'Learning Never Stops at GIM' defines the ethos of the GIM PGDM programmes - that learning at GIM is a holistic continuous process that goes beyond the classroom. Out of class activities like student clubs; experience of living on a diverse campus interacting with students from all states of the country, different academic disciplines, varied religious backgrounds; and a good measure of exposure to international students through student exchange programs as well as the India immersion programs for students from the United States, Belgium and Poland. The uniqueness of GIM is in being the only campus in India that has a Capella choir, a rock band, a theatre group, a film and photography group and several other such interesting opportunities for experiential learning. We are particularly proud of our much appreciated and awarded social sensitivity and community engagement program called Give Goa and several other such opportunities of holistic learning that complement our rigorous classroom based programmes. We are forging ahead in our journey and earning recognition for our progress. During 2018-19, we earned our first International accreditation SAQS which is modelled on the EFMD Equis accreditation. We are proud to be an accredited Institution and look forward to work with similar Institutions in South Asia.

We strongly believe that institutions which create, deliver or distribute value in society have a seminal role to play in societal transformation.

The GIM campus is a green campus and this year we continued efforts to sensitize students and faculty about sustainability, work toward making GIM a zero-waste campus and also to have a substantial portion of our power needs to be met through solar energy.

I am delighted to confirm our continued commitment to Principles for Responsible Management Education (PRME), we are happy to state that GIM became Advanced PRME signatory in 2019.

We believe that Sustainable Development Goals (SDGs) are relevant for business and management schools and we are taking efforts in creating awareness on SDGs. We have collaborated with AIM2Flourish in 2018 and 2019. We are happy to report that 3 of our students’ stories are shortlisted among the 76 finalists for Flourish Award 2020.

This report is the fifth report on progress of our institution wide activities undertaken in the last two years. Contributions by various student clubs, academic areas, Centers of Excellence, Atal Incubation Centre at GIM and faculty and staff are included in this report. I hope that report will provide you information about our continued efforts towards Responsible Management.

Dr. Ajit Parulekar
Director
History of GIM

The Goa Institute of Management was established in August 1993 as a centre of excellence in management education. It is registered under the Societies Registration Act XXI of 1860, bearing Registration No. 35/Goa/94.

Ever since its inception in 1993, GIM has systematically built a rich learning environment through engagement with academia, industry and alumni. GIM today offers a rich bouquet of programs that meet the challenging business needs of our nation and the state of Goa.

Built on an enduring value system that began with the founder of GIM Fr. Romuald D’Souza (Also founder of XIM, Bhubaneswar and former director of XLRI, Jamshedpur), and steered towards excellence by subsequent directors and faculty, GIM has today matured into a leading business school with an impressive placement record. GIM had introduced PGDM-Healthcare Management into 2013 when we set out to build Asia’s Best Comprehensive Healthcare Management Programme with emphasis on various facets of healthcare management. In the span of four years 3 batches of students have passed out and the programme has begun to make an impact. Today it is arguably the best healthcare management programme in the country and is growing from strength to strength.

The flagship PGDM Full-Time program offered at Sanquelim Campus, serves the needs of corporate nationwide. In June 2018, we have introduced a Two-Year full time PGDM Programme in Big Data Analytics. One of the earliest management programmes in the country focussed on exciting field of Big Data with an aim to create Data Literate Managers for tomorrow’s needs.
Commitment to PRME

As institutions of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission.

The current SIP report details the activities with regard to PRME principles:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>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.</td>
</tr>
<tr>
<td>Method</td>
<td>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
</tr>
<tr>
<td>Research</td>
<td>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.</td>
</tr>
<tr>
<td>Partnership</td>
<td>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.</td>
</tr>
<tr>
<td>Dialogue</td>
<td>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.</td>
</tr>
</tbody>
</table>

1 Source: http://www.unprme.org/the-6-principles/index.php
We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

GIM continue to emphasize Social Responsibility through the curricular and extra-curricular activities. In this report, we provide details of some interventions used to promote social responsibility in the period 2018-20.

**Centre for Social Sensitivity and Action**

Centre for Social Sensitivity and Action (CSSA) is a centre to promote social responsibility within and outside GIM.

This Centre acts as a bridge between GIM and the external community of which we are part. *Through service to the community* (esp disadvantaged sections), it (a) systematically generate knowledge about social and environmental challenges facing disadvantaged sections (b) inculcate capabilities (including knowledge and attitudes) among potential and actual managers to address these challenges and (c) provide expertise to organizations on *effectively* addressing social and environmental challenges.

CSSA remains committed to the UN Sustainable Development Goals, Principles for Responsible Management Education (PRME) initiative and to the promotion of responsible management.

GIM is a member of United Nations Global Compact, part of a network of companies across the world who work towards the Global Compact’s mission of “Committing to sustainability and shared responsibility for achieving a better world”.
Centre is designing and implementing various initiatives including teaching, research, consultancy and engagements to create awareness regarding SDGs, sustainability, responsible management and other related issues that are relevant for business and management schools. CSSA has collaborated with international platforms e.g. AIM2Flourish, Wikirate and other national/local organisations e.g. Wipro, Godrej & Boyce, Finakshar, Goa Chamber of Commerce and Industry Education Committee to reach out to the community.

‘Samarthan’, a student initiative under 'Centre for Social Sensitivity and Action' promotes the culture of being socially responsible among budding managers and take initiatives on the importance of giving back to society through various events.

**What We Do**

- **Generate knowledge thru research, knowledge-sharing with experts**
- **Disseminate knowledge thru workshops/teaching etc**
- **Build capability thru training programs**
- **Provide extension services (consulting, advocacy)**
The mission of GIM is to “create knowledge and nurture leaders for sustainable business and an inclusive society for India and the world, while maintaining a strong and ongoing commitment to Goa”

The Vision of Goa Institute of Management:

- To achieve a preeminence among business institutions in India and be acknowledged among the ten best Institutions in the country.
- To obtain international accreditation and be acknowledged among the fifty best schools in the world.
- Our graduates should be acknowledged as sound business managers with an all-round capacity, with environmental sensitivity, and social consciousness of their lesser privileged associates.

The Institute has initiated several steps to promote greater social responsibility among the students. The Institute Programme Learning Goals provides emphasis on Ethics & Societal concerns. Our PGDM (HCM) programme list one of the PLG as “Graduating students will be sensitise to ethical and values-based decision-making while sensitive towards the dimension of sustainability in business decisions”. Accordingly, one of the PLO is “Graduating students will be able to identify the issues of sustainability in business decision contexts and attempt to address them in their recommendations”.

Goa Institute of Management has always been committed to the goal of sustainability and has taken sever steps in order to have a green campus, eg water conservation strategies, energy management strategies, independent audits, plantation etc. The institute outsourced a third party to do a Green Campus Audit. The audit was an in-depth study of the current operational
practices and on-going improvements for providing detailed guidance on further action to acheive water savings, energy savings, improving the indoor quality etc.
Institute has managed to save over 5,000 litres of water per day, by plugging the leakages and introducing new technology and minor changes to the existing water consumption systems. Other measures, included using aerators in water faucets, changing the flushing system and using water-less urinals. Institute has a RAIN HARVESTING POND of approximately 800 cubic meter of water. 1000-micron thick plastic lined. Inner part sloping at 35 degree to maximum depth of 3 meter. This water is being used for garden purpose.

**SOLAR WATER HEATING SYSTEM**

We have installed solar water heating system for 9 hostels, visiting faculty accommodation and 3 faculty housings. By installing solar heating system, we are saving approx. INR 3871/day
To save recurring electrical energy cost by replacing our conventional lighting fittings with LED fittings of the same luminous intensity. After shifting from CFL/CANDESAND to LED we are saving approx. 504 KWH/day which costs INR 2822.4/day. The saving includes saving in energy cost.

Goa Institute of Management in its efforts towards a better future and Sustainable Development Goals is committed to reduce the carbon footprint by road transport.

GIM new campus was established in 2010 and during that year institute started a common bus service from Panjim for its employees. In 2015 institute started its bus service from Mapusa and in 2017 from Ponda.

The distance travelled each day from these various locations to campus is approx. 176 km. 47 employees between these locations currently use the bus service. This has drastically reduced the carbon emission.

The coach bus service from Panjim–Sanquelim–Panjim travels 62 km daily with 23 people on board results in 1.55 GHG/Pasenger; Mapusa-Sanquelim-Mapusa bus travels daily 56 km with 15 employees results in 2.55 GHG/passenger and Ponda-Sanquelim-Ponda Large Car travels 62 km daily with 5 employees results in 2.61 GHG/passenger. If each employee would use his/her personal average car for travel to office then it will result in approx. 22.61 GHG/passenger. ([https://the-shift.org/carbon-footprint-calculator/](https://the-shift.org/carbon-footprint-calculator/))

We see this as a conscious effort in making difference and contributing to energy saving.
GIM has been committed in sustaining the greener campus and this involves efficient use of energy in our campus and promoting environmental awareness within students and other stakeholders. Keeping this in mind, GIM first engaged in energy audit done by third party suggesting the gaps. GIM has installed energy management system. The real-time collection of data makes it possible to understand the real-time energy consumption levels for all the equipment and devices; this system collects energy management data from the field. This EMS is continuously monitoring a total load of GIM in terms of KWH, KVA, Amps also can monitor individual load for e.g Faculty housing accommodation, Chiller, Hostels, etc.

This data is available to the maintenance team through graphics and online monitoring tool (through ERP), thus enabling the management of energy resources. In case, there is an abnormal consumption, system will track it and it will help to take corrective action in that regard.

**Waste Segregation**

Institute has already done away with the use of disposable plastic bottles and replaced it with glass reusable bottles. Currently, institute is treating wet waste on the campus using vermi-compost and adopted four-way segregation across the campus.
"WE ARE THE ONLY INDIAN B-SCHOOL TO BE FEATURED IN FINANCIAL TIMES SPECIAL REPORT 2019 ON RESPONSIBLE BUSINESS EDUCATION"
This section details some of the papers published by our faculty members in last two years that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

CASES, BOOK CHAPTERS, BOOKS & RESEARCH PAPERS


22. Surya Karr Pravat (2019) Air Pollution in Delhi and Six Blind Men” - a teaching case along with its teaching note, Sage Business Case Collection


NEWSPAPER, MAGAZINE PUBLICATIONS


GIM-LEEDS MSA Research Project SDG 8.7

Goa Institute of Management collaborated with University of Leeds, U.K on a research project entitled “Tackling Slavery, Human Trafficking and Child Labour in Modern Business”. The project was related to Sustainable Development Goal (SDG) 8.7 that aims to end forced labour and modern slavery. The project received grants from British Academy and DFID.

The objective of the project was to develop insights into potential challenges implementing the UK legislation in the global clothing supply chains, as well as gather examples of how Indian industry is engaging with it and understand potential issues around social challenges.
Research on the impact of the British government legislation on global business and management is still scarce. Therefore, this project was undertaken to help understand how legislation such as the Modern Slavery Act is being interpreted by UK brands and their global suppliers. It is clear that legislation poses challenges for the clothing industry, with its complex globalised supply chains. The team from GIM have worked with selected Indian supply chain companies to get a better understanding of the supply chain and to explore what is the impact of UK retailers and brands on different tiers of the supply chain. During last two years research team from GIM has interacted with different tiers of suppliers such as garment manufacturers, suppliers of fabric, spinning mills, ginning suppliers, cotton farmers mainly from Tirupur, Erode, Coimbatore etc to explore what is the impact of UK retailers and brands on different tiers of the supply chain. Two major events were successfully organised under this study; one was with corporates and other stakeholders in Coimbatore in January 2019 and Dissemination workshop in Delhi in February 2019.

Key findings from the project include:

- Businesses in the fashion and textile sector have limited engagement with the Modern Slavery Act. While a number of businesses communicate very well with the public about the Act and the issues it aims to address, a large number of firms do not engage with the letter and spirit of the Act;

- Limited transparency along the supply chain inhibits the implementation of the Act. International brands often do not have a proper handle of their complete supply chain;

- Suppliers are often seeing the engagement with the Modern Slavery Act as a pure compliance requirement without which they could not export. This suggests that they would not address labor exploitation otherwise.

- Following events with industry, trade unions, NGOs and policy
makers in India, Vietnam, and the UK it has become clear that the complexity and fluidity of the fashion industry’s global supply network (many formal and informal tiers of suppliers that are constantly changing) means that vulnerability to modern slavery is present in all countries. This makes defining, identifying and reducing modern slavery a very challenging ambition for even the most progressive businesses.

The team on this research project included Dr. Divya Singhal, Ms. Deepti Jog and Research assistant Ms. Suganya G.

**SEMINAR/ CONFERENCE PRESENTATIONS**

- Dr. Divya participated in the Responsible Management Education Research 6th Conference hosted by Jönköping International Business School, Sweden from 29th Sep-03 October 2019. She presented her work on “Role-Playing as a Tool to Inculcate Social Responsibility from a Multi-Stakeholders Perspective”.

L-R : Dr. Divya Singhal (GIM), Prof. Mathew Davis (Leeds University); Mr. Kamal Singhal(Executive Director, Global Compact Network India), Mr. Rajendra Gunjal (State Coordinaror, Bachpan Bachao Aandolan), Dr. Ajit Parulekar (Director, GIM), Mr. Rishi Sher Singh (Supply Chain expert)Dr. Hinrich Voss (Prof, Leeds University), Ms. Deepti Jog (GIM)
• Prof. Amiya Sahu represented GIM in the 8th PRME Asia Forum on 13th-14th December, 2018 at SP Jain, Mumbai. The theme of the Forum was ‘Sustainable Futures: Partnering in Responsible Management Education’.

• International Humanistic Management Association organised an intellectual shaman conversation with R. Edward Freeman and Sandra Waddock on “Making the World Better through our Teaching & Research” online on 03 December 2019. Dr. Divya participated in this online webinar and shared the institute activities.

• Centre faculty Prof. Vithal Sukhtankar and Dr. Divya Singhal participated in an unique conference which brings together thinkers, doers and funders in Social Impact space to focus on key and intractable problems which have eluded solutions at scale organised by CMS - Social Impact Specialists. CMS is a part of the Catalyst Group (Vrutti, Swasti, CMS, Fuzhio). The conference was held on 29th-30th August.

• Centre faculty participated in the Dissemination workshop to release the Goa State Strategy on Resource Efficiency and Circular Economy on 24 February 2020 as part of European Union (EU) and Government of India collaborative effort. Chief Minister of Goa released the strategy document. EU’s Resource Efficiency Initiative (EU-REI) for mainstreaming resource efficiency agenda as a critical aspect towards resource security and to support the implementation of the Sustainable Development Goals (SGDs) especially SDG 12.
This section will provide details of our curriculum related efforts – service–learning projects and emphasis of creating processes that enable effective learning experiences for responsible leadership.

**GIVE GOA PROJECTS**

“The purpose of the GiveGoa initiative is to promote social responsibility among the students of GIM through service to the less privileged communities and thereby contribute to goal of a more inclusive society.”

It is operationalized as a *compulsory* 4-credit course in the first year of the PGDM program. The course has two components: a three-credit experiential project with partner organizations (such as banks and NGOs) and one-credit classroom learning experience. The institute chose to make the course compulsory and assign credits for two reasons: (a) the goal of creating socially responsible managers required that all students be provided opportunities to be responsible; (b) unless the institute highlighted (through word and deed) the importance of the course, students might not be motivated to expend effort. This lack of motivation among students could adversely affect the institute’s reputation among stakeholders.

The experience of taking responsibility for others and reflecting on the experience are essential for inculcating responsible behavior. Therefore, the course includes (a) an action-component, where students learnt through service to the community, and (b) a reflection component. The learning from the projects is reinforced through classroom discussions of films and articles on responsibility.
Students of the first year of the Post Graduate Program are formed into groups of six to undertake a project at an organization in Goa. They visit one of twenty client organizations, every Thursday.

The purpose of the GiveGoa project is to promote social responsibility through service to the less privileged communities and thereby contribute to a more inclusive society.

The project aims to help students become more socially aware and inclined towards taking responsibility for the community welfare. We hope that students would be better able to:

- describe “real-world” problems and circumstances faced by the community
- help them to implement changes that improve the livelihoods or lives of the community
- realize the need for (and feel inclined towards) addressing problems of the community

<table>
<thead>
<tr>
<th>Community development initiatives</th>
<th>GIM’s contribution</th>
</tr>
</thead>
</table>
| Improving access of poorer sections to financial inclusion schemes and various government schemes (Banks, NABARD, Dairy Department) | Created awareness among farmers/ self-help groups/ vegetable vendors/ school students about government- and bank-schemes for them.  
Helped farmers form joint-liability groups to avail of government subsidies/ bank loans despite not having land titles. |
| Improving quality of education among government schools in rural areas (Directorate of Education, Sarva Shiksha Abhiyan) | Conducted workshops for teachers on use of internet to obtain useful teaching resources;  
Supported teachers by coaching children in maths and English |
| Improving sustainability and effectiveness of NGOs (El-Shaddai, SPACE, COOJ, CRG, VHAG)           | Organise activities to promote awareness about the NGO among the local community.  
Supported NGOs by teaching drop-outs who had registered with the NGOs for coaching and helped in advancing the NGO’s agenda |
| Improving agricultural productivity through better linkages (Zonal Agricultural Office, Directorate of Agriculture) | Conducted workshops to educate farmers about need for soil-testing, about what pesticides/ fertilizers to use; |
| Creating awareness amongst local community regarding water conservation, protection of water resources for a sustainable future and waste management (Panjim Municipal corporation, Pollution Control Board, Nestle, VHAG) | Developed soil maps for villages/ sections of villages and handed these to the panchayat;  
Conducted workshops about how to use the results of soil-tests (in deciding what fertilizer/ pesticide to use, what to grow)  
These workshops were in association with the relevant Govt dept., the ICAR and business |
| Creating Awareness about Health related issues among Goan community | Conducted seminars in local villages and addressed schools students about the need of conserving water. Mapped the water resources in 5 villages, identified leakages and helped fixed these.  
Assessment of Bio-toilet facility in Quepem taluka, Need Assessment in Panaji slums  
Need Analysis on Dry Waste Management in Valpoi, Awareness seminars in various villages |
| Created knowledge about flagship programs like ‘Arogya Mitra’ and ‘Arogya Express’.  
Conducted Health camps for children in Baga, Candolim along with PHC support  
Did survey for assessment of health care provider services (Demand and Supply side) for PHC’s and sub-centres in North Goa  
Conducted awareness workshops and educational activities on health for children studying in bastis of North Goa and lifestyle diseases like hypertension and diabetes |
Prof. Vithal Sukhtanhkar, Chairperson of GiveGoa initiative at GIM, shared that in last 5 years; students have worked closely with 5 Government High schools in rural area.

1. Govt high School, Amona
2. Govt high School, Naveli
3. Govt high School, Honda
4. Govt high School, Morle colony
5. Govt high School, Bhuilpal.

The main aim of these school projects are to 1. Motivate, 2. Career options, 3. Teach maths and Science and 4. Teach English by way of non-conventional methods. Also, it is kept in mind is that it is not to substitute teachers but, something different from what teachers doing in the class rooms.

All these Government High School are situated in the rural area of Goa, amongst the lush green Sahyadri ranges. The SCC exam performance of this school for last 5 years and more has been always more than 85%. Most of the students in these schools are first generation learners. Teachers in these schools are well qualified (most of them are post graduate) and dedicated. Students are interested and talented. Some of these Schools are doing well in sports and extra curriculum activities.

As, Students are coming from vernacular medium, they find difficult to pick up the English language. This becomes the bottle neck for many subjects they are learning. As such we would like them to learn English language in much more proficient way and outside the class hours. Schools would like them to learn this language in staged manner.
Globally, Healthcare as a sector is growing exponentially in the past few decades. At the same time, the healthcare industry is in a period of transition moving towards being professionally managed. Currently, hospitals and healthcare delivery are managed by clinicians and also public health is managed by a mix of clinicians and bureaucrats. This has resulted in each organization working in its own idiosyncratic ways and thus for a student to learn healthcare management, the program needs a high exposure to real-life “practice” in addition to classroom learning. Thus, KYHP evolved to keep up with the challenge of building healthcare managers who can successfully manage this sector in the country’s first ever-healthcare management program launched at GIM in 2013.

First year students of full-time post graduate program in healthcare management visited various hospitals/health centres on Thursdays. The “Healthcare Thursday” is a distinctive feature of the program which provides extensive exposure to the functioning of the healthcare industry through a first-hand experience of working closely with hospitals and healthcare institutions. As a part of this, students observed and studied the working of private and government hospitals and delivery of public health programs to experience the practices in the health sector.

The students had opportunity to interact with hospital administrators, managers, nursing superintendents, emergency safety officers, learned the basic challenges faced by any hospital, what should be necessary in Layout planning, importance of IT services in hospital, how to allocate tasks to the staff, importance of nursing department, nurse to bed ratio.
KYHP

KYHP

KYHP

KYHP
Our students and faculty work/study a myriad of healthcare domains as part of the initiative. For example; in the last year we visited (as shown below)

<table>
<thead>
<tr>
<th>Hospitals</th>
<th>Pharma Mfg.</th>
<th>Medical Devices</th>
<th>Pharma Retail</th>
<th>Diagnostics</th>
<th>PHC’s</th>
<th>NGO’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private hospitals – Vision, Healthway, Manipal, Royal Hospital,</td>
<td>MNC – Sanofi, Lupin, Agiolax, Cipla</td>
<td>Siemens Healthcare</td>
<td>Chain/organised Pharmacy–Salcete, Hindu Pharmacy, Apollo, Manipal</td>
<td>Unorganised – Ashwini pathlab, Goa Scan Centre</td>
<td>Bedded – Sanquelim, Bicholim,</td>
<td>VHAG(Voluntary Health Association of Goa), El-shaddai, Helpage</td>
</tr>
<tr>
<td>Nursing homes - Govind Kamat, Kedar Padte</td>
<td>Clinical research – Vego Pharma,</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>EMRI, GMC</td>
<td>Excipients-Colorcon</td>
<td>Distributors-Pharmaplus, CMM, Pioneer</td>
<td></td>
<td></td>
<td>CHC-Valpoi</td>
<td></td>
</tr>
</tbody>
</table>

Secondary care - Asilo, Infectious disease hospital Ponda
Mr. Vikram Pandita Regional Manager, South Asia at NEXT Plc. addressed students on “Balancing profitability and social wellbeing”. His regions include India, Bangladesh, Pakistan and Sri Lanka, Middle East, Mauritius and Madagascar. He was the first member of Code of Practice team at NEXT in India to be appointed.

Ms. Joanna Pyres who specialises in multi-stakeholder collaboration for sustainable development including the private sector. She spoke on Circular Economy.

Her work takes her around the world, advising organisations and training individuals in how to engage in more conscious and strategic collaboration for sustainable development. Joanna is part of the global practitioners network of the Partnership Brokers Association, The Partnering Initiative, and The Art of Hosting and Harvesting conversations that Matter amongst other cutting edge approaches, and has worked with a variety of well-known NGOS, businesses, UN agencies and international donors. Passionate about Goa, and Anglo-Goan herself, she has started Circlewallas.net with her husband to explore how to support and inspire collaborative action for system level change towards the SDGs in Goa.
CSSA hosted another talk on “Responsibility vs. Profitability” by alumnus Mr. Ashwin Kak who is currently Associate Director - Sustainability & Agro Transformation at AB InBev India. He is driving sustainable initiatives across packaging supply-chain; leading the agriculture initiative at the company. He spoke about the idea of circular packaging and the initiatives taken by his company.

Mr. Tenzin, an Activist, Poet and Writer, hosted a talk and shared his experience.
Distinguished Professor Prof. Brad K. Blitz - 2019 Visit

Prof. Brad K. Blitz, Professor of International Politics and Policy at University College London Institute of Education and until June 2019 was Director of the British Academy/DFID Programme, Tackling Slavery, Human Trafficking and Child Labour in Modern Business was invited by the institute in October 2019. A former Jean Monnet Chair he is widely regarded as a leading expert on refugees and stateless persons, migration, human rights and international politics. A comparative political scientist by training, he has worked extensively in the former Yugoslavia and former Soviet Union and acted as an advisor and consultant to UNDP, UNICEF, the UN Office of the High Commissioner for Human Rights (OHCHR), the World Bank, OSCE, Council of Europe, DFID, and several NGOs. He has also advised national governments and has appeared as an expert witness on over 20 occasions.

Prof. Brad’s interaction session with GIM faculty (11 October 2019)

Prof. Brad shared the research findings and recommendations derived from the eight British Academy/DFID funded projects on Tackling Slavery, Human Trafficking and Child Labour in Modern Business.

<table>
<thead>
<tr>
<th>Projects</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration:</td>
<td>2017-2019</td>
</tr>
<tr>
<td>Value:</td>
<td>Up to £200,000 each</td>
</tr>
</tbody>
</table>
During his interaction he shared that the geographical coverage of these projects were Bangladesh, Brazil, Dominican Republic, Ghana, India, Indonesia, Jamaica, Malaysia, Mexico, Myanmar, Nepal, Peru, Vietnam and UK. And the methodologies used in these projects were somewhat innovative.

He shared that Discrepancies between pledged statements and intentions of businesses operating overseas to tackle abuse remains a challenge.

Prof. Brad also mentioned that the term ‘modern slavery’ remains contentious and highlighted the state complicity in recruitment and trafficking of labour undermines development of sound regime for enforcement. He shared that the levels of public awareness of modern slavery and rights to protection remain low.
He mentioned that transparency alone is not sufficient to curb modern slavery and extreme exploitation – we need to interrogate the practices of businesses, states and non-state actors. He emphasised the need to take a differentiated approach when considering the role of businesses but also states – governance systems and economies differ.

**Interaction with PGDM-PT students at Cujira**

Prof. Brad interacted with executive students and shared his perspective on the topic – Thinking about ‘modern slavery’: planning preparing, managing. He shared that Modern Slavery is important in today’s context because human rights and labour rights are under scrutiny, there are hard and soft law; and it is increasingly a critical issue to deal with.

He refereed Cockayne, Grono and Panaccione, UN University, 2018 who said that The economic drivers of slavery intersect with political and social vulnerabilities: susceptibility to slavery is, unsurprisingly, correlated with socio-political marginalization and disenfranchisement. The demand for cheap labour intersects with individual vulnerability, often caused by poverty, domestic discrimination and conflict and displacement. Even those forms of slavery that seem particular to conflict, such as forced recruitment and use of children, seem to follow a similar cost-saving and industrial logic.

He spoke about Sustainable Development Goals and specifically SDG 8.7 which talks about immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms’
Public Lecture on The Challenge of Statelessness and Migration in South Asia

A joint event was organised by GIM-ICG at ICG, Donapaula where Prof. Brad spoke on the challenges of migration and statelessness. The lecture was started by the welcome address by Dr. Pushkar, Director, ICG. Prof. Ajit Parulekar, Director, GIM shared the context and presented the introduction of Prof. Brad to the audience. Prof. Neeraj Amarnani, Dean- Academics proposed a vote of thanks.

The lecture was attended by various people from Industry, members from GCCI, Faculty members and students from GIM, Goa University and other colleges and other dignitaries.
Interaction with Sustainability Team, CSSA Chairperson and GiveGoa team

The objective of his interaction with these teams were to update him about the initiatives institute has taken and seek his guidance. Prof. Vithal Sukhtankar shared the current GiveGoa modalities and briefed him about the impact institute is able to create. Prof. Arpita Amarnani and Prof. Umesh Mahtani spoke about the newly established centre for Sustainability and shared the future plans of the centre. Dr. Divya briefed him about CSSA activities in recent past. Prof. Alekh Gaur briefed him about GiveGoa Health initiative and shared few challenges. Prof. Brad Blitz shared the need of social media presence of these centres activities. He asked do these centres have twitter handle? He asked on weekly basis, there has to be some sort of tweet or Instagram post of these activities.

Interaction with PGDM, BDA and HCM PGP 1 students

Prof. Brad spoke on “Human Rights and Modern Business” while interacting with PGP-1 students. He shared that be it chocolate industry, cotton industry or sea food industry, cases of human exploitation are present and toady with the global economy when people migrate for work; this issue is more relevant. He shared that those who are migrants are more vulnerable to abuse or exploitation at work. He said that tracing the supply chain is one area where technology can help. He said today due consumers have become aware and they have started asking questions around ethical sourcing, transparency, responsible behaviour and this has somewhat resulted in brands becoming more conscious.
Sustainability Hackathon on Water Conservation and Waste Management

Sustainability Team at GIM hosted Sustainability Hackathon on Water Conservation and Waste Management in August 2019 with the aim of developing a sustainable campus and nurturing a culture of environmental sustainability.

The Hackathon was a daylong event where shortlisted ideas from students were presented and the workshops by experts were conducted.

Selection of students were based on their submissions detailing the innovative ideas and demonstrating its relevance for the sustainability journey at GIM and the expected outcome.

Students group comprising Rashi Sharma, Vedanshi Tulshyan, Vishalkumar Bankar Avdhoot, Radhika Kulkarni and Nirnalkumar Rathi mentored by faculty Dr. Divya Singhal got the first prize. Their idea was to construct a Recharge Well on the campus to store the rooftop rainwater and surface water in the Recharge Well. This could be later consumed when there is a need for water. This well would be connected to a pipeline which will help accumulating the rainwater from the rooftop. This recharge well was an effective solution to efficiently use rainwater and replenish groundwater, which is not only sustainable but also feasible to implement in the long run.

Sustainability team is comprised of Dr. Arpita Amarnani, Dr. Sarat Kumar Jena, Prof. Umesh Mahtani and Prof. Vithal S Sukhathankar.
Goa Institute of management hosted one of the first of its kind Healthcare Management conclave on “Ayushman Bharat” which was organised in 2019.

Mr. Vishwajit Pratapsingh Rane, Minister of health, Government of Goa, gave his views on the issues Indian healthcare sector is facing right now and how only a collaboration between the government and private sector can solve them. He also gave his insights on how the central government has become more vigilant about the healthcare infrastructure and the recent developments under PMSSY. He emphasised on how GIM, by creating responsible leaders in the Healthcare Management field is doing its bit.

The keynote speaker for the event was Dr. Indubhushan, CEO, Ayushman Bharat & PMJEY, who spoke about how dire the healthcare needs of people in India are and after comparing numbers it was brought to everyone’s notice how India has much higher out of pocket expenditure on healthcare when compared to our neighbours and competitors. Dr. Indubhushan spoke about how Ayushman Bharat would be a game-changing scheme which will change the landscape of healthcare management in the country.

After the inaugural ceremony, the conference started with the first panel discussion moderated by Mr. Shaktivel Selvaraj, Senior Health Economist, PHFI India. The panellists for this discussion were Ms. K. Sujatha Rao, Former Union Health Secretary, Government of India; Dr. Ashutosh Raghuvanshi, Vice Chairman, Narayana Health Care; Dr. Indubhushan, CEO, PMJEY & Ayushman Bharat and Mr. Joy Chakraborty. The topic of the discussion was “Ayushman Bharat and its implications for universal health coverage in India”. The discussion revolved around how it is a huge responsibility on various leaders of the industry to aggregate policies and resources in order to accommodate people from all the strata of the society.
This was followed by a second panel discussion moderated by Dr. Ajit Parulekar, Director, GIM and the panellists were, Mr. Puneet Kohli, Vice Chairman, Fresenius Medical Care India Pvt. Ltd; Mr. Ashish Kohli and Mr. Shaktivel Selvaraj. The topic was “Is the healthcare product industry adaptable to the changing healthcare market due to Ayushman Bharat?” The discussion mainly focused around how there’s two players in the healthcare industry: Patients and Providers and how is Ayushman Bharat going to change the bargaining power of these players. Additionally, the speakers spoke about how this is a path breaking and bold step in the right direction and will change the way medical care will be delivered in India.
The Healthcare Management Division of Goa Institute of Management organized the 2nd annual healthcare conference on “Accelerating and Sustaining Investments for Financing India’s Health Care Needs” in February 2020. Mr. Vishwajit Rane, health minister of Goa was the chief guest for the conference. Over 170 delegates from across the country, consisting of doctors, healthcare managers, academicians, researchers and students attended the event.
The purpose of the 2nd annual healthcare conference was to bring together, policy, practice and business leaders from government, industry, international development agencies and academia on one platform and to discuss and debate the means to accelerate and sustain investments to ensure India can soon achieve Universal Health Coverage.

India has made significant strides in healthcare over the last few decades, with key indicators of health outcomes showing marked improvement. Various government initiatives have mobilized communities on health, and large-scale health financing initiatives have enabled access to the private sector for all sections of the population. However, India's out of pocket expenditure (OOP) constitutes more than 60% of all health expenses which is a major drawback in a country like India, where a large segment of the population is economically backward. Appropriate healthcare financing is a means to ensure that adequate funds for healthcare is available to provide equitable access to are population groups and reduce financial barriers to utilize health services. With the continuous flux of new schemes, market regulations and population demand, investment in this sector has multiple determinants.

The event featured Mr. Alok Kumar, Advisor, NITI Ayog, Government of India as a key note speaker and Brig. Dr. Arvind Lal (Padma Shri), Chairman and Managing Director, Dr. Lal PathLabs and Mr. R Chandrashekhar, Chairman, Centre for The Digital Future, as guests of honour.

Dr. Kheya Furtado, Assistant Professor of Goa Institute of Management presented findings from a WHO funded study conducted for the National Health Authority, Government of India on ‘Strategic purchasing in the Pradhan Mantri Jan Arogya Yojana through the Trust and Insurance model’. She emphasized that claim audits need to be facilitated by tools such as STGs and long-term capacities need to be built and retained in the public Trusts for management of claims. As scheme utilization increases, costs are likely to change, especially in Insurance model States due to the sharing of financial losses that may lead to larger premiums charged to States by Insurance companies. Contract terms with insurance companies must be closely monitored and address these potential changes. Differential pricing may be developed to incentivize larger hospitals to participate in the scheme. Incentives based on hospital infrastructure, location etc. may also be developed in addition to the base rate, to address supply side constraints.

The first panel discussion focused on ‘the challenges and opportunities in the current healthcare investment climate in India’ was moderated by Mr. Anjan Bose, Founding Secretary General,
NATHEALTH (Retd.). Hony Brig. Dr. Arvind Lal (Padma Shri), Chairman and Managing Director, Dr. Lal PathLabs, Mr. Alok Kumar, Advisor, NITI Ayog, Government of India, Dr. H Sudarshan Ballal, Chairman, MHEPL and Medical Advisory Board, Manipal Hospitals Group, Ms. Sheena Chhabra, Senior Health Specialist, World Bank, Mr. Sunil Thakur, Managing Director, Quadria Capital, New Delhi and Mr. Rohit Sathe, President, Philips Health Systems, Indian Subcontinent were the panellist for this first panel discussion.

The panel discussed various aspects such as frontline healthcare delivery sector being the prime investment priority for private equity investors, shifting of interest of private equity funders from investment in primary healthcare to ancillary sectors such as e-pharmacy industry, shift of healthcare delivery from small nursing homes and trust hospitals to the corporate hospital, low spending of India in health and its impact on overall healthcare delivery and the gap between improving treatment provision to population.
The second panel discussion on ‘Disruptive trends that impact cost of healthcare’ was moderated by Dr. Ajit Parulekar, Director, Goa Institute of Management. The panel members comprised of Dr. Ashok Rajgopal, Group Chairman, Institute of Musculoskeletal Disorders and Orthopedics, Medanta, Mr. R Chandrashekhar Chairman, Centre for The Digital Future, Ms. Meena Ganesh, Managing Director & CEO, Portea Medical, Mr. Sanjay Murdeshwar, Managing Director, Novartis, India, Mr. Abhay Shukla, Senior Director, Data Science, Optum Global Solutions and Mr. Nalinikanth Gollagunta, President & CEO GE Healthcare, South Asia & MD Wipro GE Healthcare. The panel discussed current interventions using disruptive technology for chronic health conditions and for geriatric population, customising the interventions according to need of the country that are already being used globally, use of AI in claim settlement and the issues related to accessibility of technology based healthcare services by all the population.
This section will detail the efforts in connecting with business, government, consumers, media, civil society organizations and other stakeholders on critical issues related to global social responsibility and sustainability.

**AIM2Flourish**

Goa Institute of Management has collaborated with AIM2Flourish, world’s first higher-education curriculum for the UN Sustainable Development Goals (SDGs) as part of their Social Responsibility and Action (SRA) course. AIM2Flourish is an initiative of the Fowler Center for Business as an Agent of World Benefit at the Weatherhead School of Management - Case Western Reserve University. Using the UN SDGs as their lens, GIM students group have done research, identified an innovation, and interviewed a business leader and then submitted their stories. The story qualified the review process are then made available on AIM2Flourish platform.
In 2018, GIM First year students Noel, Hari, Ankit, Alen and Palak guided by Dr. Divya Singhal worked on innovation story on Letcetra Agritech entitled “Redefining Agriculture through Technology” was one among the 76 finalists. It is really heartening to see that in the year 2019 an astonishing 824 student-written, inspiring innovation stories from all corners of the globe were published. And, 76 stories from 35 universities in 17 countries under the guidance of 42 different professor made into the list of The 2020 Flourish Prizes Finalists. From GIM, we have 3 stories shortlisted as finalist which is really a happy sign for all of us. These stories recognize the accomplishments of the student-author(s), the professor who oversaw the story’s publication, and the business leader interviewed for the story.

Out of these 76 finalists announcement of 17 Flourish Prize honourees will take place via a virtual celebration in late Spring by AIM2Flourish.

Excerpts of these 3 shortlisted stories and links to the full stories are below:

### PROTECTING MOTHERHOOD

There are a range of adverse health effects associated with maternal under-nutrition (malnutrition and micro-nutrient deficiency), anaemia and lack of facilities which can lead to the death of the pregnant women. To curb it, four youngsters for Nashik have developed the ‘Maatritva’ app. The vision of Maatritva is not only to reduce the number of preventable deaths but to enhance the experience of motherhood and enable safe delivery. This goes in line with the United Nations Sustainable Development Goal 3 (Good Health and Well-being) that aims at ensuring healthy lives and promoting well-being.

The business is the solution. On My Own is a business that enables differently abled to learn to drive on their own. It is a business solution that promotes mobility independence and helps people with disabilities to feel more connected to the world around them. This innovation helps solve Good Health and Well-Being by gaining a new perspective, Decent Work and Economic Growth by opening new doors of employment, and help Reduce Inequalities.

Read more: https://aim2flourish.com/innovations/on-my-own

Thanks to Stetho Healthcare Systems, doctors and patients have quicker and easier access to more data. Whereas before, a patient would have to bring various documents, which might easily be lost, when visiting a doctor, now, this information is always at the doctor’s and patient’s fingertips. What's more Stetho’s innovation is cutting down on paper waste by keeping information digitally.

Read more:  https://aim2flourish.com/innovations/digitization-of-healthcare
A report titled “Sustainable Development Goals (SDGs): Business Connection” was prepared by Dr. Divya Singhal and a special session was conducted for GCCI Education Committee members on this. Based on this report GCCI Education Committee adopted SDG - Sustainable Development Goals as one of its several initiatives. The report was shared with all the members.

GIM Students undertook two research studies focussing on understanding the skill gap among Goan youth.

GOA CHAMBER OF COMMERCE AND INDUSTRY (GCCI)

A report about AIM2Flourish in Newspaper
Social Emotional and Ethical Learning (SEEL)

CREATING AN IMPACT:

Goa Institute of Management taking forward Social Emotional and Ethical Learning (SEEL) Curriculum developed by Center for Contemplative Science and Compassion-Based Ethics at Emory University

We at GIM recognize the fact that in order to truly embed Social, Emotional and Ethical Learning into school education and to achieve Sustainable Development Goal 4 which talks about ensuring inclusive and equitable quality education and promote life long learning opportunities for all, various entities have to collaborate and contribute.

Centre for Social Sensitivity (CSSA) at GIM is working towards promoting social responsibility among organizations and thereby contribute to a more inclusive and sustainable economy. It would like to take the innovative program developed by Emory University on Social, Emotional, and Ethical (SEE) Learning in Goani Schools on pilot basis and help SEEL team to gauge impact through research.

The Dalai Lama Centre for Ethics and Transformative Values at MIT conducted Transformative Teachers- U Program for GIM faculty and Board members in 2018-19. The program had three modules: 1) Values-Based Leadership (Aug 2018), 2) Cultivating Emotional Awareness and Resilience (Nov. 2018), and 3) Designing Purpose (Jan 2019).

A three-day Educators workshop on Social, Emotional and Ethical Learning was organised from 5th August-7th August 2019 at Goa Institute of Management, Sanquelim Campus in collaboration with Emory University. Facilitators Ms Christa Tinari and Mr. Tsomdue Samphel were from Centre for Contemplative Science and Compassion-Based Ethics at Emory University, Atlanta. The workshop participants were teachers from Leh and Ladakh region, Udaipur, Sunshine Worldwide School Goa and volunteering GIM faculty.

CSSA is in talk with Emory University to collaborate on research front to document the impact of the SEEL implementation in select schools in Goa and India. As on date, two virtual meetings with Emory team have taken place.

We envision that Schools in Goa will benefit from the SEE Learning holistic approach to education that supports well-being by cultivating pro-social behaviour and socially responsible decision making. Sunshine Worldwide School is already on board and they have started integration of SEEL into their curriculum. We believe that this will equip our state school teachers with necessary competencies and knowledge and it will result in creating a larger positive impact on our society.

“Goa Institute of Management believe that ethics in education has a significant role in forming a mature and value-based human being. Moreover, to implement the value-based education, an end-to-end approach based on the principle which is ”the ethics and values need to be inherently integrated within school and education systems as a unified structure” is required.”

- Dr. Ajit Parulekar, Director GIM

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GIM Director Prof. Ajit Parulekar welcoming the facilitators from Emory University
Participants of Educators Training Workshop facilitated by Emory University

Felicitation of Reshma Piramal, Head Operations – South, SEE Learning India

Participants Sharing during reflection session

Dr. Divya Singhal at SEEL Global Launch event in Delhi

Mr. Tsondue Samphel, International Coordinator for the SEE Learning Program at Emory University addressing the workshop participants
Students participated in the Wipro Earthian Challenge.

In 2019 and 2020, students of GIM and of other colleges in Goa participated in the Wipro Sustainability Quiz. The Quiz was conducted at GIM through the Brainvista Club.
STUDENT LEAD EVENTS

Samarthan, the CSR club of GIM conducts at least 5 events every year aimed at improving lives. The events are as follows:

1. Parivartan: A national level CSR Case Study competition (in Samriddhi)
2. Letter Earthlings: Students write anonymous letters to depressed people
3. Make A Wish: Fulfilling at least 1 wish (usually more than 1) of underprivileged children from an NGO
4. Stakeholder event: Empowering any stakeholder of the society. E.g. last year it was an old age home visit
5. One Billion Rising: the biggest international mass action to end
6. violence against women and other minorities. One such event was organised on 28th Feb 2019 towards SDG – 5 : One Billion Rising 2019. Flashmob, theatre and musical performances were organised in Panjim municipal area to create awareness on women equality and to break the wall of stereotype.

Samarthan has positively impacted over 300 lives in the year 2018. Apart from these fixed events, team collected donations to help the flood victims of Kolhapur.

CSSA facilitated students participation in UN- PRME led global competition that involved contributing ideas to Manitou and Rockwell Automation, to help them solve sustainable business challenges. GIM student team participated in this global Challenge.
CSSA collaborated with Centre for Creativity and Design Thinking and suggested additional - Social Issue Photography theme for 2019 photo exhibition. Social issues photography raises awareness on social issues. This form of photography can either capture the raw feeling of a moment, the oppressive reality of anxiety or convey a strong message through its visual. The selected photos (by a jury) were displayed at GIM annual photography exhibition.
World Health Organization collaborates with Goa Institute of Management, Healthcare Management for early inputs on functioning of Ayushman Bharat- Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) across the districts of Uttar Pradesh and Jharkhand.

The healthcare management (HCM) faculty at Goa Institute of Management (GIM) recently conducted a study across the states of Uttar Pradesh and Jharkhand to provide early inputs and to assess the functioning of world’s largest health protection scheme – Ayushman Bharat; launched nationwide in September 2018. World Health Organization, which is also the technical support to National Health Authority (the apex body responsible for implementation of Ayushman Bharat), collaborated with Goa Institute of Management to conduct a study on “An Assessment of the Trust and Insurance model of Healthcare Purchasing under PMJAY: Examining two States”.
The main aim of the study conducted was to provide early inputs to improve programme design and implementation in the states and also provide recommendations for national policy level revisions.

A team of 5 members from the Healthcare Management branch of GIM, went across 12 districts of UP and Jharkhand (8 and 4 respectively) to conduct in depth interviews and discussions with stakeholders (Private, Public and Beneficiary) to capture the strengths and weaknesses of each of the two types of models- Insurance and Trust, under AB-PMJAY.

The team, comprising Dr. Kheya Furtado (Principal Investigator), Dr. Arif Raza, Devasheesh Mathur and Nafisa Vaz of Healthcare Management was invited to present the study at the one year anniversary event ‘Arogya Manthan’ in New Delhi. The valedictory session was chaired by the Hon’ble Prime Minister Mr. Narendra Modi.

They presented their study to Dr. Harshvardhan, Hon’ble Union Minister for Health and Family Welfare; Ashwini Kumar Choubey, Minister of State for Health and Family Welfare; Dr. Indu Bhushan, CEO National Health Authority and PMJAY and Dr. Henk Bekedam, World Health Organization Representative to India.
“We at GIM are committed to develop socially conscious and environmentally sensitive students”.

In the coming years we plan to:

- Strengthen our approach in creating socially responsible managers by
  a. Inviting people who are involved in implementing sustainability initiatives at their respective companies
  b. Encourage faculty members to take up research in these areas.
- Initiate building active network with PRME signatories, UNGC (India), business enterprises and NGOs to facilitate dialogue and research in the area of sustainability and responsible management education.

This report has been prepared by Dr. Divya Singhal. She can be contacted at divyasinghal@gim.ac.in