

PRiME

*an initiative of the
United Nations Global Compact*

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

Birla Global University

September 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 Global University, including key details and basic institutional data.

Mission

About Birla School of Management

The Birla School of Management (BSoM) was known as Birla Institute of Management Technology (BIMTECH), Bhubaneswar, an offshoot of BIMTECH, Greater Noida. It became part of the Birla Global University in the year 2016. In just a few years, it has gained recognition as a forward-thinking institution, committed to nurturing future global business leaders and entrepreneurs with a strong foundation of knowledge and technical expertise. It has been a preferred choice among B Schools in India, particularly in the eastern region, due to its innovative, experiential and blended learning practices. Sited in a modern, technologically integrated campus, BSoM guarantees the students a healthy living and an all-round education. The faculty, a team of highly competent and dedicated professionals, plays a pivotal role in shaping the students' careers.

BSoM remains focused on the holistic development of youths through quality management education, offering MBA, BBA and Ph.D. Programs. It has garnered a high place among the leading private B-Schools in India, offering unparalleled learning opportunities tailored to meet the evolving demands of the business world. Further, being situated in Bhubaneswar, the school stands out as a preferred choice for those seeking top B Schools in Bhubaneswar. Now, it is known as an institution producing skilled and competent professionals to work in the global competitive business environment, thus solidifying its reputation among the top business schools in India.

Our Mission

- To globalize through international collaborations and the exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

Birla Legacy

Birla Global University (BGU), Bhubaneswar, owes its origin to the Birla Academy of Art & Culture (BAAC), established in 1964 by Late Mr. Basant Kumar Birla and Dr. Sarala Devi Birla, successors of the visionary industrialist Syt. G.D. Birla. Their philanthropic vision combined business leadership with a deep commitment to education, culture, and social responsibility.



Late Mr. B.K. Birla played a pivotal role in establishing nationally and internationally acclaimed institutions while also contributing significantly to India's industrial growth. He was associated with BITS Pilani, the Birla Education Trust, and founded several premier institutions including BGU Bhubaneswar, BIMTECH Greater Noida, Birla Vidya Vihar (Kolkata), Birla Vidya Mandir (Nainital), Birla Vidya Niketan (New Delhi), and the G.D. Birla Memorial School (Ranikhet).

This legacy reflects the Birla family's enduring belief that quality education and ethical leadership are central to sustainable development and the common good—values that BGU continues to uphold as a PRME Signatory.

Birla Global University

Birla Global University (BGU), established under the Birla Global University Odisha Act, 2015, is among the fastest-growing private universities in India. Situated on a 30-acre campus in Bhubaneswar, BGU is committed to academic excellence, industry-driven learning, innovation, and holistic development. The University is governed by an apex Board of Governors, chaired by Smt. Jayashree Mohta, who also heads the Birla Academy of Art & Culture, is the institution's principal promoter. The Honorable Governor of Odisha serves as Chancellor, reinforcing BGU's dedication to quality education and leadership development.

With a vision to be the preferred destination for aspiring professionals, BGU is redefining higher education through:

- A dynamic and inclusive campus culture that nurtures leadership, creativity, and social responsibility.
- An industry-aligned curriculum emphasizing practical learning and research.
- Global collaborations that expand international exposure.
- Distinguished faculty from leading academic institutions and industry.
- World-class infrastructure and modern learning facilities.

Our Schools of Excellence

BGU houses seven distinguished schools, offering a comprehensive portfolio of Undergraduate, Postgraduate, and Ph.D. programs. These schools prepare students with the knowledge, skills, and global perspectives required to thrive in today's competitive world.

Birla School of Management

- Ph.D. in Management
- MBA
- BBA (Hons.)

Birla School of Communication

- Ph.D. in Journalism & Mass Communication
- MA in Journalism & Mass Communication
- BA in Journalism & Mass Communication (Hons.)

Birla School of Commerce

- Ph.D. in Commerce
- M.Com
- B.Com (Hons.)

Birla School of Economics

- Ph.D. in Economics
- M.Sc. Financial Economics
- B.Sc. Economics (Hons.)

Birla School of Law

- Ph.D. in Law
- LL.M. (1 Year)
- BBA, LL.B. (Hons.) – 5 Years

Birla School of Applied Sciences

- Ph.D. in Computer Science
- MCA
- BCA (Hons.)

Birla School of Engineering & Technology

- B.Tech in Computer Science & Engineering

Vision

Our Vision

To create and disseminate knowledge in a global context while pursuing Excellence, Innovations, and Inclusiveness.

Birla Global University Values:

- **Honesty and Integrity** – Being truthful and adhering to the highest ethical standards in personal and professional conduct
- **Empathy** – Recognizing human development needs and respecting diverse social, cultural, and economic perspectives
- **Transparency** – Openness, responsibility, and accountability in all dealings
- **Freedom** – Valuing freedom of thought and expression to nurture creativity and innovation
- **Respect** – Upholding a culture of respecting self and others
- **Collaboration** – Encouraging teamwork and partnerships in knowledge creation, acquisition, and dissemination

Our Mission

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- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

Strategy

Strategy

Strategy

Birla Global University, Bhubaneswar, India, became one of the PRME (Principles for Responsible Management Education) signatories in September 2023. Before getting membership, the Birla School of Management of the university was involved in several social development activities addressing the PRME and the UN's Sustainable Development Goals (SDGs). In the year 2021, a Credit Course of Responsible Management and Corporate Citizenship, which is a Social Immersion Project (3 Credits), was designed and offered to the MBA students. Under this course, MBA students of different batches were involved in certain longitudinal social development projects relating to PRME and SDGs.

Purpose:

Birla Global University aims to create and share knowledge globally while pursuing excellence, innovation, and inclusiveness. The university focuses on global collaboration, excellence in teaching and research, continuous innovation in pedagogy, and fostering diversity and inclusiveness in its academic environment.

Strategy Alignment

Strategy Alignment

Strategy Alignment

Birla Global University (BGU), Bhubaneswar, aligns its institutional strategy with the advancement of sustainable development, the common good, and quality education. Guided by its **vision to create and disseminate knowledge in a global context while pursuing excellence, innovation, and inclusiveness**, the university has embedded sustainability and responsibility into its academic priorities, governance, and outreach.

- **Advancing Sustainable Development:** BGU integrates the United Nations Sustainable Development Goals (SDGs) into its curriculum, research, and community initiatives. The flagship **Responsible Management and Corporate Citizenship (RMCC)** course, introduced in 2021 as a 3-credit social immersion project, engages MBA students in longitudinal projects that address real-world social, economic, and environmental challenges. This ensures graduates are equipped to drive responsible business practices that contribute to sustainability.
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- **Serving the Common Good:** Through the **National Service Scheme (NSS) Cell** and the **Birla School of Management**, the university undertakes pro-social initiatives focused on community development, ethical leadership, and inclusive growth. These initiatives create direct social impact while fostering in students a sense of empathy, civic responsibility, and ethical decision-making.
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- **Enhancing Quality Education:** In alignment with **NEP 2020** and PRME principles, BGU emphasizes excellence in teaching, experiential pedagogy, and global collaborations. The RMCC course and related programs ensure that students gain not only managerial competence but also the ability to apply management principles to unstructured social and environmental problems, thereby raising the quality and relevance of higher education.

By aligning its strategy with PRME and SDG frameworks, BGU demonstrates a proactive commitment to shaping socially responsible leaders, advancing sustainable development, and ensuring education serves both individual aspirations and societal needs.

SDG	Strategic Priority	Example Initiative at BGU
SDG 4 – Quality Education	Embed responsible management education into curriculum; align with NEP 2020 and PRME principles	Introduction of Responsible Management & Corporate Citizenship (RMCC) – a 3-credit social immersion project for MBA students
SDG 8 – Decent Work & Economic Growth	Develop future-ready, ethical, and socially responsible business leaders	MBA students' longitudinal projects addressing community entrepreneurship, skill-building, and livelihood generation
SDG 10 – Reduced Inequalities	Promote inclusiveness and diversity in learning and social engagement	NSS initiatives engaging students with underprivileged communities to reduce educational and social inequalities
SDG 11 – Sustainable Cities & Communities	Foster civic responsibility and social innovation in local contexts	Community outreach through cleanliness drives, plantation drives, and heritage conservation projects
SDG 12 – Responsible Consumption & Production	Encourage sustainable practices in management and operations	Student-led projects under RMCC focusing on waste management, sustainable agriculture, and eco-friendly practices
SDG 13 – Climate Action	Integrate environmental sensitivity into education and outreach	NSS-led awareness programs, plantation drives, and climate literacy campaigns
SDG 17 – Partnerships for the Goals	Build global and local collaborations for impact	International collaborations, faculty/student exchanges, and partnerships with NGOs and government for social development programs

Institutional History

About Birla School of Management

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practices. Sited in a modern, technologically integrated campus, BSoM guarantees the students a healthy living and an all-round education. The faculty, a team of highly competent and dedicated professionals, plays a pivotal role in shaping the students' careers.


BSoM remains focused on the holistic development of youths through quality management education, offering MBA, BBA and Ph.D. Programs. It has garnered a high place among the leading private B-Schools in India, offering unparalleled learning opportunities tailored to meet the evolving demands of the business world. Further, being situated in Bhubaneswar, the school stands out as a preferred choice for those seeking top B Schools in Bhubaneswar. Now, it is known as an institution producing skilled and competent professionals to work in the global competitive business environment, thus solidifying its reputation among the top business schools in India.

Graduates & Enrollment



2024 Statistics	Number
Graduates	434
Faculty & Staff at the University	180
Faculty & Staff at the Institution	26
Student Enrollment at the University	551
Student Enrollment at the Institution	314
Undergraduate Attendance	123
Masters-Level Postgraduate Attendance	191
Doctoral Student Attendance	2

Degrees Offered

Associate Programs

 Associate of Applied Science (A.A.S.)

Bachelor Programs


 Bachelor of Business Administration (B.B.A.)  Bachelor of Arts (B.A.)

 Bachelor of Technology (B.Tech.)  Bachelor of Science (B.Sc. or B.S.)

Masters Programs

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

Doctoral Programs

 Doctor of Philosophy (Ph.D.)



Purpose

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

Letter of Commitment



Dr.Suvendu Kumar Pratihar! <suvendu.pratihari@bgu.ac.in>

Commitment to the PRME Principles

Dr. Parameswar Nayak <dean.som@bgu.ac.in>
To: "Dr.Suvendu Kumar Pratihar!" <suvendu.pratihari@bgu.ac.in>

Mon, Sep 29, 2025 at 9:43 PM

To

The PRME Secretariat
Principles for Responsible Management Education
United Nations Global Compact Office

Subject: Commitment to the PRME Principles

Esteemed PRME Secretariat,

On behalf of the Birla School of Management, Birla Global University (BGU), Bhubaneswar, I am honored to reaffirm our commitment to the Principles for Responsible Management Education (PRME). As an institution guided by the vision of excellence, inclusiveness, and sustainability, we recognize our responsibility to nurture leaders who can contribute to the common good while advancing business success.

In line with the seven PRME Principles, we pledge to:

1. **Purpose** – Develop our students' capabilities to generate sustainable value for business and society, and to contribute to an inclusive global economy.
2. **Values** – Embed universal values of ethics, social responsibility, and sustainability across curricula, pedagogy, and institutional culture.
3. **Teach** – Innovate our teaching methods to create meaningful learning experiences that prepare students for responsible leadership.
4. **Research** – Undertake and encourage research that advances understanding of sustainable business practices, corporate citizenship, and ethical leadership.
5. **Partner** – Collaborate with industry, government, and civil society to co-create solutions that address societal and environmental challenges.
6. **Practice** – Lead by example through institutional practices that reflect transparency, inclusivity, and sustainability.
7. **Share** – Engage in dialogue and knowledge-sharing with educators, students, businesses, policymakers, and communities to advance responsible management education globally.

Through initiatives such as the Responsible Management and Corporate Citizenship (RMCC) course, community-based social immersion projects, and active industry-academia partnerships, we are embedding responsibility and sustainability into the very fabric of our educational mission.

We remain committed to strengthening our role as a PRME signatory, aligning our efforts with the UN Sustainable Development Goals (SDGs), and contributing meaningfully to a more sustainable and inclusive world.

Yours sincerely,

Prof. (Dr.) Parameswar Nayak
Dean,

Birla School of Management
Birla Global University, Bhubaneswar
Odisha, India

Letter of Commitment to PRME Principles

Definition of Purpose

The Purpose of Birla School of Management is to nurture socially responsible, ethical, and entrepreneurial leaders who combine management excellence with sustainability, inclusiveness, and innovation, thereby contributing to the common good and global development. This aligns with BSM's Vision and Mission by Preparing students not just as managers, but as responsible change agents who integrate business success with social impact; Embedding ethics, diversity, and inclusiveness into all aspects of management education; Providing experiential and social immersion opportunities so that students understand the realities of communities and co-create solutions; and Building an entrepreneurial mindset that balances profit with purpose.

Institutional Engagement

0% - 25% of faculty at Birla Global University actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

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



How We Define Values

At Birla School of Management, Values are defined as the ethical and moral foundations that guide how management is taught, learned, and practiced. These values ensure that business education nurtures leaders who uphold integrity, inclusiveness, and responsibility, while being sensitive to diverse social, cultural, and environmental contexts. Specifically, for Birla School of Management, this means: Embedding ethics and integrity into every decision-making process; Fostering empathy and respect for diverse communities, cultures, and perspectives; Ensuring transparency and accountability in teaching, research, and governance; Encouraging freedom of thought and innovation, balanced with social responsibility; and Promoting collaboration within and beyond the university to co-create knowledge and solutions.

Who Champions Responsible Management Education at Our Institution

- ❖ Disciplinary efforts within business school

Student Voices

The following narrative demonstrates how Birla Global University has influenced students' academic journey and personal growth.

Student Experience - Embracing Responsible Management Education (RME)

Responsible Management Education (RME) has been the most transformative part of my MBA journey at Birla School of Management, Birla Global University. Through the Responsible Management and Corporate Citizenship (RMCC) course and social immersion projects, I learned that leadership is not only about business growth but also about driving positive change for society and the environment.

These experiences helped me connect classroom learning with real-world challenges, from supporting small entrepreneurs to community engagement through NSS. I now see business through a value-based lens, aligning decisions with ethics, inclusivity, and sustainability. RME has shaped both my academic learning and personal outlook—giving me the confidence to become a manager who contributes not just to profits but to the common good and the SDGs.

Student Awareness

76% - 100% of students at Birla Global University are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75%

of students at Birla Global University actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Student Experience - Embracing Responsible Management Education (RME)

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Faculty Reflection about Responsible Management Education (RME) at BGU

At Birla Global University, we celebrate values that go beyond academics—ethics, spirituality, cultural heritage, and social responsibility. Through the Responsible Management and Corporate Citizenship (RMCC) course and NSS initiatives, students practice inclusivity, empathy, and sustainability in real-world contexts.

Cultural festivals, heritage walks, and traditional knowledge sessions help students connect with India's rich heritage while reflecting on its relevance in modern business. In doing so, we ensure our values are not only taught but lived—within classrooms, communities, and society at large.

-By Ms. Saswati Tripathy, Assistant Professor, Birla School of Management

At Birla Global University, our values are not confined to policy statements—they are reflected in how we engage every day. For us, responsibility and ethics are lived experiences. Through classroom debates, field-based projects, and mentoring, we encourage students to question, reflect, and act on issues that matter to society.

We also recognize the importance of traditional wisdom in shaping responsible managers. By blending management education with lessons from India's cultural and philosophical traditions, students learn to balance economic goals with ethical and ecological concerns. In this way, the University becomes more than a place of learning—it becomes a community of practice where values translate into meaningful action.

-By Dr. Biswajit Acharjya, Assistant Professor, Birla School of Management



Teach

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



How We Define Teach


Teach in the Context of Birla School of Management (BSoM) At BSoM, Teach means embedding responsibility, ethics, and sustainability into the teaching–learning ecosystem. It goes beyond classroom instruction to create immersive, reflective, and applied learning experiences that prepare students for responsible leadership. This involves: Curriculum design that integrates ethics, CSR, ESG, and sustainability across undergraduate and postgraduate programs; Experiential pedagogy through immersion, fieldwork, and live projects; Collaborative learning environments that encourage dialogue, diversity of perspectives, and inclusive problem-solving; Value-based education that equips students not only with managerial skills but also with the ability to act ethically and responsibly in complex environments.

Courses that support RME

Birla Global University reports 1 course in 2024 that support responsible management education and sustainable development goals.

Course Summary: Responsible Management & Corporate Citizenship (RMCC)

| BM-115

The Responsible Management & Corporate Citizenship (RMCC) course integrates management education with ethics, sustainability, and community engagement. Designed as a social immersion project, it enables MBA students to apply classroom concepts to real-world challenges, preparing them to be socially responsible leaders aligned with PRME principles and the UN Sustainable Development Goals (SDGs). Course Objectives Sensitize students to responsible management education and corporate citizenship. Develop civic responsibility and commitment toward achieving SDGs. Expose students to the challenges of underprivileged communities through immersion projects. Strengthen decision-making and problem-solving with ESG considerations. Foster empathy, self-reflection, and sustainable leadership. ☒ Course Outcomes (COs) By the end of the course, students will be able to: CO1: Demonstrate social sensitivity in decision-making. CO2: Develop innovative ideas to solve social, economic, health, and environmental problems. CO3: Prepare and implement strategic action plans for marginalized communities. CO4: Apply management principles to address societal challenges.  Course Modules Module I: Conceptual Foundations Social Immersion and RME Corporate Citizenship: Concepts, Components, Stages CSR in India: Legal Framework ESG (Environmental, Social, Governance) Concerns Module II: Global Frameworks UN Sustainable Development Goals (SDGs) UN Global Compact: Ten Principles Principles of Responsible Management Education (PRME) Corporate Case Studies on SDGs/ESG Active Citizenship and Participatory Governance Module III: Research Methods Research Tools and Techniques for Field Studies SWOT, Participatory Rural Appraisal (PRA), Logical Framework Approach (LFA), Action Research Data Collection Methods: Questionnaire, Interview, Focus Group Discussion (FGD) Module

IV: Planning & Field Work Project Planning and Action Plan Design Community Immersion and Field Visits Reflection on Field Experiences Module V: Field Work, Reporting & Presentations Data Analysis and Problem Assessment Report Writing and Presentations Reflection on Personal Learning and Professional Orientation

At Birla Global University, Responsible Management Education (RME) shapes students into leaders who balance business success with societal good. Through the RMCC course and NSS immersion projects, they gain: Transformative perspective – shifting from profit-centric to purpose-driven leadership. Practical skills – problem-solving, teamwork, and decision-making in real contexts. Value-based outlook – embracing ethics, inclusivity, and the SDGs. Personal growth – building empathy, resilience, and civic responsibility. Our graduates leave with more than knowledge—they carry a responsibility mindset for sustainable and ethical leadership.



Educator Recognition

At Birla Global University, we recognize educators for quality of teaching in the following ways:

- ❖ Annual Performance Appraisal
- ❖ Research & Teaching Integration Recognitions
- ❖ Incentives for Innovative Pedagogy
- ❖ Faculty promotion and tenure consideration
- ❖ Publication or research support

💡 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.

Barriers to Innovative Curriculum

In 2024, Birla Global University identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Change fatigue
- ❖ Assessment challenges
- ❖ Faculty resistance
- ❖ Learning curve for faculty
- ❖ Scalability issues
- ❖ Time constraints
- ❖ Traditional employer expectations

Barriers to Innovative Pedagogy

In 2024, Birla Global University identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance
- ❖ Faculty confidence gaps
- ❖ Learning curve for faculty



Research

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

How We Define Research

Research in the Context of Birla School of Management At BSoM, Research means producing knowledge that not only contributes to academic scholarship but also addresses real-world social, environmental, and governance challenges. Research is seen as a bridge between theory and practice, ensuring that management education advances both business competitiveness and societal wellbeing. For our institution, this includes: Encouraging faculty and students to pursue applied and interdisciplinary research in areas such as CSR, ESG, sustainability, entrepreneurship, and inclusive development; Promoting student research projects (e.g., RMCC field studies, dissertations, action research) that explore solutions for community and industry challenges; Building research collaborations with civil society, government, and industry to co-create knowledge that supports the SDGs; Publishing case studies and research outputs that reflect the ethics, values, and cultural context of Indian business and society; and Integrating research insights into teaching and policy dialogues, so learning outcomes influence practice.

Research vs Research for RME/Sustainable Development

34	Peer-reviewed articles were published by Birla Global University from this past calendar year.	vs	8	Peer-reviewed articles were published by Birla Global University from this past calendar year in support of RME.
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Research Funding

In 2024, Birla Global University was awarded funding for research that is:



National

Socializing Research

In 2024, Birla Global University contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers

Research Barriers

In 2024, Birla Global University identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Methodological limitations
- ❖ Retention and engagement
- ❖ Time constraints



Partner

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

How We Define Partner

Partner in the Context of Birla School of Management (BSoM) At BSoM, Partner means cultivating mutually beneficial collaborations with industry, government, civil society, and academic institutions to advance responsible management and sustainable development. Partnerships are viewed as essential to ensuring that teaching, research, and student experiences remain relevant, impactful, and globally aligned. For our institution, this includes: Engaging with industry leaders to co-design curricula, deliver guest lectures, and provide mentorship, ensuring students gain practical, ethical, and future-ready insights; Collaborating with NGOs, community organizations, and government agencies (e.g., Project Pragati with CYSD) to immerse students in grassroots development projects Building international academic partnerships for research, joint programs, and student/faculty exchanges that broaden global exposure; Partnering with corporates on CSR and ESG initiatives to generate case studies, internships, and action research opportunities; and Creating knowledge-sharing platforms, such as conclaves, workshops, and conferences, where academia, business, and civil society jointly deliberate on sustainability and ethics.

Institutional Partnerships

- ❖ Centre for Youth and Social Development (CYSD)
- ❖ Vivekananda kendra

Student Organization Partnerships

- ❖ sdg club



Practice

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

How We Define Practice

Practice in the Context of Birla School of Management (BSM) At BSoM, Practice means ensuring that the institution itself lives the values it teaches. The school strives to be a role model in sustainability, ethics, and inclusiveness by embedding responsible practices into its governance, campus operations, and community engagement. This includes: Green Campus Initiatives: Waste reduction, plantation drives, energy efficiency, and eco-friendly infrastructure; Social Responsibility in Action: Through the NSS Cell, faculty, staff, and students participate in community development projects, ensuring institutional practices directly benefit society; Inclusive Culture: Promoting diversity, equity, and gender inclusivity across admissions, recruitment, and campus activities; Ethical Governance: Transparency in decision-making, accountability in administration, and adherence to the values of honesty and integrity. Learning by Doing: Faculty and administrators integrate RME values into daily work, demonstrating empathy, collaboration, and ethical leadership in institutional life.

Institutional Policies and Practices

- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ NSS Policy

Practice Voices

The following statements from stakeholders at Birla Global University demonstrate our commitment to sustainable and responsible practices.

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-By Dr. Biswajit Acharjya, Assistant Professor, Birla School of Management



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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

Share in the Context of Birla School of Management (BSoM) At BSoM, Share means creating platforms where ideas, experiences, and practices around responsible management, sustainability, and ethics are exchanged openly with diverse stakeholders. Knowledge is not kept within classrooms but is disseminated and co-created through networks and dialogues. This involves: Conferences, conclaves, and seminars (e.g., Entrepreneurial Marketing Nexus, sustainability conclaves) that bring together academia, industry, and civil society. Case writing and research dissemination in national and international journals, ensuring global visibility of local practices. Student immersion reflections and project presentations, which are shared with communities, NGOs, and policymakers for mutual learning. Collaboration with international partners for cross-cultural exchanges, webinars, and joint publications. Public engagement through cultural events, heritage programs, and awareness campaigns, showcasing BGU's commitment to ethics and inclusivity.

Engagement Opportunities

Birla Global University 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

Communication Audiences

Birla Global University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Faculty and staff
- ❖ Alumni and donors
- ❖ Research and academic networks

Sharing Voices

The following statements from stakeholders at Birla Global University demonstrate our commitment to sharing and learning from sustainability and responsible management practices.

Student Experience - Embracing Responsible Management Education (RME)

Responsible Management Education (RME) has been the most transformative part of my MBA journey at Birla School of Management, Birla Global University. Through the Responsible Management and Corporate Citizenship (RMCC) course and social immersion projects, I learned that leadership is not only about business growth but also about driving positive change for society and the environment.

These experiences helped me connect classroom learning with real-world challenges, from supporting small entrepreneurs to community engagement through NSS. I now see business through a value-based lens, aligning decisions with ethics, inclusivity, and sustainability. RME has shaped both my academic learning and personal outlook—giving me the confidence to become a manager who contributes not just to profits but to the common good and the SDGs.

Faculty Reflection about Responsible Management Education (RME) at BGU

At Birla Global University, we celebrate values that go beyond academics—ethics, spirituality, cultural heritage, and social responsibility. Through the Responsible Management and Corporate Citizenship (RMCC) course and NSS initiatives, students practice inclusivity, empathy, and sustainability in real-world contexts.

Cultural festivals, heritage walks, and traditional knowledge sessions help students connect with India's rich heritage while reflecting on its relevance in modern business. In doing so, we ensure our values are not only taught but lived—within classrooms, communities, and society at large.

-By Ms. Saswati Tripathy, Assistant Professor, Birla School of Management

At Birla Global University, our values are not confined to policy statements—they are reflected in how we engage every day. For us, responsibility and ethics are lived experiences. Through classroom debates, field-based projects, and mentoring, we encourage students to question, reflect, and act on issues that matter to society.

We also recognize the importance of traditional wisdom in shaping responsible managers. By blending management education with lessons from India's cultural and philosophical traditions, students learn to balance economic goals with ethical and ecological concerns. In this way, the University becomes more than a place of learning—it becomes a community of practice where values translate into meaningful action.

-By Dr. Biswajit Acharjya, Assistant Professor, Birla School of Management

SIGNATORY

Birla Global University



Address

IDCO Plot No. 2, Institutional Area, Gothapatna, Bhubaneswar, Odisha, 751029
India



Website

<https://www.bgu.ac.in>