



## 7.1.9 SUMMARY SHEET

### ***7.1.9 Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens***

IIFT regularly conducts activities to generate awareness drives for employees and students to inculcate values for being responsible citizens. Some of the regularly conducted activities are Vigilance Awareness Week, Anti-Terrorism Day oath taking, Formation of Internal Complaints Committee for POSH Act, Anti Ragging Committee/Squad, Equal Opportunities Cell/Committee for disabled students, contribution towards Armed Forces Flag Day/PM Relief Fund/CM Relief Fund, contribution of 1 day salary to dependents of deceased employees of IIFT, Swachhata Abhiyan, Fitness activities, Yoga and games, compulsory exposure for students to work with various empanelled NGOs, tree plantation, blood donations drives, Awareness of Flag Code, etc. Also, as mandated by various statutes and laws, there are various other committees like Library Committee, Hostel & Mess Committee, Placement Committee, Contract Committee, Discrimination against SC/ST Committee, Grievance Redressal Committee, RTI Rules of IIFT, etc. for looking into the issues of students and employees promptly. The supporting emails, office orders and photos are placed. Further, being an academic institute our main focus is on sensitizing our students to become mature and responsible citizens of India. Their course curriculum compulsorily includes a course on Corporate Governance & Ethics and they have to participate in various social awareness programmes which is also a compulsory course as part of their curriculum.

The students of IIFT are provided a platform through “Koshish – The Social Awareness Cell of IIFT”, to make their contribution towards creating a shared value to the society. The growing importance attached to ethics and sustainability has now become increasingly pertinent for the managers to share the same values. This social awareness cell is involved in numerous activities like sensitizing the budding future managers and entrepreneurs towards the grassroot problems of the society and the needs of the people, spreading the message of social, ecological and ethical responsibility amongst students who will be the leaders of tomorrow, spreading awareness about the CSR initiatives and activities that are an integral part of any industry and, imparting knowledge regarding terms like “ethical consumerism” and “socially responsible investing”. Koshish has a rich and diverse history of having undertaken some of the incredible social initiatives, since its inception. Some of the recent activities that is worth a mention under this cell are as follows:

Ø Parivartan (NGO Social Marketing) – This activity was initiated during December 10-19, 2019 wherein, teams of IIFT students were formed to increase the sponsorship of the NGOs in collaboration with Brandwagon – The Marketing Club of IIFT.

Ø Self-Defence Workshop – A 2-week training workshop on self-defense techniques was organised by the Cell for the students of IIFT during January 13-24, 2020.

Ø Blood Donation Camps: Every year, Koshish student coordinators organise for a blood donation camp in association with the Alliance Club International, so as to encourage the students, staff and faculties of



IIFT to donate blood. The recent was organised on January 25, 2020 in the IIFT Campus. Due to the onset of the Covid – 19 pandemic, the cell members were unable to arrange a blood donation camp in 2021.

Ø Cancer Awareness 5K Marathon – A 5 km marathon was organised for the students of IIFT to spread awareness regarding Cancer during February, 2020. The activity has been on hold ever since the onset of Covid -19 pandemic.

Ø Nukkad Naatak Competition – A Nukkad Naatak competition on topics based on Social Awareness has been organised during February, 2020, as a part of Advait in the Open Air Theatre. The idea was to spread awareness among students and faculty members regarding various social issues and ways of overcoming them.

Ø Joy of Giving week – A two – day event was organised during February, 2020 which included Tree Plantation drives, Make-a-Wish Campaigns, Health Camps in Orphanages and Old Age homes. The Cell coordinator also hosted a show for the kids in IIFT, in collaboration with the Anand Math.

Ø Clothes and Books Donation Drive – The cell members organised for a Clothes and Books Donation drive in the IIFT during February 10-14, 2020 for donating clothes and books to the different non-profit and social organizations.

Ø Cleanliness Drive – During January-March, 2020, a cleanliness drive in collaboration with the Swachh Bharat Mission was organised by the cell members wherein the students of IIFT cleaned the college premises followed by a visit to the streets of to spread awareness on cleanliness among the local people.

Ø Udbhav – Social Entrepreneur Interviews – Koshish, in collaboration with the E-Cell: The Entrepreneurship cell of IIFT started Udbhav – the social entrepreneurship interview series in 2020, that illustrates the journey of some of the stalwarts of the social entrepreneurship fraternity and the life lessons that they have learned on their way to success. The inaugural episode of Udbhav honored the presence of Mr. Anshu Gupta, founder-director at Goonj and popularly known as the “Clothing Man”. He is one of the regular speakers in many parts of the world on innovation, leadership, and social entrepreneurship.

Ø Acumen Series: Koshish came up with the new knowledge series, Acumen in 2020, which deals with the different social, environmental and economic topics across the world at a granular level. Some of the concerned topics that Acumen have come up with its series include articles on emissions Trading, Impact of Fake news on Society, Gender gap, ESG Factors and investing and so on.

Ø The Social Symposium - Beside these activities, Koshish also organised the “The Social Symposium” -an evening talk aimed at raising awareness and inculcate the value of social responsibility among the students of IIFT at the annual business summit “Vivaan 6.0” in 2020. It had the proud privilege to host Ms. Srichandana Nagoji, APAC Programs Manager, Global Philanthropy and Engagement at Salesforce, as a distinguished speaker in the evening talk series. Ms. Nagoji talked about the top three values – Freedom, Impact and Learning, how the technology for the social impact is important and how Salesforce gives back 1% equity to the society. She is a person who believes that it is more important to invest in a god teacher rather than investing in the repairs of the building. She also interacted with the students on



how as a young professional, one can contribute by choosing an organisation that mattered, continuing to volunteer, making small donations, staying humble and sharing experiences to motivate others.

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