

## **Summary of sessions - PRME conference, February 15 to 17, 2018**

IILM Institute for Higher Education, with a legacy of 25 years as one of the best B-School of India, is deeply committed to the “Principles of Responsible Management Education” (PRME) in both letter and spirit. As an Institute, we are committed to take the case for responsible management to educational institutions and corporate across South Asia and beyond. It is in recognition of this deep and abiding commitment that IILM was chosen by the U.N Global Compact as a PRME Champion Business school - only one of two in India and one of three in Asia. IILM has been holding International PRME conference annually since 2014.

In continuation of the efforts to focus on responsible management and its contribution to the achievement of global sustainability goals, IILM organised the 5th IILM International Conference on “Resolution to Resolve: Sustainability Practices in Industry and Education” from 15-17, February 2018. The conference primarily focused on SDG 4 and 9 i.e. sustainability in Quality education and Industry, Infrastructure and Innovation respectively.

### **Day 1**

#### **Session 1 - Inaugural Session**

The 5<sup>th</sup> IILM International Conference on Sustainability commenced with the welcome address by Dr. Bhaskar Chatterjee, Senior Director, IILM. In his address, he briefed the audience about the 3 day International Conference and the important role IILM as a premier educational institute has played to bring the principles of responsible management education in to fruition in India. He then welcomed all the esteemed dignitaries on the dais.

The first Keynote speaker was Mr. Vinay Kumar, Director Business development, AI & Search, Microsoft who spoke about impact of AI and various questions which are to be answered with the AI industrial revolution. He also highlighted the building blocks of AI including voice recognition, image recognition, neural networks etc. He ended his speech by discussing various possibilities opened by AI in near future.

It was followed by the speech by Mr. R. Ramaman, Mission Director, ATAL Innovation Mission, NITI Aayog, GOI, and he underscored various initiatives taken by innovation mission at Niti Ayog including ‘Mentor India Network’ and ‘Mentor of Change’. Further he focused on creating innovative minds and job creators rather than only job seekers. In addition, he mentioned the challenges that are aligned with the SDGs.

In the end, Mr. Furqan Qamar, Secretary General, Association of Indian Universities, the Chief Guest of IILM PRME Conference 2018, delivered the keynote speech which started his address with the examples of how AI is eliminating repetitive jobs and how jobs will be taken up by machines in the near future. He specifically emphasized on SDG 4 that focuses on education and its critical aspects including access, equity & inclusion, quality of higher education and affordability. He further added that no development is possible without achieving these aspects.

This was followed by the release of the book titled “*Resolution to Resolve: Sustainability Practices in Industry and Education*” by the distinguished speakers on the dais. Dr. Smitha Girija, Director PGDM, IILM Lodhir Road, then delivered a vote of thanks. An engrossing panel discussion on the newly released book followed.

## **Session 2 - Panel Discussion on the book**

The session commenced with Dr. Bhaskar Chatterjee sharing the highlights of the book “Resolution to Resolve: sustainability practices in industry and education” released earlier that day. He mentioned that the very first part of book is devoted to its contributors, which shows how much IILM respects and honors the people who have made sustainability a reality through their endeavor in their chosen field. All the panelists were contributors of the book and the discussion commenced with Dr. Sangeeta Mansur, Founder- catalyst, Founder-Catalyst Bhairavi Business & Consultancy. She shared her ideas on SDG and innovation. She said that innovation is traditionally defined and pursued in the context of economic growth. Contextualizing it in SDGs needs a better conceptual clarity, since this kind of innovation is a new species of innovation, which needs a nomenclature, a new definition, new lexicon and new criteria. Right now, we lack this clarity, and must work towards better clarity on ‘sustainability oriented innovation’.

Further, Dr. Mansur highlighted that innovation in the context of SDGs also suffers from a positioning crisis: SDG9 positions innovation as an outcome goal. The reality is that innovation is not just a destination but more importantly, a path - an enabler and a driver for other SDGs. Current studies on interconnectedness of SDGs do not emphasize on this crucial role/potential of innovation as an enabler. What innovation needs for the benefit of SDGs is a dual positioning in the SDG discourse.

She emphasized that the current scenario in India on SDGs and innovation reveals gaps in emphases between the government and industry sectors. SDG agenda seems strong on the government agenda, and the innovation agenda strong on the industry agenda. Sustainability oriented innovation cannot be served well with these differences. If the Government integrates innovation path within its SDG agenda and the industry integrates SDGs into its innovation arena, they both would arrive at a common space that gives rise to sustainability oriented innovation. That is the direction for the two sectors to move towards. She emphasized that academia can play a significant role here. Additionally, she mentioned that if we leverage other success factors such as social entrepreneurship, the energy of the millennials, grassroot innovation, and also manage to create a conducive innovation culture, India would be able to put SDGs on a fast track.

The dais was then taken by Dr. Vivek Nagpal, Senior Consultant, MHRD, who spoke about the Interface of Education with Sustainable Development. The key points of the presentation were - the concept of education, does not confine itself to literacy or 3 R’s only but also that Higher Education is a continuously evolving dynamic lifelong exercise. He brought out the inter-linkage between quality higher education and sustainable development by saying that

sustainable development requires a holistic view, where all the interests and the needs of present generations are being taken care of, without compromising the ability of future generations to meet their own needs. Education henceforth reinforces the socioeconomic dynamics of society. Scientific or technological innovation has relevance and value to our people only if it provides effective, affordable and sustainable solutions to the problems of underdevelopment, poverty, illiteracy, hunger and safe drinking water. Dr. Nagpal emphasized that “there should be a synthesis of science and spirituality” if humanity is to survive with the development of science and Technology. The presentation concluded with the suggestion that Educational planning should be interrelated to instructional methodology, delivery system and relevance of the academic content of courses to employability of students.

Mr. Kamal Singh, Executive Director of UN Global Compact Network India, was the next speaker. He highlighted that the key objective of having sustainability in Education is to develop students with the values and motivation, to build awareness and knowledge on sustainability issues and to take action and provide solutions towards more sustainable patterns of living for the 21st century. Talking about SDG 4 which is to ensure inclusive and quality education for all and promote lifelong learning, he directed the audience toward the UN PRME (Principle for Responsible Management Education) initiative for Sustainable Education in business education. He then shared the PRME vision, which is to realize the Sustainable Development Goals through responsible management education as a voluntary initiative with over 700 signatories worldwide, 86 Countries, 15 Regional Chapters, and 8 working Groups. The Higher Education Sustainability Initiative (HESI), a partnership between United Nations Department of Economic and Social Affairs, UNESCO, United Nations Environment, UN Global Compact’s Principles for Responsible Management Education (PRME) initiative, United Nations University (UNU), UN-HABITAT and UNCTAD, was created in 2012 in the run-up to the United Nations Conference on Sustainable Development (Rio+20).

Mr. Kamal Singh then shared the Way Forward: With Section 135 of the Companies Act 2013 making spending on CSR mandatory for qualifying companies, there is ample potential for the corporate sector to address the missing gaps in the education ecosystem. In Davos, PRME, Corporate Knights and UN Global Compact Call for Business Schools to Focus on the Global Goals. He also emphasized that the business and management schools play a key role in shaping the skills and mindsets of future leaders, and can be powerful drivers of corporate sustainability. But in order to achieve the 2030 Agenda for Sustainable Development and the 17 Global Goals, he stressed that today’s higher education institutions must change the way they teach business, and more systematically incorporate values like sustainability, ethics and responsibility into their teaching, research, and campus leadership.

Next on dais was Mr. Rajeeb Kumar Debnath, Advisor PwC, who focused on some of the key areas of growth in India, spanning across environmental protection, access to safe drinking water and sanitation, energy and carbon emission abatement, improvement of infrastructure, manufacturing and skilling, which could facilitate in making India the third largest economy in the world, by 2022. His presentation centered on the analysis of the basic facts pertaining to the growth indicators of the aforesaid areas, the challenges that India is facing in

implementing such growth indicators and the impact it is creating on the GDP of India, on account of ineffective implementable measures, across such growth indicators.

The last speaker of the session was Mr. Sudarshan Rodriguez, Senior Programme Coordinator, Director's Office, Tata Institute of Social Sciences (TISS) who shared about the various initiatives and courses started at TISS which are aligned with the PRME initiatives and support the accomplishment of SDGs through education. Course is based on experiential learning, Reflection, Insight, Inquiry with Innovation and Technology which are value neutral. He further mentioned the Design Principle and Foundations of developing the course which includes the aspects of fostering, cultivating, and awakening/sourcing compassion for self and others, emotional intelligence and mindfulness in students which allows them to access stand based on universal values (where no one is left out) for strategic action. The students are encouraged to develop genuinely sustainable & universal approach to ethics for change through building leadership & capacity of people.

Mr. Rodriguez indicated that redefining sustainability for complex global issues today - to include inner capacities as a source of sustainability. All modules have the following components: Knowing who I am - my inner capacity; designing to make a difference; implementing to transform; generate tangible results. Every distinction and every frame is a building block for transformational strategic action for coherence and alignment.

In conclusion, he mentioned that the course is based on the Conscious Full Spectrum Approach which has been tried and tested over 60 countries across cultures. For all of the SDGs to come alive, he shared that we need responsible state and responsible business but for that we need a responsible citizenry, after all, its them that make a responsible state and responsible business. Innovation and technology can make social transformation and SDGs happen when it is designed to shift systems and cultural norms based on Universal values with an all inclusive approach. He emphasized that course and work is based on Embodying distinctions and universal values in their campus personal and professional life day to day minute to minute in action, speaking and listening.

The first day of the conference ended with high tea post the intriguing panel discussion on the book.

## Day 2

### **Plenary Session 1 - Laying the Foundation: Alignment of Management Education with Sustainability**

Education has always been considered the foundation to bring any kind of reform and it is one of the most powerful and proven vehicles for achieving the Sustainable Development Goals (SDGs). The focus of this session was SDG 4, which aims to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, and achieve universal access to quality education. Distinguished panelists for this session included Dr. Manoj Sinha,

Principal Aryabhatta College, Delhi University, Prof. John Varghese, Principal, St. Stephen's College, and Mr. Siddharth Sibal, Vice President, Accenture.

Dr. Manoj Sinha started his address with a quote "There is enough for everybody's need, but not for everyone's greed". Connecting the idea of sustainability with consumption, he showcased how Mahatma Gandhi's principles advocated sustainability. He warned the audience not to confuse Gandhi's personal choices with his principles. He further stated that sustainability in education should be about inclusion, accessibility and affordability.

Prof. John Varghese underscored the role of education in raising awareness and consciousness among masses. Quoting several examples from his college, he highlighted how the youth of today is aware and eager to come up with innovative ways to use technology to create sustainable solutions to reduce carbon footprint, to reduce food wastage, for healthy waste disposal and so on. He focused on how education is transforming and enhancing the quality of life. Further he added that sustainability should become a part and parcel of how an institution functions and gave the example of how St. Stephens has greatly reduced use of paper by adopting digital notice boards.

Mr. Siddharth Sibal began by quoting Milton Friedman, "Business of every business is business itself". He related innovation with new ways of doing things in life. With relevant and inspiring examples, he explained that innovation is nothing but creating new and efficient ways of doing what we are already doing. Mr. Sibal also emphasized different innovative interventions such as solar coins, block chain technology, 3D printing of food, peer to peer energy transfers, to name a few, that are currently changing the way we live and consume.

## **Plenary Session 2 - Infrastructure through the Lens of Sustainability**

SDG 9 was one of the main focus of this conference which aims to develop quality, reliable, sustainable, and resilient infrastructure, to support economic development and human well-being. It is well established fact that sustainable Infrastructure enables sound economic development and job creation. This session aimed at putting the collaborative efforts by eminent panel members to identify the critical infrastructure choices necessary for sustainable community development and economic growth.

The first speaker was Col. Prakash Tiwari, Executive Director - CSR, DLF Foundation. The session was of extreme value and importance as he spoke passionately about the role DLF has played in terms of building the aspect of sustainability in Infrastructure through various projects of DLF.

He focused on how Infrastructure is important in the field of Sustainability and stressed upon the importance of what makes a Smart city. He mentioned about the key challenges in Gurugram, India, where DLF have largely contributed in changing the landscape through its various projects, which are Air quality, Waste generation and Water pollution and how DLF is

taking initiatives to tackle the situation and carry out various projects sustainably in the aspect of environment, societal and economic terms.

Second speaker was Mr. Pranshu Gupta, Sustainability Officer, Accenture Strategy India who enlightened the audience about what Sustainable Infrastructure is about. He interacted with the audience and had spoken about the concept of Earth Overshoot day which means is the calculated illustrative calendar date on which humanity's resource consumption for the year exceeds Earth's capacity to regenerate those resources that year. He stressed upon 3 main aspects: Economic Prosperity, Quality of Life and Environmental Sustainability as goal for all businesses.

Mr. Pranshu Gupta pointed out that the importance of SDG 9, i.e. Industry, Innovation and Infrastructure at the center goal amongst other Sustainable Developmental Goals emphasizing the importance of this goal in order to achieve all other SDGs. He further stressed the extreme importance of Smart cities mission and implementation as the biggest challenge in developing the Smart cities concept.

Mr. Ajay Tyagi, Managing Partner, Lex Terrae spoke about 2030 mission of achieving all the sustainable goals. He shared that SDGs are international standard and the focus should be to address the challenge of how to enforce 17 Sustainable development goals in the Indian context. He emphasized that idea of Sustainability viz a viz, delivery, is how developed countries can play a significant role to help developing countries achieve these goals and that there is requirement of technologies from developed countries at cheaper prices.

The session concluded with a great participation from the audience and asking relevant questions relevant to the session which was very well addressed by the panelists

### **Plenary Session 3 - Innovation and Sustainable Competitive Advantage**

Session 3 addressed the issues regarding Innovation as an imperative tool, how to fight with it and creative ways to solve existing problems, a new approach, a new perspective to look at things and how to foster sustainable development.

The session started with Dr. Shalini Lal, Founder Infinity OD, Innovation and Change. She began by sharing the History of Innovation in India, explained the Difference between Language of Management and Language of Innovation by giving various examples. She quoted how in the language of management "Failure is Terrible for a person's Career" and shows poor planning and execution, whereas in innovator's language failure denotes Learning.

The session was continued by Mr. Ravi Chamria, CEO, Block Chain Enthusiast and Fintech Expert who spoke about the history of BlockChain, its types and its application. He also enlightened the audience about Cryptocurrency, need of Cryptocurrency and its effects on Small and Large Investors. He explained the difference between Information Exchange and Value Exchange. Blockchain is a running Ledger of records and has the benefit of transparency and trust, immutability, complete authenticity, no intermediary and traceability. He also

explained how Blockchain can be very useful in supply chain of Organic and Inorganic Food and how to implement this in banking sector.

The third speaker of the session was Mr. Ravi Bhatnagar, Head External Affairs & Partnerships, Reckitt Benckiser who focused mainly on New Technologies. His quoted "Reputation is synonymous to Innovation" and further explained Reputation is mainly of Stakeholders, Consumers and B-School Graduates. He also mentioned how the Innovation Pipeline is very important, just as working for 1 year in a renowned company is equivalent to 2-3 years in a normal company.

Session ended with the presentation by Prof Holger Briel, Dean, Xi'an Jiaotong Liverpool University, China wherein he spoke about the living standards, co-working styles, co-working spaces, political potentials etc from the perspective of China. He also gave several examples from Germany and India explaining the different living standards followed in these countries, linking them to sustainability.

#### **Plenary Session 4 - Sustainability Practices & Quality Education**

The fifth and the final panel discussion of the second day of PRME (Principles of Responsible Management Education) focused on the Sustainable Development Goal: The quality of education, i.e. to ensure inclusive and quality education to all and promote life-long learning.

The First Speaker of the session, Dr. Onyebuchi Felix Offodile, Department Chair - Professor Department of Management and Information Systems, Kent State University, USA began the panel discussion with a few simple words. He said that the Earth is so resilient that it has a way of renewing itself. However, over the past few decades with the advancement of technology, we humans have found a way of polluting the Earth faster than it can renew itself. So it is our responsibility to facilitate the renewal property of mother Earth. By saving earth we are selfishly saving ourselves which captures the essence of sustainability.

He went on to explain the crucial role education plays in achieving sustainability. He emphasized the need to inculcate the idea of sustainability right from a young age and explained how the most important part of a person's growth is primary education. Dr. Felix called this idea as the Magic Multiplier. He went on to mention that Quality of Education (Sustainable Development Goal 4) and Partnership (Sustainable Development Goal 17) go hand in hand.

By stating that while education has on the one hand yielded tools of war, it simultaneously possesses the power to provide the solution for peace, Dr. Felix concluded by urging us not blame technology but those who are misusing it.

Ms. Dilreen Kaur, the director of the renowned non-profit organization "Ritinjali" began her interaction with an energetic engagement that rejuvenated the audience or rather "created thunder storm" as she called it. Her passion for fighting against gender inequality, domestic violence, misogyny and patriarchal norms was prominently visible when she narrated the story

of Devmani, who started to knit mufflers and learnt to read and write despite living in constant fear of her husband finding out about it.

“Ritinjali” as well as Dilreen’s vision is to provide a second chance to education and to provide holistic education so that we can nurture self-reliant people who can return the same favor someday.

Ms. Nidhi Shrivastava, Associate VP, Public Sector Business, Smart Class Educational Services began her address by delineating the four stakeholders of education - students, teachers, management and the society. She pointed out that the focus of education should be on creating job producers rather than job-seekers.

She concluded that India is no more left behind in higher education and that in the coming 15 years every fourth individual will be a graduate.

Dr. Rania Mohy El-Din Nafie, Professor, School of International Business Management, Seneca College, Canada focused her discussion on the role of innovation in education. She elaborated the importance of reducing carbon footprint, increasing transparency in the education system. She further added that any information should not be hidden from the stake holders. According to her, private institutions and the government institutions must come together in order to achieve the Sustainable Development Goal 4. The essence of her discussion revolved around Albert Einstein’s famous quote “Education is not the learning of facts but the training of minds to think.”

### Day 3

#### **Plenary Session V - Sustainability Footprints of Industry**

Industries are the engines of economic growth and well-being, but it is also true that commercial activities world-wide have brought large scale degradation of environment. The development and growth of the commercial sector is associated not just with environmental but social issues as well and more often the various environmental and social issues could be inter-related. Hence, industries must strive to become sustainable in true sense by addressing the three pillars of sustainability - economic, social, and environmental - simultaneously. The SDG 9 aims to promote inclusive and sustainable industrialization and, by 2030, impacting the industry’s share of employment and gross domestic product positively. This session saw a confluence of top IILM alumni who are noted Industrialists and Entrepreneurs discussing how they have brought the concept of sustainability into action.

The session opened with the speech by Ms. Jasmine Saini (IILM alumna 1995-97) Heading Business Synergy, ITC Hotels, talked about sustainability in hotel industry. She briefed the audience about ITC as a company of innovation and sustainability. She elaborated the various initiatives by ITC from time to time to retain sustainability. She also highlighted various parameters that make ITC to be No. 1 company that includes innovativeness, ROI to shareholders, business ethics, products and services.



Next on dais was Ms. Sapna Gupta (IILM alumnus 1994-96) Solution Architect, NIIT opined that whatever we take from the society we have to return it back to the society. She spoke about the “Hole in the wall” initiative undertaken by NIIT. She believes that sustainability growth comes from long term relationships.

It was followed by Mr. Gagan Sardana (IILM alumnus 1995-97) Regional Business Head at Transport Group with HDFC, started his address by sharing his journey at IILM. He briefed how sustainability help businesses to run their objectives. He talked about how sustainability can be achieved in the service industry particularly in banking sectors. He focused on various initiatives taken by HDFC to promote financial literacy in rural areas. He discussed about “Parivartan” an initiative for rural development focusing sustainability through CSR.

Mr. Rajiv Kumar (IILM alumnus 1994-96), Director Sales & Marketing Modi Revlon, followed the discussion and talked about sustainability development in FMCG industry. He opined that in FMCG industry, one must understand the culture & other dynamics. He quoted “To sustain is to Innovate” and shared that to be sustainable in the market one must be profitable and should have good cash balance.

### **Closing Plenary Session**

The final session of the conference was moderated by Dr. Bhaskar Chatterjee and he invited Ms. Deepti Rastogi (IILM alumna 1994-96), Director TMF Group, threw light on the changing environment and how students can be groomed to adapt to the changing and challenging environment. She talked about 3Ps of Business before i.e. people, process and product and 3Ps now i.e. profit, planet and people and how they create differences. She concluded by saying coming years in India will be more challenging in terms of sustainability.

The dais was then taken by Mr. N. Srikant (IILM alumnus 1994-96), HR partner and executive VP, IndusInd bank, India, who shared his experience at IILM very candidly and fondly remembered his days spent at IIL as a great learning experience. He focused on a book titled “Adapt or Die” and said that this book will be helpful in understanding the principles of sustainability relating to accountability, profitability and branding. He advised the current generation to build their strength to attain sustainability.

The conference concluded with the Closing plenary with a powerful address by Dr. Bhaskar Chatterjee emphasizing the role of incorporation of SDGs and principles of CSR in business and education to create a sustainable development a reality.

The conference impacted the lives of participants who left with a renewed spirit to take the learning from the conference in to their daily endeavors in to the society.