



Sharing Information on Progress Report 2016-2018

Prepared for:

PRME (Principles of Responsible Management Education)



**Rajagiri Business School &
Rajagiri School of Management**

Letter from the Director

We are pleased to submit our Sharing Information on Progress Report for 2016-2018. The leadership and the staff of Rajagiri has a strong and enduring commitment in the process of observing the six principles of Principles of Responsible Management Education (PRME). As a CMI (Carmelite of Mary Immaculate) institution, Rajagiri's ethos is imbued with a tradition of ethical, moral and social responsibility.

At Rajagiri, students not only imbibe academic concepts but also develop ERS attributes (Ethics, Responsibility and sustainability) as part of class room as well as outreach activities. The value based education at Rajagiri impels aspiring managers to emerge as leaders with a broad strategic vision embedded with social sensitivity.

Rajagiri has implemented a portfolio of programmes for students and staff which benefits the society at large and other stakeholders. The institution believes in the holistic development of students and not just material gains. Hence the value systems and a sense of social responsibility are embedded into the curriculum and extra-curricular activities of these programmes. Rajagiri Business School and Rajagiri School of Management incorporate principles of ethics, responsibility and sustainability into administration, teaching, research and other areas of student engagement.

On behalf of Rajagiri Business School and Rajagiri School of Management, I render my wholehearted support to the mission of Principles of Responsible Management Education (PRME).



Dr Joseph I Injodey

Executive Director

Rajagiri Business School and Rajagiri School of Management

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1. Overview of the institution

Rajagiri Group of Institutions was established by the CMI congregation of Sacred Heart Province, Kochi with the vision of creating centers of excellence in the field of higher education and to be a standard bearer of holistic learning in India. Rajagiri means "The Hill of the King" where the King referred to is Lord Jesus Christ. Rajagiri Centre for Business Studies has been in the forefront of fulfilling this vision. RCBS has emerged as a premier institution in imparting high quality education in Kerala. RCBS is situated in a picturesque valley in Kakkanad, the corporate hub of Kochi.

RCBS, established as a Centre for Excellence in Management, is the umbrella title for two Schools of Business – Rajagiri College of Social Sciences-School of Management (RSOM) and Rajagiri Business School (RBS). RSOM conducts the regular MBA and MHRM programmes affiliated to Mahatma Gandhi University and RBS conducts the AICTE recognised two-year Post Graduate Diploma in Management (PGDM) programme.

Rajagiri Centre for Business Studies is proud to have a team of high quality members of faculty supporting all the activities of the institute. The education here is supported by state-of-the art infrastructural facilities that equip the students to effectively function as full fledged members of the corporate world on completion of the course.

Vision of RBS

Our vision is to become the school of first choice for developing globally competent and socially sensitive leaders

Mission of RBS

Our mission is to nurture a supportive learning environment, impart industry-specific competencies and to develop professionals with high ethical and social values who can excel in global economy.

Vision – Rajagiri School of Management

Our vision is to develop competent and socially responsible business professionals empowered to excel in personal and professional life.

Mission – Rajagiri School of Management

Our mission is to develop competent and socially responsible managers to perform in a dynamic business environment.

The Principles for Responsible Management Education

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.

The vision and mission of Rajagiri Business School and Rajagiri School of Management reflect the institution's commitment to social responsibility in all its activities. Administrators, faculty and students are committed to corporate social responsibility initiatives. Rajagiri Business School (RBS) and Rajagiri School of Management (RSOM) are guided by the motto of Learn, Serve, Excel in every sphere of their activity. Along with their professional training, the students have a strong passion towards serving the society and excelling in the academic and non-academic activities in line with the vision and mission of the institute which aims towards the integrated development of individuals. The education at Rajagiri goes beyond academics and concentrates on the development of holistic personality of the students. Rajagiri believes in continually raising its bar and is relentless in its pursuit of excellence by nurturing management professionals with exceptional creative ability and social sensitivity.

a. Code of ethical Conduct

RBS and RSOM have framed documents regarding the code of ethical conduct for faculty, staff and students of the institution. The code of ethics document provides students, faculty and staff members with a clear understanding of the desirable behaviours and values in the implementation of all activities at Rajagiri and it helps support a culture of academic freedom and excellence. The Student Handbook contains the policy on academic integrity, the plagiarism policy as well as social networking etiquette. It outlines the norms of ethical behaviour expected from students at all times as well as the code of conduct expected during various academic and non-academic events.

Ethical and social responsibility is instilled in the students through the following initiatives:

- During the induction 2017 and 2018, the batch coordinators briefed the students regarding the student guidelines. They were given directions on the expected behaviour and the consequences of any kind of inappropriate behaviour.
- At the commencement of the programme, students are given one-day attitude training session that is meant to help them critically evaluate their goals and set them in the right direction.

b. Transcend

Transcend (To Reach out and Nurture Social Commitments and Enable Newer Dimensions) is the social service wing of the management students of RBS and RSOM. It is an initiative conceived and managed by the student fraternity of the institute. The activities of Rajagiri Transcend is another measure of the social impact of Rajagiri. The NGO which is run by the student volunteers of PGDM conducts various programmes and measures the impact of these programmes on society. The mission of Transcend is to facilitate students to explore their options for co-curricular involvement on campus and beyond, in order to make them effective social beings. Transcend team goes beyond their comfort zones to serve the people who are underprivileged; not only through financial assistance and physical presence but also by sharing happiness with them. A number of programs are conducted by the students under the banner of Transcend. These programs help to sensitise the students towards socially responsible behaviour.

c. Rural Sensitization Camp

All the students of PGDM underwent a one-week **Rural Sensitization Camp**. The students worked in a resource constrained environment and undertook socially relevant activity during the camp. Students took up group project/projects in a rural area and got exposed to an environment totally devoid of the comforts of modern lifestyle. The programme exposed students to the lower strata of society and students were encouraged to creatively address the social issues surrounding them by engaging in socially useful projects. This gave them a first-hand experience of managing with limited resources and team work.



d. Anti-drugs Day

Anti-drugs day was observed on June 26th, 2017. The day started with faculty members and students writing messages against drugs on a white canvas.

The morning break had the entire Rajagiri student team watching electrifying street play performances on this theme by the student groups.

e. Shikshagrah

A weekly tutorial programme for children from the nearby community is carried forward by Rajagiri students, and half a day is kept aside by the college for this purpose. This year students brought changes in this tutorial programme by having programmes for overall development and personal development of these children apart from their studies.



f. A Day out with Young Minds (Azadi Week)

This event used to be held annually by Rajagiri Transcend where the Transcend volunteers spend a whole day with the kids from neighborhood localities who come for Shikshagraha every Sunday. This year the event took place on 20th August 2017, Sunday. 50 kids came for the event along with 60 volunteers. The group was taken to South Kalamassery metro station from where they were taken for a metro ride to Palarivottom, and back from Palarivottom to Kalamassery. The journey was fun filled and the kids who were travelling in the metro for the first time had a wonderful experience.

Once the ride was over, they were taken back to college where kids and volunteers had lunch together. After lunch, the movie "Godha" was screened in the auditorium for the kids. After the movie, drinks were served and then the kids were sent safely back to their houses. The entire programme got over by 5pm. The event was indeed a wonderful experience, not just for the kids but also for the volunteers

g. Onam Celebration with a Difference

Onam is the state festival of Kerala. Transcend students visited the Ernakulam General Hospital Cancer Ward to celebrate Onam with inmates. Onakkodi (the traditional practice of giving new clothes as a gift) was given to all 50+ patients (mundu/nightie + towel)

h. Pariharam 2017

The District Administration has conducted a special one-day redressal camp, "Pariharam '17" at Girl's Higher Secondary School, Perumbavur. This programme is intending to address the various issues related to migrant workers, like labour related issues, Aadhar card new registration, bank related issues etc. The District Collector Office was looking for Hindi speaking volunteers and while we were expecting 10 - 12 students, a surprising number of 23 Rajagirians turned up on Sunday morning and were able to address more than 1300-odd migrant workers at Perumbavur.

i. Ongoing Support to House Keeping Supervisor Diagnosed with Cancer

Housekeeping supervisor Rajagiri Kakkanad campus was diagnosed with breast cancer. Students coordinated the fund raising activity and now Transcend gives moral and financial support with periodic house visits, making her feel part of the family (poster card with all faculty and staff members' signature for Onam, Inflore t-shirt etc.). Students contribute to her house hold expenses as well as her children's education with their personal funds.

j. A Helping Hand to Calvary High School, Kattappana

Calvary High School has been a constant source of motivation to the institution for more than a decade through their unwavering support to the student volunteers in Rural Sensitisation Camps by providing camp sites to hundreds of students year after year. Over the years this close association prompted us to find ways and means to assist the School in small ways. This year there was a request from the Management, staff and students of the school to help them in building toilets for the hostel and also converting their present class rooms into smart class rooms. Transcend is happy to transfer Rs.80,000/- (Eighty thousand only) to the school as gesture of our commitment to the educational progress of Calvary Mount School.

k. Daan Utsav - India's Festival of Giving

Daan Utsav - India's Festival of Giving is an initiative of Fourth Ambit and was launched in 2009 and it is celebrated every year all across India. This campaign is run in colleges all over India to promote the idea of 'giving back to the society' among the youth.

Rajagiri Transcend was happy and privileged to be invited for the biggest ever Daan Utsav initiative in India. Transcend's simple "act of giving" was posting a video depicting the spirit of Crayons. Transcend joined hands with Kiwi Ads to edit old

footage and create a new video which was finally posted on Fourth Ambit portal on November 2nd, 2017

I. Nava Hrudayam

"Nava Hrudayam" is a program organized by the Society for Heart Failure and Transplantation to commemorate the 50th year of the first heart transplantation in the world. The event took place on Dec 3, 2017 at IMA House, Kochi, at 10 am. Rajagiri Transcend has been selected by SfHFT and its President, Dr. Jose Chacko Periappuram, as the supporting partner of this main event.

The program was both a celebration and an awareness program, including panel discussions on various aspects of organ donation, honoring the heart transplant recipients in Kerala, organ donation pledge, donor card distribution and a musical flash mob. The event was well received and had a large media coverage.

m. Christmas Celebration at "Home Of Faith"

HOME OF FAITH is a charitable trust run by the Catholic Sisters for mentally challenged children. As part of the Christmas celebrations, Rajagiri Transcend reached out to Home of Faith, a charitable trust in Kochi to celebrate Christmas with carol songs & Santa with the residents of the house on 15th December 2017.



n. Thanks Giving Day – for the House Keeping Staff of Rajagiri

Thanks Giving Day, an initiative to appreciate the services rendered by the house keeping staff of the college, was organized on 8th February 2018 at Chavara Hall, Rajagiri.

o. LANTERNS 2018

Shikshagrah for the year 2017-18 was concluded with a fun-filled day titled "LANTERNS". The program was organized by the students for the young kids who come to the campus weekly for personal and academic assistance through the "Shikshagraha" programme.

LANTERNS 2018 kicked off at 9 am on in the presence of Dr. Manoj Mathew, Faculty Mentor - TRANSCEND, with cultural programmes presented by the kids after which Rev. Fr. Jaison took the stage with a motivational talk for the young guests. Fr. Jaison, with the help of games and his charming charisma, showed the young minds how to think in easier and better ways. In order to make the programme more interesting various fun games and activities were conducted during each sessions. The children and the Rajagiri students had lunch together at Chavara Hall and a post-lunch session of songs and dances quickly started off and continued until 5pm. After the programme every child was escorted home by Rajagiri students.

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.

Rajagiri has long been committed to the ERS (Ethics Responsibility Sustainability) initiatives and is dedicated to putting these principles into practice. Rajagiri's ethos derives from the CMI vision and is imbued with a tradition of ethical, moral and social responsibility. Rajagiri Business School and Rajagiri School of Management, since its inception, has engaged directly with activities that advance and advocate ethics, responsibility and sustainability related practices. Rajagiri has implemented a portfolio of programmes for students and staff which benefits the society at large and other stakeholders. Hence the value systems and a sense of social responsibility are embedded into the curriculum and extra-curricular activities of these programs.

a. Curriculum

The curriculum and pedagogy focuses on social and environmental impact of business in order to develop in them a perspective that considers these aspects in business performance. Ethics and Sustainable development courses form part of the

core curriculum of the PGDM programme. Here students are exposed to the basic theoretical foundation of ethics, social responsibility and sustainable development.

b. Social responsibility as a programme Learning Goal

One of the Programme Learning Goal of PGDM is related to Social responsibility. Hence the Programme Learning Objectives (PLOs) are embedded in many courses of the program. The PLO of socially responsible behaviour is measured through an experiential learning program in a real time social setting called Rural Sensitisation Camp.

PLG 4: Our graduates will understand the importance of behaving in a **socially responsible** manner in their professional lives.

PLO 4a : Our graduates will identify a social issue in a given scenario and will apply models, frameworks or arguments to defend their resolution.

PLO 4b : Our graduates will be able to perform their responsibilities with optimal use of available resources in a real-life social setting.

Principle 3 Method

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

Scholarships

As a business school, Rajagiri is committed towards enrolling students with good quality. Majority of the students are from middle income (income \$2 to \$10 per day) group. Meritorious students are given opportunities to study irrespective of their income. Scholarships worth Rs 25 lakhs (\$37,313 @67) have been awarded to economically challenged students in the year 2016-17

Sustainability

RBS and RSOM practice sustainability in its architecture, improvements and operations. The institution is nestled in an eco-friendly lush green campus which has a waste management plant for segregation, processing and disposal of waste. The waste management Biogas plant with 25 m³ capacity converts animal waste to biofuel. There are two water recycling plants which recycles waste water for productive purposes like irrigation.

Organic farm

Attached to the campus, there is an organic farm with innovative agricultural practices, a dedicated spices garden with plants unique to Kerala, a vegetable

garden with seasonal plants like carrot, ladies finger, brinjal, tomato and an animal farm.

Student Pledge during Graduation

At the end of the programme, during convocation, students take a pledge whereby the graduating students promise to live a life which honours ethics and devote their energy to the betterment of the society.

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.

The institution has provided a conducive environment for the members of faculty to take up consultancy projects. The core values of our consulting are integrity, insight and impact. We adopt the best ethical practices in our consulting services and the areas in which we have rendered our services include organization culture and change management, career and succession planning, competency modeling, social entrepreneurship and consumer behavior. Rajagiri is now promoting research in ethical, sustainable as well as in responsible management practices. We have faculty conducting research in areas that include public policy, social entrepreneurship and consumer behavior. Abhilash Nambudiri's publication on migration of unskilled workers and low income housing demonstrates that faculty engage in research related to social 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.

The social charity wing of the institution, Rajagiri Transcend, partners with corporates and other bodies and takes up social issues.

a. Collaboration with Corporate

Rajagiri TRANSCEND has partnered with NTPC, Kayalkulam to do the impact of their community development programmes in 5 Grama Panchayats in Kayamkulam on during February 2018.

b. Training for DDU-GKY

Deen Dayal Upadhyaya Grameen Kaushalya Yojana or DDU-GKY is a Government of India youth employment scheme launched on 25 September 2014. The Vision of DDU-GKY is to "Transform rural poor youth into an economically independent and globally relevant workforce". It aims to target youth, in the age group of 15–35 years. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth.

On December 12th, 2017, four students from Rajagiri Transcend have been selected to conduct a training session for students of DDU-GKY training programmes. Around 40 young men and women have been trained for 2 hours on how to face a personal interview.

The session was divided into a theoretical session and personal mock interviews.

c. CRAYONS '18

Crayons is an annual cultural event where children of foster homes in and around Kochi come together in RBS and RSOM to present a rendering of their exquisite talents to the world.

CRAYONS 2018 kicked off with its launch on December 7th at RCBS Amphitheatre and the main theme was unveiled by the social media icon RJ Joseph Annamkutty from Radio Mirchi who went viral on YouTube with his video "I am the change".

The other guest of the day was the group from Government Girls' Home, Kakkanad which was last year's overall champion. The theme selected for this year is "Believe in your own magic", focusing on the inner power human beings have.

Impressed by the commitment of the students and the quality of the performance by both Rajagirians and the Girls' Home, Kakkanad, RJ Joseph Annamkutty aired his thoughts and appreciation for Rajagiri TRANSCEND and "Crayons" during his programme on Radio Mirchi the very next day. The 6th edition of CRAYONS took place on January 13th, 2018 at Rajagiri Valley campus. 522 children from 19 orphanages from the entire Ernakulam District and 70 TRANSCEND volunteers from RCBS took part in the festival.

The Chief Guests for the Inauguration were Smt. Anushree, Cine artist; young celebrity Gourav Menon, cine artist and RJ Shambu from Red FM. RJ Joseph Annamkutty wanted to witness the magic of "Crayons" from the audience's perspective. The passion of our students spread to every single person in the audience and on stage making Crayons 2018 a great success.



d. SPICMACAY

Rajagiri in association with SPIC MACAY hosted 'SARGAM-18'- a three day Kerala State Convention of SPICMACAY from January 26-28, 2018. SPICMACAY is Society for Promotion of Indian Classical Music And Culture Amongst Youth. **SPIC** MACAY is a non-political nationwide voluntary movement which promotes intangible aspects of Indian cultural heritage by organising like classical music and dance, folk arts, crafts, yoga, classic cinema screenings, heritage walks, etc. inside school and college campuses throughout the world to make students more aware about Indian and world heritage. This event was sponsored by corporates.

Principle 6 Dialogue

We will facilitate and support dialog 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.

Awareness Session on Natural Resources

Session on benefits and safety of natural gas was conducted by Indian Oil-Adani Group Pvt. Ltd. on 14/07/2017.

Objectives for next 24 months

RBS and RSOM would like to support dialog and debate among stakeholders on critical issues related to social responsibility and sustainability for the forthcoming 24 months for implementation of PRME principles.