# PRESIDENCY UNIVERSITY

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# INSTITUTIONAL SOCIAL RESPONSIBILITY

## ISR Digest

ISR

# PREFACE

## The ISR Cell of Presidency University proudly presents the first edition of ISR Digest.

We are very happy and equally excited to talk about the endeavors that the University is undertaking, with a vision to foster positive and sustainable impact through purposeful and strategic initiatives. The ISR Cell under Presidency University, through this Digest, will encompass all the initiatives undertaken under its realm.

We feel that educational institutions play a big role in shaping the mindset of students and inculcating values that make them socially responsible and empathetic professionals.

We hope that this Digest will serve as a medium to initiate a dialogue and join hands with partners with common beliefs within the ecosystem and will also serve as a launchpad for various other initiatives in this sphere.

**Sameet Joshi**

Head – ISR & Alumni
Presidency University

# Dr. Nissar Ahmed

Chancellor

**Institutional social responsibility (ISR)** is considered crucial for any university as it allows higher education institutions to contribute meaningfully to society by addressing the various challenges present in society. Healthy interaction with the community helps in mitigating many of the local issues and also contributes to the development of the economically weaker sections of society.

Presidency University pioneers many such initiatives, thus setting a benchmark among students, parents, and the community at large. This not only sets a positive example but also encourages a sense of responsibility among students.

We are committed to making our campus green and promoting environmental sustainability by adopting various eco–friendly practices. We are determined to seek innovative solutions in order to bring quality education to all, clean energy, gender equality, youth skill development, and mitigate climate change through research, education, and collaborative initiatives.

# Presidency University's ISR initiatives reflect our commitment to creating a more sustainable and responsible future.

# Dr. Amir Ullah Khan

Strategic Advisor
Development Economist

**At Presidency University,** we would like to put forth one idea that has been discussed in policy circles for some time now. This concerns the fact that private business in India has grown rapidly, and some of our business heads are now among the richest people in the world. So, should they now be held responsible for society and its betterment? Or should they remain committed to their firms? It is often said that a businessman contributes to society by simply ensuring that he runs a successful business that provides employment and good–quality goods to consumers.

That in itself is great social service. However, in most developed countries, we see large corporations involved in philanthropy and public service. Microsoft is a big example where the former Chairman, Bill Gates, now spends all his time providing health care to poor countries across the world. In India, unfortunately, this culture has yet to strike root, and we don't see many industry heads working on social issues as **Individual Social Responsibility (ISR).** They all have their foundations and their **Corporate Social Responsibility (CSR)** divisions, but more because they are mandated to do so and not because of a genuine philanthropic spirit. This idea of CSR and ISR is interesting, and we should examine how it is not just a nice and noble thing for corporations and individuals to indulge in. CSR and ISR also make great economic and business sense. When firms spend money on social development, healthcare, poverty alleviation, education, and environmental protection, they also enhance their shareholder value and their customer base. When individuals do so, they build new brands and greater acceptability.

Large corporations across the world have a history of involvement in philanthropic activities and social responsibility. In modern times, the trend started with a growing realization of and understanding of the need for sustainable development and the degradation of the environment that irresponsible industrialization was causing. Climate change seen across the world forced the issue, as many civil society organizations and NGOs joined the fray in denouncing large corporations that were seen as neglecting their social duties. Faced with this backlash that was seen as hurting their customer bases, firms across the world started focusing on earning goodwill. There are various reasons for managers to invest in CSR, focused on **shareholder influence, altruism, or threats from activists and civil society organizations.** This stakeholder approach, where it was argued that customers, regulators, and even voters were important for firms, pushed managers to look seriously at societal concerns, even if this added to the costs of running the firm.

**The first such response was by way of philanthropy,** where rich business persons gave out money to support what they considered to be useful activities. This approach was soon seen as not being enough. There was clearly a need to convince all stakeholders of the genuineness of the effort. A great example of this was Shell Corporation, which was rocked by bad publicity and a dent in its reputation.

**It quickly reacted by increasing its social spending exponentially,** and now it is seen as a great example of CSR by private firms. On the other hand, Chiquita has spent huge amounts of money on research and development of new techniques in soil conservation, testing, use of pesticides, and waste management. Both Chiquita and Starbucks are examples of large firms that have not only invested in CSR but have built strong partnerships with NGOs to build their capacities in managing their social responsibility. Chiquita with the RainForest Alliance and Starbucks with TransFair have evolved collaborative mechanisms that enable the firm to develop sound and sustainable practices that appeal to the stakeholder and the shareholder alike. MacDonald, on the other hand, is an example of a large

**All this gave rise to a major push on the part of large firms,** especially multinational firms, to invest more and more in the social sector. The focus shifted from the stakeholder to the shareholder. In this, the literature that came about questioned the very reason for firms to be involved in CSR at all. Involvement in social programs and social growth was seen as a personal and managerial decision. It was argued that at any point, it is only a small minority of shareholders who may participate in any CSR or ISR decisions. It is neither possible nor feasible to involve a large number of shareholders in such decision-making.

It is therefore critical to examine whether there is a shareholder interest in CSR and whether CSR maximizes share value too. The literature that emerged showed successfully how good CSR promotes stakeholder as well as shareholder well-being. The best example in this case was the rise in the premium of the green funds and the green firms that took off in the European Union in the 1980s.

**Today, it is the shareholders who urge management to invest in CSR.** One reason, of course, is that shareholders feel good about their firms investing in what is considered responsible behavior, but the other point is the growing awareness that CSR and ISR actually fetch higher returns and build a healthy bottom line. Cochran and Wood (1984) pointed out the direct relationship between ISR and financial performance. A good example of this has been IBM's Reinventing Education Program, which organizes training programs for non-English children to pick up the English language. This has not only helped build a good image for IBM; it has also allowed IBM to reach out to a large new market for its speech recognition products.

**Going back to the example of green firms,** it is often seen that many firms today over-comply with standards laid out by regulators, invest large amounts of money in the use of environmentally friendly technologies, and build capacities inside and outside their organizations that help raise awareness of sustainability in the larger community. It is therefore becoming clear that management and the shareholder both believe strongly in the economics of ISR. Today, it is imperative for firms to invest in ISR only to maintain their competitive edge and retain consumers and employees.

**Consumers are willing to pay a premium for products that come from responsible firms.** Employees are likely to join and stay at firms that engage in CSR. In a mature and aware market, firms need to be proactive to maintain their market shares. Activists influence consumers; citizens are concerned about the environment they live in; and shareholders are keen on maximizing long-term returns. All this makes management take corporate social responsibility seriously, build it into their costs just as they would in research and development costs, and ensure that their efforts are publicized and recognized. It is only through this realization that CSR and ISR make financial sense and that they help build a sound bottom line that modern firms can remain successful.

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# Dr. Anubha Singh

Vice Chancellor I/C

**Welcome to the inaugural edition of the Institutional Social Responsibility Digest!**

**As a leading educational institution,** Presidency University holds a profound responsibility to empower lives and create a more equitable world. This commitment finds its expression through our vibrant Institutional Social Responsibility (ISR) cell. I am delighted to introduce the first edition of our "Institutional Social Responsibility Digest," a platform dedicated to showcasing our university's commitment to positive social impact. The ISR cell serves as a catalyst for positive change, undertaking a diverse range of activities. We focus on bridging the gap for the less privileged, aiming to improve their quality of life. This encompasses initiatives that range from facilitating access to information and essential resources to fostering skill development programs.

**Our ISR cell recognizes the transformative power of education and skills.** We equip individuals with the tools they need to secure employment, enhance their economic standing, and realize their aspirations.
Furthermore, the ISR cell actively champions the goals outlined by the United Nations Sustainable Development Goals (SDGs). Through dedicated projects and initiatives, we strive for a sustainable future for all. Presidency University recognizes the importance of community engagement. We actively collaborate with local underrepresented communities, conducting impactful social research and fostering sustainable practices. This collaborative approach ensures that our initiatives address the most pressing needs and empower local voices.

The ISR cell actively cultivates a culture of social responsibility within our university walls as well. By encouraging research on critical societal issues and promoting awareness among students and faculty, we aim to inspire a generation of active and engaged citizens.

The Presidency University ISR cell is a testament to our unwavering commitment to making a real difference. This digest serves as a valuable resource to highlight the exceptional work undertaken by our faculty, staff, and students in the realm of social responsibility. It chronicles our ongoing initiatives that address critical social and environmental challenges, foster inclusive communities, and promote ethical practices.

**We invite you to join us on this journey as we work together to create a more just and sustainable future.**

# Dr. Sameena Noor Ahmed Panali

Registrar

**Embracing Institutional Social Responsibility is not just a commitment;** it's a journey towards creating meaningful impact and fostering positive change. The ISR activities at Presidency University cater to the nearby communities uplifting and empowering them at the same time inspiring the students to create a brighter and more inclusive future for the less fortunate.

I am happy that the ISR team of Presidency University has come up with activities that resonate with compassion for a sustainable world since its inception.

## Congratulations to the team for bringing on the inaugural issue of the ISR Digest.

I wish the team all success as they embark on this exciting journey of sharing these experiences which I am sure will be insightful and rewarding for all readers.

# ISR at Presidency University

## ISR Projects & programs

- Skill Development Center
- Government School Adoption Program
- Ka–Naada Digital Literacy Program
- Girls on wheels
- Mega Health Camp
- College Transformation Program – Mandya
- Digital Library

# Institutional Social Responsibility – ISR at Presidency University

Institutional Social Responsibility (ISR) is one of the key pillars of the Presidency University that helps prepare the students to be socially responsible human beings with the values of empathy, integrity, respect, and gratitude. The pedagogy places equal emphasis on the dissemination of knowledge, practical training, and empowerment, which in turn prepares them to Learn–Earn–Lead–Serve for life. The ultimate purpose of ISR is to make the students flag bearers of social change required in the country to bring about sustainable and inclusive growth and development.

## Vision
To foster positive and sustainable societal impact through purposeful and strategic initiatives

## Key Objectives
- Create the next generation of socially responsible and empathetic professionals.
- Contribute towards the socio–economic development of the communities
- Design technology–driven, sustainable, path–breaking solutions to address prevalent developmental challenges

## Key Outreach Areas – 5 S's
We have identified five focus areas in which our projects will be executed. These include: Education, Health, Skilling, Environment Protection and Rejuvenation, and Socio–Economic Development.

**SAMARTHYA** (Skills & Livelihood Development)

**SHIKSHA** (Education)

**SWASTHYA** (Healthcare)

**SEWA** (Socio-Economic Development)

**SANRAKSHAN** (Environment Protection & Rejuvenation)

# ISR Initiatives

The university has undertaken several social initiatives for the benefit of the underprivileged, women, and children. As a part of this, the University has collaborated with the state government and renowned institutions and organizations.

The active participation of the faculty, staff, and students of the university has seen immense success in these social drives, which have effectively brought about improvements in the lives of marginalized social segments.

**Below are the initiatives undertaken by Presidency University.**

Skill Development Centre

College Transformation Program

Government School Adoption Program

Digital Library

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Ka–naada Digital Literacy Program

Girls on Wheels

Mega Health Camp

# PRESIDENCY FOUNDATION SKILL DEVELOPMENT CENTER KG HALLI, BENGALURU

**SAMARTHYA**

(Skills & Livelihood Development)

# Skill Development Center

Spread across 4 floors with an area of 3400 sq. feet, the Center is situated in the Ezekeil Industrial Area in the middle of a vast and densely populated KGHalli in Central Bangalore. The Center started in 2017 and, in a span of 3 years, certified 1213 students across courses like Assistant Beautician, Retail Sales Associate, Sewing Machine Operator, and Soft Skills until it hit closure due to lockdown in March 2020.

The Center has been reopened in 2023 with a plan to include more futuristic courses under its purview.

## Objective

- Improve Employability of youth and women
- Provide Industry-relavant training
- Promoting Entrepreneurship
- Promote Inclusivity and Diversity

## Courses Offered

Assistant Beauty Therapist
NSQF Level:3; QP: BWS/Q0101

Self Employed Tailor
NSQF Level: 4, QP: AMH/Q1947
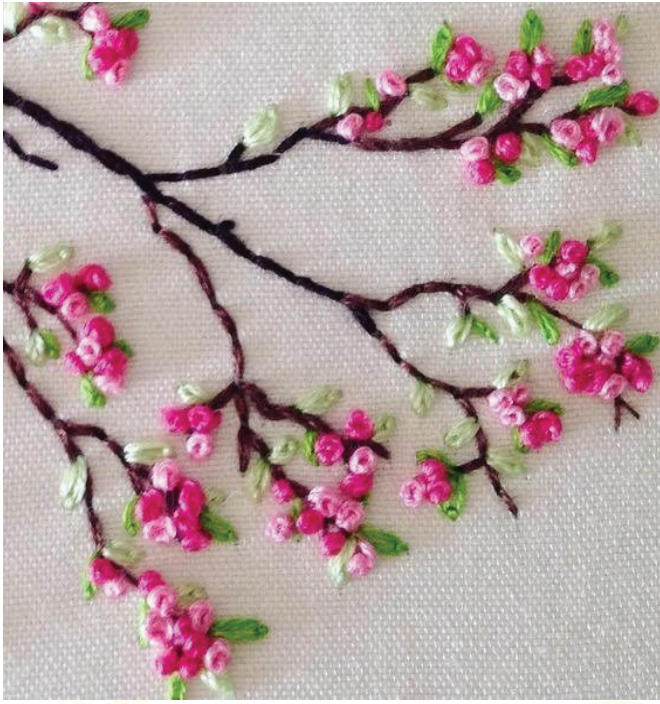
BFSI
NSQF Level:4, QP: BSC/Q8401



Mehendi Design Session in Progress



Advanced Sewing machine demo



Employer interaction for work orders

Stall at Presidency University



Students from the Skill Development Center participated in the winter carnival organized at Presidency University on December 22, 2023. The Fest gave them the opportunity to sell and promote their products and services.

The students were able to sell their handmade products, and the mehandi artwork caught the attention of many.
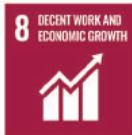
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# GOVERNMENT SCHOOL ADOPTION PROGRAM

SHIKSHA

(Education)

# Government School Adoption Program



The University through its Government School Adoption Program contributed towards education by focusing on "SDG Target 4.a. Improving Education Facilities". The University adopted nine government schools as per the guidelines of the 'Vidyanjali Program' propagated by the Ministry of Education, Government of India, under the Department of School Education and Literacy.

## Objective of the Program

- Improve the quality of school education.
- Strengthen infrastructure in government and government aided Schools
- Provide a conducive environment for students to pursue their academic aspirations
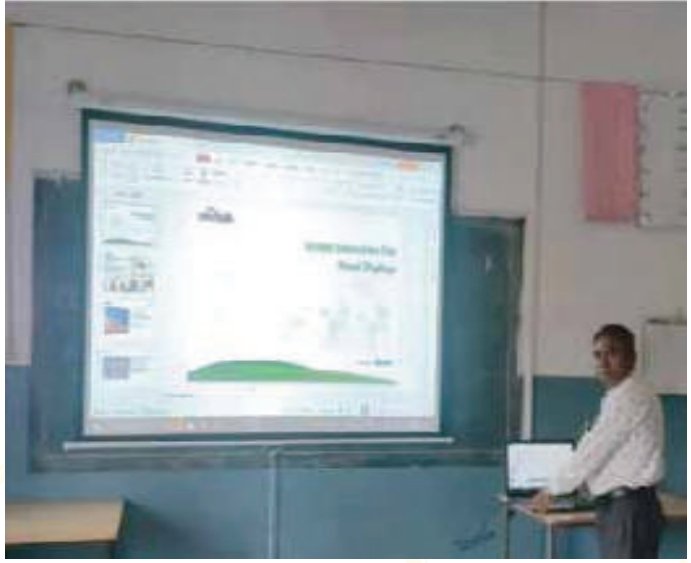- Aid in bringing about holistic development in students

## Schools Adopted

- Government Higher Primary School Chikkasandra, Hesaraghatta Main Road, T Dasarahalli (Post) Bangalore

- Government Model Primary School Hesaragatta, Bilijaji Road, Yelahanka Taluk, Bangalore

- Government Model Primary School Bagalagunte Nagasandra Post, Hesaraghatta Main Road, Bangalore North

- Government Model Primary SchoolAbbigere, Abbigere Bangalore, Chikkarbanavara Post, Bangalore

- Government Model Primary School T Dasarahalli, Bangalore North – 4, Bangalore

- Government Model Primary School Heggadadevanpura Alur Post. Dasanapura Hobli, Bangalore

- Bengaluru North Taluk, Bengaluru North District

- Government Higher Primary School Waderahalli, Vidyaranyapura Post, Bangalore

- Government Higher Primary School Waderahalli, Vidyaranyapura Post, Bangalore

- Government Model Primary School Manjunathanagara, Nagasandra Post, Bangalore North TQ, Bangalore

## Support Provided

- Smart Boards
- Green Boards
- Computers, Laptops
- Projectors with Screens
- UPS

- UV/RO Water facility
- Taps for drinking water
- Science Lab Equipment
- Chairs & Tables
- Cupboards etc.

**KA–NAADA DIGITAL LITERACY PROGRAM**

**SHIKSHA**

(Education)

# Ka-naada Digital Literacy Program

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The program is an endeavor of the University to support digital literacy in rural schools and their pursuit of STEM education in their mother tongue.

The University has set up a language lab using multi-lingual Indic keyboard and pocket computer server connected to three thin client terminals with online and offline content. For this purpose, the University has collaborated with Rotary Bangalore Oasis Rajankunte Charitable Trust and Ka-naada Phonetics Pvt. Limited.



Vice Chancellor Dr. D Subhakar, Pro VCs Dr. Surendra Kumar and Dr. Muddu Vinay Signing the MoU with the Rotary club and Ka-naada Phonetics team

## Objectives

- Improve Basic Digital Skills
- Provide Internet Literacy
- Provide Technology assisted learning

Number of Schools adopted  – 7

- Government High School, Rajanukunte
- Government Higher Primary School, Rajanukunte
- Government High School, Kakolu
- Jnanajyothi Vidyalaya, Rajanukunte
- Sai Shankara Vidyashala, Sriramanahalli
- Vidya Sri Public School,Kakolu
- Government Pre-University College, Rajanukunte

Number of Units Installed – 32 | Total Students Enrolled 637 (AY 2023-24) | Target Group – 4th std to 10th std

**The Program has received rave reviews from many distinguished visitors.**

1. Dr. Vineet Goel, VP Intel (Former AMD GPU head)
2. Hon'ble MLA Shri Vishwanath
3. Former Education Minister Suresh Kumar
4. Rotary Dist. Gov Fazal Mahamud
5. Srinivas Marghasahayam, Dy. Director, Power Systems, ISRO
6. Dinesh Annayya, Intel designer

The Students from these schools have also participated in an innovative "KANNADA TYPING & MOON LANDING" competition to encourage their learning skills.

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# GIRLS ON WHEELS

## SHIKSHA

(Education)

# Girls on Wheels

Presidency University's Girls on Wheels Project is an initiative under its "Shiksha" program that envisages providing quality education that is affordable and accessible to all. The program focuses on SDG 4: Quality Education, contributing to the achievement of SDG. Target 4.5: Eliminating Gender Disparities in Education by ensuring equal access to all levels of education.

The program was organized on January 30, 2023, at Kakolu High School. The dignitaries present included Shri. S.R. Viswanath, Hon'ble MLA, Yelahanka Constituency, Dr. D. Subhakar, Vice Chancellor, Presidency University, Dr. Muddu Vinay, Pro Vice Chancellor, Presidency University, Mr. Gurdeep Singh Narang, DSA Presidency University, Dr. Anu Sukhdev, DSA Presidency University, and Dr. Badri H. S., Deputy Director, Presidency University.

## Objectives

- Promote Education
- Reduce Drop–Out Rates
- Empower Girls
- Enhance Safety
- Support Gender Equality

The program was organized at Government High School, Kakolu, Bengaluru North, where 25 girls from Kakolu High School and GHS, Jilege received cycles.

The girls belonged to the following villages having a distance of around 4–11 kms to their school.

- Budamanahalli
- Shanubhoganalli
- Dibbur
- Linganahalli
- Challahalli
- Bettanahalli
- Haniyuru
- Bhirapura &
- Dhandhanapalaya

Distance between Residence & School: Between 4 Km – 11 Km

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MEGA HEALTH
CAMP

SWASTHYA
(Healthcare)

# Mega Health Camp



A mega health camp was organized on August 12, 2023. in association with the Presidency Foundation to make Healthcare resources accessible to the communities surrounding the University.

Beneficiaries from 48 villages across 5 Talukas in North Bengaluru benefited from this camp. The camp witnessed equal participation from both men and women in large numbers. 60% of the beneficiaries belonged to the age group of 21–50 years of age.

## Objective

- Provide state–of–the–art health screening and diagnotisic facilities
- Promote early detection of diseases
- Provide preventive healthcare education
- Provide eye–care services
- Provide women's health services.
- Empower the community to take charge of their health by educating them to enable them to adopt to healthier behaviors

## Key Highlights

- 320 spectacles and 40 hearing aids were distributed.
- 6 cataract patients identified, 3 operated, and discharged.
- Gynecology: 3 surgeries completed.
- 206 patients received ayurveda medicines
- 1050 patients benefitted from allopathic medicines.



## Circular infographic

- 1 Medical Camp
- 16 Associate Partners
- 48 Villages
- 200+ Volunteers
- 2705 treatments
- 948 BP/Sugar checks
- 320 Specs / 40 Hearing Aids

## Poster

PRESIDENCY UNIVERSITY
IN ASSOCIATION WITH PRESIDENCY FOUNDATION

MEGA HEALTH CAMP

AUG 12, 2023

Location:
Presidency University Campus
(FREE TRANSPORT FACILITY PROVIDED)

FREE MEDICAL CAMP

Avail Free* Benefits:
- Medicines
- Surgeries
- Treatments
- Hearing Aid
- Spectacles

*as per Doctor's Advice

Time: 9:00 am to 3:00 pm

**ISR Team with Volunteers from Department of Student Affairs after the success of Health Camp**

COLLEGE
TRANSFORMATION
PROGRAM

SHIKSHA

(Education)

# College Transformation Program (Mandya)

The Presidency Group, under its philanthropic initiatives, renovated the existing campus of the Government College for Women, Mandya, Karnataka to provide a new look with state-of-the-art infrastructure and safe environs for the girls to pursue their higher education.

The campus was inaugurated on October 12, 2023, in the august presence of the Hon'ble former Dy. Chief Minister of Karnataka, Dr. Ashwath Narayan, Hon'ble MLA of Mandya Constituency, Shri. Ravi Kumar Gowda, Hon'ble Chairman of the Presidency Group, Dr. Nissar Ahmed; Vice Chairperson, Mr. Suhael Ahmed; and Vice President, Mr. Salman Ahmed of the Presidency Group.

This purpose-driven project was implemented by the Presidency Group in association with Yuva Unstoppable as part of its endeavor to empower women for a better tomorrow.

## Objectives

- To provide an enhanced learning environment
- To provide a safe and secure campus for pursuing higher education
- To improve the infrastructure and the lab facilities

## Deliverables

- Renovation and Upgradation
- Furniture: benches, stools, chairs for staff, plastic chairs, and tables
- Labs: furniture and equipment
- Chemistry lab
- Biochemical lab

# DIGITAL LIBRARY, RAJANUKUNTE

## SHIKSHA

(Education)

# Digital Library

A state-of-the art Digital Library and Competitive Examinations Study Center was inaugurated by Sri S. Suresh Kumar, Hon'ble Minister for Primary and Secondary Education, Government of Karnataka, at the Rajanakunte Gram Panchayat on Friday, January 10, 2020.
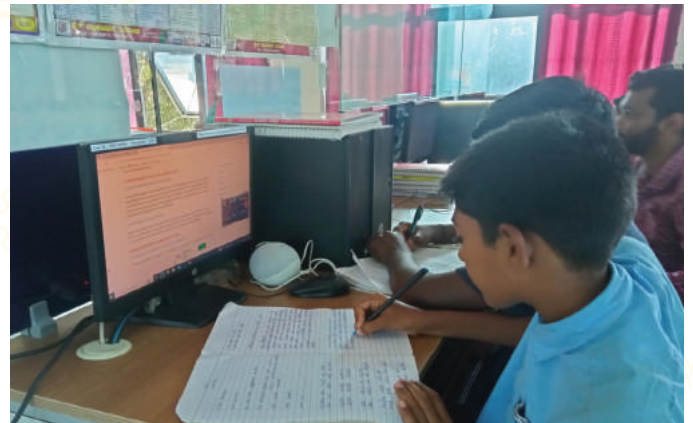
The library has been sponsored and set up under the professional supervision of the Presidency University. The dignitaries present on the occasion were Sri S. R. Vishwanath, Hon'ble MLA, Smt. Sujatha Srinivas Reddy, President, Rajanakunte Gram Panchayat, several officials of Gram Panchayat, Taluk Panchayat, and Zilla Panchayat, the Education Department, media persons, and others.

## Objectives

- Provide study materials for various competitive examinations, primarily those conducted by the Government, Departments of Karnataka and Government of India;
- Organize events such as lectures, talks, etc. in order to motivate and provide guidance to the youth in preparing for various competitive examinations;
- Conduct training programs to improve the skills of the youth and make them job-ready;
- Support all education and skill development activities of the Gram Panchayat.

## Facilities Provided

- The library has 15 new internet-enabled computers, in addition to facilities for IT training.
- Subscribes to 10 daily newspapers and 25 magazines, both in Kannada and English.
- The library has a website that is hosted on the Presidency University server for the time being, and the address is panchayatlibrary.presidencyuniversity.in. The website can be accessed through mobile devices and QR codes.

Students preparing for UPSC, KPSc, NEET visit the library for their preparation. Students from the nearby schools also make use of the library for the variety of information available at the library.

# Way Forward

The ISR Cell intends to undertake its activities in the thematic areas identified (5S) as a part of its outreach activities under the all–encompassing umbrella of the PU Samridhi Project. Along with these, the cell intends to undertake advocacy under PU Samvaad, through which talk series, conferences, ISR Digest, etc. will be organized and published annually.

# Mode of Implementation of ISR Activities

## Creation of Hub of Enablement

The ISR Cell is also creating a Hub of Enablement, wherein the Schools and Departments would be involved in research and creating innovative solutions for the challenges that the communities face.

• School of Design  – SME, Stalls/Store
• School of Law  –  Legal Aid Clinic
• School of Media Studies – Community Radio, Digital Marketing
• PLA | Innovation – Entrepreneurship Development
• DSA | NSS | NCC – For any Large–scale event in University
• Library & IT – Digital Library

## Executive Committee & Volunteers

The ISR Cell will also constitute an Executive Committee and onboard student and staff volunteers to undertake grass–roots–level activities.

## Collaborations for Implementation

The ISR Cell will also be open to meaningful collaborations for impactful implementation of the various projects that will be beneficial to the community

• Not for Profit Association/Clubs
• Corporates
• Civil Societies
• Government
• Educational Institutes
• NGO's

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