RESPONSIBLE MANAGEMENT EDUCATION IN A POST COVID WORLD: EMERGING INNOVATIVE PRACTICES IN MANAGEMENT SCHOOLS
About PRME

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today’s business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 650 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

Working through Six Principles, 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.

Platform

The 2019–20 coronavirus pandemic has affected educational systems worldwide, leading to the near-total closures of schools, universities, and colleges. As of 27 April 2020, approximately 1.725 billion learners are currently affected due to school closures in response to the pandemic. According to UNICEF monitoring, 186 countries are currently implementing nationwide closures and 8 are implementing local closures, impacting about 98.5 percent of the world’s student population. Alike many countries in the world, to stem the spread of COVID-19 through non-pharmaceutical interventions and preventive measures such as social-distancing and self-isolation, India also followed the path of lockdown leading to the closure of primary, secondary, and tertiary schooling, cancellation of exams, deferring admission entrance, etc. As we all are aware that this is a very crucial time for the education sector—board examinations, nursery school admissions, entrance tests of various universities and competitive examinations, among others, are all held during this period. As the days pass by with no immediate solution to stop the outbreak of COVID-19, school and university closures will not only have a short-term impact on the continuity of learning for more than 285 million young learners in India but also engender far-reaching economic and societal consequences. The pandemic has significantly disrupted the higher education sector as well, which is a critical determinant of a country’s economic future. A large number of Indian students—second only to China—enroll in universities abroad, especially in countries worst affected by the pandemic, the US, UK, Australia, and China. Many such students have now been barred from leaving these countries. If the situation persists, in the long run, a decline in the demand for international higher education is expected.

The bigger concern, however, on everybody’s mind is the effect of the disease on the employment rate. Recent graduates in India are fearing the withdrawal of job offers from corporates because of the current situation. The Centre for Monitoring Indian Economy’s estimates on unemployment shot up from 8.4% in mid-March to 23% in early April and the urban unemployment rate to 30.9%.

Needless to say, the pandemic has transformed the centuries-old, chalk-talk teaching model to one driven by technology. This disruption in the delivery of education is pushing policymakers to figure out how to drive engagement at scale while ensuring inclusive e-learning solutions and tackling the digital divide. The report titled ‘COVID-19: A wake-up call for telecom service providers’ is based on a survey conducted by QS I.GAUGE, which rates colleges and universities in India. QS pointed out that connectivity and signal issues as the most prevailing problems faced by students while attending online classes. It pointed out that the infrastructure in terms of technology in India has not achieved a state of quality so as to ensure the sound delivery of online classes to students across the country. It is seen that both the state and the private players have not yet managed to overcome technical challenges, for instance, in providing adequate power supply and ensuring effective connectivity as the data reveals, “Although, due to the outbreak of COVID-19, the world had witnessed a massive shift from the traditional Face to Face (F2F) to the online platform as a mode of delivery of classes. Due to lack of proper infrastructure, a shift to a total reliance on the online platform for the delivery of lectures seems to be a distant dream.”

Through this competition, GCNI would like to understand the effort of B-Schools in India to recover from this global crisis and show resilience. It also wants to gauge their endeavour to advance their sustainability goals amidst the outbreak.
**Objectives of the Competition**

- To understand the impact of Coronavirus on Education Sector.
- To anticipate the prospect/requirement.
- To understand the solutions and action by B-Schools put in place to not only combat the spread of COVID-19, but also to advance their sustainability goals amid the outbreak.
- To understand how Business Schools are utilizing the Six Principles to adapt and proactively put the needs of their students and staff first during this troubled time of the COVID-19 outbreak.

**Scope of Competition**

As part of the competition, B-School/Academia/Institution Faculty/Research Scholars/Student across India including public and private, are invited to submit their case studies or paper related to the theme.

**Format:** Theme paper or Case Study

**Assessment Parameters and Process**

- Submissions will be evaluated on parameters such as content and quality, original thinking, creativity, alignment to principles of PRME, comprehensiveness of the solution, scalability, and impact potential.
- Screening process will involve an initial screening followed by subsequent rounds of evaluation by an internal and external jury.
- The detailed assessment criteria and timelines will be shared with participants upon registration.

**Eligibility Criteria**

- To apply for the competition, participants have to be employee/student of any education organization.
- Each theme paper or case study will constitute one entry and will be submitted by a team consisting of one faculty member and one student.

**Guidelines for Application**

- Each team should be of a maximum of three persons & a minimum of two persons. The organization may decide the member of the team (all student team / faculty & student team). But only one faculty is allowed in one team.
- Each of the three winners will be given 10 minutes with 5 minutes for Q & A to present their case study/theme paper to the jury.
- Entries after the deadline will not be considered for evaluation.
- The shortlisted and the winner organizations will be required to make their travel and stay arrangements for the presentation of their case studies/theme paper.
- The decision of the jury would be final and binding on the participants.
- The entry must be submitted by organization.
- Pre-payment of entry fee is must for evaluation.

**Last Date to register:**

25th September 2020

**The Process of Application**

- The last date to submit the Case Study/Theme Paper (including supporting materials): 21st October 2020.
- Presentation of top 15 Case Study & Theme Paper in front of the jury (Physical / Virtual): 11th November 2020.
- The organization may decide which format (Case Study/Theme Paper) they will submit. But they need to inform GCNI at the time of registration only.
- Each Case Study/Theme Paper will be marked internally by a panel of experts based on the assessment parameters and supporting material.

**Outcomes for Applicant Organizations**

- Top 3 papers/case studies will be allowed to share their case study in GCNI Webinar Series.
- Winner, 1st runner up & 2nd runner up certificates for top 3. Special recognition certificate for the top 10 & participation certificate to all presenters will be given.
- Top 10 case studies/theme papers shall be published in the compendium.
- Top 10 case paper will be shared with our global PRME team as well as a global member of PRME.

**Submission Guidelines**

- PDF submissions are preferred
- The submission should contain: The title, name(s) of the author(s), source, and e-mail address of corresponding author.
- Research paper or case study should not exceed 2000 words
- The document must be in Verdana, 12 font size & 1.5 space.
- Any supporting documents must be listed and attached in the annexure. (Maximum 3 attachments not exceeding 25 mb (preferable hyperlinks).
- Important chart & graphs should be placed in body of text.
- If selected students/organization comes under top 10, they need to be ready with three-page research article of their paper with relevant graphs & photos to be used in the compendium/handbook.
**Participation Fees**

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<th>CATEGORY</th>
<th>For 1 (INR)</th>
<th>2-3 (per entry)</th>
<th>4-5 (per entry)</th>
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<td>UN GCNI Member</td>
<td>5,000.00</td>
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<tr>
<td>UN GCNI Non-Member</td>
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* All fee mentioned here is per team
* Applicable GST @18% will be additional

**Mode of Payment**

Demand Draft/ Cheque/ Digital Payment in favor of GLOBAL Compact Network, Payable at New Delhi

**Bankers details**

Bank: AXIS BANK LTD, 
Account No: 909010038941271 
Type: Saving Bank Trust Account 
IFSC Code: UTIB0000126

MICR Code: 110211017
Branch: B-6, Lajpat Nagar -II 
New Delhi-110024 
Branch Code: 000126 
Beneficiary: GLOBAL COMPACT NETWORK

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THE 6 PRINCIPLES
FOR RESPONSIBLE MANAGEMENT EDUCATION

- **Purpose**
  We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

- **Research**
  We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economic value.

- **Values**
  We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

- **Partnership**
  We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

- **Method**
  We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.

- **Dialogue**
  We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
CORE GROUP MEMBERS OF MANTHAN

Dr. Bhaskar Chatterjee  
Senior Director, IILM & Secretary General, Indian Steel Association

Dr. Ajit Parulekar  
Director, Goa Institute of Management

Prof. Amit Lahiri  
Chief Sustainability Officer, Associate Professor, Capacity Building in Sustainability, Jindal Global University

Mr. Anirban Ghosh  
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