





Sharing of Information on Progress

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

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

Our institute encourages research among faculty and students, and research is conducted in various domains like general management, economics, marketing, finance, human resources, information technology, operations and other interdisciplinary areas. Many such research topics come under the purview of sustainability. Moving forward, Welingkar Institute is committed to implement the six principles of PRME which will create holistic leaders which is need of the hour. We intend to continue our valuable partnership with our existing partners and also make new partnerships which will enable us to broaden the horizons.

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



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



Principles for Responsible Management Education:

- **1. Purpose**: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
- 2. Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
- **3. Method**: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
- 4. **Research**: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
- **5. Partnership**: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
- 6. Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Principle 1

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

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

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

The concepts studied under each subject will be analyzed in the above mentioned areas. For e.g. for the subject Financial Accounting making students responsible for the financial decision making and

to work on new strategies within the theoretical framework taught is under leadership and innovation. Use of financial data, understanding performance measurement, to understand decision making, to evaluate companies in terms of financial performance comes under critical and analytical thinking. Sensitizing the student with the international financial framework, and creating awareness of international laws and accounting practices is discussed from the perspective of globalization and finally ethical decision making to be encouraged in student community by providing them opportunities to understand national and international economic laws and practices which comes under role of individual an organization and society. Likewise each subject will have their own set of objectives under the four areas of application mentioned. Also the learning outcome will be

measured by way f acquisition of knowledge, application of knowledge and assimilation of the acquired knowledge. The whole process is aimed at making students work towards a sustainable global economy.

Principle 2 and 3

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

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

Welingkar Institute of Management aims at creating leaders who will work towards sustainable global economy. Various attempts in this direction are carried out in achieving holistic development of students. There are various committees which are working towards objectives like green campus, zero waste zone, effective waste management and other such social causes. This enables students to understand contributing to society is very important. When such activities are done in association with companies, students will realize the objective of the companies is not just to make profits but also carry the business in a responsible way and also give back to the society. In the second trimester of the course there is a module titled "Vedanta" and the objectives of the course are; to develop individual with integrity, to identify and enrich inherent potential, to realize a principle centered leadership, and to envision higher values in life. This is a common course to all the students aimed at creating holistic development of students and also to create responsible citizens and managers.

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

Principle 4

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

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

• Doctorate degree is awarded to a study titled 'A Study on Corporate Governance in India-A Holistic Perspective". In this study the researcher has developed a new conceptual model for corporate governance called SREE model (Social, Regulatory, Ecological and Ethical)

which quantifies the corporate governance based on all the four components mentioned. Many corporate governance models restrict only to regulatory factors. But this model measures the performance of the company holistically by considering all four factors.

Doctoral degree is awarded to a study titled "Business Diplomacy" is being conducted by a faculty • member of Welingkar Institute of Management. The study discusses about managing complexities. Corporate leaders, now being considered as responsible for business as well as environment in which their business exist, have to demonstrate greater understanding of various stakeholders and manage these relations. Like diplomats, business leaders will have to have deep knowledge about international trade practices, international regulatory mechanisms, knowledge of decision making in various countries, designing and managing communication strategies in digitalized world, business acumen and ethical leadership. In essence, the research on 'Business Diplomacy' will be study in Competencies for Business diplomats, Capability building for Business Diplomacy and the scope for it for Indian MNC.

Few summer project reports submitted by students under the broad theme of sustainable global economy are: Impact of Quality of Corporate Governance on Company's Performance, Current issues in microfinance sector in India, Heritage conservation through sustainable tourism in Rajasthan, Community based monitoring - The future of Non Governmental Organizations.
 Welingkar Institute of Management is committed to support research under the theme of sustainable global economy in the years to come. Faculty members and students will be encouraged to take up

research work in this area which is the need of the hour.

The Institute uses a number of ways to sustain its ownership of its core stated values, particularly in its day-to-day functioning. The Institute has taken several steps to look for opportunities to contribute to several areas of public interest. 'We Link and Care' is one of the Institute's stated Core Values. Some of the initiatives that manifest the same in action are:

• As part of the Global Citizen Leader program (credited course) over the last 3 years, the students and faculty have engaged in projects with Social Impact. GCL is a program which is an attempt to transform management students to

think and act as Global Citizen Leaders. It is conducted in collaboration with Center for Creative Leadership, USA. This course takes them through an intensive research process grounded in leadership and innovation to work on projects that have impact on business and society. Most of the projects are based upon 'Challenge Statements' sourced from the corporate world. Some notable projects were:

- 1. Create Financial Model to build 100000 villages
- 2. Study and understand the traffic flow in E-city
- 3. Study of E-city zone and identify the locations for installing E-toilets
- 4. Waste management awareness drive in E-city
- 5. Proto village: Business Enterprise Management
- 6. Social investments and Donations-A study at Rang De
- 7. Market Research for Handicraft and Handloom products in India
- 8. Electronic City industries Association Trust: Corporate Social Responsibility
- 9. Electronic City industrial Township Authority: Infrastructure issues at E-city
- 10. Daily Dump: Decentralized Waste Management and Composting
- 11. Maya Organic, India: Toy world
- We School also encourages various program departments to engage in socially focused areas to help sensitize

students to these aspects – the Rural projects (of the Rural Program) and the "Exploring the grassroots projects" of the Business Design program are examples of such work at a department level etc.

Exploring the Gross roots Project at Gubbi: To explore the grass roots the students of the 2013-15 Business Design batch, along with faculty, visited villages in Gubbi taluk of Tumkur district, Karnataka, and stayed there for four days. Four groups explored the sectors of Agriculture, Livelihood and Co-operatives, Education, and Industry. The experience gave an understanding of work cultures, empathizing with entrepreneurs, workers, and their families. The experience of visiting the fields and houses of the villagers, having lunch with them in the field, discussing politics, the issues they face, and their hope to live a good life and flourish, is something only to be experienced live. Such conversations with the villagers provided insights on their living patterns, consumer needs, and the financial stature in those villages.

This live project gave students the confidence to strive for a deeper understanding of society and establish sustainable development, and transform Rural India. Each village is different and unique and has different socio–economic patterns, and their own different challenges.

'Living the Grassroots' helped the students understand how important empathizing with stakeholders and primary research is to capture insights and generate solutions which connect to the people. It can only be experienced and authentically felt.

- Research Project on Demonetization: Faculty and staff of We School, Bangalore campus conducted a study on Impact of Demonetization in Urban and Rural areas. Primary data from 800 participants were collected from urban and rural area. A final report on the same was submitted to Ministry of Finance, Government of India.
- Dr.Madhavi Lokhande and Prof.Shekar Prabhakar published a case titled 'Rural relations: A Socially Driven
 organization' in Economic Times Cases. Rural Relations is a case study on Social Entrepreneurship with the twin
 objectives of creating social impact and being sustainable by being profitable.

Principle 5

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

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

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







Swanthana

Project : Swanthana- For mentally challenged female children

Date & Venue : 11th September 2016, Sarjapur Road, Ambedkar Nagar, Carmalaram Post, Bengaluru- 560035

Aim: To visit Swanthana which is care and protection center for mentally challenged girl child with the mission to donate adult diapers and to spend quality time with the children in order to support them.

Project Chair: Sourabh Vaishnav

No. Of Rtrs: 15

No. Of Guests: 40

Project type: Stand alone

Swanthana, run by the Daughters of St. Camillus was established in September 2006, conceding to a request by the then Deputy Director of the department of Women and Child Welfare of the state of Karnataka, Sri Chidanand, inviting the Congregation to visit the Remand Home in the city and offer whatever support was possible, as the state's machinery was proving wholly inadequate in caring for them. Swanthana opens its doors to all children with special needs, arising out of physical conditions that include being mentally and physically challenged, which have made them incapable of self care. Our approach towards our children have always been personalized, and the simple gestures acts of touch, hold and smiles work organically, along with the actual medicine and therapy.



Rotara t s-anthana

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Because Happiness is Contagious!!!



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> Contact: Rtr.Akash (8879075043) Rtr.Vijaitha (9535582558)





Karunashraya

Project : Karunashraya- A Caring home ! Helping Cancer Patients

Date & Venue : 10th June 2017, Old Airport- Varthur Main Road , Next to Shankara Eye Hospital , Marathahalli, Bengaluru- 560035

Aim: To support people to live in dignity and peace.

Project Chair: Anant Agarwal

No. Of Rtrs: 15

No. Of Guests: 35

Project type: Stand alone

The Bangalore Hospice Trust (BHT)- Karunashraya, meaning an 'Abode of compassion,' was formed as a registered charitable trust by the Indian Cancer Society (Karnataka Chapter) and the Rotary Club of Bangalore Indiranagar to provide free professional palliative care for advanced stage cancer patients who are beyond cure. The first hospice of its genre in India to offer patients the flexibility of alternating between the hospice and their home, Karunashraya helps patients live without pain, and in dignity and peace, till their journey's end. We have been offering in-patient care since 1999 and home care since 1995, tending to over 17,500 patients and touching the lives of their families by providing a supportive environment

Rotaract Club of Welingkar donated about 1000 food packets, old clothes, plastics, bags and somequality time was spent with the patients.



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Weschool Warga's Iduation Rotary Club Partner

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A BiG n s o One and 1 Tor contributing awards "Karunastraya" to support the "1'Iohle cause of fiahting back Cancer.



Venue: Karunashraya, Marathahalli Date: 18th June2017 Time: 11:00 am Contact Us For More Details

RTR.Akash(8879075043) RTR.Maya(7738031309)





Angel Orphanage

Project : Angel Orphanage - A loving home for the orphans of Bangalore

Date & Venue : 11th June 2017, Old Cemetery Road, Shivajinagar, Bengaluru, Karnataka, 500051

Aim: To understand the needs of the orphans and to support them through donation or by educating them.

Project Chair: Maya Jeyakumar

No. Of Rtrs: 4

No. Of Guests: 40

Project type: Stand alone

Angel Orphanage , volunteer-run home for orphaned and abandoned children in Bangalore, India. Our mission is to provide them with the safety, nutrition, education, medical attention and love that every child deserves. Angels Orphanage is dedicated to the care and nurturing of Bangalore's most vulnerable residents: orphaned or abandoned children. Through the support of local businesses and friends, we are currently caring for over 50 children, providing a home, daily meals, clean clothes, education and most importantly: love.

Rotaract Club of Welingkar donated bags, bottles, food packets to these children. Also spent time with them, played with them. The club has also taken incharge of 2 students education fees.



Rotaract Club of Welingkar

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Contact details – Akash 88Jq075Cio3 Maya Jcyilkumar, 7)1 qec.bt>JI.



Paper Drive

Project: Paper Drive – Wealth from Waste

Date & Venue: 18th -19th June 2017, Ajmera Infinity, Opposite Hypermarket, Neeladri Road, Electronic City Phase – 1, Bengaluru, 560100

Aim: To collect scraps from people and through that money contributing to the children's education – for a better tomorrow.

Project Chair: Akash Khaturia

No. Of Rtrs: 8

No. Of Guests: 15

Project type: Stand alone

Paper drive was conducted at Ajmera Infinity in Electronic City. Ajmera Infinity is a big complex with around 900 flats in it. The scraps such as waste newspapers, old books, plastics were collected and sold to scrap vendor. Through this money we helped under privileged children and also conducted Tree Plantation.





Hoskur School Report

Project : Book Distribution- Spread Education

Date & Venue : 28th September 2016, Hosur Government School

Aim: To spread education. Padhega India tabhi to badhega India !!!

Project Chair: Akash Khaturia & Vijaitha M

No. Of Rtrs: 2

No. Of Guests: 60

Project type: Stand alone

This event was small size but was an effective one due to the noble cause that was initiated by the president of the rotary Bangalore junction Miland Deshpande in collaboration with the rotarct club of welingkar. We were given 90 books for distribution to hosur government school for the secondary students. As the club has adopted this school it was one of the activity that was carried out effectively.



Club Service Events







Club Installation

Project: Rotary Installation 2016-17

Date & Venue:15th August 2016, Welingkar Institute of Management, Bangalore

Aim: To Install the Board members of Rotaract Club of Welingkar , District-3190

Project Chair: Rtr. Sahana Praveen & Milind Despande

No. of Rtrs: 15

No of Rtns: 5

No of Guests :60

Project Alone: Stand Alone Project

The prestigious event of the installation of Rotaract club of Welingkar was held on 15th Aug, 2016. The occasion was glorified by dignitaries from R.I. District 3190. The Chief Guest for the ceremony was Samyukta Hornad, Actress. Our Dean, Rtn. Dr. Anil Rao Paila and Faculty Members of We School also graced the occasion with their presence. All Rotarians were welcomed by the dignitaries of Rotaract Club. The meeting was called to order by Rtr. Afreen Aziz, Immediate past president, Rotaract club of Welingkar Bangalore (2015-16), Following that she also gave a welcome address to the gathering. Dean of Welingkar, Rtn. Dr Anil Rao Paila gave an inspiring speech on the contribution of Rotaract clubs to the society. A collection of past year records were displayed as an array of motion pictures, presented by, Rtr. Vijay karthickeyan, immediate past Secretary of Rotaract Club of Welingkar (15-16). Rotaract Club of Welingkar felt privileged on entitlement of recognition award for Project "Hobby Kitchen". Presidential Citation Award was also given to RC Welingkar for bringing a change in the lives all over with their activities.



Rotary 🛞



Rotaract Club of Welingkar Sponsored by Rotary Bangelore Junction Notary International District 3190

cordially invites you to Installation Coremony of President and Office Bearers for the Year 2016-17

August 15, 2016 | Monday | 11.30 a.m.

Chief Guest Samyukta Hornad

Guests of Honour

Rtn. Millind Deshpande Rtn. Abhishek Ranjan Rtn. Ajay Bhauwala Rtn. Shankar Shastry C.V. Rtr.Sahana Praveen - house has begins action - Distribut here from - Canada here from - Rtn. Shankar Shastry C.V. Rtr.Sahana Praveen

Venue : HeSchool, 102/103, Electronic City, Phase I, Bengalum,

Rts. Afreen Asic (President 2015-16) Rts Vijay Karthickeyan (Secretary 2015-16)

Rts. Akash Khaturla (President 2016-17) Rts: Vijaitha Koganuramathy (Secretary 2016-17)



ROTARA

Diwali Celebrations

Project : Diwali Celebrations – Lets not forget our Nature, Say yes to Eco-friendly Diwali

Date & Venue : 22nd October 2016, Welingkar Institute of Management, Bangalore

Aim: To spread glow of happiness and the sparkle of joy amongst everyone.

Project Chair: Anant Agarwal

No. Of Rtrs: 15

No. Of Guests: 60

Project type: Stand alone

Rotaract Club of Bangalore of Welingkar organized Diwali Celebration in Welingkar Institute of Management, Bangalore. Many competitions were held such as-

- ✓ Diya painting
- ✓ Rangoli
- ✓ Musical Chair
- ✓ Housie(Tambola)
- ✓ Tug of war
- ✓ Best ethnic dress

Main purpose of this celebration was to raise funds for future community service events which is planned. There was a huge participation from all the students as well as faculty members and exciting prizes were given.







11:30 am Onwards

Diya Painting Rangoli Housie (Tambola) **Musical Chair** Tug Of War Best Ethnic Dress Fun ka Dhamakaa Awaits you On Saturday, 22 Oct 2016

For Details Contact Rtr. Akash (8879075043)



Christmas Celebration

Project : Paper Drive

Date & Venue : 24th December 2016 ,Welingkar Institute of Management, Bangalore

Aim: Christmas is all about family. To cherish the happy moments together.

Project Chair: Vijaitha M

No. Of Rtrs: 15

No. Of Guests: 60

Project type: Stand alone

Rotaract Club of Bangalore of Welingkar organized Christmas Celebration in Welingkar Institute of Management, Bangalore.

Many competitions were held such as:

- ✓ Musical Chair
- ✓ Paper Dance
- ✓ Impress the Santa Claus
- ✓ Housie(Tambola)
- 🗸 Tug of war
- ✓ Best Dance of the night

Main purpose of this celebration was to raise funds for future community service events which are planned. There was a huge participation from all the students as well as faculty members and exciting prizes were given and there were snacks for all the people who attended the event



Activities Planned for the Next Two Years: Welingkar institute of management is committed to creating leaders who are sensitive towards society, community and sustainability. To achieve this, we plan to continue our efforts in the form of various activities and programs.

1. Organizing panel discussions, roundtables, guest sessions on the topic of CSR, business ethics, climate change and sustainability

- 2. Through Rotaract chapter, conducting various activities in collaboration with NGOs
- 3. Taking up research projects in the area of CSR and sustainability.
- 4. Collaborating with companies for research and live projects in the area of sustainability.
- 5. Studying various social enterprises in GCL and other research platforms.
- 6. Trying for funded research projects from various associations and bodies in the area of sustainability.

