

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

Best Practice-1

1. Title of the Practice: Institutional Social Responsibility

2. Objectives of the Practice

- To extend the scope of the teaching learning process outside the four walls of the classroom situation to include commitment to the society of which all of us are a part.
- To undertake activities that instills among students a sense of social responsibility.
- To groom students as socially responsible leaders of tomorrow.

3. The Context

The institute has always been cognizant of its responsibility towards the removal of social and economic asymmetries which stand in the way of national development and the development of every individual as a dignified human being with choices to make in respect of his/her livelihood and personal aspirations. The institute has been a member of UNGC and UNPREME, New York to contribute in its own little way to the removal of such asymmetries. In line with the dissemination and achievements of the UNSDGs, the institutes has been collaborating with a number of agencies, both governmental and non-governmental, through a number of platforms such as the community Radio, JIMS Rotaract Club, JIMS Eco Club, Unnat Bharat Abhiyan, and National Service Scheme

4. The Practice

To meet the objective successfully, activities related to three different domains are undertaken:-

1. Extension and outreach activities for the general public
2. Mental and Physical Health awareness program for the students and employees
3. Setting up of different clubs and societies like Eco Club, NSS, Rotaract Club to contribute in sustainable development.

In last 5 years' institute has undertaken various initiatives on the issues concerning

social and environmental wellbeing of the society.

Community Radio:- JIMS Vasant Kunj, is the first college of the university to have launched a community radio station. It provides a platform for dialogue and discussion amongst community, students and faculty. Its reach extends to 5 kilometers of radial distance in Vasant Kunj. **Radio JIMS 90.4** provides voice to the voiceless by addressing problems of social and economic empowerment faced by the community. The content of the programmers is designed and developed by the students and community members themselves. Some signature Programmes are Aatmchintan, Radio Mathematics, Mansha, Women empowerment, Legal Mantra, legal awareness, Bat Pate Ki, wellness and health and Jeevan Disha, career counselling. Most of our programs are undertaken in collaboration with DST, UNICEF & Government of India.

Donation Campaigns- Different kinds of donation drives such as- Food, Clothes, Toys, medicine donation under project Ayur Upchar, Blood donation drives in collaboration with Rotary blood bank, Donation to the Old Age homes, Blind School, Donation drives for the animal shelter and Special donation during floods, COVID 19, is a regular practice.

Plantation Drives & Swatchta Abhiyan - To sensitize the students and to contribute to the environmental concerns, every year we undertake plantation drives and cleanliness drive in and around the college, many of which are in collaboration with governmental agencies.

Literacy and Skill Development Programs- JIMS has undertaken Special Sewing and Beauty culture classes for the women and computer literacy classes for the children living in the slums. Underprivileged children are also given tuition classes under Project Akshar, in collaboration with NGO's.

Awareness Campaigns - JIMS organize various kinds of awareness programs to sensitise the Society and students regarding social, ecological, emotional issues like Earth Hour, Mental Health Awareness,

Thanking Front liners, Global Resource Challenge and Sustainability, Green crackers, Noise Pollution etc. Various Awareness programs were conducted for the slum dwellers regarding Cleanliness, Sanitation, Say No to Plastic, COVID Protocols, COVID Vaccinations. Our Community Radio and different clubs are continuously organizing

such events for the community welfare.

Surveys- Institute has undertaken project under various governmental schemes of ICSSR, Unnat Bharat Abhiyan and NHRC where the students has actively participated in planning and implementation of the surveys.

Visit to Old Age Homes, Orphanage, Blind Schools and Animal Shelters are undertaken regularly for doing voluntary services and celebrating special occasion with them.

Mental and Physical Health awareness program: A series of webinars with medical practitioners, experts from alternative medicine were organized with the objective to sensitize the faculties, staff and students on different areas of health to overcome the unwanted fears and be vigilant and watchful to be able to strike balance and be able to lead a good life.

Above mentioned are glimpse of the activities undertaken by JIMS Vasant Kunj. At JIMS we aim in making small contributions to the society in all possible ways and in all possible domains.

5. Evidence of Success

At JIMS we have been able to maintain green and clean environment in and around the institute as students actively participate in plantation and cleanliness drives. Donation initiatives have helped the students to understand the societal issues at the grassroot level and also contribute to the same in all possible ways. Skill development and educational initiatives for the underprivileged has helped in the upliftment of the society. Student faculty and staff have grown to become health conscious and are motivating others to opt for healthy life choices. By undertaking, the initiatives, it has been observed that the students and alumni are more socially responsible as they display strong commitment towards societal concerns. Few Students have started NGO for helping underprivileged children and many have been actively involved with different NGOs.

6. Problems Encountered and Resources Required

- As the youth is much more influenced by the materialistic approach, it becomes difficult to sensitize them towards the societal issues.

- Lack of adequate support from the local authorities.
- Being the self-financed institute, shortage of funds is a concern.
- Another problem we encounter is the shortage of time because of the tight academic schedule and semester system.

NOTES (Optional)

In order to implement the activities at the desired scale, holistic planning and collaboration with the related authorities is vital for the successful outcome. Due to the above mentioned problems in terms of time, money and resources, it gets challenging to implement the practice in the desired manner.