

# Chetana समाचार

• Vol.2 • Issue-1 • March 2022

## Editorial...

Warm welcome to Chetana Samachar!

'I do not want India to be an economic superpower. I want India to be a happy country'.

- JRD Tata

As a management institute, it has been our conscious attempt to contribute in the process of the betterment of the society through environmental, social and governance initiatives. Hence we strive to nurture socially sensitive business leaders who undertake initiatives for the upliftment of the society during their academic journey in the institute. This thematic issue presents some of the social responsibility initiatives taken by Chetana since 2015.



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Dr Madhumita Patil

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## VISION

To develop Chetana as a World Class Management Institution of excellence with a view to developing outstanding, dynamic and enterprising business professionals who make valuable contributions to the business, society and environment at large.

## MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society and environment at large. The institute is committed to ensuring excellence through high quality learning for its students.

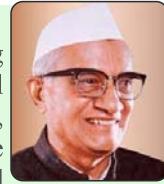
## HISTORY

The dream of our Founder President Late Shri. Madhukarao D. Chaudhari, Chetana's Institute of Management and Research became a reality in 1996. The year 2021, embarks the successful completion of 25 years of this dream. In these years, the institute has achieved many milestones and won several accolades.

## Words of Wisdom

### Late Shri Madhukarao Chaudhari, Founder President

Late Shri. Madhukarao Chaudhari, known as an 'educationist among politicians', was instrumental in shaping up the Maharashtra's educational infrastructure. A Gandhian, Freedom Fighter, Social Reformer, Politician, Educationist-Late Shri Chaudhari donned many hats in his more than five decade long public life. An intellectual par excellence, he left behind lasting footprints on the canvas of overall development of the state of Maharashtra. During his tenure as a Minister he contributed to thirteen important departments. His initiatives were consciously and constantly driven by social causes. He used his political strength as a tool to serve the people of Maharashtra. As a speaker, in order to maintain the dignity of the legislative assembly tradition, he took a very strong stand on many occasions. His presidency of the Legislative Assembly was indeed a gift to Maharashtra. His accomplished traits were primarily inspired by great people like - Dhanaji Nana (his father), Mahatma Gandhi, Sane Guruji, Professor Bang Saheb. Many leaders, bureaucrats, activists, teachers, artists from various fields in Maharashtra perceived him as a hardworking and committed minister. His vision for excellence has given birth to many educational institutions, social movements & cultural initiatives. He not only preserved the traditions created by his predecessors but also enriched them further. The legacy of a visionary leader like him is carried forward by the educational institutes founded by him.



### Shri. Shirish Madhukarao Chaudhari, Secretary

Continuing the legacy of Late Shri Madhukarao Chaudhari, Shri Shirish Chaudhari started working for the upliftment of tribal community of Satpura Hills. After completing his post-graduation in Agriculture, he joined Satpuda Vikas Mandal an NGO and is now the President of Satpuda Vikas Mandal, Pal (Dist Jalgaon) SVM is working in the field of education, agriculture, health and biotechnology. SVM also runs a Krishi Vigyan Kendra and Krishi Vidalaya. KVK emphasises on organic farming, cultivation of medicinal and aromatic plants, banana fibre and development of non- conventional energy resources. He is also the founder chairman of Dhananjay Rural Credit Co-Operative Society Khiroda.



Shri Shirish Chaudhari's initiatives in the area of social development are well aligned with Sustainable Development Goals. He has successfully turned the dreams of our founder President into reality. Twenty-five years ago, the road ahead was challenging. However, he decided to tread the path with the right leadership skills and virtues. He is the guiding spirit of many educational organizations.

Under his leadership, Chetana has reached great heights academically, providing a conducive environment for learning to the students.

## From The CEO's Desk

### Dr. Madhumita Patil, CEO, CRKIMR and CIMR

Chetana has inherited its humanistic spirit from our Founder President, Late Shri. Madhukarao Chaudhari. It is our endeavour to build Chetana on a foundation of excellence, dynamism and ethical conduct. We are committed to develop outstanding, enterprising and socially responsible management professionals who make valuable contributions to the business, society and environment at large.



Giving back to the society is the primary motivation behind all our Corporate Social Responsibility (CSR) initiatives at Chetana's. Our approach towards CSR is sustainability driven and focused on empowering the youth through knowledge and direction, thus enabling them to face the challenges and generate positive impacts financially, socially and environmentally.

Chetana's CSR journey has witnessed many milestones of community upliftment by creating positive impact in areas of Health, Education, Environment & Empowerment. Across the city our students have been conducting CSR programs which are close to their hearts.

We pursue CSR because we care!

## Chetana's Legacy...

Chetana's Institutes of Management & Research, leaders in management education for the last three decades, believes in a holistic approach to management education. Chetana's emphasizes on providing a learning ambience conducive to students. Several events are organized by student driven forums, committees and clubs. Notable corporate events like Elixir, Vipanan, Arthanaad, HROPSYS, Good to Great Management Fest, Challenger, Debates and Elocutions, Rural Immersion, HR Conclave, Case Study Competitions, Reminiscence, CSR Programs and Crisil CKBC (Crisil Chetana's Knowledge Board Competition) are among the variety of regular events held in the campus. The students participate and win accolades in B- School Competitions, Sports Events, Research Paper Competitions and Management Games held at other renowned B-schools in the country. The co-curricular activities and projects ensure that the students are prepared to become successful leaders with the right skill set and ethics. Chetana's value based teaching is committed to ensuring high-quality learning for the students.

The industry dynamics change every day and therefore we, at Chetana's, constantly engage in dialogue with the corporate world to understand the current trends and accordingly design our programs to skill the budding managers. Academic Programs at Chetana's are designed to cater to the increasingly complex skills required in today's globalized world.

Brand Chetana's through its Off-Summers, Summer Internship and Live Projects has carved a niche for itself in terms of corporate training & placement.

# Jagruti-Ek Vishwas

CSR Activities in A.Y. 2015-16

Social responsibility is one of Chetana's core missions since its inception and runs into its DNA. At Chetana's Institute of Management and Research, we are committed to groom our students as business leaders and more importantly, responsible citizens of the society. The social responsibility cell, christened 'Jagruti- Ek Vishwas'— symbolizes the effort of Chetana's commitment to social causes.

The inaugural activity of CSR 2015-17 was flagged off with a student's group activity in the week beginning 24th July. The

students across all classes from I semester were asked to pick a theme from a list of ten themes and present certain aspects related to each theme. In the week after inauguration, sessions were conducted on 'Corporate Social Responsibility—An Overview' and 'CSR – An NGO Perspective.' Eminent speakers from Indian Institute for Corporate Social responsibility (ICCSR), Mr. Brahma Prakash Tripathi and Mr. Nilesh Jagad, gave our students an overview of CSR starting with the 4

phases of CSR and also discussed the importance of CSR. Mr. Paresh Pimpale, the heads of an environmental NGO spoke to the students about the initiatives taken up by his NGO on various environmental issues. He explained the details about 'Cleaning the Mithi River' project.

Another noteworthy activity for the year was conducted on organ and skin donation. Many grieving families of organ donors draw comfort from the fact that their loss may help to save or improve the lives of others. Inspired with the selfless dedication of Rajhans



Prathisthan Trust, CIMR performed activities of 'Organ Donation Awareness' campaign in collaboration with the



Trust. The activities involved- training by experts regarding organ donation awareness in Chembur, awareness program for F.Y.BMS and T.Y.BMS students of Chetana College, Bandra and for students of Chetana's Institutes, Bandra.

In the same year, students were also assigned group projects. One of them required them to study the CSR practices of allotted companies and prepare a project report. Another one needed them to take up one activity such as social awareness campaigns, visiting orphanages and old age homes, survey of SMEs on their CSR activity, organizing social responsibility activities such as blood donation camps etc. and submit and present a project report.

The CSR activities for the year did not stop here. CIMR in association with Fulora Foundation organized an awareness drive to promote bicycle on rent scheme at BKC for the commuters. This was conducted with an objective of easing the traffic burden as well as enhancing the use of the world-class facility created by MMRDA. Together, we also steered the National Road Safety Program from 12th to 14th January, 2016.

## These were some other CSR activities in A.Y. 2015-16:

7th August, 2015

- Collection of old clothes, dry ration and toys by students to be distributed to NGOs/ orphanages.
- The objective was to experience the joy of giving.

14th August, 2015

- Awareness campaign by BPCL on the 'GIVEUP' campaign.
- The objective was to understand the need and importance of giving up the subsidy on LPG cylinders and its role in promoting clean fuels.



# Colours of DIWALI

CSR Activities in A.Y. 2016-17

Fulora Foundation is an NGO formed by Renowned Educationist and Ex. Vice - Chancellor, University of Mumbai, Late Prof. Ram Joshi. Its goal is to change the future of Orphan Street children by providing them with alternative education. They run a Mobile School for Street Children and conduct regular health screening and camps for them. The students of Chetana's Institutes of Management and Research decided to add a dash of colour to the lives of more than 1400 street children. Around 250+ students from Chetana's, in association with Fulora Foundation organized a drawing competition for the street children of Mumbai. The objective behind the activity was to draw the children who live on the fringes into the mainstream. The students visited over 75 locations across Mumbai and

**Chetana's spreading happiness in association with Fulora on the streets of Mumbai**

distributed drawing sheets and crayons to children ranging from ages 2 to 15 years. The wonderful imagination and talent of the children were captured in the beautiful images painted by the children. The drawings made by the children were judged by an esteemed panel comprising of veteran artists and the Dean of JJ School of Art. The best drawings were auctioned and the proceeds generated were directed towards funding the education of the under-privileged children. For the management students, the entire activity was an exercise in resource planning, manpower management and coordination. The outcome was that while they made a difference in the children's lives, they made a difference in their own lives.



# Rural Immersion

CSR Activities in A.Y. 2017-18

A number of FMCG, consumer durables banking and finance, manufacturing, agri-business, retail, healthcare, energy, infrastructure and e-commerce companies are now vying rural consumers to sell their products and services. However, there are also companies which have not yet tapped the rural market due to lack of professional expertise and understanding of the demand-consumption pattern of rural consumers. Management students with rural immersion background can drive a big

business change to create social impact. With this objective in mind, the Institute had organized four days Rural Immersion programme for the students of 2017-19 batch in the month of December, in the tribal area of Satpuda Ranges. Through this activity, the students deduced the rural market demand for various products and services. They also studied the agricultural produce and marketing of agro products and the education environment in the tribal areas.

### Workshop on CSR In Association with CASI Global

The Institute conducted a 2 day

workshop on Emerging CSR Perspectives for Senior and Mid-Level Managers, Executives of the CSR Division, CSR Committee, CSR Audit Committee, CSR related departments of organizations, Consultants, NGOs and for aspirants planning to make their career in CSR. The workshop was designed to address emerging issues in CSR perspectives and aimed at connecting the dots to deliver everlasting results. Renowned and senior persons from CIMR and professionals from NGOs as well as industry conducted this workshop.



# The Power of Palliative Care

CSR Activities in A.Y. 2018-19

Upon invitation from TATA Memorial Hospital, the Institute observed and celebrated the World Hospice and Palliative Care Day on 18th October. A range of events had been organised to spread the message of Palliative Care and the availability of its services to patients and their caregivers, with a focus on advocacy and awareness. Under the advocacy activities, the students had chosen values like Hope, Awareness, Care and Trust. Through these advocacy activities, the students wanted to make a valuable contribution to society and also create awareness about hospice. These activities were organized at different cancer-care centers and also at TATA Trust. It elaborated on the specialized care offered in a hospital with the love of a home and



other counseling services to the family members. These activities were very well-appreciated with a big salute to the spirit of TATA.

## Limit My Screen Time

CSR Activities in A.Y. 2019-20

CIMR in association with New Horizons Child Development Centre had organised an initiative 'Limit my Screen Time'. The objective of this social initiative was to sensitize the parents, children and the society at large regarding the ill effects of using mobile phones and screens excessively.

Being exposed to screens from a very young age leads to problems such as inattention, sleep disorder, lack of social interaction and psychological inability. Hence, as a part of our corporate social responsibility, we tried to

spread awareness among parents about the excessive screen time observed amongst young children.

Students were divided into two teams-



Campaign team and Scientific Research team. The campaign team was responsible for creating awareness. In an extremely creative manner, they enacted a role-play and displayed informative posters at prominent locations in malls during January 2020. The research team

tried to understand the relationship of screen time and its impact on brain development as well as social communication skills of children. During their research, they also recorded the strategy used by other countries to minimize the screen time of children.

## Monsoon 2019: Helping Hand and Relief Operations

Heavy rainfall in several regions of Maharashtra had led to a horrifying tragedy. The areas of Satara, Sangli, and Kolhapur were faced with tragic floods resulting into major loss. Houses were devasted and many lives were lost. There was a feeling of total unrest within Chetanaites that we could not do anything for our brothers and sisters in those areas. Rising to the situation, CIMR decided to put forth their helping

hand for the people in need out of pure empathy and kindness.

Messages were circulated across the campus requesting for donations such as water, food items, medical supplies, clothing, sheets and mattresses, personal hygiene products, etc. From 9th August to 16th August, the process of collecting, segregating and packing was in action. Students showed utmost enthusiasm throughout the period. The funds collected were used to buy required goods at a wholesale rate for extra benefits. The supplies collected were packed in boxes and labeled for easy distribution. The collections were set to be transported to Yashwantrao Chavan Pratishthan who was

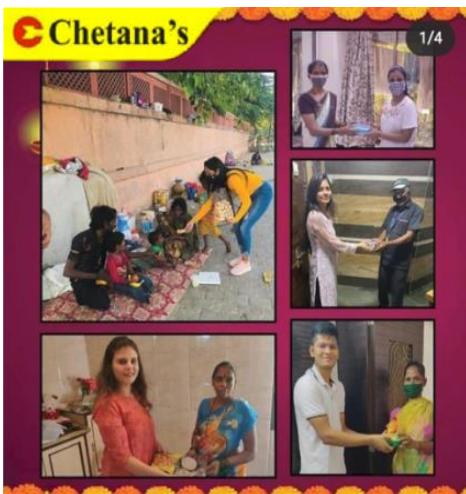


helping us in transporting the collections to the affected areas. Coordinators and volunteers reached the destination on time and the truck, full of supplies was shown a green flag by Ms. Supriya Sule (member of parliament and Executive President - YCP). Being humble, she appreciated and praised our student volunteers. Our library department, students, faculty members and CEO Dr. Madhumita Patil was deeply involved in the entire process.

# KINDNESS Cannot be Quarantined

CSR Activities in A.Y. 2020-21

Team CSR (2020-22) successfully completed the initiative of 'Diwali Good Deeds Waali'. The objective of our initiative was to celebrate Diwali with a different approach. We chose to share our valuable time either by bringing a smile on the faces of others or by contributing to our nature. We extended this privilege towards making a brighter Diwali for the under-privileged families, our security guards, gardeners and our domestic help by spending



and daily wage labourers were severely affected. Our student Gaurav Shukla along with his cousin identified the need and provided food grains to these people.

They also provided shelter to some of these labourers who could not afford to rent a house due to the loss of their jobs or daily wages. In October 2020, Gaurav with his team extended the food packet distribution to the nearby slum



areas. Along with his friends, he also started a project called 'Helping Hands' through which they trained the women in slum areas on making rakhis and helped them with the marketing and sales. An approximate sale of INR 50,000 was achieved and this amount was distributed amongst the women.

Pearl Vakharia, one of our students was volunteering with Learn on Call,

an initiative by Sampoorna Shiksha. Under this initiative she successfully helped a student to complete her English learning course. This not only helped the student in her career development but provided a sense of satisfaction to Pearl, ticking off one of the goals in her bucket list, to contribute to someone's growth. Pearl says that "She would always remember this journey as a two-way learning experience as molding

## CERTIFICATE OF RECOGNITION

Proudly awarded to  
**PEARL VAKHARIA**  
for superior and dedicated performance  
as a Confidence Building  
Spoken English Volunteer Teacher  
for the initiative English On Call.

NOVEMBER 11, 2020  
DATE



Lata Srinivasan  
CHIEF LEARNING OFFICER



Q 51 likes  
learnoncall "I joined this course and now my confidence is 90%", says our English On Call Student, Shabnam Sayyed, who is mentored by our volunteer, Pearl Vakharia.

Our student has been working hard and it shows in the way she has presented herself with grace and confidence! We are thrilled to hear from her!

learnoncall • Following

2/

I JOINED THIS COURSE AND NOW MY CONFIDENCE IS 90%!  
- Shabnam Sayyed  
English On Call Student  
Mentored by Pearl Vakharia

someone is quite inspiring." This was a small way through which she tried to give back the good to the society. These are some of the many reasons why CIMR continues to be happy and proud of its Chetanaites.

# Corporate Governance: IOCL Elocution

CSR Activities in A.Y. 2021-22

Chetana's Institute of Management & Research- did it again at 'Developing Ethical Leaders'. Students of PGDM and PGDM-Marketing (2020-22) participated in the virtual Elocution Competition; on the topic "Independent India @ 75: Self Reliance with Integrity" conducted by IOCL on 26th October, 2021 over ZOOM Platform. A big congratulations to all the participants! First prize was bagged by Jaaish Quadri, second prize by Someshwari Sawant, third



by Shourya Jain, fourth and fifth by Ashika Jain and Anirudh Chavan respectively. Chetana's Institute of Management & Research's partnership with Central Vigilance Commission through this program as a citizen as well as an organization has strengthened which will definitely encourage the promotion of integrity and help in eradicating corruption to realize the vision of the Government of India.

## AIDS Awareness

World AIDS Day (WAD), is observed each year on 1st of December since 1988. It is an international day dedicated to raising awareness about HIV and AIDS and also talk about the stigma and discrimination faced by



people affected by the epidemic. The theme for WAD for the year 2021 is 'End Inequalities. End AIDS.'

At CIMR, we observed the week with the following activities to achieve the objective of WAD. On 3rd December, faculty, students and staff at CIMR wore the 'Red Ribbon' to create visibility and awareness about WAD. Students shared awareness posts on social media



handles (Fb, Instagram and LinkedIn). On 7th December, a virtual meet was organised for all students, faculty and staff. Student and faculty speakers were invited to present their thoughts on the theme of

WAD. At the beginning, the CSR committee rolled out a quiz to generate a buzz around the topic amongst the students. The focus of this 45 minute-event was to talk about ending the stigma and discrimination

## From The Director's Desk

# Doing GREAT by Doing GOOD

**Dr. Nandita Mishra,**  
**Director, CIMR**

Corporate Social Responsibility, even after the New Companies Act 2013, remains a deeply controversial issue in business circles. Many feel CSR is a stealth tax that starves the value-creation process of capital. However proponents contend that CSR itself is a wealth-creating opportunity. CSR efforts may become counterproductive in two circumstances, (i) when it is pitted against society, while the two are interdependent and (ii) when companies practice CSR in the generic ways instead of strategic ways.

In order to practice strategic CSR, we need to identify points of intersections between the company and the society. Does the organization affect the society negatively, does it create environmental hazard and does the organization provide safe working conditions?

Corollary to the first issue, one needs to identify how social needs are to be addressed in order to create shared values. If corporations were to analyse their prospects for social responsibility using the same framework that guide their core business choices, they would discover that CSR can be much more than a cost, a constraint or a charitable deed. It can be a source of opportunity, innovative and competitive advantage.

Four major justifications for CSR are moral obligation, sustainability, license to operate and reputation. The CSR field remains strongly imbued with a moral imperative. Honesty in filing tax or publishing financial statements or operating within the tax is both easy to understand and apply. However these principles do not tell a company how to allocate revenues for sustainability or how to preserve conventional energy, neither it tells how to provide dividends to its investors through CSR activities.

The challenge in meeting the needs of the present without compromising the ability of future generation is sustainability. Many companies justify that CSR is done for brand building and image. Porter and Kramer (2002) call this win-win situation, strategic CSR. In course of time CSR (Corporate Social Responsibility) would be used interchangeably with CSI (Corporate Social Integration).

The shift from responsive CSR to strategic CSR is far more competitive. Corporations cannot solve all the problems in the world. But each company can identify the particular set of societal problems that it is best equipped to help resolve and from which it can gain the greatest competitive benefit.

In pursuing societal needs, leaders of all organisations constantly grapple with the balance between methods and results. When these issues involve for-profits, CSR helps businesses balance the means they use and the ends they seek. It does this by ensuring that profit-seeking businesses plan and operate from the perspective of multiple stakeholders. The problem that a firm's decision makers face is simple to state: Which stakeholders and what issues matter under the broad heading of corporate social responsibility as it pertains to their organisation? The simple (if not simplistic) answer depends on



the for-profit's strategy. And, because these strategies vary widely, the right mix will differ from firm to firm and will evolve over time as firms adapt both their strategy and execution to increasingly turbulent operational environments. The result, it is impossible to prescribe the exact issues that any firm is likely to face at any given time. Instead, a strategic lens offers the best viewpoint through which to study CSR.

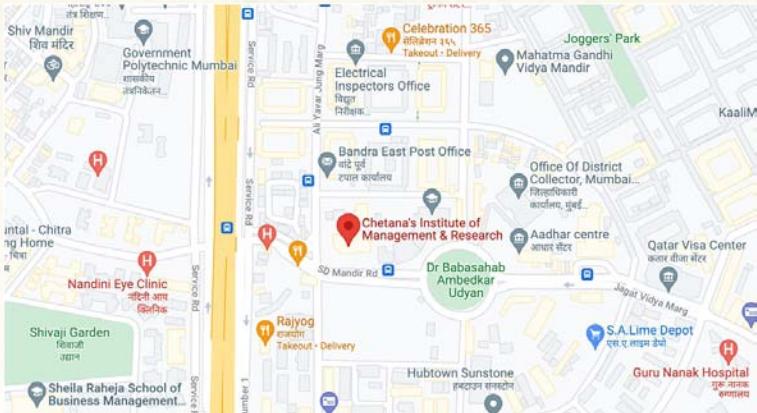
Companies need to view CSR through a strategic lens. Although businesses exist for many reasons, survival depends on profits. These profits depend on revenues that only come about through customers who are satisfied with the value the firm offers through its competent and motivated employees. The pursuit of profits, however, is so broad a mandate that it offers little guidance about where to begin or what to do. Instead, insight comes from understanding the need in society that the business seeks to meet. Ideally, an organisation's vision is an articulated statement of what it seeks to be and become. Vision statements must appeal to multiple stakeholders, including customers, members of the organisation (employees), its direct beneficiaries (owners), and the larger community in which the organisation operates (society)

Doing well by doing good isn't just fashionable; it's becoming part of the corporate DNA. The business case for CSR is compelling. "If ethics fails to persuade you, the bottom line should" (Caribbean Business, May 2004). That is because, the more a company makes CSR as part of its core business, the more profitable and competitive the company becomes. Proliferation of CSR reports has been paralleled by growth in CSR ratings and rankings. In an effort to move beyond this confusion and self-appointed score keepers, corporate leaders have started collaborative work with NGOs, consulting firms and academic experts. The primary school of thought of CSR has given way to the emerging new approach, which would again be integrated as CSI (Corporate Social Integration). Chetana's Institute of Management & Research, is actively involved in CSR activities and developing ethical business leaders for tomorrow.

Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of "Education for all", The Founder President of The Trust, Late Shri Madhukarao Chaudhari, former Education Minister, Finance Minister and Speaker of Maharashtra Legislative Assembly, believed in imparting quality education as well as contributing to the overall welfare of the society. As a pioneer of education he could envisage the ever growing need for skilled business managers and in his pursuit of excellence for providing quality management education, Chetana's Institute of Management and Research (CIMR) offering AICTE approved autonomous PGDM program was established in the year 1996 with the objective to sensitize students to socio-cultural & economic aspects impacting the current and future requirements of organizations and society. With Chetana's philosophy of developing Ethical Business Leaders, social initiative and CSR activities are an integral part of the program.

*Doing great by doing good is a mantra at Chetana's..*

## Chetana Stands For



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