



Centre for Social Sensitivity and Action

Our Purpose: To promote **social responsibility** within and beyond Goa Institute of Management to achieve the goals of **Agenda 2030**

OUR JOURNEY

The Centre for Social Sensitivity and Action (CSSA) was established in 2013 and acts as a bridge between Goa Institute of Management (GIM) and the society. GIM is a member of the United Nations Global Compact (UNGC) Network India (GCNI) and a signatory of the United Nations Principles for Responsible Management Education (PRME). Following the ethos of UNGC and PRME, GIM seeks to create knowledge and leaders, for sustainable business and inclusive society.

CSSA plays a key role in translating this mission of GIM into reality. The Centre incorporates the values of equity, inclusivity and sustainability in all its activities. CSSA promotes and prioritises responsible management education and prepares future leaders to respond to the complex sustainability challenges faced by business and society.

Read our PRME report (2018-2020):

<https://www.unprme.org/reports/PRMEREPORT1820GIM.pdf>

OUR PRIORITY SDGs



OUR APPROACH

CSSA adopts an interdisciplinary and collaborative approach to integrate SDGs in curriculum, research, training and partnerships. The **logo of CSSA** depicts the primary approach of collaboration and inclusivity to promote social responsibility.

The Centre collaborates with multiple stakeholders - academia, NGOs, government, public and private organisations at the regional, national and international levels. The endeavour of CSSA is to change the conversation around business. CSSA infuses sensitivity, responsibility, and empathy among future leaders for building a better tomorrow. The Centre sensitises and facilitates professionals towards mainstreaming SDGs in business and other enterprises.

OUR BUILDING BLOCKS



OUR ENGAGEMENTS (FOLLOWING PRINCIPLES OF PRME)

METHOD/ CURRICULA

Give Goa - a social action project, is a compulsory four credit course in the first year of the PGDM program. The course consists of experiential and classroom learning. Give Goa aims to create responsible leadership through direct engagement with the community. Students undergo a sensing journey in the community and provides suggestions/solutions for the improvement of the community.

PARTNERSHIPS

Collaboration with **AIM2Flourish**, a program of the Fowler Center for Business as an Agent of World Benefit at the Weatherhead School of Management - Case Western Reserve University. AIM2Flourish is the world's first higher-education curriculum to incorporate SDG. In 2018 and 2019 our students published 65 stories in the program - **12 stories rated as exemplar and 32 stories as strong.**

Collaboration with **University of Leeds, U.K** on a research project entitled ***Tackling Slavery, Human Trafficking and Child Labour in Modern Business.*** The project was conducted between 2017-2019 and was related to SDG 8.7 which aims to end forced labour and modern slavery.

RESEARCH

Conducted project entitled *Sustainable Development Goals (SDGs): Business Connection* in 2018 under the guidance of Dr. Divya Singhal. The project created interest about SDG in Goa Chamber of Commerce and Industry and led to mainstreaming SDG in their activities.

DIALOGUE/ TRAINING/WORKSHOPS

Facilitated dialogue, training programs on social action and SDG for various stakeholders - banks (State Bank of India); NGOs (Setu, Sangat, CRG, VHAG, COOJ, Matruchaya, El-Shadai); Government departments/organisations (Zonal Agriculture Office, Horticulture Corporation, department of Education, Dairy, ATMA, NABARD, ICAR, Pollution Control Board); Corporate partners (Nestle, CIBA). We are also in dialogue with Social Emotional and Ethical Learning India team to work on SEE Learning curriculum implementation.

Gallery



L-R : Dr. Divya Singhal (GIM), Professor Mathew Davis (Leeds University); Mr. Kamal Singhal (Executive Director, Global Compact Network India), Mr. Rajendra Gunjal (State Coordinator, Bachpan Bachao Aandolan), Dr. Ajit Parulekar (Director, GIM), Mr. Rishi Sher Singh (Supply Chain expert), Dr. Hinrich Voss (Professor, Leeds University), Ms. Deepti Jog (GIM)



Umesh Jhavar, GIM student, runner up in the *Social Issue Photography* competition (March 2020)



1. Sustainability strategy
2. Harm reduction
3. Marginalized CSR Dept.
4. Cost savings
5. Socially responsible investors
6. Incremental progress
7. Sustainability vs. Govt Affairs
8. PR campaigns
9. Sustainability reports
10. Labor compliance
11. Climate mitigation
12. Individual leadership

Is there something missing here ?

Mr. Ashwin Kak, Associate Director - Sustainability & Agro Transformation at AB InBev India sharing key issues related to SDG 12 (2020)



“Companies need to go beyond compliance and think about what they can give back to the society, to their people,”

**Ms Joanna Pyres,
Associate, The Partnership
Brokers Association**



Mr. Vikram Pandita Regional Manager, South Asia at NEXT Plc. addressed students on “Balancing Profitability and Social Wellbeing” (2019)



Professor Ajit Parulekar, Director GIM addressing the roundtable discussion on Modern Slavery and Textile Supply Chain (February 2019)



Professor Brad Blitz from International Politics and Policy at University College London Institute of Education and leading expert on refugees and stateless persons, migration, human rights and international politics at GIM. (October 2019)