



Acharya Bangalore B-School

PRME REPORT

www.abbs.edu.in

Andrahalli Main Road
Off Magadi Road
Bengaluru- 560091

To PRME Secretariat

United Nations Global Compact
685 3rd Ave, 12th Fl, New York, NY 10017

Acharya Bangalore B School (ABBS) is an Advanced Signatory member of PRME as it is committed to responsible and sustainable business education. The present SIP outlines the activities undertaken by ABBS to ensure that our core practices- teaching, research and service are infused with sustainable and responsible actions.

Our Vision and Mission clearly highlight the dedication to orient our education to add value to society and achieve common good. We are probably the only B School in India that is a totally “Green Business School” with our captive solar power plant, water recycling and harvesting activities and waste management. We have annual audit of these processes to maintain and achieve better results.

Our Curriculum is geared towards responsible business by including courses on Corporate Social Responsibility, Sustainability, Global Risks, Peace Economics, Peace Science to name a few. Mandatory activities like “Campus to Community” projects, “Wish Tree Project” encourage students to participate actively in community issues and concerns. Our research conducted under the “Mahatma Gandhi International Research Center for Conflict prevention and Management” offers the platform to global voices on sustainability and responsible business.

This is our first report to PRME since becoming a member. It provides information about activities of Acharya Bangalore B School that support responsible management education. ABBS assures that it will continue to practice responsible and sustainable activities in the coming year and further enhance its impact factor.

Thanking you,

Yours Sincerely,


 Executive Director,
ABBS, Bangalore
Mr. Ajitesh Basani

Andrahalli Main Road, Off Magadi Road,
Bengaluru - 560 091, Karnataka, India.

Contact Us: +91 80 23245520/21

CONTENTS

- 1 Introduction
- 2 Learning Excellence- Best Practices
- 3 Sustainability Initiatives
 - a.Solar Power
 - b.Recycled Water
 - c.Vermicomposting
 - d.Campus to Community Project
 - e.Industry Internship Project
- 4 Mahatma Gandhi International Research Center for Conflict Prevention & Management
- 5 Research and Incubation
- 6 International Immersion
- 7 Women's Wing
- 8 Start Up Center
- 9 Skill Development Center
- 10 Conclusion



INTRODUCTION

Acharya Bangalore Business School (ABBS) was founded in 2008 as a sterling management institute under the umbrella of Samagra Sikshana Samithi Trust. Since then, it has become a coveted business school in South India, drawing a considerable number of applications from across the world each year. At ABBS, we pride ourselves on our unique quiver of avant-garde learning tools, setting us apart as one of India's most future-fit business schools. Our differential learning programmes have been crafted by seasoned industry leaders and feature an array of elements including industry interfacing, entrepreneurship development, live workshops, Management Development Programmes and publication development.

ABBS offers a bouquet of courses across management, commerce, life sciences, media, law and communication, each a careful blend of classroom learning and practical experience. The success of our programmes is mirrored in the variety of collaborations we have established with corporate houses in the past few years. We draw valuable insights from industry liaisons, and our alliances are geared towards student enhancement, enrichment and recruitment. ABBS believes in educating and developing the management students as future professional leaders who will be competent, cultured and confident to undertake challenging corporate responsibilities. The course, apart from imparting quality management education also inculcates professional ethics, social responsibility, global and cross-cultural approach that are important for taking logical, holistic and professional decisions. ABBS engages academically qualified faculty from National and International Universities/institutes with rich and proven corporate experience. The faculty members of ABBS are the pillars of knowledge and commitment. We invite the practicing leaders and Manager's from the different streams as adjunct and visiting faculty to embellish the experiential aspect of management learning.

The curriculum architecture, mapping, and the course selection and session planning are being undertaken keeping in view the changing industry needs, the best practices in the Global management education institutes, processed and approved through a well constituted Board of Studies. The academic governance is very transparent and provides for total autonomy and innovation in making the learning more meaningful and useful. The industry and academic interface is very close and continuous in the overall activities. ABBS School of Management has been ranked consistently as one of top business schools at the national level by different Ranking agencies.

Located in India's Garden City, ABBS is surrounded by five sprawling acres of greenery and sunshine.

With aesthetically designed classrooms, well-equipped hostels and state-of-the-art sports facilities, discover an ecosystem that is tailored to your needs. ABBS is located in Bangalore the capital of the state of Karnataka in India. Bangalore is the "silicon city" of India and a truly cosmopolitan city with the population consisting people from all the parts of India and the Globe. It is located at Magadi Road that is around 15 KM distance from the city center of Bangalore. Bangalore usually enjoys moderate climate throughout the year. The coolest month is January with an average low temperature of 15.1 °C (59.2 °F) and the hottest month is April with an average high temperature of 35 °C (95 °F). Winter temperatures rarely drop below 12 °C (57°F), and summer temperatures seldom exceed 36 °C (97 °F). Bangalore receives rainfall from both the northeast and the southwest monsoons and the wettest months are September, October and August, in that order.



WE WELCOME YOU TO ABBS !!



SAMAGRA SIKSHANA SAMITHI TRUST

The Beginning

The Samagra Sikshana Samithi Trust (SSST) was founded way back in 1996 when India was in the threshold of globalization by a group of educationalists and visionaries. Led by the commitment of the Trustees, SSST has accomplished appreciable growth in more than just one decade that it has just completed by setting role-model institutions for training the youth in Health Sciences, Basic Sciences, Management and Para Medical streams.

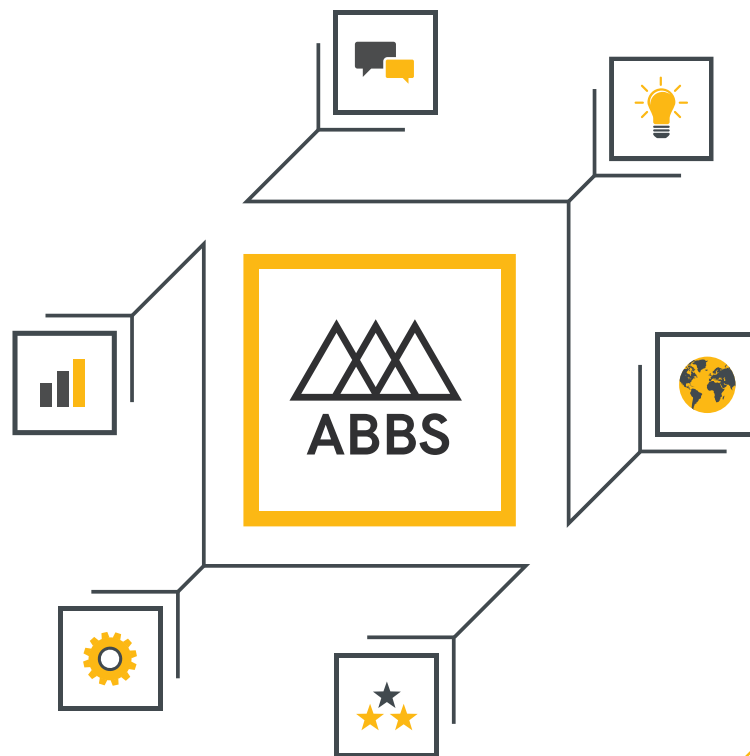
Academic programs such as Management, Health Sciences, Life sciences, Law, Commerce, Humanities, Information Technology, Executive education are being taught in the educational institutions of SSS Trust, a learning environment that befits the best anywhere in the world.

Governed by the scientific and academic eminence, the Board of the SSST institutions are led by Dr. B. Vijaypal Reddy, an accomplished medical professional.

The institutes which comprise SSS Trust are:

- **Acharya Bangalore B-School**
- **ABBS School of Management**
- **Acharya Institute of Health Sciences**
- **Acharya College of Nursing**
- **Acharya Leadership & Research Institute**
- **ABBS Pre-University College**

What's in ABBS's DNA?



What has been pursued by the Institution relentlessly ? First, a commitment to quality in teaching, research and service undertaken in the Institution. We hold tenaciously that research infuses teaching with passion and engagement with our community guides the research priorities. Second, a spirit of discovery and collaboration — an eagerness to create and disseminate knowledge together with all our stakeholders. Third, a commitment to diversity and opportunities for advancement for people from all walks of life.

We are fully cognizant that Business Schools are the platforms that can provide the future direction to our society and our country. There is a ubiquitous need to sustain the hope for a better future – Management studies that encompass ethics; spirituality; peace economics and peace science provide a bridge between this hope and the opportunity to create such a future through better management practices. In order that one can lead a team, an organization, or even just a family, effectively and sensibly, one has to be knowledgeable with a broad vision. Therefore at ABBS we believe in keeping ourselves abreast with the advancement in our own field, and at the same time be aware that the tide of the world is turning. Our aim is to provide transformational learning by increasing student engagement and creating a learner centric environment. There is a constant endeavour to achieve fresh thinking and creative solutions to contribute to the well being of the society. However, matters are seldom as simple as their appearance look, and truth or falsehood cannot be realized until the matter has been deeply delved into and carefully analyzed.

The objective of our curriculum is to offer that opportunity and inculcate independent thinking and adopt learning as a lifelong business. As a responsible Business School we have embedded cultivation of virtue in all spheres of curricular, extra- curricular and co- curricular activities. Our pursuit is certainly for matters that are more long-lasting than profit and reputation. We believe that through peaceful, rational, mutual understanding and constructive participation we can rebuild the future.

VISION

To provide relevant education, consistent with the changing world, by integrating the best faculties and infrastructure to enable students to stand the test of time and be of utmost benefit to society.

MISSION



To create an interface with industry and academia.



To offer value-added training programs in addition to the prescribed syllabus.



To encourage knowledge synthesis through active faculty-student interaction.



To enhance faculty knowledge base through regular training and seminar participation.



To provide extensive experiential learning sessions enabling students to compete on a global level.



The Mission of ABBS highlights the importance of creating managers who are socially responsible. Therefore, the curriculum design is based keeping this in view.



ABBS interacts with NGOs and Not for Profit organizations to offer a platform to faculty and students to undertake joint research study which can enhance the classroom teaching experience



It is mandatory for all the students to participate in a socially relevant project and submit their findings for final evaluation and grade.



To impart professional ethics and social responsibilities.



One of our professors has written the first text book on CSR in India which has been published by Oxford University Press.



Students are given value added courses related to CSR, Business Ethics and Private Public Partnership which help them to integrate the ideas in their regular courses.



We are planning to launch executive training in the area of sustainability and CSR.

MISSION



As part of our Management Development Calendar we have planned courses focusing on creating awareness about the importance of social responsibility.



We have the Mahatma Gandhi International Research Center for Conflict Prevention and Management which regularly conducts debates and discussions on topics of Social Responsibility, Business Ethics, Professional Ethics, Sustainability, Governance and other social challenges.

RECOGNITION / ACCREDITATION



Recognized by Government of Karnataka



'A' Graded Institution

NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

NAAC Accreditation With 'A' Grade



Accredited with IACBE



ज्ञान-विज्ञान विमुक्तये

UGC Recognition Under 2f and 12b



Permanent affiliation by Bangalore University



National Board of Accreditation




AICTE Member





AMDISA Member


LEARNING EXCELLENCE


Best Practices at ABBS:


 **Knowledge Exchange Series** : Where every week faculty by turn (one per week) present their research output/ current trends in Management to other colleagues.


 **MOOCs** : More than 80% of students clear at least one MOOC in one semester based on their interest area.


 **Alumni Mentoring** : It is another best practice of ABBS where alumni are encouraged to mentor the allotted current batch students. They counsel and guide the students in internships, placements etc.

 **Book Review** : The students carry at least one general management book with them and review the same during book review sessions.

 **E-Cell** : The entrepreneurship cell prepares students for taking up entrepreneurship. The cell closely works with NEN, Enactus, and TiE.

 **Video Conferencing** : Experts from across the globe, industry and academia, interact with students through video conferencing through "Life-Size" set-up.

 **ABBS Academic Channel** : A Youtube channel is set-up where lectures on various MBA topics by internal faculty is captured and uploaded.

 **My MBA Project** : To encourage students to do quality projects the institution organizes inter-institute project competition, where the winners are awarded.

TEDxABBS: ABBS hosted TEDx (January 5th 2019) & December 14th 2019

Event pictures are now released on our Facebook Page TEDxABBS on below link:
(Please follow and like the page to the get future updates)

https://www.facebook.com/pg/TEDxABBS/photos/?tab=album&album_id=2524917204493753

We will update the YouTube video links of TEDxABBSWomen once released by TED.
Our last event TEDxABBS videos on youtube :

https://www.youtube.com/watch?v=Abilt3rpTtI&list=PLsRNoUx8w3rMeQa6SHw_vzC_jxTQxOq8b




SUSTAINABILITY INITIATIVES

"The environment and the economy are really both two sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves."

– Wangari Maathai.

"Renowned Kenyan environmental political activist and Nobel laureate."



The ABBS fraternity believes in conserving and preserving the environment. We at ABBS have taken up many initiatives on empowering; imparting and inculcating sustainable practices that would make an impact on the lives of many.

Our initiatives range from:

- 200KW Rooftop solar installed
- Rainwater harvesting
- Sewage Treatment Plant
- Over 400 trees planted on campus
- Vermicomposting
- Drip Irrigation


Generating Energy from the Sun

Using renewable energy sources is the next step towards conservation. Our current system takes care of the internal needs of the campus, excess energy is sent to the grid. This is the first of its kind institutional rooftop solar project in Bangalore.

Facts:

- Grid Tie Solar PV system
- 200KW capacity Polycrystalline PV system
- 16.5% Efficiency modules
- 3,00,000 Kg of CO₂ emissions saved every year





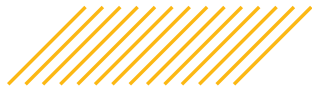
The installation of the solar power plant in house, rain water harvesting mechanism and recycling of waste water and a waste management plant are testimony to the commitment of ABBS to sustainable living. ABBS is probably the only green institution in India where the entire energy requirement is met by solar power. In fact the extra power produced by us is passed on to the state grid. The waste is segregated and treated in the plant. Recycled water is utilized for gardening and in toilet flushes. This in keeping with the demands of the constant redefinition of business practices we are inculcating a culture that endorses high academic expectation with excellent training to contribute meaningfully to a sustainable world order.

Some of mandatory activities that our students undertake to understand and appreciate the concerns of the community and civil society as well as the challenges of the business world are:

Campus to Community Project

Campus to Community is a community engagement program that combines hands-on service work with reflection. Under this program students study social issues, build skills and gain practical experience. Students then reflect to learn about themselves and the communities they work in. C2C is an internship program that offers experiential learning to students on issues pertaining to the community and environment. The objective is to create sensitivity among the youth who can be tomorrow's champions for promoting common good. C2C is a platform which strives to search solutions or alternatives to the existing problems.

ABBS believes social responsibility materializes itself when it's carried out as a mission in its culture and institutional practice. ABBS social initiatives involve development of internal stakeholders such as students, faculty and non-teaching members as well as the local community and society. ABBS ethical practice in transference of knowledge involves various social and cooperative actions and initiatives, in the rational and sustainable use of resources and, ultimately, in its governance practice, transparency and accountability. ABBS has active participation in transferring knowledge through Awareness drives, Rural Education Initiatives and Environmental care by Teaching, Training and Research.



Several Initiatives in various areas have played a role in building awareness contributing back to society:

OLiteracy Campaigns

OThink Green- Go Green Campaigns

OHealth camps

ODigital India campaign- Cashless India Movement

OGandhi Study Centre

OInstallation of 'Fridge of Kindness'



Students are assigned tasks on projects related to development in various sectors including urban and rural development, water and power supply, sanitation and waste management, women and child issues, to name a few. Students participate in field work under the guidance of experts to understand the issues in-depth before attempting to address the problems on hand. This creates the foundation for informed and experienced young leadership which our country needs. ABBS partners with renowned and recognized NGOs and Not for Profit organizations to help in providing projects and monitoring the progress along with Faculty mentors.

Besides the mandatory campus to community project students also participate in two ongoing projects. One is in the area of universal franchise. India being the largest democracy in terms of population requires meticulous planning in conducting the elections. Our students become ambassadors of democracy and create awareness across various wards in Bengaluru about the common man's rights and help the "unincluded" sections of the society to become a vibrant contributor to the Indian democracy.

Second they run an initiative called the “Wish Tree” where they collect the wishes from children living in orphanages and slums about their daily needs that are often beyond their reach and then help to fulfil them so that the children get a reason to smile and lead life with dignity. Through this project ABBS wants to contribute to the sustainable development goals of wellbeing and quality education. The students regularly interact with the local government schools to enhance the quality of delivery and organize co-curricular and extracurricular activities to add value to their regular classroom activities.

ABBS students are able to make an impact by offering solutions to the local community and government agencies. Campus to Community programme participants gain extraordinary learning experience by connecting and engaging with local change-making organizations and leaders.

Besides being involved in their Campus to Community Project the students and faculty members are engaged with the Rotary International to design projects that would improve the quality of life in the local community by creating awareness about the ill effects of single use plastic and importance of conserving water. This would roll out in the New Year 2020. The Rotaract Club RI District 3190 is based in our campus and our students under the mentorship of Rotarian Mentor and Faculty guidance undertake various sustainability oriented projects every year.

Industry Internship Project (IIP)

IIP is a part of well-designed academic curriculum architecture and it is a mandatory practice based course. IIP is a credit course and each student has to undergo and secure the minimum prescribed marks to be eligible to obtain the PGDM degree. This initiative was designed by ABBS to improve the employability of the students. As most of the MBA students in India do not have prior work experience this is one of the most effective ways to equip the students with the required skills and knowledge to become job ready. The management of ABBS strongly holds to the view that as an educational institution it is our duty to give opportunity and nurture those students who do not have the financial means to reach the elite schools or pursue extra training outside their regular curriculum. Therefore such programmes have been promoted to help to create the workforce who would be the “backbone” of Indian economy.

The objective of this course is to provide practical and applied experience to the students in the real-industry situation. They get an opportunity to apply the core and conceptual learning in solving some of the actual issues concerning the business in an experiential manner. IIP course is normally scheduled after completion of five terms. The students undergo IIP under the guidance of both faculty mentor and industry mentor.

IIP has been designed to achieve two main purposes and to meet the objectives of all the stakeholders. It is a primary and main academic requirement. Further Industry is looking for competent and capable candidates to join their organization. The students are also looking for a suitable placement and hence this scheme meets the dual purpose to the mutual benefit of both the students and the business organizations. The students are therefore advised and encouraged to do an effective IIP and try to convert the same to a pre-placement offer. This impacts the learning of the students as there is tremendous value addition through hands on exposure to real life corporate world. ABBS has received excellent results from this initiative as most students tend to get job offers from their internship organizations and organizations have appreciated this hands-on experiential learning as they are able to get trained hands for their jobs. Many students show keen interest in pursuing internship and career in the social sector as they feel that it is important to contribute back to the society.



MAHATMA GANDHI INTERNATIONAL RESEARCH CENTER FOR CONFLICT PREVENTION AND MANAGEMENT




The interest of the Centre is to understand conflict resolution processes by keeping socio economic priorities in perspective. Therefore, the spectrum of research is broad and includes not only political, ethnic and religious conflicts but also water, energy, food, migration, environmental and other types of conflicts in the development process of particularly emerging economies. We intend to connect this center with other programs and organizations worldwide. Our focus is purely academic without any link to political parties or ideology. Each program will be directed to scientific studies of conflict and peace science to prevent, manage or possibly solve the problem. One of the landmark activities of the center is its annual conference which is attended by scholars from across the globe including Nobel laureates who discuss and offer various conflict resolutions options. The Center also undertakes funded projects that help to resolve economic and social issues.

The two latest conferences that were organized by this centre are: The International conferences scheduled on 6th, 7th & 8th June–2018 provided a platform for academicians, researchers, corporate executives, policy makers, scholars across the globe for deliberations and discussions on and around the following themes:

SUSTAINABLE AND HUMAN DEVELOPMENT THROUGH SPIRITUALITY, PEACE ECONOMICS AND PEACE SCIENCE

'The world stands on the threshold of global change. Ecological, political, economic and other crises are intensifying. Society is experiencing a crisis of goals and values... there is a need to understand and explore ways in which man can live in union with peace in this ecological environment. Spirituality, peace Science and Peace economics is organization of scientists, engineers, social scientists and scholars working together to promote peace worldwide. The task is not easy, hence empowering managers spiritually requires content and methodology.

In this field European SPES Institute has consistently worked to model Progressive business, with ecologically sustainable, future respecting and pro-social enterprise. The aim of the European SPES Institute is to make spirituality accessible as a public good to as many people as possible. Or, to phrase it differently: to open up spirituality as a vital source in social and economic life.



This aim is expressed in the key word of SPES, being on the one hand an acronym for 'Spirituality in Economic and Social life' and, on the other hand, the Latin word for Hope, the virtue that sustains our belief in a better future. Spirituality is deliberately defined in broad and pluralistic terms so that the European SPES Institute brings together people from different spiritual backgrounds and traditions.

The European SPES Institute is an international network of individuals and organizations promoting spirituality in economic and social life. President of SPES Institute, Professor Laszlo Zsolnai and Professor of Management, State University of New York, Dr. Manas Chatterji have collaborated with ABBS and this conference is jointly conducted by ABBS and tSPES Institute Europe.

This conference was attended by eminent scholars, management experts, multi-cultural spiritual personalities who helped in evolving a model in assimilating spirituality in management, economics and society. Sixty three papers were selected out of two hundred plus papers that were received. The papers were published by UGC journal. Some extraordinary papers have been selected to be published in a book series by Emerald.



FUTURE OF MANAGEMENT EDUCATION: COUNTRY SPECIFIC DESIGN AND DELIVERY WITH SPECIAL REFERENCE TO DEVELOPING COUNTRIES AND COUNTRIES IN TRANSITION

The first International Meeting on the similar theme "Management education in countries in transition" was organized in Moscow in 1998.

Management Education has undergone remarkable changes over the years and today it stands at a juncture where the big question staring at its face is should the design and delivery be country specific to enhance its relevance. With major extension in the scope of Management Education number of new challenges has also emerged. Management education is one of the most attractive programs across the globe. Its ability to fill multiple roles in varying countries' environment has created a vast demand for it. This growth is now visible in the developing world.

Asia turned into the most dynamic region in the global economy. Post 2000 Asian economies have stood strong in tough times i.e. collapse of Lehman Brothers in 2008, Eurozone sovereign debt crisis 2009, Housing bubble 2012, Brexit 2017 etc. Asia's influence on global marketplace has been acknowledged by global players. Powers like India, China, Japan are experimenting the idea of new management styles for not only to compete with established economies of East but also to lead the world with gained confidence.



This International conference conducted in cooperation with Binghamton University – State University of New York was an attempt to:

- ✦ Understand the paradigm shift in global management education and evolve new models for management educators.
- ✦ Evaluate the need of Management Education to suite different stakeholders in various socio economic and political conditions.
- ✦ Integrate undergraduate level education into Management Education.
- ✦ Review the scope of improving syllabi of courses in different areas of Management.
- ✦ Analyze the need for country specific design and delivery keeping in mind the political, socio-economic and cultural differences across the globe
- ✦ Highlight the importance of empirical research, experiential learning and training & development of the various stakeholders in the new emerging system.
- ✦ Address the radical structural shifts in the new global economic scenario with reference to developing countries and countries in transition.

In 2019 ABBS School of Management International conferences on 2nd, 3rd, 4th, October. The themes were:

2nd. October- "THE MODERN YOUTH AND GANDHI" IN COLLABORATION WITH MAHATMA GANDHI CENTER FOR CONFLICT PREVENTION AND MANAGEMENT, ABBS TO COMMEMORATE 150TH. BIRTH ANNIVERSARY OF MAHATMA GANDHI. -

This conference is designed for students pursuing undergraduate or post graduate studies.

The students' conference aims to create awareness about Gandhian thought and philosophy to highlight their relevance in the modern globalized world. Youth are the torchbearers of tomorrow's world therefore they should be facilitated to understand the various ideologies and practices to take the right decision. Gandhian thought offers an alternative to today's

mainstream practices that are threatening global peace, sustainable development and

human dignity. History is witness to power of the youth in transforming society to achieve freedom and justice for all. The youth of today need role models who have moved beyond

the selfish search of 'what is there in it for me'. Gandhi's message was to the common man to fight anything that was unjust and discriminatory with the weapons of 'Truth and Nonviolence'. This was a unique thought in the era of colonization and aggrandizement.

The youth need to be visionaries who can see the bigger picture and not get swayed by short term glories and fundamentalist approach. It would offer an opportunity for the youth from

all over the world to come and voice their opinion and engage in constructive work.

Sub themes:

○Youth and Social transformation

○Relevance of Gandhian thought in modern times

○Understanding Gandhi

○Trusteeship and CSR

○Decentralization of power- pros and cons

○Gandhian economics

3rd. October 2019- "INDIAN ETHOS AND MANAGEMENT PHILOSOPHY- TRIBUTE TO DR. S.K. CHAKRABORTY" IN COLLABORATION WITH EUROPEAN SPES, (SPIRITUALITY IN ECONOMICS AND SOCIETY).

European SPES is an organization of social scientists and practitioners working together to promote spirituality in economics and business. The task is not easy, hence empowering managers' spiritually requires content and methodology. In this field the European SPES Institute has consistently worked to create models of progressive business, as ecologically sustainable, future respecting and pro-social enterprise. This conference is bringing eminent scholars, management experts, multi-cultural spiritual personalities who can help in evolving a model in assimilating spirituality in economics and society.

"The crisis in business is spiritual."We need a fundamental shift from the current reductionist, fragmentist, materialistic paradigm to one that recognizes relationships, consciousness and spirit as the right approach" was Prof. S. K.

Chakraborty's belief. Professor S.K. Chakraborty devoted his entire life to studying the importance of ethics and values in business. He believed in the holistic process which combines both the sacred and the secular and synthesizes dialogue and discourse. Prof. Chakraborty drew his inspiration from Indian ethos and laid emphasis on the mainstay of Indian civilization. According to him such emphasis did not warrant undermining of other beliefs in society. Rabindranath Tagore (1861-1941), Swami Vivekananda (1863-1902), Mahatma Gandhi (1869-1948) and Sri Aurobindo (1873-1950) served as role models for the new paradigm of management that Prof. Chakraborty promoted. Western universities and businesses schools are also debating and conducting research to find solutions to the materialistic mindset that tries to measure everything in terms of monetary value and selfish approach of I, Me and Myself. There is awareness for a change towards more humanistic approach.

"In his contribution Chakraborty offered his vision on Spirit-Centered, Rajarshi Leadership. The Sanskrit dictum says: "svarat samrat bhavati." It means one who can rule or govern oneself can also lead others well. That is, the ideal or model leader exercises leadership on himself or herself first. This entails bringing forth the hidden Spirit into the forefront of the leader's personality. Chakraborty emphasized that Indian civilization is based on the groundwork laid by such leaders, called Rajarshis, which literally means a king and a sage."

In this model, the schism between the secular and the sacred vanishes. Great examples of Spirit-centered, Rajarshi leadership include Emperor Ashoka (220-300 BC), Jamshedji Tata (19th Century), Mahatma Gandhi (20th Century) and R. K. Talwar (20th Century).

Why does the 21st century need Spirit-centered or Rajarshi leadership? Chakraborty's answer is that because the vast, hidden and irreversible damages caused by economic growth, which thrives on globalized greed, needs to be halted. Spirituality has to be the master, not the servant of material attempts. Relevance to the bottom line of business cannot be the test for spirituality. Instead spirituality has to be the benchmark for business activities.

These words are more relevant than ever. We will never forget Professor Chakraborty's kind personality and his deeply rooted spiritual humanism." (Laszlo Zsolnai). From 1971 to 2003, he taught at The Indian Institute of Management- first in the area of 'Finance and Control' and then Human Values, Ethics and Indian Ethos'. He founded the Management Center for Human Values at Indian Institute of Management Calcutta. He has taught at the Stockholm Business School, the Royal Melbourne Institute of Technology, Darmstadt University of Technology and the California Institute of Integral Studies. He has authored, edited and co-authored many books. He is the Founder- Editor of the Journal of Human Values.

Sub themes:

○ Spirituality-inspired management practices

○ Spiritually-based business models in India and beyond

○ The relevance of Rabindranath Tagore, Swami Vivekananda, Mahatma Gandhi and Sri Aurobindo for today's management and business education

○ Indian ethos versus Western economic ethics in business and management

4th. October- “CORPORATE SOCIAL RESPONSIBILITY, CONFLICT MANAGEMENT, PEACE ECONOMICS AND PEACE SCIENCE” IN-CO-OPERATION WITH BINGHAMTON UNIVERSITY, STATE UNIVERSITY OF NEW YORK,

The Mephistophelian problems that are facing the modern generations in politics, economy and society need to be addressed with more humanistic approach than with a palliative approach for short term gains. Society needs to do tradeoffs among stakeholders but those tradeoffs should not lead to annihilation of one stakeholder for the growth of the other.

Subthemes:

- Sustainability and The Meaning of Life
- Corporate Social Responsibility
- Stakeholder Analysis
- Triple Bottom Line
- Integral Ecology.
- Developing Ecological Awareness and Responsible Business.
- Participation in Society.
- Arms Control/ Nuclear Proliferation.
- Globalization and Conflict.
- International Trade and Financial Crisis.
- Disaster Management.
- Terrorism.
- Resource Conflict.
- Crisis of Identity and Conflict Management.

The conference received overwhelming response both from students and faculty members. Nobel laureate like Dr. Mohan Munasinghe and other experts in their area of specialization offered new insights into how to tackle the sustainability concern. The security experts highlighted the dangers of unequal distribution of wealth in a society and the imminent dangers lurking in cyber security concerns. ABBS has decided to incorporate courses and workshops related to the “Global Risks” in the curriculum and also is becoming the hub for promoting safe use of internet and data by conducting seminars, workshops in schools, colleges, SMEs and the local community.

India celebrates “Vigilance Awareness Week” from 28th. October to 2nd. November. ABBS actively participates in this effort of the government by organizing events for the students to create awareness. Industry fraternities also visit our Institution to jointly hold awareness events in the surrounding community.

We believe such events will slowly gain momentum and galvanize a movement against corruption which is at the root of many unsustainable public and private sector activities. The activities are conducted by the Mahatma Gandhi International Research Center. The Centre also encourages faculty members to undertake impact based research. The details of such projects are given in the section on Research and Incubation. In 2020 July ABBS is hosting the International Conference on "Digital Supply Chain. One of the main thrust of this conference is to understand the importance of Green Supply Chain in creating a sustainable world and also evaluating innovations required in supply Chain to mitigate disaster and also manage disaster.

RESEARCH AND INCUBATION

ABBSSM has a unique and innovative program for students where they learn how to undertake both qualitative and quantitative research. This offers an opportunity to the students to delve deep into areas of their interest and publish papers in recognized journals. The students work under the guidance of the research mentor and the faculty mentor. The program prepares the student for their corporate or entrepreneurial projects as they are able to create excellent reports through a research process that they learn. This initiative helps in the placement process as students become confident in answering the interview questions as they have better knowledge of the area of their specialization. They stand ahead of others in their jobs as they are able to present data in a structured and analysed manner that adds value to their reports and presentations in their corporate life. Students are encouraged to prepare Business Plans that they can present to investors and ABBSSM helps to incubate ideas that are recognized as having good potential. Till date five start-ups have been incubated in campus.

The social research initiative loops back to the teaching and community service activities because it enhances the awareness of the faculty and students about the actual concerns and issues of the society. This helps ABBSSM to address and impact the real needs and offer support and solutions for redressal. The objective is to build awareness so that informed choices can be made.

INTERNATIONAL IMMERSION

The institute has Institutional partnership with renowned International Business Schools like Rennes Business School, France which is a triple crowned school, Sunway University, Malaysia, Daito Bunka University, Japan, St. Mary's University U.S.A. The immersion allows students to pursue an entire term course work in the partner Institution. Therefore the immersion is not an edutainment but serious course work that students undertake. This adds value to the students' learning as they learn to work with diverse teams from across the world. Students also get the opportunity of pursuing dual degree in some of the International Institutions after completing their PGDM Programme in ABBSSM. Our students recently travelled to Rennes Business School in France and completed a certificate course on Responsible Business. This helped them to understand various perspectives of CSR and how it differs from country to country. Our students presented the projects that they had undertaken in India and could offer alternative solutions to problems discussed in class.



EQUALITY, DIVERSITY & INCLUSION

ABBS is a vibrant potpourri of cultures, ethnicities and nationalities, where diversity is celebrated. Our culture is richly layered with threads from across the world.

At ABBS, our community is pinned to a foundation of equality and propriety. Our values are pointed at inclusion, and we welcome applicants from all backgrounds, irrespective of gender, handicap, orientation, religion, marital status, nationality and age. We provide equality of opportunity to students, faculty and stakeholders. We believe that with an ecosystem that rests on diversity and inclusion, we can achieve the following:

Create a happier, more peaceful student community
Provide holistic growth to students and faculty
Sustain a seedbed of superior staff and students

INTERNATIONAL ASSOCIATIONS



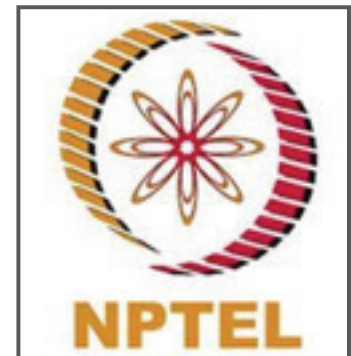
ST. MARY'S
UNIVERSITY

SUNWAY
UNIVERSITY



HERZING[®]
UNIVERSITY

KNOWLEDGE PARTNERS



NEN

NATIONAL ENTREPRENEURSHIP NETWORK

AIMA

ALL INDIA MANAGEMENT ASSOCIATION



PRME

Principles for Responsible
Management Education



WOMEN'S WING



PREAMBLE

ABBS has established a Women Cell in the college campus for women faculty, staff and girl students, to enhance understanding of issues related to women and to make the college campus a safe place for them. With an aim of creating awareness of their rights and duties the cell organizes and participates in seminars, talks and also takes up women's issues and problems. It also provides a platform for women to share their experiences and views regarding their status in the society and to suggest ways to improve and empower themselves. Aiming at intellectual and social upliftment of the female students, the cell stands for facilitating women's empowerment through guest lectures, seminars, awareness programmes, life skill training, entrepreneur training and other welfare activities.



VISION:

Make women a leader in social & economic fabric of India.



MISSION:

To stimulate creative thinking by blending tradition with modern values.

OBJECTIVES OF WOMEN'S CELL

- 1.To create awareness amongst students about the problems faced by women of all strata due to gender issues.
- 2.To create an environment of gender justice where men and women work together with a sense of personal security and dignity.
- 3.To create awareness amongst students about the issues related to the youth, girls in particular.
- 4.To disseminate knowledge about rights and laws related to women.
- 5.To create a sense of responsibility in the students and have healthy study and work culture in ABBS
- 6.To enhance the self- esteem and self- confidence of girl students, women faculty and staff of ABBS
- 7.To provide opportunities to girl students and women employees to participate in and interact at conferences etc.,related to gender issue.

EVENTS

Gender awareness week is organized during the International Women's Day every year. Talks by women from different walks of life, debates on gender issues, street plays to create awareness about women empowerment are organized. Cultural fest is planned to encourage women in the neighbourhood to showcase their latent talent. ABBS is committed to ensuring safe work environment and as per the Supreme Court of India direction the Sexual Harassment Cell is set up to ensure equality and justice to women workers and girl students.

MEMBERS OF WOMEN'S CELL

ABBS has constituted the Women's Cell having a convener, counselor and members from both teaching and non-teaching staff. The convener is nominated by the Dean and principal of the college, the Counselor is appointed by the College. The external member is nominated by Women's Cell. The students members (girls) are nominated by respective course HOD's.

STARTUP CENTRE



The Startup Centre at ABBS is a shining beacon for students who harbour dreams of taking a path less trodden. The cell is a community singularly devoted to promoting sustainable entrepreneurship within the student fraternity. Established in 2008 in collaboration with the National Entrepreneurship Network and Enactus, the Startup Centre has sparked a gentle entrepreneurial revolution at ABBS.

The Startup Centre offers a selection of aspiring entrepreneurs seed capital, infrastructure, mentorship, legal support and technical expertise. The cell has seen the genesis of more than twenty student-led startups since its birth, with three having been incubated in-house.

INNOVATION AND INCUBATION CENTRE E-CELL

E-Cell caters the need of today's fast-growing institute by giving an idea to manage and manipulate the market strategies, knowledge and idea of competitive world. It is an endeavor, not only for entrepreneurs but also for the students who desire to have a better professional persona. This shall help students grow positive attitude towards entrepreneurship and help them foster a start-up individually.

E-Cell works in collaboration with alumni, faculty and the students committee. It aims to promote entrepreneurship drive among the students of ABBS. We shall be responsible for broadening up the link between student and alumni. Our works shall be for the development of startup, in and outside the campus.

OBJECTIVES

1. To create physical infrastructure and support systems necessary for business incubation activities.
2. Services such as training or High-speed Internet access.
3. Facilitate networking with professional resources, which include mentors, experts, consultants and advisors for the incubate companies.
4. Links to higher education resources.
5. Promote and facilitate knowledge creation, innovation and entrepreneurship activities.
6. To encourage sustainable practices in business.

OUR ROLE

- ⊙ Established the Incubation and Innovation Centre to enable start up eco-system in the institute.
- ⊙ The Institute would provide all the basic infrastructural support i.e. Office space, meeting room, platform to do networking, management assistance other support services specific to incubators.

THRUST AREA OF PROPOSED INCUBATION & INNOVATION CENTER

- ⊙ Inculcating the spirit of entrepreneurship among students to become independent.
- ⊙ Promoting the sense of being a job provider instead of job seeker which is the need of the time.
- ⊙ Building an Idea into an enterprise through mentored team building efforts for startups incubated.
- ⊙ Creation of a Support system for students to learn, create, test and validate, to bring their ideas into reality.
- ⊙ Building a focused way towards experiential learning along with classroom session.
- ⊙ Creating an opportunity for budding entrepreneurs to connect with industry experts to get real time support from them.
- ⊙ Highlighting the importance of ethical practices in establishing a successful business

ACTIVITIES OF INCUBATOR

- To create physical infrastructure and support system necessary for business incubation activities.
- Services such as training, high speed internet access.
- Facilitate networking with professional resources which include mentors, experts, consultants and advisors for the incubatee companies.

ASSOCIATION

- The leading thinkers, expert of various incubators in the country.
- Industrialist and representatives of various Industrial associations, Research and Academic institutions.
- Officials of Government of India and Government of Karnataka.
- Academicians from leading institutions of India.

FACILITIES TO INCUBATEES

1. **Seed Funding:** Startup Fund and Government Seed Support.
2. **Networking:** With Professional Experts, Consultants and advisor of incubatee companies.
3. **Mentoring:** Promote and facilitate knowledge creation, innovation and entrepreneurship activities.
4. **Business Support Services:** Consultants offering legal, IP, tax services.
5. **Branding:** Permission to brand themselves as 'ABBS Incubated Company'.

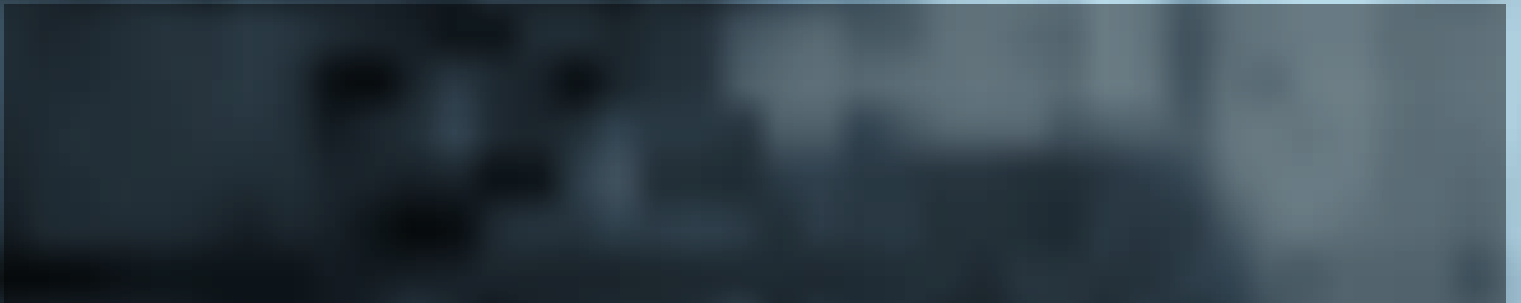
SKILL DEVELOPMENT



Jump Master, the Skill Development Center, was created as a response to the growing need for non-traditional learning among the modern youth who belong to Generation X and Y as well as for the baby boomer generation who lost out on many opportunities. The effort is to promote an urge for self-discovery through the process of enhancing skill, knowledge and attitude. The aim is to offer hands-on, transformational and independent learning, which is most advantageous to trainees who want to exercise their flexibility and options while learning and improving their capabilities. The creation of a sustainable socio economic paradigm depends on responsible citizens who can earn their living with dignity and without prejudice. Therefore Jump Master believes in offering holistic development through group-based discussions with all the important stakeholders in its endeavour to offer employability skills to all who can contribute to sustainable growth.

Jump Start would fill the vacuum in undergraduate education by providing the youth the required option of pursuing their dream by perfecting their knowledge, skill and attitude. Their confidence to earn a living with dignity will be fortified through the unique model of teaching and training by Jump Start. The training is supposed to give them an alternate to the mundane graduation degrees. The students are willing to spend a reasonable amount of money if at the end of the program, they can visualize, a career. They do not want desire highend jobs but look for alternate and specific career. Their current knowledge is limited to Govt Job/Bank job/Office job. They expect that by end of the skill based training program, they should be able to find employment in specific areas like lab technician, Cashier, etc. Their expectation is simple job at a mid size or large organization.

Our service consist of providing vocational/skill training to youth under NSQF program. The training delivery may be done with a single intervention spread over the required number of hours or spread over multiple interventions covering the required number of hours. The training can lead to graduation under the credit transfer system.



This program will be conducted under two schemes:

- Under Various Govt. Scheme, we can provide skilling resulting in level 2 to level 7 certification under NSQF. These certification will be one-off activity
- Under university B.Voc certification, we can provide multiple unit to the same person and provide B.Voc degree with a period of 3 to 4 years. There certification will be from level 2 to 7 in step wise manner.

This will be different from other centres which will be doing one off training. "Jump Master will thus become unique model of skill training in India"

CONCLUSION

The report deals mainly with initiatives undertaken to promote sustainable development in the natural environment and the community. While there is greater awareness that education should hone knowledge, skill, and attitude and help in the holistic development of children, there is also a trend to treat education as a profit-making business delivering "sham" degrees and diplomas. If we want that, there is a steady flow of employable workforce then the hands-on learning has to be an important component of education. Students should develop self-confidence and decision-making abilities. With the enhancement in technology, there is no denying the fact that students have to be aware of those skills. In the age of information overload and excessive data availability, corporate would want students who can understand, infer and diagnose using them. However, I would like to put a caveat here that though it is extremely important that students must hone all technical and cognitive skills if we do not train on values and ethics then we will only create dangerous manipulative managers. Therefore, We feel that the corporate should also evaluate and seek ethical and emotionally intelligent students as their future workforce.

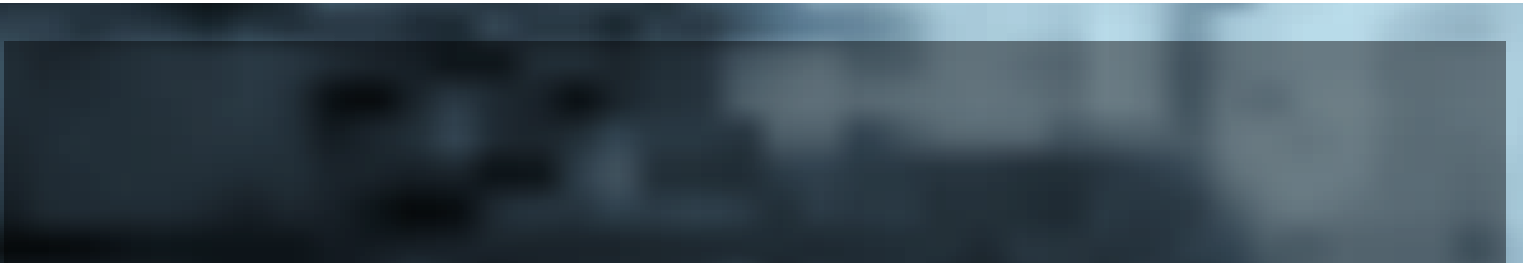
ABBS PROVIDES A WARM AND INVITING SCHOOL ENVIRONMENT FOR LEARNING

The ideal school environment should be warm and inviting. The school should be the nest where every fledgling (student) would want to return to. All the stakeholders must be encouraged to ask questions, voice their opinions and ideas in a respectful manner. The objective should be to inculcate independent thinking and adopt learning as a lifelong business. One must learn that while the unique self-identity is extremely important, the culmination of that identity is achieved only when one contributes to others and society. The environment should teach to accept differences, respect differences and enjoy differences which will lead to mutual respect and human dignity. Such an environment can develop when we walk the talk. Therefore, we encourage the practice of discussing and debating about new initiatives in the area of delivery of courses, innovative pedagogical practices, directed learning practices and classroom engagements. At ABBS we like to encourage co-curricular and extracurricular activities where students learn to work in teams to deliver projects end to end.

Sports is an important component of ABBS life because I believe that helps to create awareness about team spirit, facing challenges, accepting defeat with grace, the importance of motivation, desire to excel as well as health and fitness. The clubs help students to enjoy what they like, pursue their talents and excel. I like to lay emphasis on values by providing them opportunities to develop them. I strongly believe that punishment is a deterrent and not a motivator, therefore, a fine balance between discipline and freedom has to be maintained which will motivate all to enjoy their freedom with responsibility.

TOP QUALITIES THAT AN ASPIRING STUDENT MUST POSSESS

Management is both a science and an art. Therefore, the most important quality that a student must possess is an appreciation of humanitarian values. They must be open to learning and have an innate inclination to be comfortable with ambiguity, duality, and uncertainty to be able to remain calm in the face of challenges. Critical thinking and analytical abilities are a prerequisite for any good manager. A positive attitude and tenacity will help a student to excel.



TARGETS TO ACHIEVE IN THE COMING FEW YEARS

There are three areas that ABBS would like to focus on in the immediate future, a commitment to excellence in everything we do: teaching, research, and service. In our view, these are the backbone of any Institution as they are catalytic and not competitive values. Each value complements the other. Excellence in research infuses teaching with inspiration and community engagement informs research priorities. We have already launched the Mahatma Gandhi International Center of Research for Conflict Prevention and Management and have received support from eminent academicians and practitioners, knowledge sharing through regular knowledge series seminars and workshops have been scheduled and community activity is a mandatory part of the curriculum. At ABBS we believe that educational institutions have to be knowledge creators and for this, strong collaborations have to be forged with other national and international academic institutions, industry, and society. Therefore, our aim is to build these collaborations. Numbers of MOUs have been signed to provide value-added courses, projects, internships, and exchange programs.

Since service is part of ABBS vision one of the most important areas of attention would be a commitment to diversity and opportunities for advancement of people from all walks of life and to enhance the environmental sustainability culture that is already in operation at ABBS. We have already ventured into skill training to help the “unincluded” sections of the society to earn a living with dignity. ABBS is a green campus, all our energy needs are met by solar power. In fact, we produce an excess amount which is given to the state grid. Recycling of water and waste are part of our environment sustainability culture.



ADVICE FOR THE YOUNGSTERS

Each one of you is a star! Believe in yourself and have a long-term perspective in life. Wherever you go, sow the seeds of optimism, faith, love, and trust.