Indira School of Business Studies, Pune.

PRME Report 2017-19

Indira School of Business Studies
‘Abhinavan’, S. No. 89/2A, Mumbai Pune
Bypass Road, Tathawade, Pune,
Maharashtra 411033
INDIRA SCHOOL OF BUSINESS STUDIES
Pune, Maharashtra

SHARING INFORMATION on PROGRESS (SIP) REPORT 2017-19

Act Responsible, Think Sustainable.
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<th>Page number</th>
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</tr>
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<td>7</td>
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<td>81</td>
</tr>
</tbody>
</table>
1. ISBS commitment Renewal:

Indira School of Business Studies (ISBS) aims to bridge the gap between business management education and scientific knowledge for sustainable development. We need leaders who are able to integrate economic growth with sustainable development. This starts from their education. The traditional approach is not enough. The leaders of the future have to find creative solutions to complex issues. This report includes ISBS commitment to improve the application of the Principles for Responsible Management Education and presents our progress to all stakeholders including other academic institutions. We understand that our own organizational practices should reflect the values and attitudes that we convey to our students. We encourage other academic institutions, and associations to adopt and support these Principles.

Prof. Chetan Wakalkar  
Group Director  
Indira Group of Institutes

Dr Renu Bhargava  
Director  
Indira School of Business Studies
2. ISBS VISION AND MISSION:

About ISBS: Indira School of Business Studies (ISBS), Pune, was established under the aegis of Shree Chanakya Education Society (SCES).

Shree Chanakya Education Society began as a trust in 1994, with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth.

ISBS believes that the emerging global environment requires professional graduates to be armed with the sufficient knowledge and confidence of facing tough and competitive scenario. The current global economy has created an environment where managers have to face greater situational challenges; predict and handle the vagaries of the market and provide better quality products and services. Such an environment requires professional graduates not only to be armed with the necessary knowledge but also confident of facing extremely competitive scenario to keep abreast of the trends in the field of business.

VISION: To become a Preferred Business School for Students, Faculty and Industry.

MISSION:

- To promote learning environment for students from diverse cultures and engage them in globally relevant knowledge dimensions for future application in Industry, Business and Life.
- To provide research orientated learning environment for faculty.
- To foster alliance with industry.
- To promote ethical and social values as a basis of humane social order.

PRME Objectives for next 24 months:

In this report activities undertaken under each Principle for period 2017-19 have been mentioned. ISBS strives to maintain these activities with same spirit and enthusiasm for next 24 months and assess the outcomes of each activity in order to enhance the quality of PRME initiatives.
3. ISBS Milestones :

Indira School of Business Studies (ISBS) was established as a professional school to meet the growing needs of the business sector with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. In a short span of time, the programs of the Institute were approved by AICTE and ISBS established its presence in Pune as a premier business education institute. ISBS and its efforts at quality education received further impetus in 2013, when its MBA Program received Affiliation with Savitribai Phule Pune University, Pune.

1. The MBA program of ISBS has received accreditation by National Board of Accreditation for 3 years, 2019-2022. This accreditation is testimony to quality that ISBS has instilled in its processes, systems and academic inputs.

2. ISBS has featured in top 100 Management Institutes in India in NIRF 2019 Rankings. The National Institutional Ranking Framework (NIRF) is approved by the Ministry of Human Resource Development.

3. Indira School of Business Studies Pune won 2 National Level Awards in A.Y. 2016-17
   a. B-School with Best Industry Interface-24th Dewang Mehta B School Award.
   b. Best B-School-Innovation Education Award.

4. ISBS awarded for “Best Institute Overall” in 11th Innovation Education Leadership Award 2019.

5. ISBS started annual International B-plan competition “Indiaprenuer” to support Budding entrepreneurs.
3. IGI Programs/ Institutes:

1. Indira Institute of Management, Pune
2. Indira School of Business Studies, Pune
3. Indira Global Business School, Pune
4. Indira College of Commerce and Science, Pune
5. Indira College of Engineering and Management, Pune
6. Indira Collage of Pharmacy, Pune
7. Indira School of Communication, Pune
8. Indira College of Architecture and Design, Pune
9. Indira National School, Pune
10. Indira Kids, Pune
PRME Plan for 2017-19
(ISBS)

“Kalpavriksha” Plan

“Kalpavriksha” Philosophy
Steering Committee

PRME Launch (Plan) - Orientation to the Students
Report on PRME Launch (Orientation to the Students)

The ambassadors of PRME had visited each and every division of ISBS for orientation of the six principles of PRME along with the launch activity details which were focused on socially contextually relevant issues. The PRME ambassadors explained the need for being responsible management students and we at ISBS being a signatory authority believe in inculcating these habits in the students so that they become responsible managers of tomorrow. This activity was a part of Kalpavruksh - Center for Sustainability at ISBS.

Launch Activity:
As part of the re-launch of Kalpavruksh, we had decided to go ahead with 3 activities which would showcase awareness about the socially relevant issues and the need for being socially responsible. These were:

- **Presentation Competition on Social Issues:**
The students were given the topic: Need for Sustainability as the broad theme on which the presentation would be revolving. It was heartwarming to see the issues like: Water shortage, Terrorism, Nuclear war’s, Poverty being highlighted in the competition and the suggestions to overcome them and make our planet a better place to stay.

- **Street Play:**
  Students also highlighted some issues like dowry, Farmer suicides through a street play which was very well enacted and appreciated by one and all seated in the auditorium. The issues of farmer’s exploitation at the hands of the landlord and the weather creating a havoc in their lives with no support from the government was so thoroughly depicted that it left a huge lump in the throat at the end.

- **Digital Poster:**
  Students depicted their creative side through well researched posters and also gave a presentation about the digital skills they possess through some thought provoking posters about the social stigmas present in the society, their causes and the way out to prevent these in future.

Activities Planned under PRME
<table>
<thead>
<tr>
<th>PRME Principle</th>
<th>Team Lead</th>
<th>Ongoing</th>
<th>Reactivation</th>
<th>Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Dr. Natashaa</td>
<td>Tree Plantation Paperless Evaluations</td>
<td>“How I saved natural resources” Awareness Drive within campus</td>
<td>Students/Faculties to take free sessions at corporate schools Zero Waste Case Study Competition</td>
</tr>
<tr>
<td>Method</td>
<td>Prof. Tanay</td>
<td>Sustainability themes for Conference</td>
<td>B-Plan Competition on Green Start ups</td>
<td>Sustainability themes for Conference</td>
</tr>
<tr>
<td>Research</td>
<td>Dr. Komal</td>
<td>Indira Blog (papers on Sustainability) Encouraging faculty to write papers on Sustainability.</td>
<td>New section of papers on Sustainability in Conference Proceedings</td>
<td>Giving E-certificates for FDP Proposed National conference by MBA under SPPU can include some part on Innovation and sustainability theme</td>
</tr>
<tr>
<td>Partnership</td>
<td>Dr. Suvarna</td>
<td>Ti-up with NGOs for carrying out SCR Activities. Tie up with NGOs</td>
<td>Each One Teach One Programme for Rural Kids. Panel discussion between different stakeholders on the how can companies be more sustainable.</td>
<td>Tie-ups with organisations like MCCIA, FICCI can be used as a platform to encourage dialogues with Corporates, Educators, Students. Sharing of information with other educational institute on Employment &amp; Entrepreneurship</td>
</tr>
<tr>
<td>Dialogue</td>
<td>Prof. Shikha</td>
<td>A Panel discussion (on critical issues related to global social responsibility and sustainability) in Abhinavan</td>
<td>PPT presentations amongst division regarding social issues like Poverty, child labour, empowering of women “Kalpavruksha”</td>
<td>MDP Cell can help undertake Research Projects SIPs in startups</td>
</tr>
</tbody>
</table>

Completion Status of Activities Planned under PRME

6.1 PRINCIPLE 1 : PURPOSE
The purpose is to 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.

At Indira School of Business Studies (ISBS) we have addressed the Principle 1 ‘Purpose’ by including Sustainability in various subjects been taught to the students. This inclusion is for all the students of Marketing, Finance and HR specializations.

**Activities Conducted at ISBS under ‘PURPOSE’ Principle (A.Y. 2017-18)**

**Inclusion in Syllabus**

<table>
<thead>
<tr>
<th>No.</th>
<th>Subject</th>
<th>Sustainability Ref (Jan 2018-20 syllabus and 2017-19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MANAGEMENT ACCOUNTING</td>
<td>i) Ability to understand accounting mechanics, process &amp; system and emerging trends in sustainability such as full cost accounting</td>
</tr>
<tr>
<td>2</td>
<td>Basics of Marketing</td>
<td>ii) Sustainability in green marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iii) Implication of emerging paradigm of sustainability and triple bottom perspective</td>
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<tr>
<td></td>
<td></td>
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<td>------------------------------------------------------------------</td>
</tr>
<tr>
<td>3</td>
<td>Organizational Behavior &amp; Theory of Management</td>
<td>iv) Be familiar with the concept of Sustainability and the Principles of Responsible Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>v) Sustainability &amp; Sustainable Development Goals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>vi) Be familiar with the concept of Sustainability and the Principles of Responsible management</td>
</tr>
<tr>
<td>4</td>
<td>Financial Management</td>
<td>vii) To understand sustainability issues affecting financial statements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>viii) Introduction to sustainability in financial statements</td>
</tr>
<tr>
<td>5</td>
<td>Consumer Behavior</td>
<td>ix) Sustainability in CB</td>
</tr>
<tr>
<td>6</td>
<td>Supply Chain Management</td>
<td>x) Understand sustainability in the context of Supply Chain Management.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>xi) Vendor Rating for Sustainability</td>
</tr>
<tr>
<td>7</td>
<td>Business Ethics &amp; Corporate Governance</td>
<td>xii) Global Issues on governance &amp; Sustainability</td>
</tr>
<tr>
<td>8</td>
<td>Services Marketing</td>
<td>xiii) Sustainability practices and impact on competitiveness</td>
</tr>
<tr>
<td>9</td>
<td>Innovation Management and Sustainability</td>
<td>xiv) FULL CREDIT SUBJECT ON SUSTAINABILITY (MORE THAN 12 HRS OF INPUT)</td>
</tr>
<tr>
<td>10</td>
<td>International Marketing</td>
<td>xv) Sustainability Practices – International Marketing</td>
</tr>
<tr>
<td>11</td>
<td>Retail Management &amp; E-Commerce</td>
<td>xvi) Sustainability in Retailing</td>
</tr>
<tr>
<td>12</td>
<td>Rural Marketing</td>
<td>xvii) Sustainability through Innovations in technology for growth of rural economy</td>
</tr>
<tr>
<td>13</td>
<td>Sustainable HR Practices</td>
<td>xviii) To learn sustainable HR practices (45 hrs. of teaching content)</td>
</tr>
</tbody>
</table>

**Plastic pollution**

ISBS took the Initiative of creating awareness about the issue of Plastic Pollution. The Philosophy of Refuse, Reduce and Recycle need to be followed for handling the issue of Plastic Pollution. The Awareness drive was spearheaded by Deputy Director Dr. Shraddha Kulkarni. She personally talked to students and faculty on this Environmental issue. She contacted all internal stakeholders
on mail and highlighted the menace of the over consumption of Plastics. She promoted the Carry Your Own Water Bottle – Reduce Plastic Usage campaign.

**ISBS is promoting “Carry Your Own Water Bottle-Reduce Plastic Usage” Campaign………**

“Plastic is a valuable resource and plastic pollution is an unnecessary and unsustainable waste of that resource.”

“No water, no life. No blue, no green” by Dr. Sylvia Earle

- Packaging is the largest end use market segment accounting for just over 40% of total plastic usage.
- Annually approximately 500 billion plastic bags/bottles are used worldwide. More than one million bags/bottle are used every minute.
- A plastic bag has an average “working life” of 15 minutes.
- Over the last ten years we have produced more plastic than during the whole of the last century.
- 57% of those units of plastic were water bottles sold in recent year.

(Source: plastic-pollution.org)

Considering these facts, we really need to give a thought to the plastic usage, because unless we reduce plastic usage, the production will not be reduced.

**Let’s try and do our bit….. Let’s carry our own water bottles wherever we go…….**

**Save Electricity**

ISBS has initiated a drive for generating awareness about Saving Electricity. All students, faculty and staff were informed about the importance of saving Electricity and how each one of us can contribute to this cause. Appeal made to all for switching off lights, fans, CPU’s and projectors when not required.
“Businesses cannot be successful when the society around them fails.”

This is what the students try to learn and practice at ISBS as a part of their commitment towards the society. The students undertook several initiatives depending on the needs of the various stakeholders. The budding managers and entrepreneurs of tomorrow showed their commitment towards Sustainability thru the following activities.
Paper Bag making

This activity was aimed at creating awareness of the challenges faced by us by using Plastic bags. Paper bags were made by the students and used during our internal events.

Walkathon & Street Play with Special Friends for Sustainable actions by society on 2nd October 2018
This activity by the students was aimed at creating awareness about the various pollutions causing harm to our environment. The harmful effects of water / air / noise / plastic pollution were communicated thru a Street play and Walkathon with special friends of an NGO Navkshitij.

Save Electricity
ISBS has initiated a drive for generating awareness about Saving Electricity. All students, faculty and staff were informed about the importance of saving Electricity and how each one of us can contribute to this cause. Appeal made to all for switching off lights, fans, CPU’s and projectors when not required.

**Helping for the Ghazal Program by Sant Moni Baba Anand Vriddh Ashram: 24/10/18**
Students helped in managing the Ghazal program for fund raising by Sant Moni Baba Anand Vriddh ashram. They managed the show and helped in sale of tickets, taking care of guests, snacks / tea distribution, helping the senior citizens during the whole event.

**Managing the Interschool Drama Competition for Special Friends: 17/10/18**
Our students helped NGO Navkshitij in their Annual Drama competition for Mentally Challenged friends. They took care of Registrations, Snacks distribution, guiding the participants and other activities for the smooth flow of this event.
6.2 PRINCIPLE 2: VALUE

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.
Activities Conducted at ISBS under ‘VALUE’ Principle (A.Y. 2017-18)

**Paperless Evaluations**
ISBS uses the LMS Inpods for conducting class evaluations. In this LMS faculty and students have logins and they can submit assignments using their logins thus eliminating the need for paper based submissions.

All the faculty also encourage students to submit assignments online or via email to reduce usage of paper to write or print assessments. All of the faculty in the MBA program have each conducted minimum one assignment using Inpods.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Faculty</th>
<th>Details of Paperless evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>D.K Sakore</td>
<td>Case Study</td>
</tr>
<tr>
<td>Financial Management</td>
<td>Dr. Komal</td>
<td>Case Study</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>Dr. Natashaa</td>
<td>Job description preparation assignment</td>
</tr>
<tr>
<td>Decision Science</td>
<td>Dr. Vishal</td>
<td>Case Study</td>
</tr>
<tr>
<td>Operations &amp; Supply Chain Management</td>
<td>Dr. Mahesh</td>
<td>MCQ</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Prof. Sumit Roy</td>
<td>Case Study</td>
</tr>
<tr>
<td>Emotional Intelligence and Managerial Effectiveness Lab</td>
<td>Dr. Shraddha Kulkarni</td>
<td>Case Study</td>
</tr>
<tr>
<td>Geopolitics &amp; the World Economic System</td>
<td>Dr. Parmeshwar/Shantanu</td>
<td>MCQ</td>
</tr>
<tr>
<td>Computer Aided Personal Productivity Tools Lab</td>
<td>Prof. Tausif</td>
<td>MCQ</td>
</tr>
<tr>
<td>Industry Analysis - Desk Research</td>
<td>Dr. Yogesh Mahajan</td>
<td>Project</td>
</tr>
</tbody>
</table>
“How I saved natural resources”

The aim of the essay competition was to create awareness about the role that individuals can play in saving resources. The essay competition prompted students to evaluate their actions as individuals towards sustainability and identify little steps that they can take in this direction.

8 entries were received for the competition. The winners will be announced in the next semester.

**Zero Waste Case Study Competition**

The aim of this competition was to encourage the students to study initiatives by companies towards sustainability to understand the current trends in the area. A video case study was carried out to make it more interesting and innovative as well as to encourage saving paper.

6 entries were received in this competition and the winners will be announced in the next semester.

**Activities Conducted at ISBS under ‘VALUE’ Principle (A.Y. 2018-19)**

<table>
<thead>
<tr>
<th>2nd Principle</th>
<th>Activities in 18-19</th>
<th>Status</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Paperless Evaluations</td>
<td>Completed</td>
<td>whole Semester</td>
</tr>
<tr>
<td></td>
<td>“How I saved natural resources” Competition</td>
<td>Completed</td>
<td>02-06-2018</td>
</tr>
<tr>
<td></td>
<td>Zero Waste Case Study Competition</td>
<td>Completed</td>
<td>02-06-2018</td>
</tr>
<tr>
<td></td>
<td>Awareness Drive within campus</td>
<td>Completed</td>
<td>At the time of Induction 18-20 Batch</td>
</tr>
<tr>
<td></td>
<td>Debate Competition on &quot;Can Human Action Control Global Climate Change&quot;</td>
<td>Completed</td>
<td>22-11-2018</td>
</tr>
</tbody>
</table>
Competition: “How I saved natural resources”

Competition

Natashaa Kaul
Tue 2/6/2018 10:48 AM

to: Shikha Sindhu <shikha.sindhu@indiraibs.ac.in>

Dear All,

As part of the PRME initiative, we are planning to have two inter-division competitions.

The inter-division competitions are:

- Video case study on Zero Waste
  - 2 students per team
  - Min. 2 teams per division
  - 8-10 minutes video case
- Essay competition on "How I saved natural resources" (approx. 1000 words)
  - Individual competition
  - Min. 2 persons per division
  - Approximately 1000 words essay

The CRs should give me a list of participants by Thursday 8th February, 2018.

The submission date for both the competitions is 26th February, 2018.

In case of any queries please get in touch with Prof. Natashaa Kaul.

Looking forward to your participation.

Best Wishes,
The aim of the essay competition was to create awareness about the role that individuals can play in saving resources. The essay competition prompted students to evaluate their actions as individuals towards sustainability and identify little steps that they can take in this direction.

8 entries were received for the competition. The winners will be announced in the next semester.

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Best Wishes,
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6 entries were received in this competition and the winners will be announced in the next semester.

**Awareness Drive within campus**

The ambassadors of PRME had conducted session at the time of Induction 2018-20 batch for orientation of the six principles of PRME along with the launch activity details which were focused on socially contextually relevant issues. The PRME ambassadors explained the need for being responsible management students and ISBS being a signatory authority believe in inculcating these habits in the students so that they become responsible managers of tomorrow.
Debate competition on "Can Human Action Control Global Climate Change"

Debates are a great way to explore the ideological battleground that is sustainability and demonstrate the advantages of pluralistic thinking. Participation in a debate also forces students to invest in a position and work to support it well, which tends to be empowering and gets them past muddled relativism.
6.3 **PRINCIPLE 3 – METHOD**

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
<table>
<thead>
<tr>
<th>Sr.no.</th>
<th>Activities</th>
<th>Status</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sustainability themes for Conference : Abhinavan 2019</td>
<td>Completed</td>
<td>29th and 30th January 2019</td>
</tr>
<tr>
<td>2</td>
<td>B-Plan Competition Socio-Economic Ideas in IndiaPreneur 2019</td>
<td>Completed</td>
<td>9th March 2019</td>
</tr>
<tr>
<td>3</td>
<td>Guest Session on Emotional Intelligence</td>
<td>Completed</td>
<td>1th March 2019</td>
</tr>
<tr>
<td>4</td>
<td>International Business Exposure Program (1 Week )</td>
<td>Completed</td>
<td>September 2018</td>
</tr>
<tr>
<td>5</td>
<td>Global Level Summits and Conferences</td>
<td>Completed</td>
<td>15th - 17th February, 2018 &amp; 26th November 2018</td>
</tr>
</tbody>
</table>
**Sustainability Theme for the Conference**  
**ABHINAVAN 2019**  
**VII National Research Conference**  
‘Managing Strategies in VUCA World’

Indira School of Business Studies hosted VII National Research Conference ‘ABHINAVAN’ on 29th & 30th January 2019 under the Quality Improvement Program of SPPU. The theme for this year’s conference was ‘Managing Strategies in VUCA World’.

The conference initiated by release of our research journal *Indira Management Review special issue dedicated to CSR at Cybage Software Pvt Ltd.* by the hands of our Guest of Honour, Ms. Ritu Nathani, Director - Cybage. The Chief Guest for the conference was Dr. Manivasagam Shanmugam, Global Head of Vehicle Engineering, Tata Technologies. Mr. Ravi Ramanathan, Principal Strategist - Strategic Inflection Solutions & Mr. Amit Gajwani, EVP, Head - Sales, Marketing & Communications, Legal at Cybage were the key note speakers.

Various other experts from industry and academia shared their stories and experiences with the students and created awareness about how to be sustainable by managing challenges of VUCA environment. Participants from various states presented their research papers on the second day of the conference. The conference concluded with the prize distribution ceremony.

Research Papers in the conference which addressed sustainability issues are as below:

1) **Bottom of the pyramid Entrepreneurship development in the VUCA world**  
2) **VUCA in higher education -with special reference to Jharkhand**

**Sustainability Themes for the Journal**

As we talk about growth and prosperity, an important aspect that needs attention is ‘Sustainability’. Business today needs to broaden their perspective from just being ‘profit oriented’ to be able to positively contribute to environment. Sustainable growth can only be achieved by constant efforts by every sector including research and development. IMR anticipates that with presented publications, readers will foresee global perspective with local touch.

This is a special issue covering the various manuscripts on CSR (Corporate Social Responsibility) activities of Cybage. Essence of various important themes under the broad head of CSR has been captured in this issue of IMR.
Cybage CSR Special Issue

RESEARCH PAPERS

1. Impact Evaluation of CybageKhushboo Scholarship Initiative
   Natasha Kaul

2. Gap Analysis and Impact Analysis of CSR Initiative of CybageAsha (Rural Upliftment), with Special Reference to Project Category - ‘Drainage’
   Yogesh D. Mahajan

3. A Study of CSR Initiative of CybageAsha (Rural Upliftment) with Special Reference to ‘Toilets’ under the project Category ‘Sanitation’ in Various Villages of Pune District
   Tanay Kurode

4. A Study on Satisfaction Level of Villagers About CSR Initiative of CybageAsha (Rural Upliftment) With Special Reference to Construction of School Building, Classrooms and Wall Compound in Purandar, Velhe and Bhor Taluka
   Yogesh Daudkhane

5. Gap Analysis and Impact Analysis of CSR Initiative of CybageAsha (Rural Upliftment) with Special Reference to Project Category - ‘Water’ Desilting
   Amruta Deshpande

6. Study of Corporate Social Responsibility Initiatives by Cybage in Context with Infrastructure (Road Construction and Community Hall) in Select Rural Areas of Pune District
   Rajlaxmi Pramod Pujar

7. Smart Village Model with Environmental Sustainability
   Madhura Pimplapure

AUTHOR INDEX

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B-Plan Competition: Socio-Economic Ideas IndiaPreneur 2019

IndiaPreneur is an International Level Business Plan Competition organized by Indira School of Business Studies (ISBS) every year, wherein we call entries from students studying in various B-schools in India and in some international B-Schools. We have successfully conducted 8 editions of “IndiaPreneur” with participation from top B-schools including the IIT’s and IIM’s across the nation.

This year’s Business Plans with Sustainability themes were given special focus and appreciation by the judges and mentors. The details of the same are as below

1) **1st Prize INR 50,000** : Dr. Shubhra Chakraborty (SCMHRD Pune)& Trupti Lahiri (TISS Mumbai)
   Category of B-Plan: Social Entrepreneurship
   Name of the venture: Poshan : Helps to cater to malnutrition problem in rural India.

2) **Special Appreciation by Mentors**: Ms. Aditi Khot, Founder - Des Rangeela : Urban India's Traditional Connections
   Social enterprise working towards connecting Rural Artisans with urban areas to achieve marketability to their skills and create income generation and employment. For her dedication to Indian handicrafts and handloom welfare, a mentor Dr. Vinay Sharma offered her a laptop, unconditional loan and extended further support in terms of guidance required.
**Career Leadership and Development Program**

Career leadership and development program (CLDP) being followed at ISBS has multiple objectives which are aimed at grooming the students not only at being future ready but also train them to be responsible leaders who have the drive, initiative and vision to create sustainable businesses.

“**Alpha**” is one such program under the CLDP umbrella, which helps groom academically brilliant students to become innovative business leaders of tomorrow. Through this initiative they are prepared to handle situations like conflict management & stress management by providing them real life situations and assessing their responses.

They also go through a **Gallup Survey** which helps identify their areas of strength like domain knowledge, analytical skills & man management skills and improve on the weaker areas like better negotiation skills.

**International Business Exposure Program**

The philosophy of ISBS behind providing International Business Exposure Program (IBEP) to the management students is to align student's business acumen with the global business environment.

ISBS students of Batch 2017-19 had been to UAE for a week in September 2018. It helped to immerse students in another world culture. The experience exposed them to the challenges and opportunities faced by organizations around the UAE. It also extended students’ global awareness and enhanced their international perceptions and perspectives as ‘**Future Leaders**’.

Students attended a series of taught seminars and on-site company visits to investigate the role of companies within different sectors and the business culture prevalent for the region.

The places included:

- Business City Tour
- Manipal Academy of Higher Education
- Industrial Visit to below mentioned companies:
  - Pepsi
  - Ace Cranes
  - Metito
  - Nakheel
Global level Summits and Conferences

Indira Group provides highly knowledge enriching platform to the students through our Industry Partner Fun N Joy at Work founded by Dr. R. L. Bhatia (Founder World CSR Day & World Sustainability). Various global level summits and conferences are organized by Fun N Joy at Work, wherein eminent dignitaries from all across the globe address current trends impacting corporates and society at large. Students get opportunity to listen and interact with such eminent global influencers which inspires them to become accountable and responsible leaders of tomorrow.

Details of participations and associations in global events organized by Fun N Joy at Work:

Indira Group was proudly associated as ‘Excellence Partner’ with India Sustainability Leadership Summit and Awards held on 26th November 2018. The Sustainability Summit provides a platform to discuss the areas of common interest working towards betterment of the people and planet. This year’s theme was ‘Sustainability for All – Mind set change who make it happen.’ It was great opportunity for our Post graduate students and faculty members to meet and interact with such experts.

IGI 25th Year logo was released by the World renowned business educator and leadership coach, Dr. Marshall Goldsmith at the World HRD Congress 2018 held on 15th - 17th February, 2018, Theme: "Purposeful Purpose"
Indira Group presented “Dr. Tarita Shankar Awards for Excellence 2018” at Hotel Taj Lands End, Mumbai under MODI AWARDS – Making of Developed India Awards 2018. First edition of these prestigious awards were presented to top industry stalwarts who have leadership in their chosen area of interest by the hands of our visionary leader Dr. Tarita Shankar, Chairperson – Indira Group of Institutes, Pune.

Indira Group also participated at the World CSR Congress & Awards 2018. Global issues, development & innovation were the main focus areas of the event. United Nations’ Sustainable Development Goals was one of the presentations held at this event. Management students of Indira School of Business studies actively participated in this mega event.

Details of various other conferences attended by students in Year 2018-19

- World Digital Marketing Congress
- Global Youth Marketing Congress & Awards
- Customer Experience Engagement Congress
- World Training and Development Congress
6.4 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.
Activities Conducted at ISBS under ‘Research’ Principle (A.Y. 2017-18)

At Indira School of Business Studies, the objective of providing quality education, aligned with the need of the corporate world has been possible due to our dedicated efforts towards academic research and knowledge development. Faculty team at ISBS is encouraged to take up research initiative in the areas of sustainability and corporate social responsibility. Under its Research and FDP Cell, ISBS continuously encourages faculty members to engage themselves in conceptual and empirical research that advances their understanding of the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Following activities were undertaken relating to this principle:

1) Research projects on Role of corporations in creating sustainable value
2) Research papers on Sustainability in Conference Proceedings and Research Journal

Research Project to evaluate the processes and to gauge the impact of the CSR initiatives under the aegis of Cybage Khushboo.

This report is based on the initiatives of Khushboo Charitable Trust—also known as Cybage Khushboo, is a self-sustained NGO and a philanthropic arm of Cybage Software Pvt. Ltd. that was started in 2009. The aim is to provide financial aid to economically backward but promising students to help them fulfil their educational aspirations. And help them secure a bright future. This CSR wing is the brainchild of Arun Nathani, CEO and MD, Cybage, and his wife Ritu Nathani, Director, Cybage and Head- Cybage CSR.

As a part of its main initiative, Cybage Khushboo grants scholarships to students who want to pursue professional courses in Engineering (B.E. and Diploma), Software Application (BCA and MCA), Medicine, and Medicine-related courses such as Pharmacy, Dentistry, Homeopathy, Nursing and Physiotherapy and Masters in Social Work (MSW) among others. The CSR wing further helps these students by offering Training & Development sessions that focus on grooming each and every individual through spoken English & aptitude test sessions, professional etiquette trainings, interview skills and IT trend knowledge sessions to make them industry ready.¹

The report presents an evaluation of the initiatives of Cybage Khushboo. The report presents the existing practices, process recommendations based on benchmarking, process for impact assessment, and impact assessment for Cybage Khushboo as well as recommendations based on this impact assessment. The purpose of the comprehensive evaluation was to assess the short and long-term impacts of the program on its participants. This required the use of a multi-phase

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approach. This involved a series of individual surveys targeted at participants between 2010 and 2017. The scope of the evaluation included post-assessment surveys of the recipients of the scholarship. In order to gauge longer-term impacts, a separate survey was also administered among alumni scholarship recipients.

2. PROGRAM DESCRIPTION:
2.1 Goals and/or objectives:
This project was carried out with the purpose to identify areas of improvement in the processes followed under Cybage Khushboo. The program also aims at studying the impact of the initiatives by surveying the students that have received the scholarships.

2.2 Organizations involved:
Indira School of Business Studies (ISBS) has carried out the evaluation. ISBS has carried out the process study by conducting interviews with the CSR team at Cybage. The beneficiaries of the program i.e. the students that received the scholarship were also asked to shared their views opinions on the processes where they were participants. Also the beneficiaries were part of the survey to gauge the impact of the program.

2.3 Intended beneficiaries:
This report is intended for the CSR team as well as the management of Cybage.

2.4 Program Design:
The design of the evaluation is based on the Logic Model.

The Logic Model

The logic model is a tool that has been adapted from a business model developed to explain the logical relationship from strategy to return on investment. It is widely used in social service fields and by some government agencies to facilitate program planning, implementation, and evaluation. The logic model provides a snapshot of your program and serves as a single-page summary of your
program that is easily shared with staff, boards, and funders.

3. EVALUATION BACKGROUND

3.1 Scope:
The evaluation was carried out between the period of 15\textsuperscript{th} December 2017 and 7\textsuperscript{th} March 2018 for the scholarship program of Cybage Khushboo. The scholars from 2010 to 2017 were contacted for the impact evaluation. From the CSR team, a group interview with some members of the CSR team was conducted.

3.2 CSR team engagement:
The CSR team at Cybage were interviewed. The questionnaire for impact evaluation was prepared based on

- the information shared by the CSR during the interview phase
- Theory grounded in the Logic Model
- Secondary data about the objectives and processes at Cybage Khushboo.

3.3 Responsiveness to context:
For the process study the CSR team was interviewed. On account of shortage of time a group interview was conducted with 3 members of the CSR team from Cybage. In this case an unstructured interview was used.
For the impact evaluation 3 surveys were carried out:

- A structured survey for 2010-2016 students done face-to-face, telephonically and online
• A structured survey (an abridged version) for the students from the 2017-18 students done telephonically
• A structured survey of some of the parents of scholars carried out using a structured survey in Marathi done telephonically.

The questionnaires used for the impact evaluation are attached as Appendix.

4. EVALUATION METHODS
This section briefly explains the choices made for the purpose of evaluation of the program.

4.1 Approach to Evaluation:
As explained above the Logic Model has been used as the theoretical base of the evaluation design and implementation. The Logic Model when applied to evaluation of programs requires the data to be collected about

- the Input,
- the Process and
- the Output.

With this in mind, the questionnaire designed was broadly divided into 4 sections to cover all the three areas of the Logic Model.

4.2 Sample Size:
The CSR team shared data for a population of 677 scholars who had received scholarship from 2010-2016 of which 460 scholars participated in the survey. They also shared the data for 2017-18 which included 57 scholars of which 40 students participated in the survey. And 74 students of 2017-18 who were short listed but not selected for the scholarship. Of these 20 students participated in the survey. The data for 2017-18 was treated separately since they were part of the system for a brief period of time.

4.3 Data Collection:
A list of total 734 scholars who availed of the scholarship from 2010 onwards was shared. These scholars were called up for consent to participate in the survey. The authors had decided to conduct at least 60 face-to-face interviews as part of the data collection. The data from the rest of the scholars was collected on the telephone. Out of 734 about 500 scholars were part of the survey making the response rate approximately 70%. Some students who were part of the scholarship process but not ultimately selected for the scholarship were also interviewed so as to get their point of view on the application process. 50 parents of the scholars were also interviewed telephonically to get information from all the stakeholders involved.
5. RECOMMENDATIONS

Based on the discussion with the CSR team as well as the data obtained from the scholars and their parents, we would like to make the following recommendations:

| Input | • Alumni can be tapped into for the weekend sessions as well as for mentoring. These students have been in the same position as the current scholars and will be able to identify and anticipate student issues easily.  
• As part of the pre-scholarship counselling the alumni can also do mock interviews with the shortlisted students. A number of the students reported that they had never given interviews before and so were extremely nervous about it. Also this way all the students will get feedback that they can use for self-development.  
• Things that students appreciate:  
  o The scholars appreciated that during the home visit, they were made to feel comfortable and their parents were also part of the process.  
  o The scholars like that the interviews included technical and personal questions.  
  o They had a lot of clarity about the scholarship process after the home visit. |
|---|---|
| Process | • Scholars said that the frequency of advertisements in the newspaper should be increased, because some deserving students might miss the advertisement.  
• Some scholars reported that the online form should be made optional. But given the benefits accrued by keeping the form online, this may not be feasible.  
• Also scholars pointed out that the online form was complicated and could be made more user friendly since a lot of them are not very technology savvy.  
• Scholar referral scheme wherein current or past scholar can recommend other students could help increase the reach of the program.  
• Publicity of the scholarship scheme on social media could increase the reach with the use of Facebook and Whatsapp. Since almost everyone uses these forms of social media.  
• The application form is in English and the students feel that the form should be available in Hindi and Marathi since a lot of students are not very well versed in English and face challenges in filling the form. |
Some scholars expressed that communication is a challenge especially in English. Some students have trouble articulating themselves even in Marathi. One recommendation is to allow the students to select the language for the interview in the application form (Options could be Hindi, English, Marathi) and then conducting the interview in that language.

Mentoring should be geared more towards post-student life like challenges faced is moving to corporate way of life, expectations of corporates, etc.

Apart from mentors just engaging with the students. The mentors also could meet and counsel the parents. Because the lack of knowledge of the parents can get in the way of following the mentor’s advice.

Scholars lack the clarity about who their mentor is, how the mentor can help and how to take advantage of the mentoring. The scholars have never had mentors in most cases and do not understand how mentoring works.

Scholars feel that apart from the skill development sessions, they have need for sessions like how to give interviews, Mock GDs and Mock PIs. Cybage could tie up with colleges or agencies that can conduct these activities for the students.

One challenge identified by the CSR team is the lack of student participation in skill development initiatives, but the students have pointed out that they do not received information about these initiatives. Most of the students have been informed of activities only once or twice. In order to improve communication, a whatsapp group of the scholars (year-wise) can be created and messages can be passed on there also apart from the usual other methods of communication.

Also a more diverse range and more broad based range of initiatives for skill development which can appeal to all students regardless of their stream of study.

Some other areas for skill development as identified by the scholars are:

- Communication
- Public speaking
- Interview skills
- Campus to corporate transition
- Mock interview especially in final year
- Current affairs and corporate trends
- Aptitude test training

Parents could also be more involved in the scholarship processes. Parents showed interest is having a greater role. Being part of the
interview process, getting information about scholar progress and being called for session for counselling can be some of the options in this case.

- Things that scholars appreciate are:
  - Scholars were happy with the home visit aspects of application process and they thought it was extremely relevant.
  - Most of the scholars felt that the application process was easy to fill.
  - Scholars felt comfortable during the interview despite being nervous.

Papers on Sustainability in VIth International Conference ABHINAVAN 2018 on "START UP INDIA: A Spectrum of Sustainable Opportunities":

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Paper</th>
<th>Date</th>
<th>Faculty</th>
<th>Published in</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Corporate Governance and Sustainability</td>
<td>18-20 January, 2018</td>
<td>Mr. Ajay Talukdar</td>
<td>Conference proceedings</td>
</tr>
<tr>
<td>2</td>
<td>Exploring the Relationship between Sustainability Orientation and Entrepreneurial Intentions - Does Business Experience Play Role</td>
<td>18-20 January, 2018</td>
<td>Dr. Natasha Kaul, Prof. Shikha Sindhu and Prof. Pragna Kaul</td>
<td>Conference proceedings</td>
</tr>
<tr>
<td>3</td>
<td>Entrepreneurship Leadership: Mainstay of Sustainability of the Start Ups</td>
<td>18-20 January, 2018</td>
<td>Prof. Amruta Deshpande</td>
<td>Conference proceedings</td>
</tr>
<tr>
<td>4</td>
<td>Promotional Tools to Innovate the Sales Ideas</td>
<td>18-20 January, 2018</td>
<td>Dr. Mohini Thattey, Dr. Aabha Sharma</td>
<td>Conference proceedings</td>
</tr>
</tbody>
</table>
### Research Papers published on Sustainability (2017-18)

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Paper Title</th>
<th>Date</th>
<th>Faculty Name</th>
<th>Journal Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sustainability: Profitable Tool of Branding</td>
<td>Dec-17</td>
<td>Dr. komal Singh</td>
<td>International Journal of Research in Management &amp; Social Science</td>
</tr>
<tr>
<td>2</td>
<td>A Study on availability of opportunities for investment and Investment avenues followed by people In India</td>
<td>Nov-17</td>
<td>Prof. Amrita Karnawat</td>
<td>Ajanta International journal</td>
</tr>
<tr>
<td>3</td>
<td>Labour Law Reforms in Country - The Need of an hour</td>
<td>Jan-18</td>
<td>Dr. Yogesh Daudkhane</td>
<td>International Journal of Social Science &amp; Interdisciplinary Research</td>
</tr>
<tr>
<td>4</td>
<td>Police Stress- A study of “stressors” and “stress management interventions”</td>
<td>Jun-18</td>
<td>Prof. Shikha Sindhu</td>
<td>INTERNATIONAL JOURNAL OF MULTIFACETED AND MULTILINGUAL STUDIES</td>
</tr>
<tr>
<td>5</td>
<td>Prompt Corrective Action for Management of NPAs- Genesis &amp; Implications</td>
<td>Oct-17</td>
<td>Dr. Abhinav Jog</td>
<td>Asian Journal of Research in Banking &amp; Finance</td>
</tr>
<tr>
<td>6</td>
<td>A Study of Customer Awareness of Sustainability initiatives taken at Star Category Hotels in Hinjewadi area of Pune</td>
<td>Dec-17</td>
<td>Dr. Rajlaxmi Pujar</td>
<td>Indira Management Review</td>
</tr>
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</table>
Indira Blog (2017-18) (Articles on Sustainability)

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Article</th>
<th>Date</th>
<th>Faculty Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Education &amp; Sustainable Development</td>
<td>October 9, 2017</td>
<td>Prof. Manmohan Vyas</td>
<td>Blog.indiraedu.com</td>
</tr>
<tr>
<td>2</td>
<td>A Sustainable Future for Next Generation</td>
<td>20th March 2018</td>
<td>Prof. Mangesh P Dande</td>
<td>Blog.indiraedu.com</td>
</tr>
<tr>
<td>3</td>
<td>Sustainability &amp; Education</td>
<td>25th November 2017</td>
<td>Prof. Amruta Deshpande</td>
<td>Blog.indiraedu.com</td>
</tr>
</tbody>
</table>

Activities Conducted at ISBS under ‘Research’ Principle (A.Y. 2018-19)

1) **Cybage Project:**

Cybage Software Pvt Ltd. has selected Indira School of Business Studies, Pune to conduct evaluation of its CSR projects. Cybage project studies the impact and gap analysis of CSR activities undertaken by Cybage Software Pvt Ltd in villages in Pune district. It is based on the initiatives of Cybage Asha that fall under its Rural Upliftment Vertical. Rural Development program is executed to improve the quality of rural life by developing required infrastructure for villages; making them self-reliant; highlighting the importance of general cleanliness and community health; and bringing about their socio-economic transformation through the participation of village residents.

The activities conducted under Rural Development, in beneficiary villages include:

- Conducting de-silting activities at local water bodies and helping residents implement rainwater harvesting in rain shadow areas
- Constructing toilets and underground drainage systems
• Constructing new water tanks and repairing the existing ones to enhance the supply of potable water
• Upgrading the infrastructure of rural schools and providing facilities such as benches, water purifiers, and computers
• Conducting health check-up camps
• Conducting cleanliness drives and helping villagers implement waste management
• Organizing health awareness sessions for women and senior citizens, and promoting development schemes pertaining to agriculture
• Construction of Internal Roads
• Conducting skill and income generation activities like Jam, Pickle and Sauce making
• Conducting training regarding income generation and food processing skills
• Carrying out Tree Plantation drives across villages
• Constructing Toilets and Drainage Systems

ISBS has carried out the project study by interacting with various stakeholders like CSR team at Cybage, beneficiaries of the project, villagers, students, Teachers, and Gram Panchayat members. The project presents an evaluation of some of these initiatives of Cybage Asha. The project report presents the existing status quo, impact assessment and recommendations based on this impact assessment. The purpose of comprehensive evaluation is to assess the short and long-term impact of the projects on the beneficiaries and assessment of gaps (if any), for further improvement.

Objectives of the Study
1. To find whether the Villagers/Stakeholders are happy with the infrastructure quality developed by Cybage.
2. To find out whether villagers are taking care of maintenance post-handover of the project
3. To study how the project changed the lives of the Villagers/Stakeholders.
4. To study whether the project has been replicated by other villages.
5. To study whether there is any change in mind set of villagers after Cybage Asha’s presence in the village.
6. To study if any reverse migration happened as a result of the project.
7. To study if villagers are motivated to uplift the quality of life in their own village, as an outcome of Cybage intervention.
The primary data for this project was collected through a questionnaire designed specifically for this purpose. The total sample size of the project was 954. Various stakeholders like villagers, Parents of children, Gram Panchayat members, Teachers, direct beneficiaries were included in the sample. The projects was classified into 5 categories as given below:

<table>
<thead>
<tr>
<th>PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATER</td>
</tr>
<tr>
<td>1 Village Water Tank</td>
</tr>
<tr>
<td>2 School Water Tank</td>
</tr>
<tr>
<td>3 Desilting</td>
</tr>
<tr>
<td>SANITATION</td>
</tr>
<tr>
<td>1 Drainage Construction</td>
</tr>
<tr>
<td>2 Toilets (Individual/Common)</td>
</tr>
<tr>
<td>INFRASTRUCTURE</td>
</tr>
<tr>
<td>1 Road Construction (Internal/Road to Crematorium)</td>
</tr>
<tr>
<td>2 Street Lights</td>
</tr>
<tr>
<td>3 School Wall Compound</td>
</tr>
<tr>
<td>4 Community Hall</td>
</tr>
<tr>
<td>5 Benches Donation</td>
</tr>
<tr>
<td>6 School Classroom construction</td>
</tr>
<tr>
<td>7 School Building Construction</td>
</tr>
<tr>
<td>ENVIRONMENTAL SUSTAINABILITY</td>
</tr>
<tr>
<td>1 Biogas Plant</td>
</tr>
<tr>
<td>2 Tree Plantation</td>
</tr>
<tr>
<td>3 Smokeless Chulhas</td>
</tr>
<tr>
<td>4 Solar Street Lights</td>
</tr>
<tr>
<td>INCOME ENHANCEMENT</td>
</tr>
<tr>
<td>1 Income generation Training</td>
</tr>
<tr>
<td>2 Tomato Ketch Up Training</td>
</tr>
</tbody>
</table>
The following table shows the details of villages covered and projects evaluated by Indira School of Business Studies:

<table>
<thead>
<tr>
<th>Name of village</th>
<th>Taluka</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surwad</td>
<td>Velhe</td>
<td>Underground drainage, Internal road and School wall compound</td>
</tr>
<tr>
<td>Yewali</td>
<td>Bhor</td>
<td>Drainage, Road, Street Light, Toilets, Village water tank and school water tank</td>
</tr>
<tr>
<td>Bare Budruk</td>
<td>Bhor</td>
<td>Drainage and Internal road</td>
</tr>
<tr>
<td>Mhalawadi</td>
<td>Bhor</td>
<td>Internal roads</td>
</tr>
<tr>
<td>Karnawadi</td>
<td>Bhor</td>
<td>Drainage, Toilets, School building, water tank</td>
</tr>
<tr>
<td>Mavadi Kade Pathar</td>
<td>Purandar</td>
<td>Underground drainage, School wall compound, Benches donation, De-silting, Biogas and Toilets</td>
</tr>
<tr>
<td>Mavasi Supe</td>
<td>Purandar</td>
<td>Toilets, Tree plantation, Community hall and De-silting</td>
</tr>
<tr>
<td>Nawali</td>
<td>Purandar</td>
<td>De-silting, smokeless chulha, solar street lights, benches donation and toilets</td>
</tr>
<tr>
<td>Laptalwadi</td>
<td>Purandar</td>
<td>Internal roads, Income generation training and toilets</td>
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<tr>
<td>Pingori</td>
<td>Purandar</td>
<td>Primary and secondary school infra, tomato ketchup training, tree plantation, water tank</td>
</tr>
<tr>
<td>Hanumanwasti</td>
<td>Purandar</td>
<td>Primary school building construction</td>
</tr>
</tbody>
</table>

The data was collected by the students of ISBS in various villages. In all, 110 students were involved in the project. Students were given training about how to conduct the interview. They were sensitized about the CSR work of Cybage. Students were divided into groups of 10 and one
faculty per group was appointed to help students in the villages. The data was collected by visiting the villages and conducting interviews of concerned stakeholder by the students as per plan. The data was analyzed by faculty, and a comprehensive report was prepared and presented to Cybage Asha in the form of 5 reports. The report was well received by Cybage. A special edition of Indira Management Review, research journal of ISBS was published with research papers on impact and gap analysis of CSR projects of Cybage.
Pictures: CYBAGE Project
2) **Research papers on Sustainability in Conference Proceedings and Journal Papers (2018-19):**

Following research papers and conference proceedings studies the role of corporations in the creation of sustainable social, environmental and economic value.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Smart village model for environment sustainability</td>
<td>Published</td>
<td>Indira Management Review</td>
</tr>
<tr>
<td>2</td>
<td>Impact evaluation Cybage Khusboo Scholarship initiative</td>
<td>Published</td>
<td>Indira Management Review</td>
</tr>
<tr>
<td>3</td>
<td>Study of CSR initiatives by Cybage in the context of Infrastructure development in select areas of Pune district.</td>
<td>Published</td>
<td>Indira Management Review</td>
</tr>
<tr>
<td>4</td>
<td>Bottom of the pyramid Entrepreneurship development in the VUCA world</td>
<td>Published</td>
<td>Abhinavan Conference</td>
</tr>
<tr>
<td>5</td>
<td>VUCA in higher education -with special reference to Jharkhand</td>
<td>Published</td>
<td>Abhinavan Conference</td>
</tr>
</tbody>
</table>
Partnership: Under this aspect we at ISBS, interact with people from industries, associations, NGO’s, hospitals etc. to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
ISBS has collaborated with following Corporate Bodies

- Confederation of Indian Industries, Pune (CII)
- Young India Initiative (YII)
- Federation of Indian Chamber of Commerce and Industry (FICCI New Delhi)
- Confederation of Indian Industries, Pune (CII)
- Young India Initiative (YII)
- Mahratta Chamber of Commerce Industries & Agriculture, Pune (MCCIA)
- National Human Resource Development Pune, Chapter (NHRD)
- Principles of Responsible Management Education (PRME)
- Education Promotion Society of India (EPSI)
- National Entrepreneurship Network (NEN)
- Pune Management Association (PMA)
- National Institute of Personnel Management (NIPM)
- Drucker Society
Activities conducted at ISBS under ‘PARTNERSHIP’ Principle A.Y.2017-18

Each One Teach One Programme for Rural Kids

Students of ISBS undertook a Digital Literacy Program. They met people and taught them various methods of E payments. They explained to the people about the advantages of Cashless payments. They demonstrated how certain E transactions can be done and how it saves on time and efforts. They tried to reduce the fear people are having about E transactions. People were happy to learn these new ways of exchanging money for goods and services.

Panel discussion between different stakeholders on the how can companies be more sustainable

Experts speaking at the sixth international conference on startups at Indira School of Business Studies (ISBS) called for the strengthening of entrepreneurial skill sets amongst young students and enhance their talent through motivation and constant up gradation of their skills in accordance with the requirement of the world of business.

Besides, the experts stressed on the need for young entrepreneurs to adopt the grassroots approach to make it big in the future. The conference focused on the probable opportunities for startups in India which was aimed at enlightening students of business management courses about startups and the wide spectrum of sustainable opportunities it offer. The theme of the conference was ‘Startups India - A Spectrum of Sustainable Opportunities - Abhinavan 2018’ which took place under the guidance of Tarita Shankar, chairperson, Indira Group of Institutes (IGI) and Chetan Wakalkar, group director, IGI.

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Kaustubh Dhargalkar, founder, potentials and possibilities mentor at the Centre for innovation, incubation and enterprise at IIM Ahmedabad, delivered his talk on why Indian entrepreneurs should think original. He said, “An entrepreneur should bring in new ideas of business, study them, nurture them and present them in a polished manner. After the economic slowdown in 2008, the startup opportunities have grown in India and everyone should take advantage of the opportunity.”
Jelfie Achandy, principle consultant, Dream Catcher Group India and Canada, said, “For entrepreneurs, the passion for their business idea should be the fuel of success. It doesn’t matter if you do not succeed at the first step but through the passion for your ideas, you can facilitate new tactics, procedures and acquire new skills for the success of your business.”

Chinmay Khole, general manager, Tata Cummins Ltd, said, “While starting a new business, an entrepreneur should focus on the scope and limitation of the business and then accordingly, use their schedule and resources.”

Also present were Dr. Vikas Joshi, founder and CEO- Harbinger Group, Harshwardhan Gune, Head Strategic Products Division Worldwide Oilfield Machine India, Vinayak Jadhaw Founder and Director Thinking Hut IT Solutions, Chanakya Joshi, Founder GetAConnect.in, Jayant Tambade, Partner ITpreneur, Data System Pvt Ltd were amongst the distinguished speakers for the event.

The post lunch sessions were addressed by Vikas Joshi, CEO and Founder, Harbinger Group. This was followed by a panel discussion. The participants in the discussion were Dr Vikas Joshi, Founder and CEO Harbinger Group, Chanakya Joshi, Founder GetAConnect.in, Prashant Phatak, Founder CEO Valency Networks and Dr. Ravindra Utgikar, VP corporate Strategy and Marketing Praj Industries Ltd. They spoke about what sustainability means for organizations and why it is important. They highlight how companies are taking interest in sustainability and are actively involved in the process.
Tie-ups with organisations like MCCIA, FICCI can be used as a platform to encourage dialogues with Corporates, Educators, Students

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<td>1</td>
<td>Dr. Anand Alby</td>
<td>Marketing Professor at MDIS, Singapore</td>
<td>MDIS</td>
<td>What’s Next for India?</td>
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<td>2</td>
<td>Dr. Kaustubh Dhargalkar</td>
<td>Founder- Potentials and Possibilities, Director - Opulent Infotech Pvt. Ltd. • Mentor at The Center for Innovation, Incubation &amp; Enterprise at IIMAheemabad • Jury &amp; Mentor for Economic Times-Power of Ideas contest. • Visiting faculty- NMIMS, Welingkar Institute of Management, PKSBE, IIT Bombay (2014-15) • Advisor – Innovation &amp; Entrepreneurship, Welingkar Institute. • Contributor writer for Knowledge@Wharton, the official publishing platform of Wharton School of Business, University of Pennsylvania • Mentor &amp; Master Trainer with the National Entrepreneurship Network</td>
<td>Potentials and Possibilities</td>
<td>Indian Entrepreneurs should Think Original</td>
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<td>Mr Harshvardhan Gune</td>
<td>Heading the Strategic Products Div. (Defense &amp; Railways BU) of Worldwide Oilfield Machine India</td>
<td>Worldwide Oilfield Machine India</td>
<td>Start Up: Importance of Comprehensive business process integration including marketing</td>
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<tr>
<td>4</td>
<td>Mr. Chinmay Khole</td>
<td>BUSINESS OPERATIONS MANAGEMENT &amp; PROCESS EXCELLENCE SPECIALIST, General Manager – Tata Cummins Ltd</td>
<td>Tata Cummins Ltd</td>
<td>Challenges &amp; Opportunities for a Startup Company - exploring through case study</td>
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<td>5</td>
<td>Dr. Vikas Joshi</td>
<td>Founder and CEO, Harbinger Group</td>
<td>Harbinger Systems</td>
<td>The Startup Interview - Get Set for Entrepreneurship</td>
</tr>
<tr>
<td>6</td>
<td>Ms. Jelfie Achandy</td>
<td>Principal Consultant - Dream Catcher Group, India and Canada</td>
<td>Dream Catcher Group, India and Canada</td>
<td>Is entrepreneurship for everyone? What it takes to be an entrepreneur?</td>
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<td>7</td>
<td>Mr. Chanakya Joshi</td>
<td>Founder - Getaconnect.in, IIM Alumni</td>
<td>Getaconnect.in</td>
<td>Designing &amp; Implementing strategies for startup</td>
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<tr>
<td>8</td>
<td>Mr. Vinayak Jadhav</td>
<td>Founder &amp; Director at Thinking Hut IT Solutions</td>
<td>Thinking Hut IT Solutions</td>
<td>journey of a start-up</td>
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<tr>
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<tr>
<td>9</td>
<td>Mr. Jayant Tambade</td>
<td>Partner Itpreneur</td>
<td>ITPreneur</td>
<td>Why should you work for Start Ups?</td>
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<td>10</td>
<td>Mr. Sudin Apte</td>
<td>CEO-offshore Insights</td>
<td>Offshore Insights</td>
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<td>Dr. Ravindra Utgikar</td>
<td>VP - Praj Industries</td>
<td>Praj</td>
<td>Panel Moderator</td>
</tr>
</tbody>
</table>

360 Students attended the conference who learn about various aspects on the theme of Startups, also they witnessed Panel Discussion and speeches of various eminent personalities within the country as well as outside the country. The conference also provided a platform to the students to write research paper & present their research work to the audience.
Activities Conducted at ISBS under ‘PARTNERSHIP’ Principle (A.Y. 2018-19)

Activity 1
- Guest lecture series at ISBS by Mr. Rohit Ghosh-CEO and Founder, Pedagogy.
  Topic: Skills required for employment in today’s Industry 4.0 framework.
  Date: 29th September 18’
  59 students.

Activity 2
- Interactive Session with Mrs. Tina Ambani
  Date: 5th October 18’
  20 students attended the same.

Activity 3
- EOGSEA (Global Student Entrepreneur Awards)
  Cybage Kalyaninagar
  5th January 19’
  12 Students sent to witness the same

Activity 4
- 3rd Founder’s Day
  12th March 2019
  I2IT …Hinjewadi
  Topic: Are entrepreneurs born or nurtured?
  21 students attended the same.

Activity 5
- Business Plan Competitions

  Chaitanya Jadhav & Sahil Kadam (MBA 18-20) won 1st place at the Business Plan Competition on 3rd March at Management Institute of ASM.

  Naman Chouhan (E1M 18-20) in partnership with Nimish Jain (BBA, ICCS) won 2nd place at Business Plan Competition held at Indira Institute of Management, Pune on March 5th.
The same team of **Naman and Nimish** went on to win 2nd place yet again at the Business Plan Competition on 6th March at Symbiosis College of Arts & Commerce.

Sachin Patil and Sourabh Bidada winners Inter IGI at Indiapreneur, ISBS.

**Activity 6**

- **Business Bazigar Competition**
  Business Competition under ISBS where in students are asked to form teams of 10 each. Each team is given Rs.100/- and given about 5 days. They need to start a venture with the given amount and increase profits. They learn Team Building, Leadership, Conflict Management, Negotiation Skills etc.

  They are asked to give a presentation at the end of 5 days. Panel of judges judge them on various parameters such as Creativity and Innovation, Communication, Dedication and Perseverance, Personal and Financial Risk, Analytical Skills, Team Work and Leadership.

**Activity 7**

- **Industrial Visit**
  - Each student is given an exposure through visiting one industry in Sem. II
  - Industries visited: Piaggio, Kalyani Maxion Wheels Ltd, Jabil, NIS

**Activity 8**

- On 15th Feb. 2019 ISBS Faculty attended a workshop on ‘What every HR Manager should know of Labour Laws’ organized by **NIPM, Pune Chapter**

**Activity 9**

- **CII Quiz Competition – Anwesh 2018, Mumbai on November 22nd, 2018.**
  1) Sachin Patil (PGDM 18-20, Sec C)
  2) Pallavi Ghulaxe (PGDM 18-20, Sec A)

**Activity 10**

- **AIMA Presentation Competition, Delhi**
  1) Charles Prem (PGDM 18-20, Sec E)
  2) Priyanka Sagar (PGDM 18-20, Sec E)

**Activity 11**

- **CII Conference on Marketing & Branding, Delhi**
  - Attended by Dr. Bagirathi & Dr. Rajlaxmi
  - Date: 12 Dec. 2018
Activity 12
- CII Conference on Retailing, Delhi
- Attended by Dr. Bagirathi
- Date: 31 Aug. 2018

Activity 13
- CII-Industry-Academia Meet, conference on higher Ed Tech, Pune
- Attended by Dr. Jog & Prof. Rohan Das
- Oct. 2018

Activity 14
- Attending various meeting at CII & NIPM
- Attended by Prof. Rohan Das (MDP Cell)
- Date: Ongoing (monthly/quarterly)

Safety for Life - Participation in Safety Awareness drive of Tata Technologies
Paper Bag Making – A Step towards Sustainable Future

Winners - Case Study Competition

In conversation with Mrs. Tina Ambani
Industrial Visit – Dialogue with Industry to fulfil the quest for knowledge
6.6 PRINCIPLE 6: DIALOGUE

Dialogue: We will facilitate and support dialogue 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.
Means to achieve the stated objective:

1. Orienting students about PRME
2. MDP cell to execute projects that would help corporates with respect to social responsibility and sustainability (to cater to People, Planet and Profit)
3. Students to join SIPs in start-ups and contribute towards establishing sustainable organizations and thus building healthier eco system.
4. Students to have debates/discussions/activities on issues pertaining to Sustainability.
5. Providing support to budding entrepreneurs so that they can provide employment to others in future and become self-sufficient.

Activities Conducted at ISBS under ‘DAILOGUE’ Principle (A.Y. 2017-18)

A Panel discussion (on critical issues related to global social responsibility and sustainability) in Abhinavan

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Research Projects undertaken by MDP Cell - CSR Project at Cybage

Experts faculty i.e. consultants at ISBS undertook a project for Cybage Pvt. Ltd. They carried out gap and impact analysis for the Cybage Khushboo Scholarship project. The PGDM and MBA volunteers were also involved in this project.

The scope of the project was:

* Identify any weaknesses in the processes related to the CSR department with reference to CybageKhushboo Scholarship

* Gauge the impact of the Scholarship Project on scholars and their families.

The first part of the project was carried out by the faculty by interviewing the stakeholders of the project especially the CSR team.

The students were engaged in the step of impact evaluation. Impact Analysis was carried out via Community Survey. About 40 students dedicated 30 hours each towards this project. The students conducted face to face and telephonic interview of the scholars and their parents. They reached out to over 500 students and about 50 parents for impact evaluation. They were also involved with data preparation and data coding for all the surveys. They also helped the faculty in the analysis of the data. The project was successfully completed in March 2018.
SIPs in startups

48 students took internship assignments in startup organizations with objective of helping these startups and assisting them in becoming self-sustainable:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Students Names</th>
<th>Specialization</th>
<th>Start-up name (for SIP)</th>
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<tr>
<td>1</td>
<td>Anamika Lodhi</td>
<td>Marketing</td>
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<td>2</td>
<td>Aparna Nair</td>
<td>Marketing</td>
<td>Aim india</td>
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<td>3</td>
<td>Barkha Duseja</td>
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<td>Zolo Stays</td>
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<td>Ichha Ratra</td>
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<td>Insistent Technologies &amp; Consulting</td>
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<td>5</td>
<td>Mayank Sharma</td>
<td>Marketing</td>
<td>Purnartha Investment Advisers Pvt</td>
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<td>6</td>
<td>Mufaddal Baroodwala</td>
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<td>7</td>
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<td>Inception</td>
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<td>8</td>
<td>Payal Swami</td>
<td>Marketing</td>
<td>Innovizia Technology</td>
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<td>9</td>
<td>Rajat Chodhary</td>
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<td>Leo Edunomics Pvt.</td>
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<td>Akash Dhek</td>
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</tbody>
</table>

Events/ Competitions Organized for students to foster in them the spirit of “Sustainability” and to strengthen the Dialogue about “importance of Sustainability”

1. Visit to a Bonsai Exhibition  
a. Students appreciated nature & took a pledge to plant and save trees

2. PRME’s Kalpavrukh Competitions (6th December, 2017)  
a. As an initiative of Kalpavrukh – ISBS Centre for Sustainability a series of awareness building competitions were organized on a set of contextually relevant issues. The competition was held on 6th December, 2017 at Dhruv Auditorium for a full day and saw enthusiastic participation from students. The competitions included were -  
b. Poster Presentation  
c. Skit/Street Play on socially relevant issues  
d. Presentation Competition on need for sustainability  
Some of the initiatives which were taken up were –  
Each One Teach One, One Rupee a Day Initiative and Education for All
3. Presentation Contest & Research Paper Presentation Contest – Internal & External

Internal competitions were organized on 13\textsuperscript{th} October 2017 with aim to foster discussions on different aspects of sustainability

a. Presentation Contest on the topic of Sustainable Brands
b. Research Paper Presentation Contest on the topic of “Role of Sustainability in Innovative Branding”

The winners of above competitions participated in national level competition, “Dewang Mehta Competitions”:

Jyotsana Ghadge and Simran Sethi were 2\textsuperscript{nd} runner up in Presentation Contest. Akshay Deokar was 2\textsuperscript{nd} runner up in Research Paper Contest.
4. **Independence Day Celebrations** on 14th August, 2017 with Street Plays on Quit India Movement and Women Empowerment
5. Winner of West Zone in **AIMA Presentation Contest** held in Mumbai on 10\(^{th}\) November, 2017

   a. A team of students from ISBS Ankita Rohtangan & Sushiv Joshi competed with 20 teams in AIMA Presentation Contest. The topic of their presentation was “Our idea and Action Plan for a Developed India”. The vision was to bring together doers & dreamers who can create an ecosystem of new business ideas into reality. The objective was to create thought leaders who would bring about change.

6. Students participated in **CII Student Essay Writing Competition** titled “The India We Want” on 31\(^{st}\) January, 2018
Activities Conducted at ISBS under ‘DAILOGUE’ Principle (A.Y. 2018-19)

Summary:

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td><strong>Orientation to students</strong></td>
<td>Formal presentation made to students of Batch 2018-20 during their Induction in July 2018</td>
<td></td>
</tr>
<tr>
<td><strong>Projects by MDP Cell</strong></td>
<td>Cybage Asha Project</td>
<td>Caters to “Social Responsibility”</td>
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<td></td>
<td></td>
<td>Details on page no. 3 to 6</td>
</tr>
<tr>
<td><strong>SIPs in Startups</strong></td>
<td>60 students of 2017-19 Batch did SIPs in Start-ups.</td>
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<tr>
<td></td>
<td>20 Students of 2018-20 Batch have got SIPs in start-ups as on 27/03/2019</td>
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<tr>
<td><strong>Students to have debates/discussions/activities on issues pertaining to Sustainability</strong></td>
<td>Students presented MIMEs on Social issues in November 2018. There was one entry from each division</td>
<td>Details on page no. 9</td>
</tr>
<tr>
<td></td>
<td>ISBS students presented a street play titled “Nari ka Sangharsh” in BMCC Pune in Jan 2019</td>
<td>Caters to “Social Responsibility”</td>
</tr>
<tr>
<td></td>
<td>ISBS students won fashion Show themed “Follow Traffic Rules” in Dhruv 2019 organized by PUMBA in Jan 2019.</td>
<td>Details on page no. 10,11</td>
</tr>
<tr>
<td></td>
<td>ISBS students got 3rd rank in Article Writing Competition organized by D.Y Patil Institute on the topic “Earth needs your help” in October 2018</td>
<td>Details on page no. 12</td>
</tr>
<tr>
<td></td>
<td>ISBS students got 3rd Rank in AIMA presentation regional round held in November 2018 on the topic “Blueprint to grow Tourism Sector: Turning a potential into a growth driver”</td>
<td>Caters to “Profit” aspect of Sustainability.</td>
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<td>Details on page no. 13</td>
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<tr>
<td>Intervention</td>
<td>Details</td>
<td>Remarks</td>
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<tr>
<td>Students to have debates/discussions/activities on issues pertaining to Sustainability</td>
<td>ISBS students participated in Dewang Mehta Presentation Competition on the topic “Sustainable Brands”</td>
<td></td>
</tr>
<tr>
<td>Providing support to budding entrepreneurs so that they can provide employment to others in future and become self-sufficient.</td>
<td>25 teams across nation that participated in Indiapreneur 2019, an international B Plan Competition hosted by ISBS were provided mentoring by seasoned entrepreneurs.</td>
<td></td>
</tr>
</tbody>
</table>

**Activity Details:**

**MDP Projects:**

**Project for “Cybage Asha”**:

**Project Summary**

The aim of the project was to assess the CSR projects of Cybage (Rural Upliftment Vertical) and to gauge the impact of the CSR initiatives under the aegis of Cybage Asha, alongside their gap analysis. In order to achieve these objectives, field survey was conducted using questionnaire and relevant information was sought from the beneficiaries who were benefited by the CSR Projects of Cybage in their Village. This report includes impact analysis and gap analysis of the following Project Categories:

1. Environmental Sustainability (Biogas Plant, Tree Plantation, Smokeless Chulhas, Solar Street Lights).

2. Water (Village Water Tank, School Water Tank, De-silting).


4. Infrastructure (Road Construction, School Wall Compound, School Building Construction, Bench Donation, Community Hall, Classroom Construction).

5. Income Enhancement (Income Generation Training, Tomato Ketchup Training)
Aim of the Project

This project was carried out with the purpose of identifying the impact of projects under CybageAsha (Rural Upliftment Vertical) and analysis of stakeholders’ opinion about the projects. The program also aims at identifying the gaps (if any) in the implementation of these projects.

Objectives of the study were

1. To find whether the Villagers/Stakeholders are happy with the infrastructure quality developed by Cybage.
2. To find out whether villagers are taking care of maintenance post-handover of the projects.
3. To study how the project changed the lives of the Villagers/Stakeholders.
4. To study whether the project has been replicated by other villages.
5. To study whether there is any change in mind set of villagers after Cybage Asha’s presence in the village.
6. To study if any reverse migration happened as a result of the project.
7. To study if villagers are motivated to uplift the quality of life in their own village, as an outcome of Cybage intervention.

Villages covered: Surwad (Velhe), Yewali (Bhor), Bare Budrwk (Bhor), Mhalawadi (Bhor), Karnawadi (Bhor), Mavadikalepathar (Purandar), Mavalisupe (Purandar), Nawali (Purandar), Laptalwadi(Purandar), Pingori(Purandar), Hanumanvasti(Purandar), Dahiwadi(Shirur), Amdavad(Shirur) and Vadner(Shirur)

Duration of the study
The study was carried out between the period of 15th May 2018 and 10th August 2018

Survey Period
16th to 20th August 2018

Number of Faculties involved=14
Number of students involved=115
Field Survey Clips:

Students’ Activities:

MIME Act

Enthuzia 2019 was organized in November 2019 in which students presented MIMEs on social issues like Transgenders, Women Empowerment, Loving your parents, Pollution etc.

There was one performance from each division.
Street Play- Nari ka Snagharsh

In Jan 2019, 16 students of ISBs presented a street play titled “Nari ka Sangharsh” in BMCC, Pune. The play was about trials and tribulations of the Indian Women. It covered women issues from the birth of a girl child, the gender inequality, child marriage and sexual abuse.
Fashion Show themed “Follow Traffic Rules”

ISBS students presented and won the Fashion show organized by PUMBA as part of intercollege fest “Dhruv 2019” organized in Jan 2019. The theme of fashion Show was Following Traffic Rules”, thus the students created awareness about creating a responsible society.
Article Writing on “Earth needs your help”

Who said a single person cannot make a difference? If you read Ruchika Jain’s article on “The Earth Needs Your Help” you will surely agree that change begins from home. Ruchika -an ISBS student from the PGDM 18-20 batch wrote an article which went on to be selected for the final round of presentation at D.Y.Patil Vidyapeeth’s Insitute Of Distance Learning. Ruchika made a 3 minute presentation to the judges on November 17th securing 3rd place at the Article Writing Competition
AIMA Presentation Competition:

Four students of the PGDM 18-20 batch went to represent ISBS at the AIMA Presentation Competition Regionals held in Pune on November 16\textsuperscript{th}, 2018. A team comprising of Charles Prem & Priyanka Sagar presented a “Blueprint to grow Tourism Sector: Turning a potential into a growth driver”. The team won the 2nd runner’s up trophy in zonal round.
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