



Centre For Social Sensitivity and Action Annual Report Academic Year 2020 - 2021



GOA INSTITUTE OF MANAGEMENT

"Next Marking" Management Education



Centre for Social Sensitivity and Action

Centre for Social Sensitivity and Action (CSSA) is a centre to promote social responsibility within and outside GIM to achieve the goals of Agenda 2030.

This Centre acts as a bridge between GIM and the external community of which we are part.

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

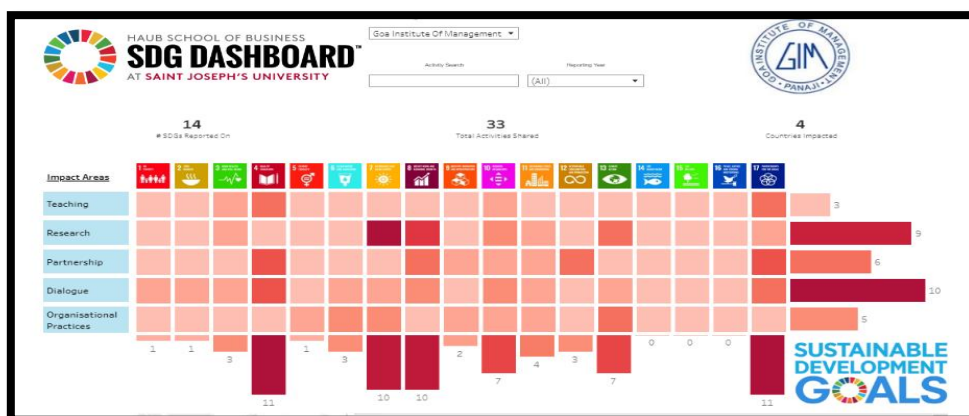


SDGs, sustainability, responsible management and other related issues that are relevant for business and management schools. This report highlights CSSA activities and achievements in the year 2020-21. Readers will be able to get a sense of our work in last one year and the collaboration with international and national platforms e.g. AIM2Flourish, The Living

Heritage Foundation, Commitments Accelerator for Plastic Pollution (CAPP), Ocean Recovery Alliance (ORA) and Indian Plastic Institute (IPI) and other national/local organisations e.g. Goa Chamber of Commerce and Industry Education Committee to reach out to various stakeholders and to contribute towards chosen priority SDGs.

To know more on our Centre please click on the link: <https://bit.ly/CSSA-GIM>

We are the first B School in India to be listed on the Haub SDG Dashboard.



CSSA has collaborated with the Director, SDG Dashboard Haub School of Business Saint Joseph's University to create The GIM SDG Dashboard. CSSA team is currently working with the Haub team to provide data as per the required prototype. The data sheet after Director's approval was submitted in the month of August'20 to them. After waiting for the development of final SDG Dashboard. We are happy to share that GIM has become the first B school in India to be listed on the Haub SDG Dashboard.

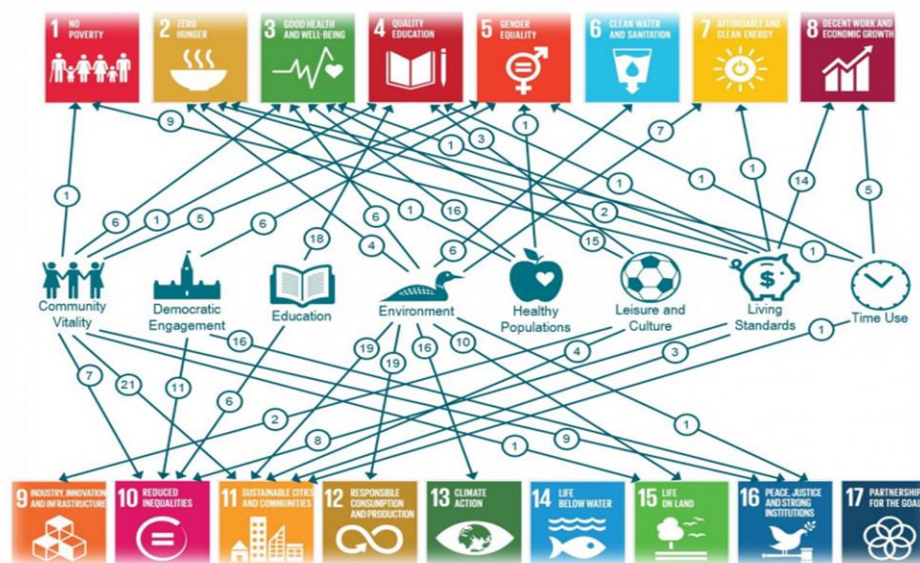
Prof. Sreerupa Sengupta is coordinating the SDG Dashboard and has been in constant touch with Haub School, Prof. Ajit has also given a go ahead for embedding the SDG Dashboard on the GIM website and Mr. Mukesh Kumar from IT has been connected to the Haub team to integrate that to our website. GIM is the first management institute in India to have its SDG Dashboard integrated with its website.



To view the GIM dashboard, click on the link below.

https://sdgdashboard.sju.edu/?page_id=25

Accomplishments



CSSA undertook the task of mapping the students' clubs/societies charter with the SDGs. The SDG mapping exercise was initiated in June 2020. CSSA completed the entire process within two months. As part of the exercise, representatives of all students' clubs were asked to review their brief charter/objectives which they had submitted to their respective clubs during Curriculum Review Committee's work, two years back.

A consolidated list of student's clubs charter was shared with them as a starting/reference point. CSSA received the list and then CSSA team reviewed the mapping. Based on the available literature on SDG mapping, the review criteria were keywords approach. The mapping was shared with Director and his valuable inputs were incorporated in the process. Taking note of the guidance of the Director, and discussions of the CSSA team discussions, we suggested some changes to the clubs. Some of the clubs were advised to narrate their objectives in a way which is more aligned with the SDGs.

Towards the end of the exercise, CSSA sent the mapping (revised in some cases) back to the respective clubs' representatives and asked them to revert back, if they have any queries. CSSA team had interactions with those representatives who wanted more clarifications. Based on the inputs the mapping was firmed up for the year 2020

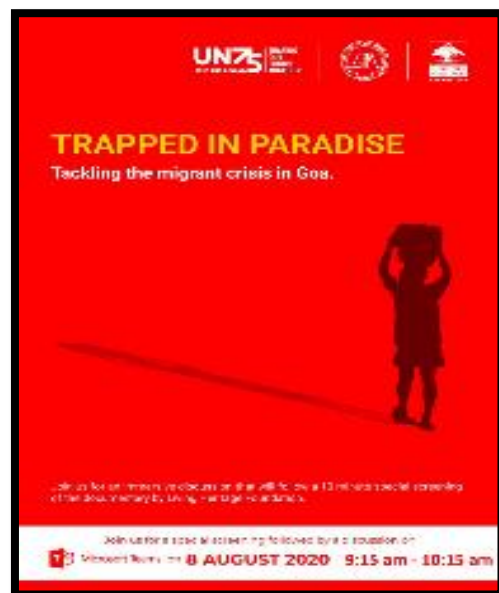
Click on the link to read the full report: <https://bit.ly/SDGMAPPING>

Collaborations

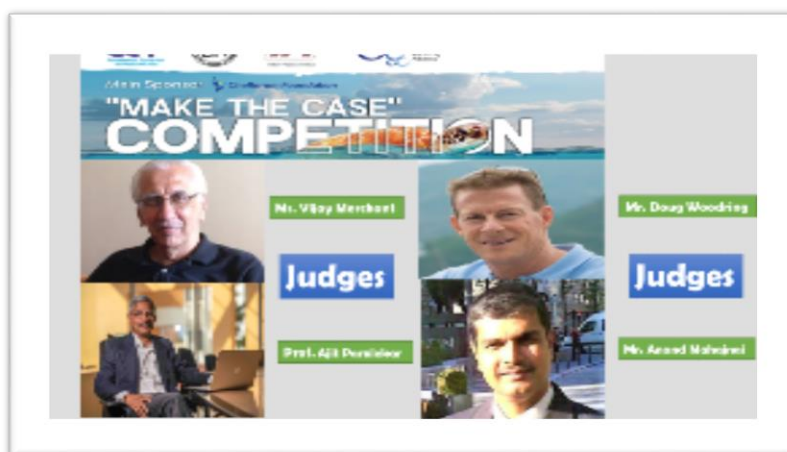
- CSSA collaborated with The Living Heritage Foundation and hosted a special screening of the movie *Trapped in Paradise* on the 8th of August 2020. The movie screening was organised as part of the UN75 registered event. The screening was followed by a lively discussion with the students on issues of migration, labour, human rights and how the life of people in Goa have been affected by the pandemic.

To watch the video please click on the link

<https://www.youtube.com/watch?v=FSvEikFvytg&t=1601s>



- CSSA collaborated with Commitments Accelerator for Plastic Pollution (CAPP), Ocean Recovery Alliance(ORA) and Indian Plastic Institute(IPI) to launch “Make-a-Case” Competition for Students in B Schools/ Technical and Scientific Institutes/ Universities in India to identify and showcase high impact plastic waste reduction initiatives in



India. The competition was sponsored by Chellaram Foundation. Total Prize Money was USD 5,000. The competition has seen more than 170+ registration with over 600 students participating. Last date to submit the case summary sheet was

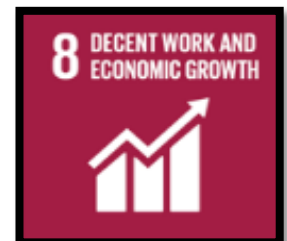
30th December. The final round of the presentations of the top 6 teams was

organised on 30th March 2021. We also hosted a panel discussion with COO of Kabadiwalla Connect, Chief Manager R&D Bharat Petroleum, Co-Founder and Director, Rudra Environment Solution, Founder & Director Shayna Ecounified and Co-Founder Akhsar Foundation.

More details can be accessed from www.cappindia.in

Highlights:

- ❖ 165 registered teams; 16 teams qualified for the final round and submitted Case Studies
 - ❖ Two judging rounds of student submissions
 - ❖ Over 25 reviewers from within India and around the world including academicians and practitioners; and 5 IPI members as Final Round mentors
 - ❖ 6 final teams had 7-minute presentations to win the top 3 prizes during a 2.5 hour final online event, which included a panel discussion with the “doers” of the initiatives these teams selected.
 - ❖ The collaborators wants to make this as annual feature.
- CSSA collaborated with AIM2Flourish, world’s first higher- education curriculum incorporating SDGs and "Business as an Agent of World Benefit" as part of Social Responsibility and Action (SRA) course. In 2020, a total of 41 stories that were written under Prof. Divya Singhal’s guidance were published on the platform. A total of 77 stories were selected by jury members as finalists for 2021 Flourish Award , 5 stories were from GIM ,which highlighted how business can respond to SDGs . One story from GIM has won the 2021 Flourish Prize for Global Goal #8: Decent Work and Economic Growth for their story on Jaipur Rugs. Their business innovation story was selected from the 585 stories published on the AIM2Flourish platform in 2020 and is one of the 17 best stories exemplifying how business is a positive force for good and demonstrating progress towards the 17 UN Sustainable Development Goals (Global Goals). The team will be awarded in a virtual global forum to be held in October 2021.

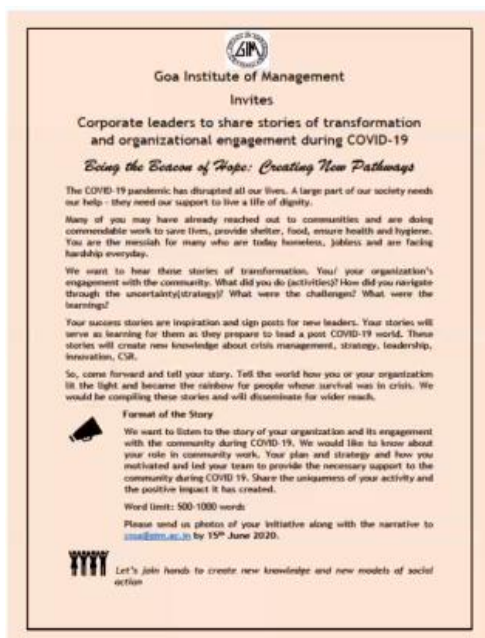
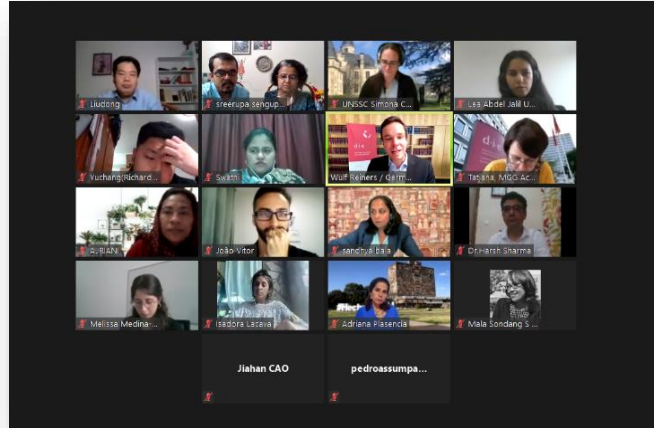


AIM2Flourish platform in 2020 and is one of the 17 best stories exemplifying how business is a positive force for good and demonstrating progress towards the 17 UN Sustainable Development Goals (Global Goals). The team will be awarded in a virtual global forum to be held in October 2021.

<https://aim2flourish.com/innovations/seeing-world-through-the-lens-of-potential>

Research and Publications

- Prof. Sreerupa and Professor Avik Sinha undertook a 7-month study to examine the SDG capacity building landscape of India. The study was supported by the German Development Institute. The project aims at mapping the training landscape for civil servants and other government officials in India for SDG. The initial findings of the study were presented in an international conference on *Training Towards Sustainability for the Public Sector During and After the Pandemic* organized by the German Development Institute and the UNSSC Knowledge Centre for Sustainable Development as part of the 'Building back better' initiative, supported by GIZ, Bonn, Germany. The conference was held between 27-29 October 2020. Currently the discussion paper is under review.



- In May 2020, Professor Sreerupa undertook an initiative entitled “*Being the Beacon of Hope: Creating New Pathways*”. The purpose of the initiative was to collect positives narratives from the industry, to understand the pathway of transformation and organizational engagement during COVID-19. Prof. Sreerupa, member of CSSA is leading this effort. The stories of organizational resilience were reviewed and a second round of interactions took place with the contributors between November 2020–January 2021 to collect additional insights. CSSA submitted a proposal to Orient Blackswan Pvt Ltd to publish the stories of

organizational resilience during pandemic as a handbook for the practitioners. The proposal got approved in May 2021. Currently, the manuscript for the handbook is being finalised. The expected date of publication of the handbook is November 2021.

- Center members Prof. Sreerupa Sengupta and Prof. Divya Singhal compiled data from GIM and wrote a case study on “*Shaping future leaders at Goa Institute of Management*”. Case study has been published by the Positive Impact Rating.

Case study is available at PIR portal <https://bit.ly/3x54Ct1>

- Center chairperson Prof. Divya Singhal along with other faculty members authored a paper on “*Health anxiety, coping mechanisms and COVID 19: An Indian community sample at week 1 of lockdown*” that was published in PLOS ONE journal that is JCR 2020 B ranking journal.
- <https://doi.org/10.1371/journal.pone.0250336>



SDG Talk/Social Impact Series

As part of its initiative on **SDG Talk - CSSA** has interviewed the following GIM alumni who are also corporate leaders ,and who are doing exemplary work in the sphere of sustainability, inclusivity and social impact. These videos are being made available by clicking the link against each name and can work as repository of positive stories/practices in the area of social impact.

Miriam Koshy: Covid Outreach Goa (COG) Prof Divya Singhal (Chairperson CSSA - GIM) in conversation with Ms. Miriam Koshy Sukhija (Batch 2002) who founded a group called Covid outreach Goa (COG) which helped 6000 migrants during the lockdown, if each one of us shows our bit we can defiantly win this.

Please click on the link below to hear her story.

<https://www.youtube.com/watch?v=DaK7P3usl84>



Abhishek Sinha :“No one starves under our watch” Prof Divya Singhal (Chairperson CSSA - GIM) in conversation with Mr.Abhishek Sinha (Batch 2006) who speaks about his experience along with Glenwood Gardens Flat owners Association on what inspired him with his motto “No one goes hungry under our watch”.

He helped to limit the suffering and protected the vulnerable.

Please click on the link below to hear his story.

<https://www.youtube.com/watch?v=ouMXkPwdMKc>



Nishadh Amonkar : COVIDAV Breaking the stigma : Mental Health matters Prof Divya Singhal (Chairperson CSSA – GIM) in conversation with Mr.Nishadh Amonkar who along with his wife Dr.Akshada Amonkar launched COVIDAV and how they worked

towards breaking and combatting this taboo on mental health issues. Dr.Akshada is a psychiatrist and has come across many patients who needed that friend whom they could connect with after launching the platform.

Please click below to hear the story.

<https://www.youtube.com/watch?v=J6P60EBNosw>

Simran Oberoi : Baking the World a better place, Prof Sreerupa Sengupta (Member – CSSA GIM) in conversation with Ms. Simran Oberoi Multani (Batch 2003) who has reached out to the community and having members in 15 different countries to help old age homes , animal shelters , empowering abused and trafficked children and reaching out to rural areas and teaching them the skill of baking, she also mentions to having to be resilient no matter what the challenges are, if you are passionate about it you will definitely make that journey.



Please click below to hear her story.

<https://www.youtube.com/watch?v=TFtdDJzH4Og>



Thomas Thockchom : Impacting Livelihoods during the Pandemic , Prof Divya Singhal (Chairperson CSSA – GIM) in conversation with Mr.Thomas Thockchom (Batch 2013)Deputy Superintendent of Police Manipur a frontline worker who tried to contain

people who were returning home from different states , which included transferring them from any arrival state entry point (Air , rail ,road etc) to hotel quarantine centres in Manipur .

Please click on the link below to hear his story

<https://www.youtube.com/watch?v=b53fWY0RVwQ>

Hardik Sojitra : GIM Covid Support Group , Prof Sreerupa Sengupta (Member - CSSA GIM) in conversation with Mr. Hardik Sojitra (Alumni - GIM) who launched the GIM Covid Support Group, and has done very good humanitarian work



during peak of the Pandemic that assists distressed callers by mobilising resources like Oxygen ,beds ,Plasma etc. The videos is now available at the institute YouTube channel and by clicking on the link below and would work as repository of positive stories/practices in the area of social impact.

<https://www.youtube.com/watch?v=etSXI6W8kU>

<https://twitter.com/cssagim/status/1408071668707196938>

- CSSA is closely guiding student team Samarthan for their activities. Samarthan initiated SDG Series on Instagram with the initial guidance from CSSA.

<https://www.instagram.com/samarthangim/>

Newsletter

- CSSA launched its newsletter *SDG Samvaad* on the occasion of 75th anniversary of UN on 24th October 2020. The quarterly newsletter will serve as a platform to engage in conversations with academia and industry on SDGs related to health, education, gender equality, decent work and responsible consumption and production.

The issue can be accessed at

https://issuu.com/sdg-samvaad/docs/sdg_samvaad~issue_1



- CSSA newsletter *SDG Samvaad* 2nd issue was released in March 2021. The 2nd issue is based on SDG3 Good Health and Well-Being. The quarterly newsletter will serve as a platform to engage in conversations with academia and industry on SDGs related to health, education, gender equality, decent work and responsible consumption and production.

The issue can be accessed at

https://issuu.com/sdg-samvaad/docs/sdg_samvaad~2nd edition

Principles for Responsible Management-PRME

- Centre Chairperson Dr. Divya Singhal was selected as UN- PRME Twitter Voice for October 2020 and she handled PRME Twitter handle for a week to tweet about responsible management practices and other information. Based on PRME secretariat email feedback, it was the most engaged Twitter Voice segment for them.

- CSSA team and Director Prof. Parulekar participated in PRME India Chapter Meet held on 4th December 2020. Prof. Parulekar shared the efforts GIM has undertaken towards contributing to responsible management education and SDG in teaching, research, outreach and through its organisational practices.



- Professor Sreerupa Sengupta has joined as team lead for the Committee on Health and Wellness, PRME, India Chapter.

- Centre Chairperson Dr. Divya Singhal was invited to be a speaker at the United Nations Target Gender Equality event on 16th March 2021. She spoke on the EnGendering Development: Roles, Efforts & Challenges. She presented global and India specific data and shared her views on role of business schools in advancing SDG5. The session was part of UN-PRME talks.



- CSSA members participated in UN Global Compact Annual Forum and UN Principles for Responsible Management global forum from 15-17 June 2021. Prof. Divya Singhal was also invited as a panelist on Day 1 of the 2021 virtual

PRME Global Forum held in June for a conversation on student agency ,

educational systems that enable activism , and how it can enable change makers today. The topic was “Students as Activist: Do we really hear the student voice?”

International Activities

Student Projects on Sustainability: Partnering with CQ University Australia and North South University, Dhaka.

- CSSA and the School of Business and Law at CQ University Australia launched four joint student projects on voluntary basis related to the UN Sustainable Development Goals. The projects are on -
 - a) *Sustainable Fashion: Towards Reducing social and environmental ill effects and*
 - b) *ESG Reporting: What does it involve and how are companies responding in Australia and India.*

Through these joint projects, students were able to understand the significance of discussions on sustainability and SDGs. The experience of engaging in this project helped students acquire relevant knowledge on how firms report on environmental, social and governance issues, including carbon emissions, environmental and diversity issues, and other problems, we believe this experience will make them better leaders who can create responsible workplaces in future.

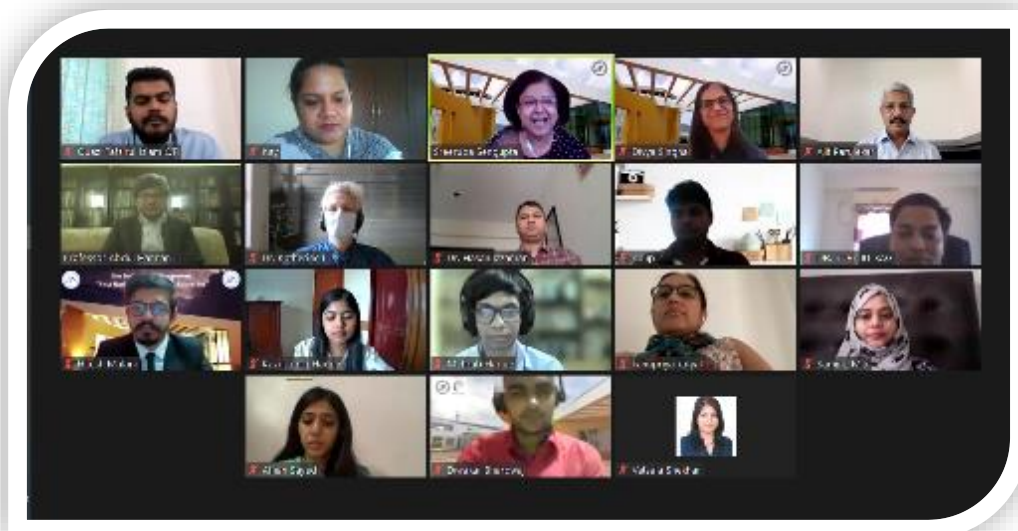
The students prepare the project virtually on the basis of: consulting relevant course material, books and important articles on the subject - searching the internet etc. Projects commenced from 9th April and groups submitted their reports in June.

CSSA and the School of Business and Law at CQUniversity Australia completed four joint student projects on voluntary basis related to the UN Sustainable Development Goals. Total 24 students participated in the project with CQU and the feedback received from them is very encouraging.

Please click on the link below to read more on the projects.

- <https://bit.ly/GIM-CQUReport2021>





CSSA GIM launched a joint student project with North South University (NSU), Dhaka on Sustainable Development Goals. The project entitled *Responsible Workplaces: Documenting Best Practices on Inclusion and Diversity Adopted by companies in India and Bangladesh* aims to create a platform for students to engage with issues pertaining to sustainable development. The project seeks to make students aware about issues of labour and human rights, diversity and inclusion, equity and social justice at workplace; nurture a sustainability mindset among these future leaders and help them create responsible workplaces (as mentioned in SDG 4.7) in future.

The project was launched in April 2021. Currently, 6 students (3 NSU and 3 GIM) are working virtually on this project. They will share their final report early July. Faculty from GIM and NSU are providing guidance to the students. The Projects will end by late July 2021.

Dialogue

- CSSA has been entrusted to take SEE Learning curriculum launched by Emory University among Goan Schools. In this regard, with the help of Prof. Padhmanabhan V, we conducted 3 different orientation sessions for Govt High School, Morlem, Sattari, Goa, Vivekanand Dnyan Mandir High School, Keri, Sattari Taluka and a session for various govt teachers in Goa through GIPARD. Prof. Padhmanabhan led sessions in Keri and Mollem Schools. Prof. Divya Singhal conducted SEE Learning session for Mahila Jan Adhikar Samiti, Ajmer based NGOs volunteers and was also invited by MNIT, Jaipur to lead a session for their students. Both these faculty members have been shortlisted by the Emory University and SEE Learning India team (based on the previous workshops participation) for the Facilitators Training for Social Emotional and Ethical Learning (SEEL). The 160 hours training was commenced in September 2020 and formal sessions are over by April 2021. Both of them are in-process of submitting their assignments and the certification will be completed by October 2021. This facilitator workshop was conducted by SEE Learning India Team in collaboration with the Centre for Contemplative Science and Compassion-Based Ethics at Emory University
- CSSA member Prof Sreerupa Sengupta interacted with Students from Sunshine school in Class 5 in December 2020. The purpose was nurture sustainable mindsets – raise awareness about SDGs, how students can contribute to SDGs, and ways in which students from GIM are taking action on SDGs.
- CSSA Chairperson Prof. Divya Singhal participated in the High-level Political Forum, United Nations central platform for follow-up and review of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals in 2020 and she is currently participating in year 2021 High-level Political Forum. She also participated in the conference on Circularity by Greenbiz in 2020. The participation has provided CSSA an



opportunity to explore various collaborations. CCSA team is working on this and will share an update in the next meeting about the progress.

- CSSA member Prof. Sreerupa Sengupta was invited as a speaker at Giving Economy Changemakers (GEC) Conference. The conference was held in December 2020. Professor Sreerupa shared the work of CSSA in the area of SDGs. She spoke about nurturing students as Sustainability Associates through innovative pedagogy (E.g. Give Goa and Samarthan's SDG Campaign). Prof. Divya Singhal was part of GEC Awards jury team.
- Centre Chairperson Prof. Divya Singhal was invited by United Nations the South – South Entrepreneurship Academy's Business Plan Competition 2021 in April 2021
- CSSA Chairperson Prof. Divya Singhal, CSSA staff Ms. Kay and 11 students from GIM participated in the consultation hosted by Goa Livelihoods Forum (GLF) around Sustainable Development Goals and role of civil society, media. It was hosted online on 27 June 2021. On this occasion Prof. Singhal presented the data from the latest SDG report published by NITI Ayog and shared the Goa specific data. She also pointed out another report on Innovation that shows Goa performing good on many indicators but at the same time parameter 'knowledge diffusion' needs immediate attention and this will also help state improve the SDG 9 performance.

<http://goalivelihoods.org/>



Future Directions

“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 inviting people who are involved in implementing sustainability initiatives at their respective companies.
- Encourage and involve more faculty members to take up research/other activities in these areas.
- Initiate building active network with PRME signatories, SDSN, business enterprises and NGOs to facilitate dialogue and research in the area of sustainability and responsible management education.

CSSA – Members and Contact Information

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Member: Prof Sreerupa Sengupta- sreerupa@gim.ac.in

Member: Prof Anup Kumar Maurya- anup@gim.ac.in

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