IILM became a signatory of PRME in 2009, and has been actively engaged in implementing initiatives and framework of PRME. We have embedded the principles of responsible management education into our curricula, research, pedagogy and student experience.

IILM’s Vision states “IILM will be a leader in values based management education and business focused research”.

Our mission focuses on:

(a) A deep commitment to sustainable development and a green environment,
(b) An appreciation of the cultural heritage and socio-economic diversity of India.

As an institute we hope to take the case of responsible management to educational institutions and corporations across India.

IILM First International Conference on Responsible Management Education and Practice, in January 2014, was an important milestone in the journey of IILM.

Established in 1993, IILM offers management programs at undergraduate and graduate level with curriculum benchmarked against the best in the world. IILM has over 1500 students and 100 faculty members. Our Gurgaon and Greater Noida campuses also offer Fellow Program in management (equivalent to Ph.D). Some of our strengths:

- Vibrant student life with smart and ambitious peer group
- Globally benchmarked curriculum with access to world class learning materials.
- Over 100 full time faculty with rich academic and industry experience.
- Personalized attention through strong mentoring program.
- Highly rated summer school and short term programs.
- Student exchange facilities with foreign partner universities.

IILM is committed to the Principles of Responsible Management Education in letter and spirit.

This report provides an overview of various PRME related activities and initiatives undertaken by IILM.

Rakesh Chaudhry  
Senior Director
Professor of Strategic Management  
IILM Institute for Higher Education  
New Delhi
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Developing our students as responsible, socially sensitive, and globally aware members of society

A Legacy of our Founder Chairman

Dr. Kulwant Rai (1924 – 2011)

IILM is a result of the vision, leadership, exceptional achievements, and human qualities of the founder of the IILM group, Dr Kulwant Rai. His effort was focused to develop students as responsible, socially sensitive, and globally aware members of society who are able to contribute towards international development and transmit the rich and deep rooted Indian values to the rest of the world.

An entrepreneur, industrialist, philanthropist, and an educationist, Dr Kulwant Rai was a self made man. Born on 4th November 1924, in a family of wealthy landowners, he lost his father at the age of 12. After completing his graduation from Hailey College of Commerce, Lahore, in 1946, he moved to Delhi to venture out on his own. Over a period, Dr Rai built a business empire with interests in steel, textiles, and electronics.

After 40 years in business, Dr Kulwant Rai decided to devote his life to education and to service under the Sri Sathya Sai Organisation. Dr Rai truly believed his success in business was made possible only because of the Grace of God and that he must devote his life in the service of those less fortunate.

Dr Kulwant Rai’s abiding passion was education. The Rai School (now known as the Banyan Tree School) was set up in 1986 and the Institute for Integrated Learning in Management (IILM Graduate School of Management) in 1993. Dr Kulwant Rai explained his goal in education based on the teachings of Sri Sathya Sai Baba: “The process of education is to render the individual a happier and more useful person; it must also make him a better citizen, able and willing to further the progress of the nation to which he belongs.”

In 1992, Dr Kulwant Rai received the National Award from the President of India, in recognition of his contributions to the Social Cause. Dr Rai was President of the All India Organization of Employers, the Indo American Chamber of Commerce, among others. He was a member of the Board of Directors of the State Bank of India and the Industrial Development Bank of India. In 2000, the University of Bradford UK honoured him with the Degree of Doctor of Philosophy.
IILM Vision and Mission

**Vision:** IILM will be a leader in values based management education and business focused research

**Mission:**
To develop tomorrow’s business leaders, entrepreneurs and managers through:

- An education based on ethical values resulting in knowledge and skills valued by industry
- Application oriented research that flows into the teaching-learning process
- Inspirational and creative teaching
- An outstanding and exceptional learning experience

**Values:**

- A culture of continuous improvement and total quality that encourages creativity and innovation
- A human resource strategy that values people and teamwork and is committed to employee development and training
- A deep commitment to sustainable development and a green environment
- An appreciation of the cultural heritage and socio-economic diversity of India
- International linkages that promote cross-cultural learning
- Mutually Beneficial and sustained employer engagement.

**Key Themes:**

- Improving the student experience
- Maximizing the learning value-add to students from entry to exit
- Proactive employer engagement in the region

**Enablers:**

- People Strategy & Operational effectiveness
- Infrastructure and ICT
- Raising the IILM profile
- Communicating transparently and seamlessly to all stakeholders
Programs Offered at IILM

<table>
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<th>Full Time Programs</th>
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| Post Graduate Programme in Management – PGDM  
(two years program) |
| B.Sc. (Honours) in Management (in collaboration with University of Bradford), with specialisations in business management, international business and marketing.  
(three years program) |
| B.Sc. (Honours) in Entrepreneurship (in collaboration with Swiss Business School)  
(three years program) |

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| Executive PGDM Program for working executives (with at least 5 years experience)  
(one year duration) |
| IILM-IBM, Foundation Management Program, a customized 6 month program for Band 5 IBM executives. |
| Customized Programs for Executives of Public Sector Undertakings  
(One to two weeks duration) |
| Advanced Management Program  
(spread over 15 months) |

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| Two to four weeks duration Short Term Programs for visiting International students  
(Include one or two academic modules, and visits to industry, and places of tourist and cultural interest) |
Program Level Goals
We take forward our mission to the program level goals that ensure the implementation of this vision through the program structure. These program level goals are based on the AACSB Assurance of Learning guidelines. These goals are now incorporated into each module which is delivered in the PG curriculum. AOL requires that the delivery and the assessments also demonstrate an adherence to these goals. The goals of the PGP program are designed to ensure students develop:

1. An understanding of organizations, their external context and their management.
2. An awareness of current issues in business and management which is informed by research and practice in the field.
3. An understanding of the appropriate techniques sufficient to allow investigation into relevant business and management issues.
4. The ability to acquire and analyze data and information.
5. The ability to apply relevant knowledge to practical situation.
6. The ability to work and lead effectively in a team based environment.
7. An improvement in both oral and written communication.
8. Be cognizant of the impact of their individual and corporate actions on society and recognize responsible business practices.
9. Be sensitive to the social, economic and environmental responsibilities of business.
Program Design & Delivery

Post Graduate Diploma in Business Management (equivalent to MBA)

IILM PGDM curriculum is benchmarked against the best in the world. Each of these courses is delivered by a team of AQ (academically qualified) and PQ (professionally qualified) faculty. This team teaching ensures a balance of conceptual and practice input in the module. The program has a strong focus on ‘work based experience’. Students are encouraged to take up ‘Live Projects’ and internship with industry. Credits accrued through work based learning are highly valued within the program framework. IILM Post Graduate Program helps students to make a smooth transition from academic life to a career in business.

The program modules provide knowledge and skills valued by employers, and a work related learning experience. Students learn Finance, Marketing and Human Resources Strategy as actually used in companies. The second year of the program provides students in-depth knowledge in the selected area. They also get to work as an intern in a company, and go through hands on job experience, while continuing to acquire knowledge and skills that will be relevant either as an employee or as entrepreneur.

B.Sc. Honours (Business Management and Entrepreneurship)

IILM Undergraduate Business School has, over the years, strived to ensure that today’s graduates are prepared for tomorrow’s workplace. We at IILM not just help our students to manage a smooth transition from school to college, but also ensure that they imbibe the right values and hone the skills that help them become successful managers and entrepreneurs. Over the years we have seen our young graduates pursue higher education, manage their family business or start their own entrepreneurial ventures.
IILM modules provide significant exposure to students on issues related to sustainable growth. Their focus on economic goals is balanced with the overriding concerns for achieving inclusive growth. All modules taught in the college are mapped according to contribution made to meeting each of the Program Level (1 to 9) goals. Such mapping ensures a clear link between Module level teaching and Institute level goals.

The term 'Inclusive growth', refers to 'broad-based' growth, 'shared growth' and 'pro-poor growth'. It is widely acknowledged that Inclusive growth analytics has a distinct character focusing on both the pace and the pattern of growth. 'Sustainable Development' is another key area frequently referred to throughout the modules and workshops carried out from time to time.

**Program Level Interventions:**

**A Module Responsible Management and a Workshop on CSR**

A module on Responsible Management and a 10 hour workshop on 'Corporate Social Responsibility' have been added to all undergraduate and graduate Programs. The module on Responsible Management emphasizes Environment and Sustainable Development.

“**Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.**”

- *The United Nations World Commission on Environment and Development*

The CSR workshop is divided into 4 sessions – comprising literature-based and skill-based sessions. Students are given national and international perspective on this subject. Such
workshops enable students to widen their perspective, develop sensitivity to issues of global concern, cultivate skills through practice sessions and enhance their employability level.

Module Level Interventions:
All Modules taught at the Postgraduate level are mapped to each of the 9 level goals. In particular, our L9 goal that stands for "Be sensitive to the social, economic and environmental responsibilities of business", closely corresponds to the "purpose" highlighted above. These modules are - Employee, Operations Engine, Competitor, Negotiation, Global Macro Environment, Management Accounting, Understanding Organisation, Basics of Marketing, Environment & Sustainability, Innovator, Leadership Challenges, Problem Framing, State & Society, Management of Telecommunication, B2B Selling, Marketing of Services, Cross cultural Management, Leadership Challenges, Management Control system, Inventory Management, Marketing at the Bottom of the Market. In total, 24 modules taught in the graduate program are linked to the Level 9 goal related to developing sensitivity to environmental, social and economic issues.

Operation level Interventions:
Students are at a vantage point to observe IILM's operational model. The operational practices that cater to achieving the goal of sustainable development and inclusive growth are briefed below. These practices relate to energy conservation, paper-optimization drive, discouraging use of plastic.

Paper Optimization
As far as possible, minimum required prints are taken that is necessary for effective decision making. Class calendars, announcements, and all communication between the Institute and the students is done through email and social media. Online submission of assignments is encouraged. Cases, lecture material etc are uploaded on the portal "Engrade" accessible to students and faculty.

Our journals, the Edge, Management and Change, and IILM Management Review (IMR), all are available electronically.
The PRME values form an integral part of activities and curricula at the IILM Institute for Higher Education. We believe we have an obligation to act for the benefit of society at large. Social responsibility is a duty every individual or organization must perform to maintain a balance between the economy and the ecosystem. We create awareness of the inherent trade-offs between economic development goals and the welfare-of-society & environment-goals by involving our students in various NGO clubs and activities. The NGO clubs and activities are a vital part of our core curriculum. For Instance - The ICHCHA club created by IILM faculty and students, manifests through its initiatives our value of social responsibility.

**ICHHA Club - Practicing social responsibility**

Ichha, an acronym for 'IILM Community Harbouring Hopes for All' is a volunteer driven program at IILM Institute for Higher Education. It was born with a belief that business is not only a profit making opportunity but also a means to give back to the society. Students at Ichha club contribute through various projects which are undertaken by the club. These projects aim at identifying the needs of the unorganized and underprivileged social sector, understand the key functional processes of NGOs and thus provide them with management-based solutions for their organization and work processes.

Its activities are directed towards creating awareness, educating students about an NPO/NGO, promoting community participation, and providing platform to students to transfer their theory knowledge into practical experience. Some of the key projects undertaken by Ichha in the recent past include training on grooming for slum women. This training was imparted to educate women about the importance of cleanliness and hygiene to maintain health and beauty.
Skill building - Vocational training for women of low income families is conducted to impart skills in making products out of sarees that are discarded or not wearable. It enables them to step out of their daily drudgery and acquire additional skills to make useful products of day-to-day use. The occasion also is a source of entertainment for them as the training is given in a group setup. Another vocational training on block painting on dupattas is conducted for the same group of ladies.

Vocational Training - Ichha organizes vocational training for the slum children where they are taught to make paper bags and baskets from old newspapers. The main objective is to teach these children to produce objects that are not only useful, but also entertaining and rejuvenating for participants.

NGO Fair - Ichha organizes its annual event ‘Buy Some Wishes’ – The NGO Fair which involved the participation of many NGOs by putting up their stalls, Photo exhibition, food stalls and a special performance by children. The main objective of the event is to provide them a source of revenue generation.

VASTRA-SAMMAN campaign - This event is conducted by IILM in collaboration with GOONJ, an NGO. Students and faculty members at IILM donate their old clothes, footwear and other household utility items to help persons affected by floods and other disasters. Volunteers are motivated to generate awareness and build momentum through their peer groups. Other activities that have contributed to inculcating these values include the following:

- Our students regularly do projects with various NGOs.
- Our students offer volunteer services at various social events.

We in IILM understand and appreciate that, as an educational institution, we can make an impact through our collective actions. We assume this responsibility actively, by performing activities that directly advance social goals. This is the essence of our value of 'Global Social Responsibility' that we practice through our academic activities and curricula.
Roshni Rai School

Roshni Rai School is an afternoon school run by IILM for the underprivileged children of society. These students are not charged any fees and are also provided books and supporting materials. IILM faculty and students also help in conducting computer training programs for these children who do not have access to computers and internet at home.

Helping the needy: Blood donation camp - IILM organizes blood donation camp every year. IILM believes that donating blood is a social act, that helps to save many lives. Number of faculty members and students actively participate in blood donation camps. IILM Students take initiative, contact the Red Cross society, and schedule a date for organizing the camp. Posters put up at the campus and on social media generate awareness and motivate blood donors to come forward.
**Module Review Process**

Module Review Process is adopted to review the methodology and effectiveness of teaching a particular module. The module review is carried out within three weeks from the completion of the module. The review format consists of

- Introduction to the Module
- Learning Goals
- Assessment Package
- Aligning learning goals with Program level goals
- Assessment summary
- Industry feedback
- Suggested Action Plan
- Comments by Area Chair
- Review by the Dean and the Director

The Review Process is carried out in a group comprising of faculty members, and other key personnel among the faculty and management.

**Psychometric Testing** – Students at IILM have the option to take a psychometric test to map their personality. These instruments are used usually during the first or second term at IILM. Subsequently, profiling is followed by analysis and a one-to-one meeting with faculty counselors. Students get information about themselves, scientifically analyzed, and are offered an opportunity to share their views with a professional counselor. This is generally very useful for the students, and steers them effectively on their chosen path of development. The Psychometric profile helps students to become aware of hidden traits in their personality.
**Mentoring Program** - Each student is assigned a mentor on campus to guide him/her throughout their program on campus. The mentoring program helps students to adapt to the new environment, helps them in their subject choice decisions, and is an arrangement whereby a student feels comfortable in approaching the mentor for all issues. On an average, each faculty member mentors around 6 to 8 students.

**Engrade** - All course-related study material viz: lectures, cases, reading material, Course manual, Assessment criteria and even the Assessment result are communicated to the students through this portal.

**Blackboard Portal** - On similar lines, a Blackboard portal provides the relevant study material to students studying the undergraduate programme in B.Sc. (Honours), being taught in partnership with our academic partners - The Bradford University, U.K.

**PBWorks Portal** - Students aspiring for placement have access to our portal PB works on a regular basis. This provides information about company visits to the campus for pre-placement, or for the final interviews. IILM has a strong placement cell focused upon providing promising and appropriate placement opportunities to our students.

**Field Trips** - IILM organizes field trips for students on a regular basis. Students thus gain exposure to different cultures and projects. At times such trips are used for sporting events in a camping style. Often the sports activities based camps are an equivalent of Adventure training, and are used as a basis to draw inferences about one's personality and one's management style.

**Industry Visits** - IILM regularly organizes Industrial Visits for its students to factories and organisations in the vicinity of Delhi. Such visits offer an excellent opportunity to students to imbibe firsthand, the concepts taught in the class rooms. The tour of the factory is often followed by a Company sponsored presentation, where students have the opportunity to ask questions and clear their doubts. Some of the Industry visits closely relate to the objective of supporting the cause of Global Social Responsibility.
**Clubs** - Our clubs are an integral part of our educational framework. These are primarily student driven initiatives. The key benefit of the clubs is the broad exposure offered to students to manifest their ideas creatively and purposefully.

The list of clubs at IILM include Creativity Club, IT Club, Finance Club, Entrepreneurship Club, Research Club, Quiz Club, Book Worm Club, Photography Club, Library Club, Bloggers Club, Healthy Managers Club, Strategy Club, Sports Club, Debating Club, NGO Club, Cultural Club, Adventure Club, Marketing Club, Theatre Club, Film Making Club and the Environmental Club. In all, there are 23 clubs. Every club has objectives of creating awareness, generating interests, and organizing related events and programs. For instance some of the activities conducted by IILM environment club include - Tree plantation drive, Clothes and books Donation, Traffic Regulations drive, NGO fair, AIDS awareness campaign, Blood Donation and the Carbon Footprint awareness campaign.

**Cultural Events at the IILM campus**

*IILM Chairperson Mrs Malvika Rai with the students at the Dandiya Dance festival*
Dandiya Dance Festival at IILM

Visiting exchange students participating in Dandiya Dance in one of the Club events

IILM alumni performing the Dandiya Dance
iFest

iFest is an annual festival over a two day period organized in IILM campus in December every year. iFest has full involvement of all our faculty and students. It is a cultural-cum educational event comprising multiple activities and programs.

The festival blends education and entertainment, and has participation of many colleges and institutions in the NCR (National Capital Region of Delhi). Various festival events are organized in a competitive and friendly spirit, with independent judges deciding the results of the contests. More than 15 events/competitions are conducted, ranging from singing, theatre, sports, and competitions requiring intellectually inputs.

IILM STUDENTS PERFORMING AT iFEST December 2013
Vivekananda Memorial Debate

Swami Vivekananda is regarded as the patriot saint of modern India. His mission was beyond national boundaries. He strove to promote peace and brotherhood among all nations.

IILM's 'Vivekananda Memorial Debate' is our flagship event. This event invites large participation from leading institutions (IIMs, IITs etc) from all over India. The multi tier 'Vivekananda Memorial Debate' involves an elaborate process of screening at various stages before finals are conducted.

The 2013 Vivekananda Memorial Debate was won by the team from St. Stephens College, Delhi.
Demographic and economic changes are transforming work – women concerns from a private individual matter to a major societal issue. In this regard, a HR conference was organized at IILM on 5th September 2014 with support of NHRD (National Human Resource Development Network) to discuss the various challenges faced by women in the workplace and the measures taken by the organizations to facilitate the women employees in work place. The conclave brought eminent professionals from diverse industry backgrounds who shared their insights, experiences and practices followed in their organizations in facilitating women employees to bring out their true potential.

Welcoming the delegates, Professor Rakesh Chaudhry highlighted that the way a society treated its women was the best barometer of its development and evolvement.

The panel discussions were both enriching and thought provoking all students and faculty members. Mr Dwarakanath, Advisor, Group Human Capital Max India Ltd, stressed on having a more progressive future where employees and employers think ahead and start working towards bringing in more diversity at workplace. He suggested that there is no one size fits all strategy, but we need a collaborative approach to unleash potential of women employees and bring more women in the top positions. Mr Raj Nehru, Associate Director HR, Concentrix discussed the essential qualities of women which when tapped have indeed brought enormous benefits to the various organization.

Dr Aquil Busrai, CEO, Aquil Busrai Consultants, stressed on the need to increase the talent pool by facilitating more number of women employees at the workplace. He cited examples showing that employee related issues at the organizations were minimal, when there were higher number of women employees.

Major Cherry Singh, Vice President, Human Capital Management, Yes Bank shared her experiences and challenges she faced as a woman in the Indian army. She also highlighted her career transition from the army to the corporate world. She discussed the various intervention strategies that are followed at her organization to facilitate women employees to work.

Mr Ashu Malhotra, Senior Vice President-HR Jabong.com highlighted that trust, pride and some flexibility in working hours are essential features that allow women to continue their association at the workplace.
Mr. Piyush Sinha, General Manager, Corporate Planning and Business Management, NEC Technologies India Ltd, focused on the need to change the mindset of the people in general to allow women to showcase their potential at the workplace. He highlighted seriousness of break in the career graph of women employees due to marriage or child birth and mentioned that organisations have to work relentlessly to facilitate women employees to reclaim their jobs.

Ms. Sonali Dua, Vice President, Deloitte’s US Consulting stressed that it is the women who need to decide what really matters to them and must follow their dreams and create opportunities for themselves. She mentioned that it is certainly a challenge to stay ahead in the competitive environment, but what is equally important is to ask what is important to you.

Ms. Harpreet Datta, Vice President, HR and Administration at SMS-Siemag, discussed that it is essential for the organization and the family to support women to work, especially after a time off, but it is also important for the women to rise up the hierarchy as a result of their personal competencies.

Prof Sapna Popli, Senior Director & Professor of Marketing, IILM Institute for Higher Education summarized the thoughts of the eminent speakers of the day and also added that it is essential that women are respected by all, for the betterment of the society as such.
IILM Executive Education Programs

IILM offers a wide range of Executive Education Programmes on various platforms. These are structured as per the requirements of executive education participants group.

IILM Executive Education programs are offered broadly in the following frameworks:

- Programmes for IAS/IPS officers of Government of India
- Management Development Programs/Workshops
- Programmes for Public Sector Undertakings Executives
- Customized Programmes for Corporates

Training Programmes for IAS and IPS Officers

Almost one tenth of the Indian Administrative Services officers in Government of India have attended IILM Programmes. IILM conducts these Programmes for IAS and IPS Officers as per the mandate of Department of Personnel and Training, Government of India.

Thirty programmes have been organized till date in areas of Public Policy and Management, Right to Information, Team Building, Project Planning, Financing, Monitoring and Review; Management of Environment and Natural Resources, and HRM.
Management Development Programs (MDPs)

These MDPs help industry professionals get exposure to the latest techniques and skills spanning different areas of management. IILM faculty members conduct these Management Development Programs in coordination with PHD Chamber of Commerce and Industry, and Confederation of Indian Industry. These programs cover all functional areas.

Professor Sujit Sengupta conducting a Marketing Program for Industry professionals

Training Programs for Public Sector Undertakings

These customized are designed based on the specific requirements of these organizations. Conducted for middle and senior level management professionals, these programs use a combination of short lectures, case studies, presentations, management games and simulations. The feedback on these programs has been excellent and these capsules have been appreciated by all the participants.

IILM has conducted a number of programs for executives of Indian Railway Finance Corporation, Engineers India Limited, BHEL and other PSUs.
IILM Short Term Programmes

These 2 to 4 weeks programs are organized for the visiting international students. These include one or two full credit modules, as well as visits to industries, and places of tourist and cultural interest. The visiting students stay in the dorms at the campus and also get to interact with IILM students, making it a great learning experience for both IILM and foreign students.

These programs offer modules with credits and excellent exposure to Indian culture and economy; Typical programs are:

**Experience India**
An immersion program for young business leaders

**Social Entrepreneurship and Indian Business** (for Graduate Students)
Making Sense of the Bottom of the Pyramid

**Responsible Business Leaders Program**
Leading Responsibly - Building a Sustainable Enterprise in India

**Customized Business Leaders Program**
Exploring Indian Business, Culture and Society

*Foreign students attending Short Term Program at the IILM Gurgaon campus*
IILM Short Term Program students at Taj Mahal Agra

Visiting foreign students enjoying themselves at the Qutub Minar
New and Emerging Marketing Platforms : A Rural and Urban Perspective

Keynote Address by Mr Pradeep Kashyap, former President, Rural Marketing Association of India

Presentations of IILM students provided new insights and reflections on urban and rural marketing

Attentive audience listening to IILM student speakers and industry professionals
IILM : Interactive Get togethers with Stakeholders

IILM faculty members in discussions with guests at the IILM Get together over Dinner
Mr R.K. Khandal, Vice Chancellor Uttar Pradesh Technical University, taking a tour of IILM Greater Noida campus with Mr Anil Rai, Advisor IILM
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.

Research and publications at IILM, focus on integration of research into teaching-learning process. At IILM we try to nurture, inculcate and develop a vibrant research culture in all functional areas viz., Accounting, Finance, Marketing, OB, HR, CSR, IT, Economics, International Business etc. and provide an opportunity for Research, Consultancy and Training.

IILM Faculty Publications and Presentations Related To PRME

Dr. Anupama Prashar : “Process improvement in Farm Equipment Sector (FES): A case on Six Sigma adoption” in International Journal of Lean Six Sigma, Emerald Vol. 5 No. 1, 2014


Prof. Sapna Popli :“Exploring the relationship between service orientation, employee engagement and perceived leadership style: a study of managers in the private service sector organizations in India”, accepted for publication in “Journal of Services Marketing”, Volume 29 (2015).


Ms Rajkumari Mittal : Greening the supply chain with Reworked items in International Journal of Advancements in Research & Technology(ISSN No. 2278-7763). Volume 2, Issue 8, August 2013


Prof. Sapna Popli presented a paper titled, “Measurement of Consumer Based Brand Equity for Business Schools in India” in International Conference “EFMD Higher Education Research Conference” at The Lorange Institute of Business (Zürich, Switzerland), 2013.


A three member faculty team comprising of Dr. Preeti Srinivas, Operations area, Ms. Kausani Bagchi, HR area, and Dr. Saima Rizvi, Finance area from IILM attended the UN PRME Asia Forum organized by University of Utara, Kuala Lumpur, Malaysia from 12th to 16th November 2014

Professor Rakesh Chaudhry addressed the plenary session on “Corporate Governance and Business Ethics” at IOD’s 14th London Global Convention in October 2014.
IILM has been regularly organizing PRME related Faculty Development Programs by eminent professors.

**Embedding Sustainability and Values into Management Education**

In May 2014, IILM invited Professor G Venkataraman to conduct a two days FDP on ‘Embedding Sustainability and Values into Management Education’.

*Professor Venkatraman has worked as nuclear scientist, and written seminal papers in physic and nuclear sciences. He was bestowed the Padma Shri Award by Government of India. As Vice Chancellor of Satya Sai University, he integrated education in human values to science, technology and management for young generation of students.*

Key points highlighted and discussed in this FDP:

- Character plays a key role in responsible conduct and practicing responsible management. These days many persons argue that moral values have nothing to do with management and present state of the world. The fact is most of our present problems have, in considerable measure, arisen from the fact that we as individuals and society as a whole have lost our moral moorings.

- Population growth and the multiplication of needs and, more importantly, greed have impacted planetary ecosystem. Impact is in many dimensions including social and cultural. The essential point is that the present is different because of
  a) rapid rise in population and
  b) sharp increase in the consumption of energy, water, and other finite resources

- Meanwhile, we note a curious paradox. Amazingly clever though humans are (as in the eradication of diseases and landing the space craft on Mars), most of us nevertheless appear clueless when it comes to solving man-made problems, esp. sharp increase in the consumption of energy, water, and other finite resources. Added to that is the massive depletion of fish stock, which is a good indicator of the role played by greed.

- Ambition and greed are by no means a new phenomenon. That said, the power of technology allows them to have a much bigger play. Add to that the power of instant global communication, and one gets formidable problems in many dimensions.

- Triumph of market forces tends to fragment society into the haves and the have-nots, who live in two universes with very little heart-to-heart connection.
• We get two important take-home lessons from Mother Nature. The first is given to us via a healthy body, while the second comes from an ecosystem which could be, say, a tropical forest. It is accepted that in human body, all entities from the cell upwards to the various systems work for the body.

• In that sense, the cells, the organs, and the systems all work to sustain life in a healthy manner. That is the spirit in which individuals must work. As we discussed, the chain does not end with the country or even the society but goes all the way to Mother Nature and finally to God from whom we all have come!

• The concept of duty, obligations and responsibilities has existed from way back in tribes and communities around the world. Some duties were simply unstated – they were understood, like a mother caring for her child/children. Likewise, the idea of parental care has been in existence for a long time.

• It is also true that many religions mandate duty. Duty has also been stipulated outside of religion.

• Rules For Society

The individual is the microcosm of society, which is the macro. The individual is present everywhere and is expected to discharge his/her duty in a responsible manner to the functional unit (e.g. a business school, corporate) of which the person is a part of.

It is only when individuals do their duty properly that the various systems in the society function properly. Society for its part must take care of the individual in every possible way, so that the functional units and the various systems operate the way they should.

Inculcating Human Values in Management Students

• Humans are not hardwired as the lower species are, but endowed with a very special capability, which is that of making choices.

• Operationally, this capability may be viewed as resting in a (subtle) CPU which needs to be loaded with a genuine ‘Operating System’ and not a corrupted one.

Thus conduct and the guiding principle, which are the collective name given to an entire set of codes of conduct must be embedded in students at various stages in life.
Special Lecture by Dr Sam Pitroda on June 14, 2013

Dr Pitroda delivered a special lecture at IILM on “Knowledge, Technology and Innovation: Transforming the 21st Century” on 14th June 2013. The session was chaired by Dr Shashi Tharoor, Minister of State for Human Resource Development, Government of India.

Dr Pitroda highlighted the role of technology in balancing development and environment.

A large audience listening to Dr Pitroda with apt attention.
IILM Institute for Higher Education hosted a TEDx Event on the theme: **Life Long Learning** at its Lodhi Road campus on 28th November 2014.

**TEDxIILMNewDelhi**

x = independently organized TED event

Learning is generally associated with schools, colleges, and universities. However, all of us need to continue learning new things and follow up on our passions. How to embed the learning initiative in our lives? TEDxNewDelhi event brought together seven speakers and two performances.

All the speakers shared highly inspiring stories that made a lasting impact on the audience.

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**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.

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**Reverend Dr Valson Thampu, Principal, St. Stephens College Delhi University**

Speakers at TEDx IILM New Delhi were:
Rev. Dr Valson Thampu, Principal St. Stephens College, Delhi University
Ankur Warikoo, Head - Groupon APAC Emerging Countries
Arjun Vajpai, Mountaineer, Youngest Indian at the time to climb Mount Everest
Kalikesh Narayan Singh Deo, Member of Parliament, Lok Sabha
Akhil Mehra, Player/Coach Arsenal Soccer School
Niha Masih, Broadcast Journalist, (Only female Journalist from India to cove Israel-Gaza conflict)
Rachit Kumar, Author, Coach and Entrepreneur

Inspiring messages from the speakers, TED Talks of Sir Ken Robinson and Andy Puddicomb sparked deep discussion and internal reflection among the audience members. The musical performances by Astitva, a multi-genre Hindi band, and Gitana Singh, trained in Opera under Situ Singh Buehler enthralled the audience.
A major IILM INITIATIVE - A Study on Responsible Business Practices in top 500 Indian companies (from The Financial Express 500 List)

Key Objectives / Rationale for the project

The Study will assist in assessing prevalence of Responsible Business Practices among Indian corporate, and help develop and fine tune follow up actions and policies.

This study is being conducted by IILM Institute for Higher Education with the support of Indian Institute of Corporate Affairs (IICA). Indian Institution of Corporate Affairs has been established by Ministry of Corporate Affairs (MCA), Government of India to act as a think-tank and a centre of excellence to support the growth of the corporate sector in India through an integrated and multi-disciplinary approach.

The key objective of the study is to assess and understand the Responsible Business Practices among top Indian organizations with respect to National Voluntary Guidelines (NVG) and other International best practices based on the UN Global Compact Principles, OECD etc.

To share key findings of the study with Ministry of Corporate Affairs, Government of India.

The Report will be published by IILM and made public.

Fit with purpose of PRME:

The work related to this Study is in conformity with six principles of PRME and ten principles of UN Global Compact

Beneficiaries of the project

Learning and knowledge sharing opportunities for IILM faculty and students. Generating awareness of Responsible Management / Practices among corporate executives. Inputs to Ministry of Corporate Affairs, Government of India on status of Responsible Practices among top Indian corporate.

Proposed Delivery Schedule

A mix of face to face, telephonic, e-mail survey techniques would be adopted for the data collection.
Starting schedule : First week November 2014
Completion schedule : End April 2015

Plan for Dissemination:
Data collection, analysis, report finalization will be done by a team headed by a senior faculty member of IILM
**Principle 6 - Dialogue**

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organisations, and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

**IILM “First International Conference on Responsible Management Education and Practice” on 9th and 10th January 2014, New Delhi**

IILM Institute for Higher Education hosted the First International Conference on “Responsible Management Education and Practice” on 10th and 11th January 2014 at its New Delhi campus. The event was highly acclaimed and attended by academicians from leading business schools, captains of industry, senior government official and social sector representatives. The conference was supported by United Nations Global Compact PRME Initiative.

His Excellency Stewart Beck Canada’s High Commissioner to India inaugurated the Conference highlighting the pressing need for Responsible Management and briefed participants on initiatives of Canadian universities in area of Responsible Management.
Mr. Jonas Haertle, Head - PRME Secretariat, United Nations Global Compact, New York gave an overview of PRME, emphasizing "All countries should aim for higher sustainable development and lower ecological foot print for better future of coming generations".

Mr. Sunil Jain Managing Editor, Financial Express brought up various issues of responsible management with focus on economic development, growth and governance.

Professor Sapna Popli, Director IILM, announced that IILM has initiated work on Annual Survey Report on Responsible Management Practices in Indian organizations.

Dr. S.Y Qureshi Chief Election Commissioner, Government of India (Retd), shared his experience of working in ministry of social welfare and challenges faced in social welfare projects due to constraints of prevailing social norms and cultural beliefs.

The Conference also had presentations by eminent professors from the leading business schools in the country like IIM-Bangalore, XLRI, Jamshedpur, Faculty of Management Studies, University of Delhi, Goa Institute of Management.

Professor Narayanaswamy highlighted that teaching business ethics is not like teaching a set of principles or a set of methods or techniques which is what you do when you teach marketing, statistics or accounting. So you have a set of things which you can teach. But when you are teaching business ethics, you are not teaching a set of techniques, you are telling people how to think, how to evaluate, how to balance various things, various forces and various factors, and how this balancing has to be done all the time in your life.
Other eminent speakers included Mr. Dilip Chenoy CEO and Managing Director National Skills Development Corporation, Dr A. Didar Singh, Secretary General, Federation of Indian Chambers of Commerce and Industry, Mr. Thomas Chandy, CEO, Save the Children, Mr. Anurag Batra Chairman, Business World and many more. The closing Plenary Keynote Address was delivered by His Excellency Pierre Vaesen, Ambassador of Belgium to India.

The two days conference also had active participation from big corporates like IBM, Genpact, Muthoot Group, Apollo Hospitals, Dalmia Bharat Group, European Business Group –India, and Deutsche bank.

The key areas highlighted during the Conference covered all aspects of Responsible Management Education and Practice, and its impact on competitive advantage, ethical practices, building sustainable business and training and sensitization for responsible management.

The primary objective of this Conference was to highlight the areas where action can be initiated in education sector, social sector and corporate sector for effective orientation to Responsible Management Education and Practice.
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3, Lodhi Institutional Area
New Delhi – 110003

Gurgaon Campus:
DLF Golf Course Road
Sector 53
Gurgaon – 122003

Greater Noida Campus:
16, Knowledge Park-II
Greater Noida - 201306

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