

Shaping future leaders

Goa Institute of Management

#PIR CASE STUDY NO.4



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Goa Institute of Management has always stayed consistent to its mission to develop responsible and agile leaders. We strongly believe institutions that create, deliver or distribute value in society have a seminal role to play in societal transformation. I am hopeful that participation in PIR will strengthen our commitment to sustainability and help us find areas where we can improve.

Prof. Ajit Parulekar, Director,
Goa Institute of Management

Goa Institute of Management (GIM) is one of the leading business schools in India and has been instrumental in shaping future leaders. While the institution aims to provide academic excellence to students, it has also aligned its vision and mission to be socially responsible.

Vision of GIM: *To be a preeminent business school at the forefront of management education and research. We will create transformative leaders focused on responsible, ethical and sustainable business practices.*

Mission of GIM: *To develop responsible and agile leaders at the forefront of cutting-edge business practices.*

As a committed member of UN PRME, UN SDSN and GBSN, the institute is taking several steps through its teaching, research, and outreach activities to create an impact and translate the vision into reality.

It has been a constant endeavour of GIM to balance academic excellence with strengthening the ecosystem through sustainable and responsible practices. GIM has implemented many initiatives to respond to the three pillars of sustainable development – social, economic and environmental.

GIM was the only Indian business school to be featured in the Financial Times Special Report on Responsible Business Education in 2019.

Three pillars of sustainability at GIM

GIM aspires to balance academic excellence with strengthening the ecosystem through sustainable and responsible practices. The school has implemented a series of initiatives to respond to the three pillars of sustainable development.

Social sustainability

GIM launched [Give Goa](#), a compulsory course on social impact and experiential learning for future leaders, a decade ago. Give Goa is a four-credit compulsory course that consists of two critical components:

1. **Reflection** - a module on Social Responsibility and Action (SRA) which orients students towards concepts such as empathy, inclusivity, reflexivity and social impact. The classroom-based SRA sessions allow students to discuss, debate and engage with a range of concepts and frameworks related to community initiatives and understand the interface between business and society. In addition, SRA allows students to gain perspectives from prominent industry leaders. These interactions helped students to understand the reality of industrial challenges in achieving sustainable development and the need for a circular economy, facilitating responsible production & consumption.
2. **Action** - students work with the community to improve their quality of life or public service delivery.

Through Give Goa, the students of GIM work towards creating an impact in the local communities. The projects undertaken as part of Give Goa have been aligned with the SDGs since 2015.

Know Your Health Care Provider (KYHP) is another mandatory course implemented by the healthcare management area of GIM, which provides extensive exposure to the functioning of the healthcare industry through a first-hand experience to students of working closely with hospitals and healthcare institutions.

In addition, the institute has been actively collaborating with the [AIM2Flourish](#) initiative. As part of the AIM2Flourish initiative, students of GIM used the framework of UN SDGs to identify innovation in business that is doing good for the society, environment and business, interviewed business leaders of such organizations and submitted their stories. As a result, in the last 3 years, a total of 183 stories of such businesses have been published on the [AIM2Flourish platform](#).

Two centres for sustainable impact

Centre for Social Sensitivity and Action (CSSA)

CSSA promotes and prioritises responsible management education and prepares future leaders to respond to the complex sustainability challenges faced by business and society. The centre is guided by the Sustainable Development Goals. CSSA organises various initiatives such as training and workshops to disseminate knowledge on SDGs, and collaborates with varied stakeholders to integrate SDGs in curricula and research.

Centre for Excellence in Sustainable Development (CESD)

CESD's objective is environmental knowledge creation, dissemination and application. The centre has initiated rural development in neighborhood communities with focus on rain water harvesting, installation of solar panels and waste management. CESD organizes various events such as sustainability hackathon, film screening to raise awareness among students about sustainable development goals and climate change. Currently the centre is working on the Sustainability Report of GIM.



Environmental sustainability

Water management strategies

GIM has saved over 5,000 litres of water per day by plugging leakages and introducing new water management technologies such as using aerators in water faucets, changing the flushing system and using water-less urinals. The institute practices rain harvesting and has created a pond that stores 800 cubic meters of water. This water is being used for the maintenance of the garden on campus.

Energy management strategies

GIM set up a 675 KW solar generation plant on campus in April 2021. This is a major milestone in the renewable energy scenario of the state of Goa, India. GIM will now help the state of Goa to achieve 14 per cent solar power generation by 2022.

With an energy management system (EMS), GIM is the first educational institute in India that tracks live power per capita consumption across campus. The real-time collection of data helps GIM to track abnormal consumption and take corrective action in advance.

Other energy initiatives at GIM include:

Lighting: Solar energy powers all the street lights on campus and sensor-based toilet lights in hostels reduce electricity waste. In 2015, GIM transitioned towards energy efficiency by implementing LED-based lighting in all the buildings.

Transportation: To reduce the carbon footprint GIM initiated a bus service for the employees commuting from different parts of the city. 47 employees use the bus service instead of driving, reducing the GHG emissions per person from an average of 22 tons per year to less than 7 tons per year.

Waste management strategy

GIM follows a systematic process of waste segregation, measurement and recycling. The institute has adopted a four-way waste segregation process across the campus. Wet waste is used as compost for gardens on campus. Dry waste management is done in collaboration with the Government of Goa.

Other waste management measures include:

- Construction of a sewage treatment plant: GIM has installed two sewage treatment plants of 150 cubic meters each to treat the institute toilet water and recycle the water for internal gardening purpose. Replacing all plastic bottles with reusable glass bottles
- Installing sanitary napkin vending machine and sanitary napkin incinerator in the ladies hostel

Economic sustainability

GIM has undertaken several positive measures to respond to the goal of decent work and economic growth (SDG 8).

GIM has created new job opportunities in the local neighbourhood. All the cleaning staff, cafeteria staff and security personnel of GIM have been employed from the neighbouring village.

GIM is a self-reliant institute of higher learning. Due to this financial stability, GIM was one among the few institutes in the country, which was able to enhance the social protection benefits to its faculty (increased the dearness allowance of the faculty) during the pandemic.

GIM has also recruited new faculty during the pandemic, thereby creating jobs for citizens of the country.

Goa Institute of Management has become the First Indian Business School to publish their SDG-related best practices on the International SDG Dashboard developed by Erivan K. Haub School of Business at Saint Joseph's University, USA.



Role of students

GIM seeks to create a sustainability mindset among students through its curricula and co-curricular activities. Students do not merely receive knowledge on sustainability; they also form an integral part in implementing SDGs both within and beyond the institution.

Since October 2020, the CSSA has been publishing a quarterly newsletter **SDG Samvaad**. Students are involved in the planning, designing and contributing articles to the newsletter. CSSA has published two issues of SDG Samvaad (See [Issue 1](#) and [Issue 2](#)). The CESD launched **Sustainability Horizon**, a [quarterly newsletter](#), to expand the discussions on environmental sustainability both within and beyond the campus.

Engagement with the newsletters has helped create a curiosity about human development and issues related to sustainability. The newsletters have also provided opportunities to the students to design their own means of communication on the 2030 Agenda.

The various student clubs at GIM, under the guidance of the faculty, also play a vital role in implementing the agenda of the centres on sustainability. The CSSA undertook the initiative to map the activities of all the clubs with the 17 SDGs. Now, each club aligns its activities with club-specific SDGs.

For example, Samarthan, a student club, has been running a [campaign on SDGs on Instagram](#) to raise awareness about the relevance of SDGs in the everyday lives of people and how every individual can contribute towards creating a sustainable world.



Another student club known as the I3 Club focuses on how organisations can effectively respond to the SDGs related to decent work and innovation (SDG 8 and 9) within organisations.

Engaging with society

GIM engages with the society through a range of initiatives which consist of developing curricula addressing sustainability, social impact (Give Goa and Know Your Healthcare Provider), implementing research on social impact (in collaboration with national and international funding organisations), and conducting training programs on sustainable development (for e.g. GIM collaborated with the Goa Institute of Public Administration and Rural Development (GIPARD) to impart training on sustainable development help various stakeholders localize SDGs in Goa).





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Being a student at GIM, I have learnt that my responsibilities towards the environment are just as important as my academic education. With the results from the PIR survey guiding us, I am sure that the GIM fraternity will not leave a single stone unturned in attaining these goals.

Jessica Roy, Student,
PGDM-BIFS 2020-22

PIR participation

PIR provides an excellent opportunity for GIM to:

- Review the extent to which the institute has been able to create a responsible management/sustainability mindset among students
- Document the effectiveness of the various sustainability-related initiatives implemented by GIM
- Showcase GIM's endeavour towards integrating such initiatives into curricula, co-curricular and organizational practices, and getting newer ideas and inspiration from the good practices of other B-schools.

Based on the PIR survey results, GIM plans to create more awareness among stakeholders about the various initiatives undertaken by the institute. It also plans to design and execute teaching, research and outreach activities that promote and strengthens the “responsible management mindset” and help in unleashing GIM's potential to contribute towards Agenda 2030.

Next steps

The PIR results of 2021 have motivated GIM to:

- To share the results with all its stakeholders, and,
- To identify areas of improvements that we can initiate.

We also plan to launch a student led campaign on issues related to responsible consumption and behaviour both within and beyond campus and strengthen our focus on fostering “responsible management mindset” through our teaching, research, practice and outreach activities in future.



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