FIIB – Sustainable Business Education For Every Generation

Fortune Institute of International Business (FIIB) is a unique Indian B-school that has adopted sustainability as a key pillar, and has pledged to imbibe sustainability in three key areas of its impact as a responsible management education institution. These three areas are: in its Academic Activities, in its Operations, and in the Engagement with the Communities. FIIB’s late founder Mr. RK Shrivastava strongly believed in improving lives and through its initiatives in sustainable development, FIIB recommits to his dream which stated in his own words is - “Education is for improving the lives of others and for leaving your community and world better than you found it.”

All programs and initiatives of the institute resonate with this binding theme. The Institute adopted this thinking in 2011 and since then it has had some very impressive success stories.

SUSTAINABILITY IN ACADEMIC ACTIVITIES- ‘Creating managers who are torch bearers of Sustainability’

FIIB has made conscious attempts to adopt Sustainability in its curriculum- across different functional areas, courses and also providing learning opportunities around Sustainability to its students and faculty alike. A focused core course in the two year curriculum stands testimony to the efforts of the Institute. The course focusses on sustainability and sensitizes students to why sustainability has become an important agenda item for all responsible corporates and institutions, and how they are realizing their financial potential with a strong eye to environmental, social, and governance issues such as climate change, access to water, disclosure and transparency, and the impact business operations may have on local communities. FIIB’s faculty has undertaken research in this area as well and within a short span of two years, they have completed 4 such studies and many more are in the pipeline.

SUSTAINABILITY IN ITS OPERATIONS- ‘Going beyond environmental laws to integrate Sustainability and Resource Conservation on Campus’

In its operations, FIIB has undertaken some key initiatives. The institute has stepped up its recycling efforts by focusing on solid waste management systems, paper recycling, e-waste collection and clothing drives. FIIB has installed a Composting system for reusing food grade waste, has made arrangements for recycling used paper, and has undertaken strict measures to make the Institute a no plastic zone. In 2013, approximately 1800 kgs of paper was recycled, and since December 2013, approximately 100 kgs of food and garden waste has been put into the composting system at FIIB.

SUSTAINABILITY IN ENGAGEMENT WITH THE COMMUNITIES- ‘Collectively striving to reduce the environmental impact of activities’

FIIB’s student led Jaagriti club, is dedicated to fulfill the goal of meaningful engagement activities with the community. Through the year they have organized blood donation camps, e-waste drives, old clothes collections, Donate a Rupee Per Day and many other similar initiatives. As a result of their efforts, FIIB was able to make some meaningful contributions including collection of 120 units of blood in the last 6 months, 63.5 Kgs of E-Waste, and 40 Kgs of Old Clothes.
On the occasion of its 19th Founder’s Day celebrated on February 21 each year (which marks the birthday of the Founder), Ms. Radhika Shrivastava, Executive Director, FIIB reiterates that “Our work is not done, but as you can see we have certainly made some telling strides in the direction. Our success in this area depends in large part on cooperation and commitment from our staff – both Teaching and Non-Teaching and to a large part on our students. I use this opportunity to remind all FIIB constituents of our pledge.”

THE FIIB SUCCESS STORY

FIIB’s late founder- Mr. R.K. Shrivastava believed in ‘sustainability’ and the Institute honors his memories every year by celebrating Founder’s Day on 21st February and dedicating a day to ‘Sustainability and Social Responsibility’. The first half of the day marks the Annual Sustainability Summit which provides a unique platform for students and leaders from Government, NGOs, Business and Academia to engage in dialogue in the field of Sustainability, and in the afternoon less privileged children are hosted on the campus for a cultural program organized specially for them by the FIIB-ians. Since 2011, FIIB has hosted 4 editions of Sustainability Summit, which have reached out to over 650 individuals with varied educational and work backgrounds but common interest in sustainability. The discussions during the Summits have left participants aware and sensitive towards the growing need of Sustainability and environment stability.

Through their CSR activities, FIIB-ians have been able to touch lives of over 200 less privileged children and in the process learnt management lessons that no theoretical chapter could teach them.
FIIB SUSTAINABILITY SUMMIT 2014 - INDUSTRY EXPERTS COME TOGETHER TO DELIBERATE ON KEY CONCERNS REGARDING SUSTAINABILITY

For the past four years, the Founder’s Day is celebrated with a day-long Sustainability Summit which aims to bring together the worlds of academia, social sector and corporate sector to deliberate upon certain critical issues that affect our everyday lives. At the Summit, speakers from various organizations, both for-profit & not-for-profit, reflect and ideate upon sustainable development and means to meet that end.

The Key take-aways from the Summit include

1) Hearing from a wide range of professionals from large companies to small start-ups about their initiatives to garner sustainability and build social awareness
2) Learning and getting inspired from entrepreneurs about how they are turning ‘green to gold’

This year, FIIB hosted its 4th Annual Sustainability Summit on 21st February 2014 where the keynote address was delivered by Dr. Prodipto Ghosh, Member of Prime Minister’s Council of Climate Change and Director, TERI. During his address, Dr. Ghosh emphasized that ‘when people will be able to differentiate between want and need and will be able to use ‘making choices’ as a powerful tool, is when sustainability would become sustainable; as it is not about remaining busy earning, but it is crucial to share the wealth as well.’

Following the keynote address, were two panel discussions on the following topics-

PANEL 1 - IMPLEMENTING SUSTAINABILITY: FROM BOARD ROOM TO SHOP FLOOR
Speakers from *ITC Hotels, Development Environergy Services Limited, Hindustan Coca Cola, Jindal Stainless Steel Ltd* and *Environmental Resources Management (ERM)* discussed the challenges companies face and solutions they adopt in garnering employee support for implementing sustainability throughout their organization. They highlighted the various sustainable practices and measures towards Strategic Corporate Social Responsibility like investing in welfare services for their employees, environment protection & social service activities that have been undertaken at their respective organizations.

**PANEL 2 - SUSTAINABILITY AND ENTREPRENEURSHIP: TURNING IDEAS INTO PROJECTS AND PROJECTS INTO SUCCESSFUL BUSINESSES**

Speakers from *17000ft, ZMQ Software Systems, NGO Express* and *Eko* spoke about their entrepreneurial journey through which they hope to make an impact at the grassroot level where a large section of our society is still fighting for development and is unable to utilize opportunities for growth.

The day long Summit proved to be an enriching session for the audience as they got a chance to know more about sustainability and sustainable development from industry practitioners' point of view and engage in discussions with the panelists as well. "*The Summit was so enriching and insightful! I am more conscious about sustainability now and have a lot of new ideas on how I can make a difference in this field. Given the amount of importance sustainable development is given in the corporate world- getting sensitized to sustainability during my MBA definitely gives me an edge for the future*" said Jacob Poochakkattil, Student (FIIB Batch 2013-2015) as he multi tasked between assisting speakers at the Summit and then joining volunteers at the celebrations.

Every year, through the Summit, FIIB aims to spread the message of sustainable development and has been able to bring together over 650 like-minded individuals, entrepreneurs, companies, academia and policy makers to engage in dialog, and learn and get inspired from each other to make a difference. In the past, speakers from *International Finance Corporation (IFC), TERI, Jaipurfoot, Goonj, Unilever, Attero Recycling, Nokia, Chintan, Green Bandhu, Jaagruti* and many more organizations have spoken at the Sustainability Summit about how their companies are turning “Green to Gold” and are achieving both environmental and business success.

The Summit is followed by the afternoon program where the focus shifts towards ‘giving back to the society’ as FIIB-ians invite less privileged children to spend some time with them at the campus. Every year, the students work with enthusiasm to make the afternoon a memorable one for children.

**FIIB-IANS LEARN MANAGEMENT LESSONS OUTSIDE THE CLASSROOM BY HOSTING OVER 50 UNDER-PRIVILEGED CHILDREN ON THE OCCASION OF 20TH FOUNDER’S DAY**

Since 21st February marks the birth anniversary of late Founder, Mr. RK Shrivastava, FIIB-ians also celebrate the day by inviting the less privileged children to the campus to enjoy an afternoon with them. As a part of their Social Responsibility, student led FIIB *Jaagriti* club strives to adopt children deprived of
a good life and help them restart their lives with a new hope. The afternoon began with a painting competition and the young children enthusiastically drew mountains, rivers and huts on their white sheets calling out to supervising students to come and admire their craft. "During the painting competition, I could hear my name from all across the hall as the kids would ask me to come and review their drawings. I made not one but over 50 friends this year and I can’t wait for the next year to come and I really look forward to organize the celebrations again” said an exuberant Megha Sinha, Student (FIIB Batch 2013-2015) as she helped kids choose colors and draw straight lines. Their drawings are now at display on the basement of the campus for all to marvel. Each drawing showcases interesting ideas, beautifully drawn, extremely inspiring and thought-provoking.

A magic show was then organized which was a roaring riot amongst the audiences that comprised the young guests, faculty, staff and students of FIIB, who watched in rapt attention. The function was also interspersed with a series of cultural programs as FIIB-ians danced, sang and played with the children as the music played the latest songs on full volume.

After the fun and frolic in the amphitheatre, the children were invite for a sumptuous meal at the cafeteria and it was heartening to see FIIB-ians scuttle after the guests – playing concerned hosts and serving food as happy faces lit up the cafeteria. The day ended with customary cake cutting and the children were gifted a token of appreciation for being a part of the celebration.

“Through the program we arranged for the young children, I learnt many important lessons of life which years of theoretical learning couldn’t have taught. When I saw each child leaving with a smile, I cannot express how elated I felt!” exclaimed Subin Varghese, Student (FIIB Batch 2012-2014) as he helped all the volunteers wrap up the basement after an exhilarating day of enjoyment.
Ms. Radhika Shrivastava, Executive Director, FIIB celebrates FIIB’s Founder’s Day with the children.

The 1st panel discussion during the Sustainability Summit included speakers from ITC Hotels, Development Environergy Services Limited, Hindustan Coca Cola, Jindal Stainless Steel Ltd and Environmental Resources Management (ERM) who spoke on Implementing Sustainability: From Board Room To Shop Floor.
Image 4- The 2nd panel focused on Sustainability and Entrepreneurship: Turning Ideas Into Projects And Projects Into Successful Businesses and included speakers from 17000ft, ZMQ Software Systems, NGO Express and Eko

Image 5- Dr Prodipto Ghosh, Member of Prime Minister’s Council on Climate Change and Director, TERI, delivered the Keynote Address at FIIB Sustainability Summit 2014