Excelling in the Modern Higher Education times

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Sustainability and Responsibility

- In the current academic environment, corporate responsibility and sustainability have entered but not yet become embedded in the mainstream of business-related education.
Industry level

- Observations from CSR Rating of India's 500 largest companies state:
  - Most companies are not doing any CSR
  - Many companies are only making token gestures towards CSR
  - Most companies use CSR as a marketing tool to further spread the word about their business
  - Most companies believe that charity and philanthropy equals to CSR
KPMG India Corporate Responsibility Survey 2011 show that only 16 per cent of the top 100 listed firms in India have a corporate responsibility strategy in place.

The reports says that India lags far behind the global scenario wherein 73 per cent of the world's 250 largest companies have defined objectives, 65 per cent have key performance indicators related to set objectives, and around 60 per cent report on such identified indicators.
Principles for Responsible Management Education (PRME)

- PRME provide an engagement framework for academic institutions to advance corporate social responsibility by incorporating universal values into curricula and research.

- The PRME are inspired by internationally accepted values such as the principles of the United Nations Global Compact.

  - Will share experience of incorporating these into the academic system
Principle 1  :  **Purpose**  :  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.

Principle 2  :  **Values**  :  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.

Principle 3  :  **Method**  :  We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership
Principle 4 : Research : 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.

Principle 5 : Partnership : 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.

Principle 6 : Dialogue : We will facilitate and support dialogue and debate among educators, business government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
Process: Building TRUST & reducing CONFLICT

- Rationale for curricula restructuring
- Championing the change
- Planning
  - Involve all stakeholders
- Rollout
- Corrective action
Rationale for curricula restructuring

Bharat vs. India

Rural India
Facilitate a dialogue and debate among educators, businesses, governments, consumers, media, civil society and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability
Learning Objectives to be incorporated

☐ To get sensitized to the socio-environmental and political issues which have implication for sustainable development;

☐ To stimulate the students to think and innovate solutions for a sustainable growth; and,

☐ To expose the students to options and alternatives which already exist to make sustainable growth possible
PLANNING: Involve all Stakeholders

☐ Governing Board
  ■ “Start by putting aside 20% of off class time for social activities”

☐ Faculty and Staff
  ■ Process of forming the Entrepreneurship Development Centre, and encouraging social entrepreneurship

☐ Students
  ■ Student initiatives. Students will get “social credit points” and will be awarded Gold, Silver or Bronze certificates for social activities

☐ Alumni
  ■ Social Entrepreneurship Trust
ROLL OUT

- Vision and Mission
  - Emphasis on Social responsibility
- Village Exposure Programme
- Introduce Core Course: “Environmental Strategy”.
Students spending time with villagers
OUTCOME MEASURES

- Increase in Social awareness
- Career in social sector
- Research Development
  - Tie up with organizations involved in social upliftment.
  - Faculty research in social sector
A Small step...

But a beginning of a journey
Discussion