

PRiME

*an initiative of the
United Nations Global Compact*

2025 Sharing Information on Progress **(SIP) Report**

Birla Institute of Management
Technology

October 2025

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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 Birla Institute of Management Technology, including key details and basic institutional data.

Mission

BIMTECH has adopted these Mission Vision and Values in alignment with its various International and National accreditations.

Vision



VISION

Developing responsible leaders
with an entrepreneurial mindset and
striving for sustainability

MISSION

- To be the preferred choice for students, faculty, professional staff and recruiters.
- To create and disseminate knowledge for positive societal impact.
- To inculcate innovative, technological, entrepreneurial and global mindset.
- To equip faculty and students with responsible leadership qualities.
- To promote sustainability in all activities.

VALUES

Ethics and Integrity
Sustainability and Transparency
Innovativeness and Entrepreneurship

Birla Institute of Management Technology
Greater Noida

Strategy

BIMTECH MISSION VISION VALUES



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Strategy Alignment

BIMTECH MISSION VISION VALUES



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Graduates & Enrollment

2024 Statistics	Number
Graduates	500

Degrees Offered

Masters Programs

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

Doctoral Programs

 Doctor of Philosophy (Ph.D.)



Values

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



Who Champions Responsible Management Education at Our Institution

- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Senior leadership office
- ❖ Interdisciplinary efforts across business school
- ❖ Student contributor
- ❖ Centralized sustainability office

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Eco-Conscious Festivities Driving Societal Impact

Eco-Conscious Festivities Driving Societal Impact at [Birla Institute of Management Technology \(BIMTECH\)](#)

United Friends of Earth (UFE) at Birla Institute of Management Technology (BIMTECH) welcomed Lord Ganesha with an eco-friendly idol crafted without chemical colors, reaffirming our commitment to environmental stewardship and positive societal impact.

The celebration with our support staff community made the occasion inclusive and meaningful, reaffirming BIMTECH's alignment with the [Principles for Responsible Management Education \(PRME\)](#) by embedding social responsibility, environmental stewardship, and community engagement into cultural practices.

Small steps toward eco-conscious celebrations inspire a greener tomorrow. 🌍

https://www.linkedin.com/posts/bimtech-ufe-b404311b6_ecofriendlyganesh-sustainability-responsiblemanagement-activity-7367094796735205378-0Xqb?utm_source=share&utm_medium=member_desktop&rcm=ACoAACqWutoBNcr3famE2Q8M4Yfy-CCdknynnF4



Teach

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

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

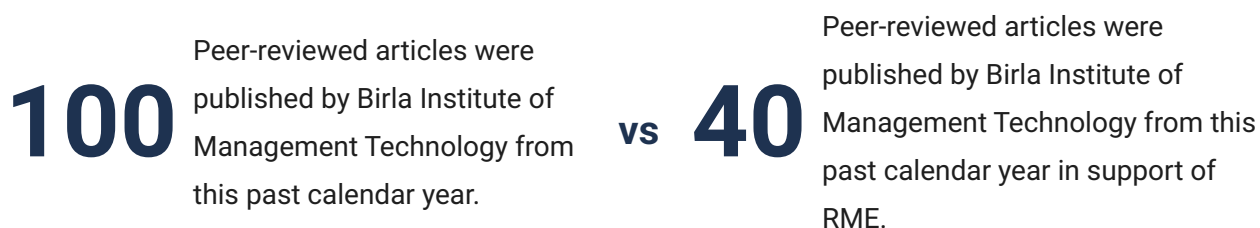
Traditional classroom-based learning with face-to-face instruction.



Research

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

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, Birla Institute of Management Technology was awarded funding for research that is:



International



National

Socializing Research

In 2024, Birla Institute of Management Technology contributed research findings to:

- ❖ Open-access platforms
- ❖ International media
- ❖ Industry and business networks
- ❖ National media
- ❖ Local media
- ❖ Community organizations



Partner

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

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)

Student Organization Partnerships

- ❖ Enactus
- ❖ PRME Global Students



Practice

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

Institutional Policies and Practices

- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Carbon reduction or offset commitments
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Zero-waste guides

Practice Awards

In 2024, Birla Institute of Management Technology received 1 award for responsible and/or sustainable practices.

PRME Global Students (PGS) Sustainability Awards

Granter: PRME

Grantee: BIMTECH UFE CLUB STUDENTS

Award Description:

PRME Global Student Sustainability Awards 2025 Team: United Friends of Earth (UFE), Birla Institute of Management Technology (BIMTECH) Global Winner | PRME Global Forum | United Nations Headquarters, New York 1. Executive Summary The United Friends of Earth (UFE), the student sustainability and social impact club at the Birla Institute of Management Technology (BIMTECH), proudly represented India on the global stage and emerged as the Global Winner of the 2025 PRME Global Students Sustainability Awards. This comprehensive report details the journey of the team across all four rounds, showcasing their excellence in social innovation, sustainable business leadership, and alignment with the UN Sustainable Development Goals (SDGs) and PRME's Seven Principles for Responsible Management Education. The competition was structured in four rigorous rounds:

- Round 1: Submission of community-based impact projects demonstrating SDG alignment.
- Round 2: Participation in a seven-week business simulation focused on sustainable enterprise development.
- Round 3: Presentation of business performance, strategic decisions, and learnings from the simulation.
- Round 4: A final showcase at the United Nations Headquarters in New York, where the team presented a holistic impact journey encompassing both community work and sustainable business strategy.

2. Round 1: Social Impact and Community Development Mission Statement: Empowering communities, protecting nature, sustaining the future. Key Initiatives: A. Saksharta Abhiyan (Literacy Mission) Launched on October 2, 2024, Saksharta Abhiyan is a literacy and empowerment campaign targeting underserved communities and campus support staff. Under the guidance of Dr. Reeti Kulshrestha, the initiative provided foundational education and life skills to

individuals often excluded from mainstream learning systems. Key Activities: • 20+ hours of training by student volunteers • Workshops on reading, writing, digital literacy, and financial literacy • Innovative teaching methods including storytelling, gamified learning, and audio-visual aids Impact Metrics: • 100+ individuals engaged in the first phase • 60% literacy improvement within weeks • Empowered participants (e.g., Nema, BIMTECH staff member, now uses ATMs and fills bank forms independently) SDGs Aligned: • SDG 4: Quality Education • SDG 8: Decent Work & Economic Growth • SDG 10: Reduced Inequalities

B. Rural Immersion Program Students from BIMTECH visited 16 villages in the Delhi-NCR region to engage with thousands of villagers. This immersive program aimed to identify ground-level problems and co-create sustainable solutions in collaboration with local Gram Panchayats and senior community members. Key Outcomes: • Preparation and presentation of village-level analytical reports • Submission of solution-oriented proposals to local authorities • Policy recommendations for rural development Learning and Impact: • Real-world exposure to socio-economic challenges • Enhanced student empathy, civic understanding, and problem-solving skills SDGs Aligned: • SDG 1: No Poverty • SDG 11: Sustainable Cities and Communities • SDG 17: Partnerships for the Goals

C. Social Entrepreneurship Projects (LEAD & Enactus) As part of the LEAD Course (Leadership, Entrepreneurship, Articulation, and Development), students undertook over 80+ projects, with 50+ focused on social entrepreneurship. In partnership with Enactus, the club helped rural artisans market their products via digital platforms like Amazon, Flipkart, and Instagram. Key Highlights: • Skill-building and income generation for artisans • Training on business management, digital marketing, and financial inclusion • Sustainable livelihood creation and self-reliance SDGs Aligned: • SDG 5: Gender Equality • SDG 9: Industry, Innovation, and Infrastructure • SDG 12: Responsible Consumption and Production

3. Round 2: Business Simulation Game In Round 2, teams were immersed in a 7-week virtual business simulation (Marketplace Live) to test their leadership and strategic capabilities in managing a sustainable enterprise. The BIMTECH team created Glide-X, a bicycle manufacturing brand aimed at promoting green commuting and technological innovation. Team Composition: • Neer Soni: Overall Leader, VP - Accounting & Finance • Arunojya Vatsa: VP - Marketing & Manufacturing • Deval Kambaliya: VP - Sales & Human Resources Business Strategy Highlights: • Addressed real consumer needs (safety, eco-friendliness, affordability) • Phased product launches across global markets: Amsterdam, Bengaluru, New York, and Rio • Heavy investment in R&D, capacity building, employee training, and sustainable practices Performance Summary (Key Quarters): • Q1-Q3: Establishing brand, expanding into new markets • Q4-Q6: Focus on product innovation, HR satisfaction, profitability, and stakeholder alignment Simulation Achievements: • No. 1 in Market Share and Product Reliability • Highest Employee Morale (88%) and Production Worker Satisfaction (94%) • Successfully ran a zero-debt, high-profit enterprise • Strong investment in sustainable packaging, community grants, and carbon fiber recycling SDGs Aligned through Simulation: • SDG 3: Good Health and Well-Being • SDG 8: Decent Work and Economic Growth • SDG 13: Climate Action

4. Round 3: Strategic Presentation to Jury This round involved a detailed presentation of the team's business simulation journey. The Glide-X business model emphasized People, Planet, and Profit, demonstrating that financial growth can coexist with social and environmental responsibility. Strategic Elements: A. Financial Strategy: • Leveraged equity wisely • Strategic debt in Q4 to fund R&D • Delivered consistent

EPS and wealth generation B. Human Resource Strategy: • Employee benefits: health insurance, holidays, pension • Training for leadership and planning • Built a clinic and daycare facility for workers C. Sustainability Integration: • Upgraded production facilities to prevent chemical leaks • Partnered for carbon fiber recycling • Set up bike trails and green areas near factories D. Stakeholder Value: • Customer: Reliable, eco-friendly product • Employee: Better work environment and incentives • Society: Community development through education and health • Environment: Green processes and zero pollution goal Performance Metrics: • SDG Scorecard: Touchpoints across 9+ SDGs • Stakeholder Matrix: Improved conditions for all five stakeholder types 5. Round 4: United Nations Global Forum Presentation (New York City) The final round took place at the UN Headquarters in New York City, where the BIMTECH team—Neer Soni, Arunojya Vatsa, and Deval Kambaliya—delivered a compelling presentation blending community impact with sustainable business strategy. Presentation Theme: "Let's Walk Through the Story of Our Impact" Final Showcase Elements: • Highlighted Saksharta Abhiyan, Rural Immersion, and Social Entrepreneurship • Showcased Glide-X simulation with SDG alignment • Reinforced message: "Great change begins with small, consistent actions" Recognition: • Declared Global Winner among hundreds of international applicants • Received \$2,000 grant from Marketplace Simulations • Featured by India Today, LinkedIn, and celebrated by global education leaders • Featured in every major Indian national newspaper, showcasing the pride and significance of this global recognition for India 6. Reflections and Lessons Learned Each team member shared transformative lessons from this journey: • Neer Soni: "Business isn't isolated; collaboration is key." • Arunojya Vatsa: "Stakeholders must be at the heart of every decision." • Deval Kambaliya: "Sustainability is a strategy, not a checkbox." Key Learnings: • Importance of purpose-driven leadership • Making data-driven decisions under pressure • Inclusive, ethical, and sustainable innovation creates long-term value 7. Way Forward Backed by global recognition and momentum, UFE plans to: • Scale Saksharta Abhiyan nationally • Launch a Social Impact Incubation Cell at BIMTECH • Continue working with artisans and rural communities for income generation • Mentor other PRME signatories and student clubs across India 8. Annexures 1. Performance Scorecard – Business Simulation 2. Presentation Slides – NYC UN Headquarters 3. Project Reports – Saksharta Abhiyan, Rural Program 4. Photos and Testimonials from Participants 5. Media Coverage (India Today, LinkedIn Posts) 6. Letter from PRME Global Forum Prepared by: • Neer Soni • Arunojya Vatsa • Deval Kambaliya Mentored by: Dr. Reeti Kulshrestha Contact: reeti.kulshrestha@bimtech.ac.in | deval.kambaliya26@bimtech.ac.in Institution: BIMTECH – Birla Institute of Management Technology, Greater Noida



Share

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



Engagement Opportunities

Birla Institute of Management Technology offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Annual reports
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations

Communication Audiences

Birla Institute of Management Technology communicates its policies and progress on sustainable development and responsibility with:

- ❖ Faculty and staff
- ❖ Boards and advisory committees
- ❖ Accreditation bodies
- ❖ Business and industry partners

SIGNATORY

Birla Institute of Management Technology



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