Birla Institute of Management Technology Plan for Sustainability
and Corporate Social Responsibility
in a PRME Framework

Background

Rising to the need of developing sound professional skills amongst students who aspired to join the corporate sector, Birla Institute of Management Technology (BIMTECH) was founded more than three decades ago by one of the finest industrialists in India -the Birlas.

The Institution has grown from strength to strength and is today regarded amongst some of the best private Management Schools in the country.

It is known, just as the Birlas, as an institution that has deep roots in the culture of respect, care and sensitivity to the needs and sensibilities of all its direct and indirect stakeholders.

In alignment to its staunch commitment to Ethics, Responsibility and Sustainability, as an Institution, its pioneering implementation of Educating for Sustainable Development across all its programmes has been noteworthy.

The Institute became a signatory of Principles of Responsible Business Management (PRME) as early as 2008 and has been a relentless advocate of Social Responsibility and Sustainability ever since.

The Vision Mission Values document 2020 has a comprehensive account of the Institutes' initiatives and achievements towards creating social impact for a ten-year period starting 2010. The present document lays out its renewed commitments to advance PRME through its ongoing Sustainability and CSR agenda, applicable 2021-25.

Holistic Integration of PRME Principles into the Institutional Environment

1. The Adoption of PRME Framework into the strategy driving Sustainability and CSR at the Institute would be enabled and facilitated by vigour of its commitments to PRME Principles and UN Sustainable Development Goals respectively.

2. The key components of the **Institutional environment** as per the commitment would include the **faculty and staff, students, alumni, partners, infrastructure, governments, and organizations.**

The Six Principles of PRME Framework:

- Purpose
- Values
- Methods
- Research
- Partnerships
- Dialogue

The 17 Goals of Sustainable Development Goals:

Goal 1: End poverty in all its forms everywhere
Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal 3: Ensure healthy lives and promote well-being for all at all ages
Goal 4: Ensure inclusive and quality education for all and promote lifelong learning
Goal 5: Achieve gender equality and empower all women and girls
Goal 6: Ensure access to water and sanitation for all
Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all
Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all
Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
Goal 10: Reduce inequality within and among countries
Goal 11: Ensure sustainable consumption and production patterns
Goal 12: Responsible Consumption and Production
Goal 13: Take urgent action to combat climate change and its impacts
Goal 14: Conserve and sustainably use the oceans, seas and marine resources
Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss
Goal 16: Promote just, peaceful and inclusive societies
Goal 17: Revitalize the global partnership for sustainable development

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1.1 Embedding "Purpose, Values and Methods" in the Ethics, Responsibility and Sustainability Strategy of BIMTECH 2021-25

Principle 1: Purpose

Developing 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.

Principle 2: *Values*

Incorporating into academic activities and curricula the values of global social responsibility

Principle 3: Method

Creating educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Objectives	Measurements	Initiatives *	Targets	Years (2021-25)
Academic Curricula To review and update the BIMTECH curricula across all programmes pertaining to issues of ethics, responsibility and sustainability *To introduce new courses/electives in the domain of social responsibility and sustainability To align the curricula with the Sustainable Development Goals 2030 across all programmes (Principles 1,2&3)	Number of Electives offered	Exploring electives offered by the best Management Institutions nationally and internationally relevant both for general PGDM and PGDM-sectoral programmes Building Capacity for offering the courses to the students Start the process of mapping which electives could prove to aid students for their placements Doctoral programmes to augment their research portfolio to include more work in the areas of social responsibility, sustainability, business ethics human rights and sustainable development.	To be decided in concurrence with Area and the Dean-Academics in concurrence with Centre on Sustainability and CSR.	To be worked out post discussions
Academic Activities To expand the scope of learning experiences for the students in the areas of ERS (Principal 1,2&3)	▪ Student satisfaction (through student feedbacks after administration of courses) ▪ Employability (impact of training, exposure and	Exposure to CSR and Sustainability practices of corporate in India by i) increasing interaction with internationally recognized, relevant research ii) supporting local businesses (through research, involvement in communities they serve etc.)	To be decided with inputs from the Centre on Sustainability and CSR.	To be worked out post discussions

	credentials earned from project works on employability)
	
	▪ Attitudinal shifts impacting responsible behavior/leadership amongst students (to be assessed by Alumni interactions/ engagements and feedbacks)
		Students to collaborate with faculty in research related to ERS issues
		
		Voluntary student involvement in social issues through
		  ▪ campaigns promoting advocacy of socially relevant issues
		  ▪ community engagement,
		  ▪ short-projects,
		  ▪ internships in NGOs
		  ▪ fund raising,
		  ▪ stakeholder management,
		  ▪ NGO-business partnerships,
		  ▪ NGOs in CSR, Human Rights, poverty alleviation, sustainable development and organizational governance approaches such as transparency and accountability.
		
		Campus Activities like those related to increasing sustainability on-campus.
		
		Facilitate active involvement of students in the PRME community through participation in related conferences, events and forums.	

Faculty Education and Staff Development To develop the faculty and staff's ability to critically appreciate issues of ethics, responsibility and sustainability and to provide a grounding in SDGs and knowledge of PRME principles.	Evaluation of Learning could be devised.	A Professional Certificate Course administered by a competent agency/ On-line module could be administered.	All faculty and Staff involved with teaching and learning should possess the competence stated in the corresponding objective.

*While maintaining good practices that have already been established including

- Academic curricula promoting Ethics, Responsibility and Sustainability issues.
- Experiential Learning formats and student platforms for voluntary social engagement in neighbouring communities.
- Attendance and involvement in Conferences/Seminars/organized by the Institute as well as those organized by regional PRME community'.

The effort involves remaining vigilant towards emerging issues around "Responsible Management" so that curriculum development and teaching and learning deliverables are kept updated.

1.2 Embedding "Research" in the Ethics, Responsibility and Sustainability Strategy of BIMTECH 2021-25

Principal 4: Research

Engaging in conceptual and empirical research that advances our understanding of the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value

Objectives	Measurements	Initiatives *	Targets	Years (2021-25)
To continue the Institutional policy of promoting and enhancing world-leading research amongst its Faculty. The Research should address issues of ethics, responsibility and sustainability with a potential to impact business practice and policy. More thematic areas like environment, governance, energy, executive decision making for CSR and Sustainability, Social Innovation for catalyzing social entrepreneurship and enterprises etc. should be explored and included.	▪ Articles in Journals and Book Chapters ▪ Conference proceedings ▪ Management Books	As per the Research Committee Decisions	As per the Committee's decisions in conjunction with the offices of the Dean Research and Dean Academics	

1.3 Embedding "Partnerships and Dialogue" in the Ethics, Responsibility and Sustainability Strategy of BIMTECH 2021-25

Principle 5: Partnership

Interacting 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.

Principle 6:

Dialogue Facilitating and supporting 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.

Objectives	Measurements	Initiatives *	Targets	Years (2021-25)
To contribute to the community and society at large by practicing policies that promote diversity and inclusion. To widen engagement with business - which helps to enhance mutual understanding and credibility. To deepen the existing community outreach programmes of BIMTECH. The same to be achieved by: i)increasing the reach of the programmes (to a larger section of the community) ii)increasing the buy-in of the programmes by a larger number of faculty and students than currently involved	Reviewing existing situation, identifying and selecting issues for BIMTECH both short term (a year) and longer-term commitments (5 years or beyond)	Continue Promoting Diversity and Inclusion through Gender initiatives viz ▪ increasing their participation in the Institute Reducing biases and discrimination in workplace practices and in all internal and external communications ▪ for example, biases associated with age, gender, race, religion, sexual orientation, physical conditions, cultural backgrounds and country-o f -origin Review the present *Ethics Framework and expand it to	Reviewing and setting targets post discussions with the Deans and Director and Ethics Committee.	

		incorporate identified issues for desired attainment.		

*The Ethics Framework should be reflective of how the Institute responds and conducts itself with regards to ethical issues arising from the activities of the Institute and provide support to its staff, students, members of the governing body and other stakeholders in the wake of ethical dilemmas. The framework should also inform where individuals facing such issues might seek further assistance and detailed guidance.

Sustainability Commitments with regards to Infrastructure:

Objectives	Measurements	Initiatives *	Targets	Years (2021-25)
To integrate and enhance sustainability in all infrastructure of BIMTECH:*(each parameter described below can be mapped with its corresponding SDG)* ▪ **Biodiversity:** Green campus, conservation and protection of flora and fauna forming the Institute's ecosystem. ▪ **Energy:** increasing the use of solar Photovoltaic (PV) systems on roofs/ outdoor grounds. ▪ Identifying further infrastructure installments which reduce Energy costs, increase savings and payback. ▪ **Waste:** Continue identifying more initiatives aimed at helping the Institute handle all waste sustainably which includes its generation, reduction and re-use / recycling. ▪ **Water:** Continue to maintain present initiatives with an eye to reduce wastage and increase efficiency of water usage.	▪ Land Area committed to green, fauna (animal species, migratory birds etc. inhabiting the estate. ▪ Energy audit, costs, savings ensuing from conservation measures installed. ▪ Waste handling, disposal, re-use and recycling mechanisms ▪ Water conservation and efficient water management measures.	Can be articulated with inputs from campus administration committee in conjunction with Campus Administration Head and Director.	Can be inserted post discussions with Campus Administration and Management Committee	

▪ **Transport:** To continue with methods to increase sustainability related to student/staff transport. Behavioural change with regards to faculty' use of transport, parking spaces to be emphasized. ▪ **Construction and Estate Management:** Continue with sustainable project management strategies and further embed sustainable measures in estate management strategies.	▪ Transport strategy, current costs and mechanisms with quantifiable measures at having reduced costs and enhanced savings			
	▪ Mechanisms for energy, water, waste directed at reducing cost and increasing savings w.r.t all facilities at the Institute premises. (may be extended to measures undertaken at the student, staff, faculty facilities elsewhere too)			