

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Universal Business School

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Universal Business School, including key details and basic institutional data.

Vision

To create impactful knowledge and develop innovative, ethical, responsible, and global leaders who will transform organisations and society at large.

Strategy

Strategic Plan_2023-2028

[View document](#)  [Download document](#) 

Institutional-Development-Plan-IDP-UAi

[View document](#)  [Download document](#) 

Strategy Alignment

Alignment of Strategic Priorities with Sustainable Development Goals

At Universal Ai University (UAi), our institutional strategy is explicitly aligned with advancing sustainable development, promoting the common good, and delivering quality education. This alignment is articulated in both our Institutional Development Plan (IDP) and our Strategic Plan 2023–2028, ensuring consistency from governance to academic practice.

Our strategic pillars—Teaching & Learning, Research & Innovation, External Engagement, Internationalization, Governance & People Development, and Infrastructure—map onto the UN Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 9 (Industry, Innovation & Infrastructure), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).

Examples of alignment include:

- **Curriculum & Teaching:** Programs are designed in line with NEP 2020, using CBCS and ABC frameworks. Skill-based pedagogy, blended learning, and industry integration prepare students as ethical and responsible leaders.
- **Research & Societal Impact:** Through a Research & Innovation Cell, seed funding, and partnerships with national/international bodies, faculty and students address societal challenges, climate action, and innovation-driven growth.
- **Community Engagement:** Adult education, health awareness, and environmental initiatives extend education beyond campus, strengthening our contribution to the common good.
- **Sustainability Practices:** UAi builds on its legacy as India's first green B-school, embedding sustainability into infrastructure (green campus, smart classrooms, digital systems) and operations.

- **Equity & Inclusion:** Transparent hiring, faculty development programs, scholarships, and student support systems promote diversity, equity, and inclusion across the university.
- **Global Outlook:** Partnerships with foreign universities, exchange programs, and joint research initiatives ensure graduates are globally competent and committed to sustainable transformation.

Every strategic decision—whether in curriculum design, research investment, governance, or partnerships—is guided by our commitment to intergenerational justice, environmental stewardship, and societal well-being. This positions Universal Ai University not only as a hub of academic excellence but also as a catalyst for sustainable and inclusive development in India and globally.

Institutional History

Our History

A History of Progress: Universal Ai University's Journey to Responsible Management Education (RME)

Institutional Background:

Founded in 2009 as Universal Business School (UBS) on previously barren land, the institution was envisioned by Late Gurdip Singh Anand. From the outset, UBS aimed to integrate academic excellence with sustainability, ethics, and societal impact. Today, the school continues to thrive under the leadership of Mr. Tarun Anand, founder's son and current Chancellor, who carries forward the family legacy.

Path Towards RME:

- ◦ **2009–2015 (Early Years):** UBS began its journey with a strong focus on experiential learning and ethical management education. Sustainability was embedded in campus design from the start, with tree-planting initiatives that have grown to over 3,000 plants. Faculty and students engaged in socially relevant projects, laying the foundation for a culture of responsible management.
- **2015–2020 (Expansion & Experiential Learning):** Students participated in SMART (Societal Causes Management Aptitude and Responsibility Temperament) projects, solving real-world problems. Collaborative initiatives like CMAPS (Collaborative Approach Towards Problem Solving) connected students with NGOs to address complex societal challenges. These experiential learning programs cultivated a sense of ethical responsibility and practical problem-solving among students.
- **2021–2025 (Sustainability Integration & University Transformation):**
 - The first solar project was completed in March 2021, and by August 2025, 45% of the university's energy needs were met through solar panels.
 - UAi launched the SDG Faculty Champions initiative, where each faculty member champions one SDG and selects male and female ambassadors to organize events and activities, fostering university-wide engagement with sustainable development goals.

- UBS achieved University status in 2023, becoming Universal Ai University (UAI) and adopting a multidisciplinary approach aligned with NEP 2020. Institutional frameworks such as the Institutional Development Plan (IDP) and the School of Management Strategic Plan (2023–2028) formally embedded RME principles across teaching, research, governance, and outreach.
- **Current Status:** Today, 10–12% of programs are devoted to sustainability, and 100% of research focuses on sustainability, reflecting the university's full integration of responsible management principles.

Significant Milestones:

- ◦ **Governance:** Transparent and responsible structures established, including the Governing Body, Board of Management, Academic Council, and IQAC.
- **Research & Innovation:** Creation of a dedicated Research Department, with all projects aligned to sustainability and SDGs.
- **Sustainable Campus:** Transition from barren land to a fully green campus with 3,000+ trees and ongoing planting initiatives.
- **Energy Sustainability:** Installation of solar panels generating 45% of the university's energy.
- **Experiential Learning Programs:** SMART and CMAPS projects engaging students with NGOs and real-world challenges.
- **Global Engagement:** International partnerships, MoUs, and faculty/student exchange programs promoting responsible global leadership.
- **Positive Impact Recognition (2025):** Universal Ai University achieved Level 5 – Pioneering in the Positive Impact Rating (PIR), becoming one of the top 11 business schools globally recognized for its societal, ethical, and sustainable impact.

Individuals Who Paved the Way:

- ◦ **Late Gurdip Seing Anand**, founder, envisioned an institution grounded in sustainability and ethics.
- **Mr. Tarun Anand**, Chancellor, continues the legacy, guiding UAI to achieve pioneering recognition in the PIR.
- Faculty champions across departments and SDG initiatives have driven the embedding of sustainability and ethical practices into all aspects of university life.

Summary:

From its foundation on barren land in 2009, through its transformation into a multidisciplinary university in 2023, to achieving Level 5 – Pioneering in the PIR 2025, Universal Ai University exemplifies over a decade of responsible management education and sustainable development. The university equips students to be ethical, innovative, and globally responsible leaders, committed to societal impact, environmental stewardship, and intergenerational justice.

Graduates & Enrollment

2025 Statistics	Number
Graduates	331
Faculty & Staff at the University	221
Faculty & Staff at the Institution	221
Student Enrollment at the University	840
Student Enrollment at the Institution	840
Undergraduate Attendance	337
Masters-Level Postgraduate Attendance	433
Doctoral Student Attendance	42
Certificate, Professional Development, or Continuing Education Attendance	28

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Business Administration (B.B.A.)
-  Bachelor of Technology (B.Tech.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Engineering (B.Eng.)

Masters Programs

-  Master of Business Administration (M.B.A.)

Doctoral Programs

-  Doctor of Philosophy (Ph.D.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Definition of Purpose

At UAI, we define “Purpose” as using our education, research, innovation, and institutional practices to address real-world sustainability challenges. Our purpose is to develop responsible, future-ready leaders who integrate sustainability, ethics, and innovation into decision-making and contribute meaningfully to the UN Sustainable Development Goals and society.

Institutional Engagement

76% - 100% of faculty at Universal Business School actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

Continue telling your story

Continue Telling Our Story

Universal AI University is committed to transparency and open communication of its sustainability and responsible management journey. The University publishes an **annual ESG Report**, providing stakeholders with a consolidated view of its environmental, social, and governance performance, initiatives, and progress. The University also communicates its sustainability initiatives, SDG contributions, research, community engagement, and institutional achievements through its digital platforms and academic events. These practices enable students, faculty, staff, partners, and the wider community to understand and engage with UAI’s progress towards responsible and sustainable development. The University continues to strengthen its role as a platform for sharing knowledge, experiences, and good practices in responsible management education.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At UAi, we define “Values” as the principles that guide responsible decision-making, behaviour, and institutional practices. We emphasise integrity, ethics, sustainability, inclusivity, innovation, and social responsibility, embedding these values across teaching, research, campus operations, and community engagement to develop responsible leaders and create positive societal impact.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school

Student Awareness

76% - 100% of students at Universal Business School are aware that we are a PRME Signatory Member.

Student Engagement

76% - 100% of students at Universal Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

At UAI, we define “Teach” as integrating responsible management, sustainability, ethics, and the SDGs into teaching and learning. We aim to equip students with the knowledge, skills, and critical thinking needed to address real-world challenges and make responsible decisions as future business and societal leaders.

Educator Recognition

At Universal Business School, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Institutional recognition events
- ❖ Pedagogical innovation grants
- ❖ Performance-based teaching fellowships

Barriers to Innovative Curriculum

In 2025, Universal Business School identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Uncertain return on investment



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

At UAI, we define “Research” as generating knowledge and practical solutions that address sustainability, responsible management, and real-world societal challenges. We encourage interdisciplinary and impact-oriented research that connects academic knowledge with industry and community needs and contributes to the SDGs.

Research vs Research for RME/Sustainable Development

30	Peer-reviewed articles were published by Universal Business School from this past calendar year.	vs	30	Peer-reviewed articles were published by Universal Business School from this past calendar year in support of RME.
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Research Funding

In 2025, Universal Business School was awarded funding for research that is:



No funding

Socializing Research

In 2025, Universal Business School contributed research findings to:

- ❖ Industry and business networks



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

At UAI, we define “Partner” as collaborating with industry, government, academic institutions, communities, and civil society to advance responsible management and sustainable development. We value partnerships that enable knowledge exchange, innovation, community impact, and practical solutions to environmental, social, and economic challenges.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Positive Impact Rating (PIR)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Local institutions and associations

Student Organization Partnerships

- ❖ Enactus



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

At UAI, we define “Practice” as applying responsible management, sustainability, ethics, and innovation beyond the classroom through institutional operations and community engagement. We strive to embed these principles in campus practices, decision-making, resource management, and initiatives that create measurable environmental and social impact.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

At UAi, we define “Share” as a commitment to transparently communicate our sustainability progress, practices, learnings, and challenges. It involves sharing knowledge with students, faculty, staff, communities, partners, and the wider responsible management education community, while also learning from others. Through ESG reporting, the PRME SIP report, academic activities, stakeholder engagement, and sustainability initiatives, UAi seeks to promote transparency, knowledge exchange, and continuous improvement.

Engagement Opportunities

Universal Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Open faculty and student meetings and town halls
- ❖ Annual reports

Communication Audiences

Universal Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Research and academic networks

Communication Barriers

Universal Business School faces the following barriers in transparent communications:



**Feedback
loops**

SIGNATORY

Universal Business School



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