



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

RESPONSIBLE MANAGEMENT EDUCATION

Social Impact Initiatives
2019-20



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In response to COVID-19, BIMTECH took several initiatives to lessen the impact of pandemic on daily wage laborers living near to its campus. One of the initiatives was distribution of cooked meal. Image depicts food distribution under this initiative.



Message from the Director

I am excited to share the report “Responsible Management Education: Social Impact Initiative 2019-20”. This report highlights the social impact initiatives undertaken by BIMTECH during the academic year 2019-20.

The report has been prepared according to the PRME framework covering all the social initiatives under four broad heads that is Academic Engagement, Conferences, Workshops, Seminars, Consultancy and Capacity Building and Community Outreach.

I am pleased to mention that the community immersion program incorporated in the Responsible Business module from the academic year 2017-18 has been highly successful. It has been highly appreciated and supported by industry. Over the last three years, students were sensitised towards most pressing issues faced by communities. A total 1109 students were taken to 39 different locations spread across Haryana, Rajasthan, and Uttar Pradesh. I am grateful to the companies and NGOs who supported this initiative and facilitated the visit of our students to their project sites.

It is also worthwhile to mention contribution of the Centre for Sustainability and CSR towards research and publication. During the last year, the faculty at the centre has published book, and reading material for workshops.

The institute has also involved in knowledge creation and dissemination through national summits and workshops. The institute continued its flagship CSR event National CSR Summit jointly with the NHRDN while starting a national workshop on “CSR for Agricultural Development” in collaboration with MANAGE, Hyderabad. The event received an overwhelming response and has been a huge success under the guidance of Prof. N. N. Sharma and Dr N. Balasubramani, Director (CCA) & Principal Coordinator (CFA), MANAGE. I congratulate both of them for taking this initiative to sensitize corporate to address the contemporary issues in agriculture sector through CSR.

The institute has also helped various companies and corporate foundation in identifying needs and issues of communities to formulate evidence-based CSR projects/programmes and evaluating impact of their existing projects/programmes.

During 2019-20, BIMTECH lasted among top 10 institutes from across the country in “Utkrisht Sansthan Vishwakarma Awards 2019” of the AICTE under the theme “How to enhance the income of a Village” is the reflection of efforts made by the institute for transforming local communities under the guidance of Dr Rishi Tiwari.

The institute immediately responded to the humanitarian emergency emerged due to outbreak of COVID-19 pandemic and implemented several relief measures to mitigate the effect of pandemic on daily wage labourers, migrant workers etc.

I congratulate efforts of Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, Dr Vineeta Dutta Roy, Associate Professor & Lead-CSR, BIMTECH, and Dr Rishi Tiwari, CEO, BIMTECH Foundation for making the social impact initiatives of the institute a grand success and believe that under their continuous guidance the institute will further intensify and enlarge its social footprints in the coming years.

Dr. H. Chaturvedi

SUSTAINABLE DEVELOPMENT GOALS



First year students of PGDM - RM with Prof. N. N. Sharma during the field visit to village Thora in Gautam Buddha Nagar district of Uttar Pradesh.

People lined up to collect food from BIMTECH



Contents

- V Message from the Director
- X Abbreviations
- 1 Context
- 2 Social Impact Initiatives: 2019-20
- 16 BIMTECH's Response Against COVID-19
- 21 Publications
- 22 Sustainability & CSR Footprints

Abbreviations

ABDC	Australian Business Deans Council
AICTE	All India Council for Technical Education
BIMTECH	Birla Institute of Management Technology
CSR	Corporate Social Responsibility
ECPL	Epsilon Carbon Private Limited
GoI	Government of India
JSW	Jindal South West
MANAGE	National Institute of Agricultural Extension Management
MoU	Memorandum of Understanding
NGO	Non Governmental Organisation
NHRDN	National HRD Network
PRME	Principles for Responsible Management Education
RSSWLD	Ranganathan Society for Social Welfare and Library Development
SDG	Sustainable Development Goals
UBA	Unnat Bharat Abhiyan



Context



First year student of PGDM RM with Prof. N. N. Sharma during their field visit to Kishorpur village in Gautam Buddha Nagar district of Uttar Pradesh

Context

The Ethos of Social Responsibility at the Birla Institute of Management Technology (BIMTECH): The ethos of social responsibility at the Institute is no different from the value system of the House of the Birla's, one of the oldest and the most respected industrialists in India. The Institute is modern and progressive in its outlook but retains its deep commitment to simplicity, respect, sensitivity and care for others and zeal to contribute positively to the progress of society. The Institute exercises the tenets of ethics in its interactions and engagements with its various stakeholders.

Demonstrating the Universal Principles of Responsible Business Management, PRME and Sustainable Development: The Institute has adopted the Principles of PRME which are inspired by internationally accepted values, such as the United Nations Global Compact's Ten Principles, and provide an engagement structure for academic institutions to advance social responsibility through incorporating universal values into curricula and research. The principles help management institutions to seek and establish a process of continuous improvement in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.

Centre for Sustainability & CSR: In line with Vision and Mission of BIMTECH, a Centre for Sustainability and CSR is functioning in the institute. The major functions of the centre are as follows.

- Knowledge creation and dissemination in domain of CSR & Sustainability
- Providing academic support
- Capacity building of CSR professionals of corporates
- Providing consultancy support to companies
- Organizing national and international summits on CSR

- Undertaking community outreach

In context of academic support, "Responsible Business" has been included as one of core modules in all our PGDM programs. The module includes a mandatory rural immersion component. The experiential learning acquaints students with the pressing challenges of society and enable them to develop a mindset to bring out inclusive and sustainable solutions to address the needs of communities while driving economic growth.

The centre is also engaged in research on topics of sustainability and CSR. Research articles and cases studies etc. pertaining to contemporary issues in the domain of CSR has been published in high quality international journals.

Each year the centre also organizes two national CSR events viz., National CSR Summit jointly with NHRD Network, and Workshop on "CSR for Agricultural Development" in collaboration with National Institute of Agricultural Extension Management (MANAGE), an autonomous institute of Ministry of Agriculture & Farmers Welfare, Government of India. So far six national CSR summit and three workshops has been organised.

The centre also provides consultancy services to companies in the area of CSR and Sustainability. The services include Baseline survey and impact assessment, Situation Analysis, Needs Assessment, Monitoring and Evaluation, and Social Audits. Major clients include JSW Group, ACC Limited, JK Group, and Epsilon Carbon Private Limited, NTPC, Nuclear Power Corporation Ltd etc.

In context of community outreach, center has oversight and nurture BIMTECH Foundation and Ranganathan Society for Social Welfare and Library Development (both organisations supported by BIMTECH) for undertaking initiatives for benefit of community.

This report highlights the social impact initiatives undertaken by the centre in the last three years starting 2017-18.



Students being addressed by Prof. N. N. Sharma in the presence of Gram Pradhan during the village visit.

Social Impact Initiatives: Year 2019-20



Social Impact Initiatives: Year 2019-20

Social Project Experiential Learning

During 2019-20, 343 students of PGDM, PGDM-International-Business, PGDM-Retail Management and PGDM-Insurance Business Management visited CSR project sites of Ambuja Cement Foundation, Spark Minda, UltraTech, BIMTECH Foundation, ponds rejuvenated by social worker Sh. Ranveer Tanwar, Amazon Cares Community Outreach Centre/ Read India, Accenture, Indigo, Teach for India, Vikas Vishramt Charitable Trust, Muskan K.K Charitable Trust, Umesh: A Drop of Hope, and Sri Sathya Sai Annapoorna Trust. The villages visited by the students are spread across Uttar Pradesh and Haryana. Details are given in table 1.



PGDM-IBM students during rural immersion visit to Junior High School, Jamshedpura in Dadri block of Gautam Buddha Nagar district of Uttar Pradesh



PGDM students during rural immersion visit to Ambuja Cement Foundation in Dadri block of Gautam Buddha Nagar district of Uttar Pradesh

PGDM students took part in the research project of the Center for Responsible Business: PGDM student Anushka Jain, Divya Singhal, Pallavi Mishra, Rohit Bansal, and Romani Banerjee participated in a research project focused on Corporate Social Responsibility & Sustainability lead by Center for Responsible Business (CRB), New Delhi.



PGDM students with Prof. Bimal Arora, Aston Business School, UK during the CRB event

They also participated in the Annual Sustainability Conference organised by CRB on 20-22 November 2019 during which they gained insights on current sustainability trends and challenges in India from Honorary Chairperson of CRB Prof. Bimal Arora, Aston Business School, UK.

PGDM Students attended the 7th PRME International Conference on "Innovations for Sustainable Business: PGDM (IBM) students Daniyal Faruqi, Dikshant Parnami, Shivani Patel, Shreya Jain, and Vinamra Ramawat attended the 7th PRME International Conference on "Innovations for Sustainable Business" organised by IILM on 14-15th February 2020 at IILM Campus, Greater Noida. The Principles for Responsible Management Education (PRME) is a United Nations supported initiative founded in 2007 as a platform to raise the profile of sustainability in B-schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow.



PGDM-IBM students during 7th PRME International Conference on "Innovations for Sustainable Business"

Table 1: Community immersion visits organised for students during 2019-20

S. No.	State	District	S. No.	Village	Date of Visit	Number of Students	Programme	CSR intervention site of Company/ Organisation
i	Uttar Pradesh	Gautam Buddha Nagar	1	Bishara	25-Aug-19	29	PGDM Sec A	Ambuja Cement Foundation, Dadri
			2	Shahpur	27-Aug-19	31	PGDM Sec A	Ambuja Cement Foundation, Dadri
			3	Kulesra	20-Aug-19	6	PGDM Sec C	Spark Minda
			4	Kulesra	21-Aug-19	5	PGDM Sec A	Spark Minda
			5	Dadri	21-Aug-19	6	PGDM Sec C	UltraTech
			6	Pari Chowk	Different groups different dates	18	PGDM Sec A	BIMTECH Foundation
			7	Pari Chowk	Different groups different dates	18	PGDM Sec C	BIMTECH Foundation
			8	Surajpur Wetland	22-Aug-19	6	PGDM Sec C	Ramveer Tanwar
ii	Haryana	Gurugram	9	Jalampur	28-Aug-19	35	PGDM Sec B	Amazon Cares Community Outreach Centre/ Read India
			10		05-Sep-19	35	PGDM Sec D	Accenture Village Noida
iii	Uttar Pradesh	Gautam Buddha Nagar	11	Junpat (Govt. Junior High School)	25-11-2019	17	PGDM RM	Indigo
iv	Delhi	New Delhi	12	South Delhi	25-11-2019	6	PGDM RM	Teach for India
v	Uttar Pradesh	Gautam Buddha Nagar	13	Surajpur	25, 26, 27, 28, 29th Nov and 2nd Dec 2019	6	PGDM RM	Vikas Vishranti Charitable Trust
vi	Delhi	Delhi	14	Mangolpuri	25-11-2019	6	PGDM RM	Muskan K.K Charitable Trust
vii	Delhi	Delhi	15	Tughlakabad extn	25-11-2019	6	PGDM RM	Teach for india
viii	Uttar Pradesh	Gautam Buddha Nagar	16	Geater Noida	3rd Dec 2019	6	PGDM RM	Umeed: A Drop of Hope
ix	Uttar Pradesh	Gautam Buddha Nagar	17	Geater Noida	23rd, 30th Nov and 2nd Dec 2019	6	PGDM RM	Wings: Umeed Ko Pankh
x	Uttar Pradesh	Gautam Buddha Nagar	18	Kulesra	25-11-2019	6	PGDM RM	Spark Minda
xi	Uttar Pradesh	Gautam Buddha Nagar	19	Hoshiarpur village, sector 51 Noida	07-12-2019	57	PGDM IB	Sri Sathya Sai Annapoorna Trust
xii	Uttar Pradesh	Gautam Buddha Nagar	20	Primary and Junior High School at Jamshedpur	05-02-2020	38	PGDM IBM	Indigo



Inauguration of reading material during the 3rd workshop on “CSR for Agricultural Development”. From (L-R) Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH, Ms. Latha N. Murthy, Independent Director, Bharat Dynamics Limited, Dr. V. Usha Rani, DG & IAS, MANAGE, Sh. V. Vijay Vardhan, Manager-Operations, ITC Limited, and Dr. N. Balasubramani, Director, Center for Climate Change and Adaptation (CCA), MANAGE.

6th NHRDN-BIMTECH CSR Summit: BIMTECH and NHRDN organised their 6th CSR Summit at the Lalit Ashok, Bengaluru on October 18, 2019. The theme of this year event was “Leveraging CSR for Livelihood Creation at the Bottom of the Pyramid”.

The event was graced by speakers from GMR Foundation, Embassy Group, ANZ, BOSCH, Biocon Foundation, IBM, TATA Trusts, Yes Bank, BIAL, Capgemini, and Brillio.

Workshop on CSR for Agricultural Development: Birla Institute of Management Technology (BIMTECH), Greater Noida and National Centre for Management of Agricultural Extension (MANAGE), Hyderabad (an autonomous organisation of Ministry of Agriculture & Farmers Welfare, Government of India) jointly organised a two-day workshop on CSR for Agricultural Development at MANAGE Campus, Hyderabad on November 19-20, 2018.

The objective of the workshop was to provide space to

CSR executives of PSUs & companies, academia and professionals for exploring possibilities for leveraging CSR funds for agricultural development. The themes for the workshop were i) water management, ii) dairy and iii) innovative projects in the area of agriculture.

The workshop started with the inauguration of reading material by Dr V Usha Rani, IAS & DG, MANAGE, Dr Latha N Murthy, Independent Director, Bharat Dynamics Limited, Mr V Vijay Vardhan, Operations, ITC Ltd., Dr N. Balasubramani, Director, Center for Climate Change and Adaptation (CCA) and Prof. N. N. Sharma, Chairperson, Centre for Sustainability and CSR, BIMTECH. The reading material carries updates on CSR regulations, data on CSR expenditure for the last five years and 17 case studies related to water management and dairy. The workshop was attended by 62 delegates representing organisations like the Reliance Foundation, Ambuja Cement Foundation, JSW Foundation, Dalmia Bharat Foundation, Bharat Dynamics Limited, ICRISAT, IOCL, NTPC etc.



Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH, addressing the participants during the 3rd workshop on CSR for Agricultural Development.

Consultancy and Capacity Building



Mr. Md. Arif Ali, Programme Executive, Centre for Sustainability & CSR, BIMTECH, conducting an FGD in Kodalu village, one of the Direct Impact Zone villages of ECPL, located in Sandur block of district Bellary in Karnataka.

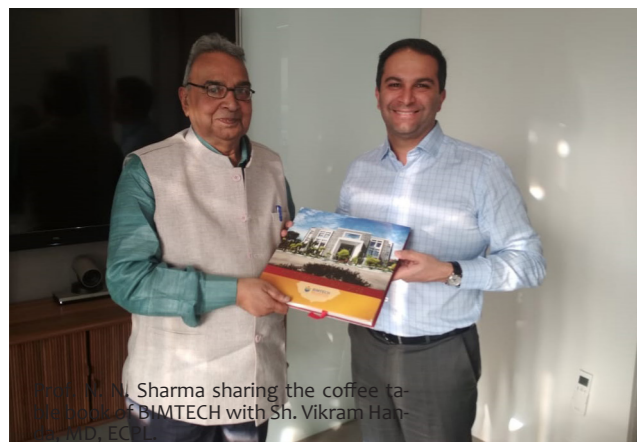
Impact Evaluation for Umang Dairies Limited: Centre for Sustainability & CSR has recently conducted Impact Evaluation of Corporate Social Responsibility (CSR) project jointly undertaken by Umang Dairies, JK Paper, LVP Foods and SPARSH. The intervention aims at livelihood promotion. Thus far, 613 SHGs (terminated Dairy Interest Groups (DIGs) in the project) have been formed cover 6130 women. The intervention has reached 184 villages spread across five development blocks of district Amroha in Uttar Pradesh.

Presentation on “Baseline Survey and Needs Assessment” conducted by BIMTECH for JSW Foundation: A presentation on “Baseline Survey and Needs Assessment” conducted by BIMTECH in 28 villages near to JSW Cement Limited in Salboni, West Bengal was delivered by Prof. N. N. Sharma, Chairperson, Centre for Sustainability and CSR before Mrs. Sangeeta Jindal, Chairperson, JSW Foundation on 27 September 2019 at Jindal Mansion, Mumbai. Prof. Sharma also shared a copy of Coffee Table book of BIMTECH with Mrs. Jindal.

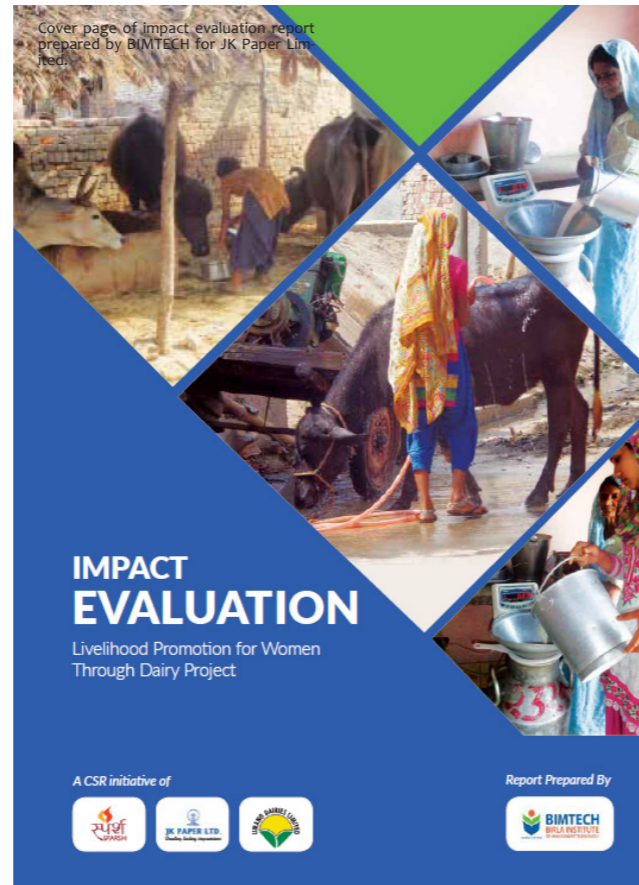


Prof. N. N. Sharma sharing the coffee table book of BIMTECH with Mrs. Sangeeta Jindal, Chairperson, JSW Foundation.

BIMTECH to conduct “Baseline Survey and Needs Assessment” for Epsilon Carbon: BIMTECH has been entrusted by Epsilon Carbon Private Limited (ECPL) to conduct a “Baseline Survey and Need Assessment” of six villages near to its facility in Bellary, Karnataka. In this regard, Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH, with Shri Vikram Handa, Managing Director, ECPL, to discuss details of the study which is expected to start in last week of December 2019. During the meeting Prof. Sharma shared Coffee Table Book of BIMTECH with Sh. Handa. The study was completed in February 2020.



Prof. N. N. Sharma sharing the coffee table book of BIMTECH with Sh. Vikram Handa, Managing Director, ECPL.



Baseline Survey and Need Assessment: A pilot study was conducted for Shiva Cement Plant of the JSW Cement Limited in district Sundergarh in Odisha. The assessment was done in three villages from 22 May – 24 May 2019. The full-scale survey in seven villages is planned in August-September 2019.

Meeting of Prof. N. N. Sharma with Prof. Muhammad Yunus: Prof. N. N. Sharma met with Nobel Laureate Prof. Muhammad Yunus during an event in Mumbai on 14th December 2019 and presented him a Gandhi memento made from temple waste by Energinee Innovations a social enterprise led by Mr Akash Singh and nurtured by BIMTECH’s Atal Incubation Centre. The company aims to help temples recycle waste and enable prisoners to get a livelihood.



Prof. N. N. Sharma presenting Gandhi memento with Nobel Laureate Prof. Muhammad Yunus.

Annual Marketing & Branding Congress: BIMTECH & Dr H Chaturvedi, Director, BIMTECH were felicitated by Dr Rashid Alleem, Chairman, Sharjah Electricity & Water Authority (SEWA) during a three-day Conference of “Alleem Business Congress 2019” at Sharjah held between 7-9 Oct 2019 for partnership with them. An MoU was also signed for promoting Research & Development between the organisations. The event was attended by Prof. N. N. Sharma, Prof. Rajeev Sharma and Ms. Rupali Singh.

Prof. N. N. Sharma talked about Branding and Marketing Strategies of BIMTECH on the 2nd day of the event.



Prof. N. N. Sharma being felicitated by Dr Rashid Alleem, Chairman, Sharjah Electricity & Water Authority (SEWA).



Prof. N. N. Sharma sharing the Marketing and Branding strategy during the “Alleem Business Congress 2019”.



Prof. N. N. Sharma with other dignitaries during the “Alleem Business Congress 2019”.

3rd Sustainable Development Goals (SDGs) Summit “Emerging Trends in CSR to Achieve SDGs. The Road Ahead”: As an academic partner, BIMTECH supported the 3rd Sustainable Development Goals (SDGs) Summit “Emerging Trends in CSR to Achieve SDGs. The Road Ahead” in organised by United Nations Global Compact Network India in Mumbai on December 20, 2019. Prof. N. N. Sharma represented BIMTECH during the event and honoured the distinguished speakers of the first panel with mementos. The event was attended by about 150 delegates including CEO/CSR & Sustainability heads of corporates and NGOs including Ultratech Cement, Mahindra Group, KPMG, Sterlite Technologies, Diageo, CAF etc.



Prof. N. N. Sharma felicitating the penelists during the 3rd Sustainable Development Goals Summit.

Meeting Chaired by Professor N. N. Sharma: Prof. N. N. Sharma chaired a meeting of Stakeholders’ Committee on CSR of Dalmia Group of Industries on 13 September 2019 in Gurugram. Among others Sh. Vishal Bhardwaj, Head-CSR, Dalmia Bharat Group was also present during the meeting.



Prof. N. N. Sharma chairing the meeting of Stakeholders’ Committee on CSR of Dalmia Group of Industries.

Participation in Social Business Day from 28-29th June 2019 at Bangkok: Prof. N.N.Sharma participated in Social Business Day from 28 to 29 th July 2019 held at Bangkok. This is an annual event hosted by Md. Yunus. It provides a platform for academicians, researchers and practitioners for sharing experiences and insights in the area of “Social Business”.

This year, event was hosted by Yunus Centre and AIT Yunus Centre. The main theme of the conference was “MAKING MONEY IS HAPPINESS, MAKING OTHER PEOPLE HAPPY IS SUPER HAPPINESS”. It was attended by about 1500 participants from 59 countries.

Prof. N.N. Sharma, who is also Chairperson of Yunus Social Business Centre at BIMTECH, was panellist in one sec-

tion dealing with issues related to setting up Yunus Social Business Centre in academic institutes and also moderated a session of participants from SAARC countries.



Prof. N. N. Sharma with Nobel Laureate Prof. Md. Yunus during the 8th Social Business Day.

Development Dialogue: Prof. N. N. Sharma was invited as speaker in Development Dialogue organised by Deshpande Foundation on 1st February 2020 at Hubballi, Karnataka. Development Dialogue brings together people from diverse sectors who share the common purpose of creating sustainable solutions. It is an international gathering of social entrepreneurs, leaders from non-profit and for-profit organizations, government officials, grassroots practitioners, and impact investors, coming together to inspire, share insights and forge productive collaborations.



Prof. N. N. Sharma during the Development Dialogue.



BIMTECH Vidya Kendra at Parli Chowk, Greater Noida



Shri Alok Tandon, IAS, Managing Director of the Noida Metro Rail Corporation (NMRC) inaugurating the "BIMTECH Vidhya Kendra" at Pari Chowk Metro Station, Greater Noida.

Establishment of BIMTECH Vidhya Kendra: "BIMTECH Vidhya Kendra" inaugurated at Pari Chowk Metro Station on 17 August 2019 by Shri Alok Tandon, IAS, Managing Director of the Noida Metro Rail Corporation (NMRC). BIMTECH Vidhya Kendra is an Integrated Education Center which is initiated with an objective to achieve inclusive and quality education for all and to provide equal access to affordable vocational training eliminating gender and wealth disparities and to facilitate universal access to quality digital literacy. The project is being jointly undertaken by BIMTECH Foundation, Ranganathan Society for Social Welfare and Library Development and NRMC.

Protsahan Chiraiyya - Digital Literacy Program: A certificate distribution function was organised by BIMTECH Foundation in collaboration with the SEHGAL Foundation and Ranganathan Society for Social Welfare and Library Development at the Government High School, Neemka located in block Jewar of district Gautam Buddha Nagar on Friday, 14 June 2019. Ms. Anjali Makhija, COO, SEHGAL Foundation, distributed certificates to 52 students who passed the final examination of 2nd of Digital Literacy Program under the project "Protsahan Chiraiyya".



Ms. Anjali Makhija, COO, SEHGAL Foundation, after distributing certificates to students

BIMTECH participated in Utkrisht Sanshan Vishwakarma Awards 2019: BIMTECH participated in Utkrisht Sanshan Vishwakarma Awards 2019 under the theme "How to enhance the income of a Village". A presentation was made by Dr Rishi Tiwari on 27 December 2019 at AICTE Regional Centre, Bhopal. BIMTECH gave a stiff competition to almost 350 institutions who participated from across India and lasted among top ten.



Capacity Building Programme for Librarians of READ India and Public Libraries: BIMTECH Foundation and Ranganathan Society for Social Welfare and Library Develop

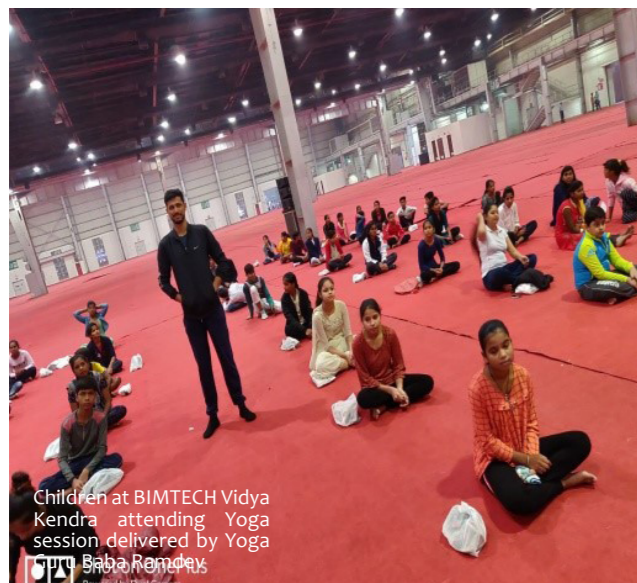
ment (RSSWLD) organised a two-day capacity building programme for the libraries associated with READ India NGO and public libraries on 2nd-3rd February 2020. Mr. Satender Rana, Senior Manager, Centre for Sustainability & CSR, took a session on “Understanding the Needs of the Community” during the programme.

Activities at BIMTECH Vidya Kendra

Yoga Session of Students of BIMTECH Vidya Kendra with Yoga Guru Baba Ramdev: Children at BIMTECH Vidya Kendra attended yoga session delivered by Yoga Guru Baba Ramdev at Mart on 09 November 2019. The children learned about importance of good health and benefits of yoga. A total of 46 students observed different Yoga Asana including Brahma, Surya Namaskar, Anulom-Vilom etc.



Children at BIMTECH Vidya Kendra attending Yoga session delivered by Yoga Guru Baba Ramdevs
Powered by Dual Camera



Children at BIMTECH Vidya Kendra attending Yoga session delivered by Yoga Guru Baba Ramdevs

Certificate Distribution Program of Digital literacy batch and NMRC Staff: A certificate distribution ceremony was held on 22 November 2019 at the BIMTECH Vidya Kendra at Pari Chowk, Greater Noida. In this program, certificates were distributed to the students of different batches who successfully completed computer literacy course. All students who were cleared exam were given certificates by the guests. Sh. P. D. Upadhyay, Executive Director, Noida Metro Rail Corporation was the Chief Guest. Sh. Upadhyay addressed the students and encouraged

then to take full advantage of the opportunities available at BIMTECH Vidya Kendra and progress in life. The occasion was graced by the presence of Mr. Manoj Bajpayee (GM Technical- Distinguished Guest), Mr. Rajneesh Pandey (GM HR - Guest of honour).



Certificate distribution ceremony held on 22 November 2019 at the BIMTECH Vidya Kendra at Pari Chowk, Greater Noida

Christmas Celebration at BIMTECH Vidya Kendra: Christmas was celebrated at BIMTECH Vidya Kendra, Pari Chowk, Greater Noida on 25 December 2020. Prof. Sunil Mithas attended the event as chief guest. A scholarship project was started under which 10 poor children studying in BIMTECH Vidya Kendra will be given scholarship worth INR500 per month for 3 years. The scholarship is instituted in the memory of Late Sharda Devi Mithas, mother of Prof. Sunil Mithas. Around 285-300 people attended the including Dr. Harivansh Chaturvedi, Director, BIMTECH.

A quiz competition was held in which 65 students participated. Also, sweatshirts were distributed to a total of 57 children of Akshar Gyan by Mr. Vipin Mishra, Jail Superintendent, District Jail Gautam Buddha Nagar, and Wing Commander Ms. Madhu Sengar.

Moreover, Youth for Seva, an NGO, organises the event “Navodit” every year. This year Students of BIMTECH Vidya Kendra also participated in this program and won first prize in quiz competition. Students of BVK got first place with equal number in two different teams. Significantly, three of these students are included in the list of students receiving scholarships.



Christmas celebration at BIMTECH Vidya Kendra, Pari Chowk, Greater Noida.

New Year Celebration at BIMTECH Vidya Kendra: New Year was celebrated with fervour and enthusiasm at BIMTECH Vidya Kendra on 05 January 2020. Various sports and cultural programs were also organized Members of the three-day 8th International Doctoral Consortium, or-

ganised by BIMTECH, also visited the BVK and watched and danced with the children. Some of the guests who graced the event include Dr. Mathew Mvharkey (University of South Florida, USA), Mr. Andrew Hafer (University of South Florida, USA), Mr. Clinton Daniel (University of South Florida, USA), Mr. Rande II Mcnair (University of South Florida, USA), Mr. Ellen Mullarkey (University of South Florida, USA), and Mr. Vivian R. Daniel (University of South Florida, USA).



New Year Celebration at BIMTECH Vidya Kendra

Certificate Distribution Program of digital literacy Batch III & IV: BIMTECH Vidya Kendra organized a certificate and award distribution ceremony on 16 January 2020 for the students of 3rd and 4th batch of digital literacy program. 20 students, who have successfully completed the computer training course, awarded the certificate. Students with highest marks were also honoured with first, second and third prizes. The event was graced by Dr. Ashwini Kumar Chaudhry, Chairman, RCV Universe Group of Institution as Chief Guest. The certificate and awards were distributed by Dr. Chaudhry.



Certificate Distribution Program of digital literacy Batch III & IV

Republic Day Celebration: Republic Day was celebrated with a great joy at the BIMTECH Vidya Kendra on 26 January 2020. The program started with flag hosting by Ms. Madhu Sengar, Wing Commander, Indian Air Force. Ms. Sengar graced the event as a chief guest. Ms. Sengar was honoured by Mrs. Geeta Tandon with a bouquet of flowers.

BIMTECH's Response Against COVID-19



Food distribution by BIMTECH during the COVID-19 pandemic

The outbreak of COVID-19 pandemic continues to inflict enormous damage to communities and economies across the globe. From governments to healthcare workers, public servants, corporate to civil society—all are trying to contain the spread and find a permanent fix for the virus. Thus far, lockdown of cities and in several cases, of entire nations has been the most common strategy adopted by governments across the world to prevent the spread of virus. In India, the nationwide lockdown announced on 24th March 2020 entered its fourth phase (Lockdown 4.0) on 18th May.

However, the lockdown has wreaked havoc on economic growth. With the disruption of economic activities, lakhs of people in the informal sector have lost their livelihood. Most of these people are migrant laborers who survive on day-to-day wages. According to a report by Stranded Workers Action Network (SWAN), 87% of the people walking home are either daily wage labourers, domestic helps or drivers. These daily wage labourers are the ones who have greatly suffered due to sudden enforcement of the lockdown that brought the entire nation to a standstill, derailed the entire transport system and left them stranded in middle of nowhere, with no one to ensure their well-being and their very survival was at stake.

The dysfunctional transport system, unavailability of very means of survival such as food and shelter left them with no choice but to start a long walk back home crossing cities and villages, battling hunger, thirst, and heat. SWAN also reported that 72% of people going back home have run out of ration. In response to the damage caused by the COVID-19 pandemic, number of industrialists, corporate bodies, non-governmental organisations, civil society members and academic institutions have come forward in order to mitigate the effects of the pandemic on poor and less privileged individuals, families and society at large.

Imbued with the philanthropic legacy of the Birla family, Birla Institute of Management Technology (BIMTECH), a premier B-school located in Greater Noida, is committed towards nurturing responsible business managers and building communities that are resilient and inclusive. Over the years, the Institute has set new benchmark in community development by responding to the needs of local communities and addressing pressing social issues from education, malnutrition, to women empowerment. The Institute has taken a long stride in response to the current humanitarian emergency caused by the Wuhan virus. Soon after the lockdown came into effect the Institute started several initiatives to lessen the effects of pandemic on the migrant workers living around it. The interventions include:

Food for All: Under this initiative, the Institute is providing nutritious cooked meal and dry ration to 450 persons. The food is prepared under clean and hygienic conditions in the state-of-the-kitchen facilities available at BIMTECH. To ensure that the food amount is adequate, 10% excess food is prepared daily. In order to prevent any form of mass gathering and follow the social distancing measures some precautionary measure have also been taken. A major step in this direction is the selection of community leaders for the collection and distribution of food in their respective areas. A total of 19 community leaders are selected and assigned to collect cooked meal from

Food distribution by BIMTECH during the COVID-19 pandemic



the RCI Hostel Gate of BIMTECH. These community leaders pick the food and distribute among the different families living in that particular community. These measures also brought efficiency in implementation by reducing the delivery time. The initiative has brought relief to 450 persons every day i.e. 27,000 individuals during the last 2 months. The Institute is bringing a smile on the faces of 100 children who daily receive milk, biscuits, and nutrition supplements.

Cleanliness and Hygiene:

The target beneficiaries are also being informed about the importance of cleanliness and hygiene not only to deal with and prevent COVID-19 infections but also its importance in leading a healthy life. People of all ages are being apprised about the best practices of cleaning hands with soap (giving at least 20 seconds to wash hands and cleaning hands repeatedly.) To ensure people follow cleanliness and hygiene practices, they are provided with soaps, and hand sanitizers.

Collaboration: In addition to the supply of cooked food and dry ration, BIMTECH has joined hands with the district administration to support the food programme of the government. BIMTECH's kitchen is consistently preparing and providing rotis to local administration for distribution. So far, the initiative has helped 36,000 people.

Livelihood for women: Lakhs have lost livelihood due to the disruption of industrial activities because of nationwide lockdown enforced in response to the coronavirus pandemic. BIMTECH believes in maintaining the dignity of life and equal work opportunity. To ensure that the pandemic does not damage the capacity of earning, BIMTECH is providing decent work opportunity to women or their family members who have lost their livelihood. BIMTECH has engaged 30 women in economic activities.

A child after collecting milk and biscuit



These women are given wastepaper to make envelopes. Each woman works for 2 hrs per day and earns Rs 50 from this activity. Although the financial gains are limited, it definitely helps these women and their families in keeping their morale and spirit high during such stressful times.

Care for All Life Forms: It has not gone unnoticed that the stray animals living in urban areas depend on the household disposal and leftovers for their survival are also worst hit by the pandemic. The Institute is feeding stray cows, dogs, and other animals in the vicinity. The food leftover after distribution among individuals is fed to free roaming animals.

Like its other community development initiatives, BIMTECH has an adaptive management system in place. The beneficiaries are routinely asked about the taste, quality, quantity, and their food preferences.

The idea is supported by several clinical studies which have shown that flat taste, insufficient, and inferior quality of food may result in people stop enjoying the food and even lose interest in eating leading to wastage of food. Thus, based on the feedback received from beneficiaries, the institute regularly incorporates their food choices in the menu to ensure that people happily eat the meal and not only to keep their body and soul intact.

In addition, people being served are asked about the kinds of challenge they foresee in the coming months and what is the support they seek to enable them to effectively surmount those challenges and lead a self-reliant life. Based on the concerns expressed by different stakeholders, the Institute is planning the future course of action one of which is integration of this emergent response into the existing education and skill development initiative of the Institute to reduce the impact of poverty and underprivileged of the cataclysmic effects of coronavirus pandemic.

A mother and her child collecting milk and biscuit



However, success of any intervention to effectively address emergent situations like current humanitarian emergency heavily depends on continuous learning and course correction based on beneficiary feedback. Social bonding, community engagement and adaptive management have been the core components of the intervention which are indispensable while dealing with any humanitarian emergency.

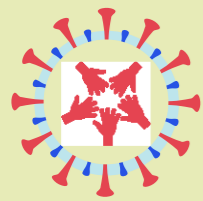
Sharing the concerns of the community members, one-on-one discussion with them helps in building trust and rapport. Direct involvement of community in the project, give the project ownership to the community members, enhances acceptability, and increases chances of success. The adaptive management backed by continuous communication and feedback mechanism allows informed management decisions, timely course correction thereby, improve the effectiveness of intervention which ultimately has a greater impact.

A group of women making paper envelopes



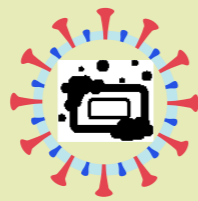
BIMTECH Responds to COVID-19

A Snapshot of Measures Implemented During the Lockdown
25th March - 25th May 2020



36,000

Persons supported for daily meal jointly with the local administration.



3,400

Soap tablets distributed



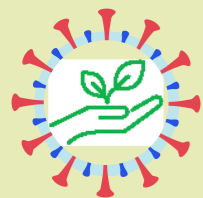
27,000

Persons served with cooked food



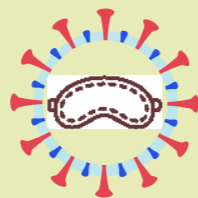
3,400

Children served with milk and biscuits



5,270

Hours spent by 16 volunteers



1,200

Face masks distributed

Families

15 families are being regularly supplied with essential grocery items such as wheat flour, edible oil, pulses.

Livelihood

17 women have been engaged in envelope making with pages extracted from discarded books and old newspapers. Each one is earning Rs. 50 per day.

Life on Land

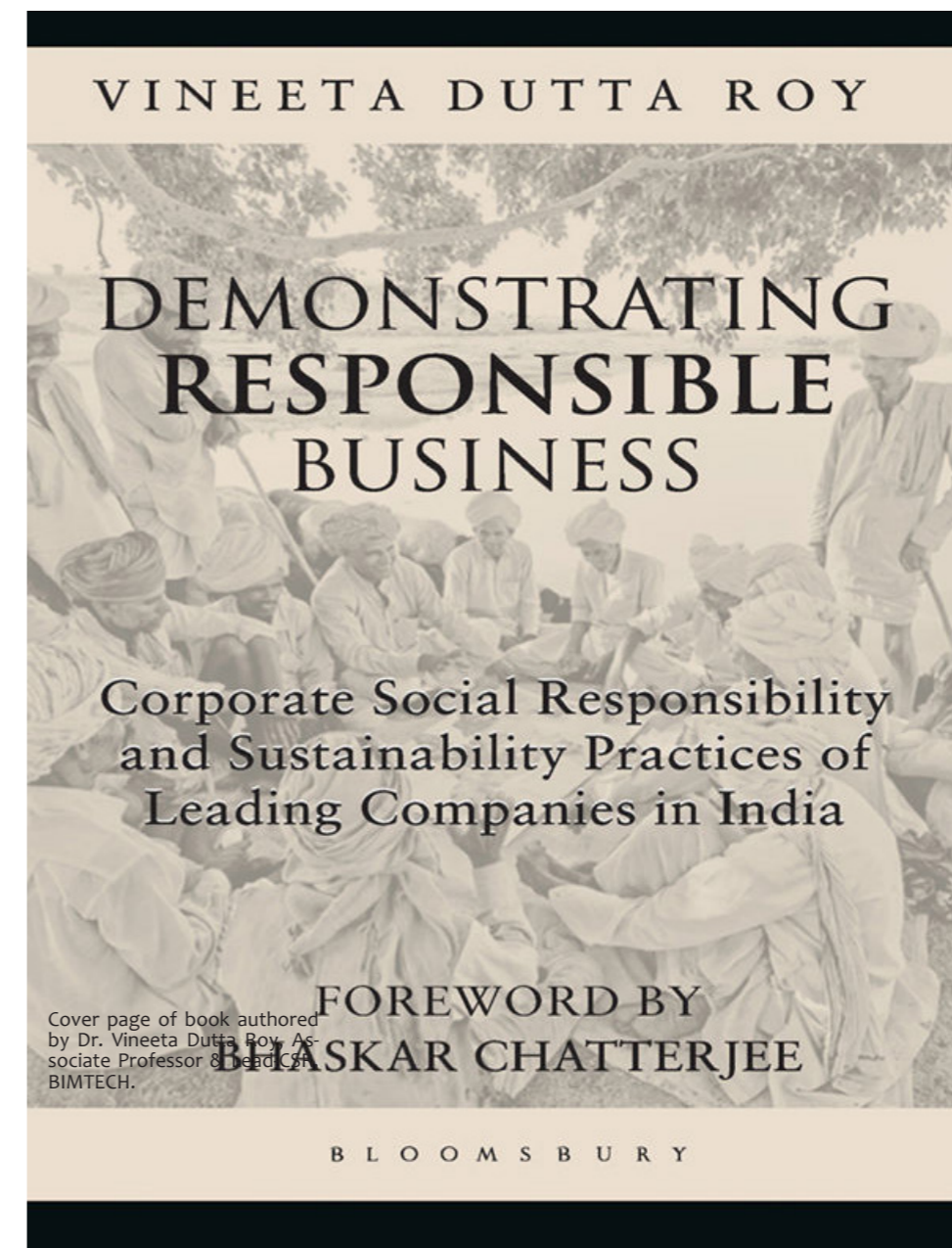
Feeding stray animals.



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