialogues/ presentation skills for those dialogues. It was heartening to see how those kids enjoyed this workshop. Every boy was asked about his favorite actor and was found elated to imitate them.

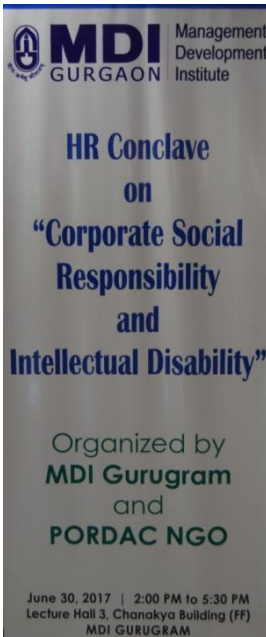
The school kids were given refreshments every day after their practice sessions. One thing was for sure – the kids really loved what they learnt over here at MDI. Their stay was so enjoyable that they wanted to come here every day.

Awareness on Disability



Samaritans celebrated the World Disability Day by organizing a Sign Language Workshop for the budding managers. Held on 4th December, 2016 the workshop was organized in order to sensitize the budding managers to the ways in which they can communicate with differently able people when they start working in their respective organizations. The workshop was conducted by a trainee from the SNS foundation and PGHR students participated in the event in huge numbers learning the basics of sign language which is a universally understood language by the differently able.

In similar light, MDI participated in Antarchaskshu organized by Xavier's Resource Center for the Visually Challenged in February, 2017. Samaritans helped in the provision of participants for the event from the college where a large number of students went to experience the event. The event consisted of various experiential learning tasks in which participants were asked to work blind folded. It helped them understand the challenges faced in day to day life by the visually challenged people and thus become sensitive to their needs both in their organizations and as well as when interacting with them on daily basis.






Samaritan of the Month

This award is a small attempt to give recognition and encouragement to those who are working relentlessly for the betterment of the society. We are trying to create an ecosystem where social service is duly recognized and respected so as to motivate others to join for the cause.

This is given away in the form of an email which is heavily circulated in the entire senior and junior batches at MDI.

A glimpse of this award:

| Samaritans of the Month – July 2016 | | | |
|---|--|--|--|
|  |  |  |  |
| Deepankar Mukherjee PGPM 2015-17 | Pankaj Sharma PGPM 2015-17 | Mallika Godara PGPM 2015-17 | Vibhor Dhote PGPM 2015-17 |
| <i>A professional artist who chose to spend three weekends sharing his theatre skills with school kids to help them perform at the National School of Drama, Delhi.</i> | <i>A maverick who is actively involved with JMA and is found on weekends teaching school children.</i> | <i>She is the co-founder of Jan Manthan Adhikar (an NGO) and shoulders the responsibility of managing its Gurgaon learning center.</i> | <i>A gentleman who prefers to spend his leisure time with the kids at JMA by sharing his knowledge and wisdom.</i> |