Commitment to Corporate and Social Responsibility

The ethos of commitment and responsibility to the community and society at the Birla Institute of Management Technology (BIMTECH) reflects the value system of the House of the Birlas, one of the oldest and the most respected industrialists in India. The Institute is modern and progressive in its outlook but retains its deep commitment to simplicity, respect, sensitivity and care for others and a zeal to contribute positively to the progress of society.

The description below provides an insight of how the Institute has made attempts to integrate the tenets of ethics and corporate and social responsibility in its core operations and in its engagements with its stakeholders. The aim is to make its management practices fair, transparent and accountable and its relationship with its fraternity and publics worthy.

Addressing the Issues of CSR internally:

The student fraternity is the key stakeholder for the Institution. Efforts are made to influence their minds and hearts with regard to being socially aware and responsible individuals and professionals.

Influencing Minds of students: Academic Curricula

The Institute teaches a core and compulsory course named “Responsible Business” to all the admitted students pursuing different management programmes at the Institute. This is done with a belief that underscoring and discussing issues pertaining to Responsible Business conduct in Management curricula helps achieve an important goal for its students. The goal to help them comprehend that conduct of Business and its professionals reflects their characters. Integrity of character is a must for long term sustainability of Business as well as careers based on Business.

Towards this aim:

An integrated module comprising of sessions on Sustainability and Sustainable development, Corporate Governance, Business and Professional Ethics, Corporate Social Responsibility(CSR), Corporate Social Responsibility from a Human Rights’ perspective as well as a sound knowledge of Principles, Standards, Frameworks and codes of conduct applicable in the domain are imparted to the students. These sessions are set in the context of evolution of business as well as evolution of expectations of society from business globally and as applicable in India.
A unique feature is the spread of the module over three trimesters which enables students to gradually soak in the nuances of Responsible Business in its various spheres of influence. The module underscores the imperative for individual social responsibility as a means to achieve the larger goal of Corporate Social Responsibility.

**Influencing Behaviour**

With an aim to reinforce responsible behaviour amongst students, several forums are running at the Institute. The students work and engage in ideas and activities based on themes of environment sustainability, sensitivity towards diverse groups, underserved and underprivileged communities and so on. The students while working with each other enjoy themselves as it is a good way for them to connect with each other, develop long term relationship and contribute to a congenial environment at the Institute, nonetheless they are encouraged and advised to be sensitive and caring towards each other and people whom they are engaging with while being ethical in their conduct.

**Providing Tuitions to underprivileged children at “Balbhawan” at Father Agnel:** The Father Agnel School in the vicinity of the Institute aids and supports orphan students with the efforts of its internally constituted organisation called Bal Bhawan. The students of BIMTECH engage these students by providing them tuitions for subjects like Mathematics and Science, playing with the children of its junior wing and raising funds for the organisation etc.

The institute established **Ranganathan Society for Social Welfare and Library Development** which works towards opening libraries in secondary schools in select villages and jails across India. It motivates under privileged students in villages and jail inmates to develop reading and learning skills. The society has been able to till far establish libraries in several jails and villages in Gwalior, Bhutan, Noida and other places in Uttar Pradesh. The Society also organises Career counselling sessions for these students and runs a “Vastra-daan” campaign (donation of clothes and stationary items) twice every year.

**United Friends of Earth Forum** is a club which attempts to create awareness on environmental and social issues. Some of the activities conducted by the club are:

**The Social Entrepreneur:** An inter-college event that sees a good and an active participation from other B-Schools in the country. The teams are assigned sites in the neighbouring villages of Greater Noida which have issues of poor sanitation, water logging, waste disposal, drinking water and the like. The teams are asked to analyze the grievances and come up with business models which could offer solutions to these problems.

**Planestia:** It conducts events to promote environmental and Biodiversity consciousness amongst students. Various methods like debating, chart
competitions, Group Discussions, Quizzing, watching video films and movies are used for this purpose.

**Greenathon:** This is a flagship event of UFE where various themes such as “save water” illiteracy, waste management etc. are highlighted by students and concern over these issues promoted through interesting messages, skits, Flash Mobs etc.

**Earth Hour:** This is an also an initiative undertaken by students every year where they join hands to save electricity by switching off all the lights and electrical appliances in their hostel rooms for an hour.

**Campaigns:** The WOW campaign was recently undertaken by the Food Conduit Committee in co-ordination with other Conduits and Clubs at BIMTECH towards reduction in wastage of food served in the campus. This one week long campaign resulted in a substantial reduction in wastage of food by the students, faculty and staff members. The wastage which was 167 kgs before the campaign came down to less than 20 kgs.

**Facilitating and Promoting Diversity**

The Institute receives students from all parts of the country while being a predominantly North Indian Institute. While this is a reality all efforts are made to see that regional differences with regard to language, customs, food and festivals are addressed through various means. This helps create an amicable environment and fosters greater understanding, respect and endurance of attitudes, habits and beliefs emerging from cultural differences amongst students.

The institute has a Cultural Conduit, a student run body, which works towards bringing students closer by organising different kinds of events. For instance, the year commences with ‘Samanway’ (merging), an ice breaking session organised for the senior and freshly admitted students. The Institute adheres strictly to a policy of Zero-Tolerance to Ragging and utmost care is taken to prevent any such incidence during these events and/or for such period which may create opportunities for the same.

**Pratibha- Independence Day celebrations,** coinciding with the Independence Day in India, this is also time for students to indulge in cultural and management events.

Festivals are very significant in the lives of Indians hailing from different regions; the Institute allows all important festivals to be celebrated on-campus by the students. It assists, facilitates and participates in these celebrations.

Some of the important festivals which the Institute celebrates with enthusiasm and great fervour are **Krishna Janamashtmi, Onam, Navratri, Deepawali, Lohri, Christmas and the like.**
Special Lectures

The Institute deliberates and discusses life, humanity, religion etc from a spiritual standpoint as well. This is done with an aim to help young individuals to attain consciousness beyond the limits of their own existence. The Forum “Success and Happiness” has had talks delivered by spiritual Leaders like His Holiness Sri Sri Ravi Shankar and His Holiness, the Dali Lama.

International Students’ Exchange Network

The International office at the Institute runs a Students Exchange Programme where approximately 10% of the batch gets a chance to spend a term at a Partner Institute every year. The Institute has an agreement with Management Institutions in almost 25 countries. The foreign students from other countries coming to BIMTECH in exchange of these students bring with them their perspectives which in turn benefit the Institute’s fraternity.

Integrating tenets of Corporate and Social Responsibility in the Core operations of the Institute

The Institute is conscious of its role as a Management Educator and its entity as a responsible citizen of this country. It complies with the regulations set forth by the Government while also having its internal code of conduct. It envisions being an Institute demonstrating exemplary conduct on principles of ethics, sustainability and inclusiveness.

Collaborating with external constituencies to address CSR Issues:

Over a period of time, the Institute has developed a wide array of consistent partnerships with distinguished organisations and agencies which are working in the domain of Corporate Social Responsibility. The partnerships are of different nature but enhance the learning and development of the Institute in this domain. They are also recognition of the Institute’s competence and seriousness in the domain.

MDP and Training Programmes: The faculty from the CSR and Sustainable Development programme are regularly invited by private and public sector corporations to deliver management development programmes and training programmes for their executives. MoUs are in place with large scale corporations like Steel Authority of India (SAIL), National Thermal Power Corporation (NTPC), Oil and Gas Corporation (ONGC), Indian Farmers Fertilisers Cooperative (IFFCO) and others.

Businessworld- FICCI Annual CSR Awards: The Institute has partnered with Federation of Indian Chambers of Commerce and Industry (FICCI) in conducting
comprehensive on-site assessments of CSR initiatives of corporate applying for the coveted Annual CSR Award.

**IICA Certificate Course in CSR:** BIMTECH was selected as one of the 15 organisations/institutions in India to conduct the IICA’s Certificate Course in CSR. It is the Indian Government’s initiative under the Ministry of Corporate Affairs. The CSR Lead at BIMTECH was also invited to the experts’ committee for course design and content development for the course.

**National and International CSR Summits/Conferences:** The Institute has been organizing National and International Conferences in the area to promote awareness and provoke thought on the subject of Responsible Business and CSR.

**The first summit** was held in July 2008 in collaboration with the All India Management Association (AIMA). The theme of the International Summit was ‘Death of CSR and Birth of Responsible Business’. Leading management thinker, Late Dr. C.K.Prahlad was one of the honoured speakers at the Summit.

**The second CSR Summit** was held in partnership with The Economic Times (ET) in April 2010 with the theme ‘Corporate Social Responsibility: A strategy for Inclusive development’. The former Union Minister of Corporate Affairs, GOI, Mr. Salman Khurshid, Mr. Arun Maira, former member, Planning Commission, Mr. Minar Pimple, Director UNDP, were amongst the notable dignitaries who spoke at the event.

**The third CSR Summit** held in July 2011 in partnership with the Global Reporting Initiative (GRI) and ET deliberated on the theme ‘Corporate Social Responsibility and Transparency’. Prof. Roel Nieuwenkamp, Director, International Trade and Globalization, Ministry of Economic Affairs, Netherlands, Mr Yashwant Sinha, former Union Finance Minister, Dr Simon Longstaff, Executive Director, St. James Ethics Centre, Australia, Dr Rajendra Sisodia, Chairman, Conscious Capitalism Institute, Bentley University, Massachusetts, were amongst the key dignitaries at the Summit.

The Institute organised a Roundtable discussion on the "Implementation of Section 135 of the Companies Bill, 2013" in October 2013.

In the wake of the new CSR rules laid down in the Companies Act 2013, **the fourth summit** was organized by BIMTECH in partnership with National HRD Network in August 2014. The inaugural address of the Summit was delivered by Dr Bhaskar Chatterjee, Director General and CEO, IICA.

**UN Principles of Responsible Management Education:** The institute is committed to the UN Principles of Responsible Management Education and has a value driven approach with all its stakeholders. In keeping with its commitment, BIMTECH strives to create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
Over the years, BIMTECH has partnered with key civil society organisations:

It partnered with the Business and Community Foundation, a national level non profit organisation working to bring CSR centre stage.

It collaborated with "Grameen Creative Lab" an initiative by the Noble Laureate Prof. Mohammed Yunus from Bangladesh in the area of Social Business.

The Institute partnered with International Business Leaders Forum (UK) and CSR Asia (Hong Kong) to support each other in various knowledge dissemination endeavours and other events.

The Institute supports the goals and objectives of Global Reporting Initiative as its organisational Stakeholder. Both organizations have entered into an MoU to support each other in learning, development, training and research activities.

The students have also made their mark in the United Nations Online Volunteer Programme administered by United Nation Development Program (UNDP) and Goodness and Mercy Missions (GMM).

The Institute was recognised in its efforts at promoting awareness and working in the area of CSR. Its Associate Professor and Lead CSR was conferred the Institute of Public Enterprise (IPE) Corporate Excellence Award for Corporate Social Responsibility (CSR) in October 2013. The IPE Corporate Excellence Awards recognizes and honours companies as well as Individuals who, through their corporate practices, have helped to raise India’s corporate disclosure standards and corporate governance.