

प्रो. शैलेन्द्र सिंह  
निदेशक

**Prof. Shailendra Singh**

Director

P : +91-651-2280113

F : +91-651-2280940

E : shail@iimranchi.ac.in

W : www.iimranchi.ac.in



भारतीय प्रबंध संस्थान राँची

सूचना भवन आड्रे हाउस कैम्पस

मेयर्स रोड

राँची - 834 008

झारखण्ड

**INDIAN INSTITUTE OF MANAGEMENT RANCHI**

Suchana Bhawan, Audrey House Campus

Meur's Road

Ranchi - 834 008

Jharkhand

Ref. no. IIMR/DIR/PRME/CoE/2019/854

Date: 11/03/2019

**COMMUNICATION ON ENGAGEMENT (COE)**

From: 06/04/2017

To: 10/03/2019

I am pleased to confirm that Indian Institute of Management Ranchi (IIM Ranchi) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption. All the programs at IIM Ranchi are designed so as to inculcate the sense of sustainable management in our students. The curricula for our programs are regularly scrutinized by both academic experts and business practitioners to ensure relevance. In fact, in most of the disciplines that we offer, there are courses to enable effectual learning experiences for responsible management.

At IIM Ranchi, we strongly believe that through adoption and carefully execution the Ten Principles of the UN Global Compact and the PRME 6 Principles will help us in achieving our mission to strive for holistic development of individual, institutions and the society at large and also to strive for harmonious co-existence with the society and the environment.

In this COE, we describe the actions that our Institute has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. With the goal of imparting responsible management education in mind, the faculty course coordinators and the faculty strive to integrate sustainability throughout the curricula. Each term we explore opportunities to make responsible management imperative for our students. We seek to inculcate values among our students so that they develop as the exemplary leaders of tomorrow. We also commit to become more involved in our Local Network where the opportunity arises and sharing this information with our stakeholders using our primary channels of communication.

Yours Sincerely,

**Prof Shailendra Singh**

Director

## Description of Actions

- To increase the outreach for creating an environment that fosters equal treatment, the Institute has a process for selecting a Gender Champion. The Gender Champion take a lead to organize multiple initiatives related to women empowerment. For example, on the occasion of International Women's Day, i.e. 8th of March 2019, an article writing competition on the theme 'India's empowered daughters' was organized. The competition was open for all the IIM's across the country.
- The Institute is committed to fight against corruption and observed Vigilance Awareness Week, from October 29- November 3, 2018. During the event, the students, staff and faculty members took a pledge to "Eradicate Corruption". Various activities, to infuse the gravity of the problem of corruption and the need to get rid of it, like a Panel Discussion and a Debate Competition were held.
- The Institute celebrated Gandhi Jayanti (2<sup>nd</sup> October, the birth anniversary of Mahatama Gandhi) as "Swachhata Day". Different activities related to Swachh Bharat Abhiyan was held throughout the event. For example, distribution of token of appreciation to people who had made a difference and activities like tree plantation at new campus.
- IIM Ranchi had organized awareness campaign against food wastage within the IIM Ranchi fraternity in order to encourage responsible consumption and reduce the wastage of food among the students of IIM Ranchi, focusing on the Sustainability Development Goal of 'Zero Hunger'
- We had initiated 'The Brown Box Project', a pilot project introduced to enable the residents of IIM Ranchi hostel to actively participate in the 'Reduce Reuse Recycle' mantra by recycling paper, cardboard and plastic waste falling in line with the Sustainability Development Goal of 'Responsible Consumption and Production'
- The Institute's UNPRME Student Council had launched an awareness Program encouraging the incorporation of Electricity Conservation by the students of IIM Ranchi in their everyday lives by incorporating the Sustainability Development Goal of 'Sustainable Cities and Communities'
- The team had organized 'Parivridhhi', a competition among the graduate and post-graduate students with the goal of bringing new ideas that can be incorporated in order to achieve the goals of Sustainable Development and instill these concepts in their future management decisions falling in line with the Sustainability Development Goal of 'Industry, Innovation and Infrastructure'
- The Institute has initiated 'Joy of Planting', an initiative aiming to instill the importance of conserving plants and to nurture the habit of being actively connected to nature incorporating the Sustainability Development Goal of 'Life on Land'.
- The team had organized a workshop on 'Good Health and Wellness' to reiterate the importance

of good health for a positive and productive output by encouraging and educating the community on how a healthy outlook on life can boost productivity falling in line with the Sustainability Development Goal of 'Good Health and Well-Being'

- We had launched awareness campaigns and workshops for cleaning staff of IIM Ranchi focusing on the importance of hygiene and recycling while providing them with ways to incorporate the learnings into their everyday life in order to achieve the Sustainability Development Goal of 'Good Health and Well-Being' and 'Responsible Consumption and Production'
- Posting various sustainability techniques and other related articles on the social media platforms of UNGC- PRME to spread the knowledge on sustainability.
- The Institute's UNPRME student members collaborated with Toastmasters of IIM Ranchi in order to understand the pulse regarding sustainability among the students through open discussions and also to gather opinions on the impact of responsibility and sustainability on their lives focusing on the Sustainability Development Goals of 'Reduced Inequalities' and 'Partnerships for goals'
- To ensure proper disposal of food, waste bins were set up near mess area in hostel and college and also in the canteen area.
- To ensure proper awareness of all the activities, posters of consuming less electricity and stopping food wastage were posted all the hot spot areas of the hostel as well as in college. Also for the Brown Box project, posters were put near the places where the boxes are placed.
- Collaboration has been done with Samarpan, the CSR club of IIM Ranchi in "Joy of Giving" and donated the funds to Kshitish Deaf & Dumb School in Ranchi. UNGC-PRME IIM Ranchi also plans to collaborate with them in other such initiatives in order to ensure that sustainability and CSR goes hand in hand.
- Organized "Clean Plate Selfie Challenge" event for students on social media and prizes for distributed and winners were given the tag of "Sustainability Champ". This event was organized to spread the word of No Food Wastage.
- Proposed a new course on sustainability in the college for the students who are interested in learning new sustainability techniques.
- Contacted the Municipality Corporation of Ranchi for installation of new Dustbins in college to ensure the college remains clean and healthy.
- Presented several papers focusing on sustainability goals. Most notably,
  - Kumar, R. (2018, December 13-14). The building blocks of CSR framework: key components and drivers in the Indian context. Paper presented at the **8th PRIME Asia Forum**, Mumbai: SPJIMR.

- Kumar, R. (2018, November 14-16). Health Insurance in India: Key Success Factors and the Need for Business Model Innovation. Paper presented at the **8th International Conference for Sustainability and Responsibility (ICSR), Cologne, Germany.**

## **Measurement of Outcomes**

- Huge Participant involvement in Joy of Planting 1.0 and 2.0 with a footfall of about 220 people with 110 plants being distributed among students, professors, and others from communities surrounding the IIM Ranchi Hostel area under the initiative.
- Organized of 6 sessions and 7 group discussions with a participant count 30 per session and a count of around 35 speakers across all sessions in Sustainability talks that were held in collaboration with the Toastmasters of IIM Ranchi.
- The Brown Box project has resulted in the recycling of materials with a weight of around 4800 kilograms in the first month of inception (including the waste accumulated before the launch of the project and the waste collected in the first month of the project's inception) and the funds collected through this process have been added to the UNGC PRME fund and can be used for other projects.
- Food wastage at IIM Ranchi hostel by the hands of IIM Ranchi students has been reduced by about 24%, the usage of water has seen observable reduction owing to the water conservation campaigns launched with the commencement of UNGC-PRME initiatives.
- Awareness programs have seen the participation of about 18 members of the cleaning staff of IIM Ranchi with a keen interest towards committing to a sustainable lifestyle.
- The social media accounts of UNGC PRME of IIM Ranchi has seen a significant inflow of followers and subscribers owing to the frequent post updates and marketing of sustainability and the importance in incorporating it.
- The awareness campaigns and workshops have seen a significant increase session by session in the number of participants and the number of interested parties wanting to get involved in these events.
- Usage of electricity has been significantly reduced to nearly 8% in the past 4 months and is expected to reduce even further.
- Two papers have been presented at National and International Conferences in alignment with the sustainability goals of UNGC PRME.
- For more information, please check :  
<https://www.iimranchi.ac.in/rti/Annual%20reports%20and%20Accounts/UNGC%20PRME/Annual%20Report/English/UNGC%20PRME%20SIP%202018.pdf>