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# Genesis

Empowering SDGs through NGOs: Key Agents for Sustainable Development

(Bi-annual Newsletter of Centre for Sustainability - A Member of PRME) -



# At Glance

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- Series of Events

Committee Members

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From the desk of Director GLBIMR Dr. Sapna Rakesh

## Dear Avid Readers

In a globalized marketplace, the industry is increasingly prone to extreme disruptions. In recent times, we have already witnessed the volatility associated with global pandemic, climate events and war. At GLBIMR the organizational ethos is built on resilience and willingness to take on all challenges. The Institution belief system lies on another principle where in we strongly and firmly incorporates the virtue of welcoming and accepting change whole heartedly.

To anticipate the rising of new age, replete with new ideas.

Centre for Sustainability at GLBIMR has the aim at bringing a revolutionary change in terms of sustainable practices in our society. The Centre works to develop, encourage and spread awareness related to Sustainable practices and committed to contribute in the growth and development of nation.

I wish the Centre keep delivering the best in its field and continue to bring about a positive change in the society.

All the Best!

# NGOs Driving ESG Transformation:

Paving the Way for a Sustainable and Inclusive Future....

A Compilation.

# UPAY: Bridging the Educational Gap for Underprivileged Children

ounded in 2010 by IIT Kharagpur alumnus Varun Shrivastava and three young engineers, UPAY (Underprivileged Advancement by Youth) is a nongovernmental organization focused on providing quality education to children from underprivileged backgrounds. UPAY's mission is to bridge the educational divide for street children, juvenile beggars, child laborers, and those from urban slums and villages who lack access to opportunities, resources, and guidance for their studies.

## **Our Journey and Impact**

Starting from its headquarters in Nagpur, UPAY has grown immensely over the past 14 years, reaching nine cities across India with 46 learning centers. To date, UPAY has positively impacted over 250,000 lives, with 2,000 children currently enrolled this year alone.

## **Flagship Initiatives**

- 1. Footpathshaala Initiative: This open-classroom model takes education directly to the streets, basic providing learning opportunities in marginalized areas where formal schooling is inaccessible. Through outdoor classes, we aim to replace begging bowls with books and pens, ensuring that every child has the opportunity to learn. Volunteers teach core subjects such as math, science, and language, alongside creative activities to make learning engaging and enjoyable.
- 2. Skill Development Program:
  Targeted at youth and women,
  this program imparts practical
  vocational skills, such as sewing,
  communication, and English
  speaking, that enhance
  employability. By promoting selfsufficiency, this initiative opens

- doors to economic opportunity and long-term financial independence.
- Reach & Teach Program:
   Utilizing community spaces, this program holds classes in railway stations, slums, and street corners, catering to children in underserved areas.

# Volunteer Contributions and Motivation

The success of UPAY lies in its passionate volunteers. Hundreds of dedicated individuals, from students working professionals, UPAY's mission on the advance Volunteers create lesson ground. plans, engage children in workshops, provide mentorship, and act as role models who offer both academic guidance and emotional support. Inspired by UPAY's core values of sincerity, compassion, and inclusivity, volunteers gain a deep sense of fulfilment and develop invaluable leadership and teaching skills.

## **Societal Impact**

UPAY's work has a profound impact on society by providing free access to education and vocational training. This fosters academic growth, instils confidence, and promotes responsibility. Through its focus on child education, contributes to gender equity and empowers women. By equipping youth and women with vocational skills, the organization helps reduce poverty and promotes economic selfsufficiency in marginalized communities. UPAY's efforts uplift entire communities, breaking cycles of illiteracy and poverty, and fostering a more inclusive and equitable society.

### **Message for Students**

Dear Students,

You have the power to make a

meaningful impact on society through education. By volunteering your time and skills with organizations like UPAY, you can help bridge the educational divide for underprivileged children. Whether it's tutoring, organizing workshops, simply spreading awareness, your contributions can transform lives and foster a more inclusive and equitable society. Join us in our mission to empower communities and create a brighter future for all.

## Mithila Malhotra Zonal Director, Delhi







# Spotlight on Sustainability: Mr. Deepak Bajpai, CEO of Engineering Facility Services

Deepak Bajpai, Certified Energy Auditor and Chartered Engineer, brings a remarkable 17 years of industrial experience sustainability sector. With a portfolio of over 500 audits, he has conducted energy, electrical, fire safety, and environmental assessments across a range of institutions and industries in India. His professional journey has included roles with leading organizations such as United Beverages, Vardhman Group, major pharmaceutical plants, Pepsi, and Uflex Ltd., offering him deep insights into effective energy management and sustainable practices.

2017, Mr. Bajpai launched Engineering Facility Services, where serves as CEO. Under his leadership, the company has secured with empanelment significant agencies, including the Bureau of Efficiency (BEE), Energy Service Companies (ESCOs), Madhya Pradesh Urja Vikas Nigam Ltd. (MPURJA), Uttar Pradesh New & Renewable Energy Development Agency (UPNEDA), Petroleum Conservation Research Association (PCRA), National Productivity Council (NPC), and the Uttar Pradesh Solar Energy Development Association (UPSDA). This network of partnerships underscores Mr. Bajpai's commitment to advancing energy efficiency across both public private sectors.

Engineering Facility Services has undertaken energy audits and conservation projects for prominent government agencies like HPCL, IOCL, PCRA, RBI, Indian Railways, and MES, as well as leading private industries including TATA Mines, TATA Steel, Honda, Max Hospital, and PVR. These projects

strategically designed, drawing on innovative concepts and systems that promote long-term energy savings and sustainability for clients. The company's approach to energy management incorporates thorough technical specifications and budget estimates, ensuring each initiative provides tangible results and value.

# A Message for Future Leaders in Sustainability

Mr. Bajpai encourages students to embrace the principles of energy and efficiency sustainability, emphasizing that even small actions can significantly contribute to a healthier planet. He urges students to consider how energy is used in their daily lives and to think creatively about reducing waste. understanding energy efficiency, students can make informed decisions that benefit environment and their surroundings, delivering cost savings and increased comfort. He encourages students to participate in projects and discussions focused on renewable energy and conservation, believing that today's youth have the power to shape a brighter, more sustainable future for all.













# Dr. Amod Kumar: Championing Health, Innovation, and Humanity in Leadership

r. Amod Kumar, completed his MBBS and MD from SN Medical College Agra. He studied management from BITS Pilani and CMC Vellore. He served as a leader of Community Health Department at St. Stephen's Hospital for over 30 years. There he got invaluable opportunity to work with the underprivileged sections of society in slums and homeless situations, learnt to steer lives in some of the most difficult situations. developed hundreds of dignified shelters including recovery shelters for homeless people.

After retirement, he has established and raised Sukoon Solutions Private enterprise striving eliminate burden of pollution and health hazards by diesel and petrol run machines in agriculture and industry. His team has developed country's indigenous electric tractor and tillers. He enjoys calling Sukoon as Tesla of Agriculture and farm operations. All the products of Sukoon are practically free from toxic emissions. He is hugely influenced with the leadership style of Jesus Christ.

Dear Future Leaders,

As you embark on your management journey, remember that humanity's greatest gifts are:

- Love: a beautiful emotional bond that binds us with our family, friends, neighbours, fraternity, and so on. It is essential for humans to lead a purpose driven Life.
- 2. Empathy: Understanding and valuing diverse perspectives.
- Intelligence: Multidimensional capacity to observe, explore, learn, memorise for Critical thinking and informed decisionmaking.

4. Creativity: To create pleasing solutions, doing innovations and making progress.

These gifts are meant to be shared, fostering collaboration and collective growth. Your leadership role is not only about achieving success but also about:

**Servitude:** Serving others, the planet, and its inhabitants.

**Integrity:** Upholding ethics, transparency, and accountability.

**Foresight:** Visionary thinking for sustainable progress.

# Lasting success and happiness depend on:

- Truth: Authenticity and honesty in words and actions.
- 2. **Commitment Fulfilments:** Reliability and perseverance.
- 3. **Thoughtful Decision - Making:** Reflecting before promising.

# Embracing these principles will guide you toward:

- Effective Collaboration: Building strong, diverse teams.
- **Innovations:** Encouraging creativity and open-mindedness.
- Responsible Stewardship:

  Protecting and nurturing the planet and its resources.

Leadership is not about personal gain (although it comes naturally); it's about:

- **Empowering Others:** Developing and mentoring talent.
- Creating Value: Driving positive impact and sustainable growth.
- **Inspiring** Trust:
  Demonstrating integrity,
  empathy, and transparency.

## **Remember:**

"The best leaders are those who

understand the true power of servitude, integrity, and foresight." As you navigate your management journey, ask yourself:

- 1. How can I serve others and the planet?
- 2. Am I upholding integrity and transparency?
- 3. Am I thinking critically and creatively?
- 4. Am I fulfilling my commitments with perseverance?

## Stay open to:

- 1. New ideas and perspectives.
- 2. Continuous learning and growth.
- 3. Feedback and constructive criticism.

By embracing these values, you'll become a successful and inspiring leader. This will also ensure lasting happiness and a fulfilling life for you personally.

Lead with love, empathy, and integrity. The world needs your thoughtful leadership.

Best wishes on your management journey!

## Dr. Amod Kumar







# **Spotlight on Love Care Foundation (LCF)**

he Love Care Foundation (LCF) is more than just a nonorganization—it's source of hope and opportunity for thousands of underserved children. Founded with a commitment to uplift those facing economic hardship, LCF works diligently to secure the basic rights of food, clothing, education, hygiene, and dignity for children living below the poverty line. Guided by the visionary Mr. Sunjoo Dadroo, LCF exemplifies the power of compassion and resilience, proving that every child deserves a chance to thrive.

## Meet Mr. Sunjoo Dadroo: Leading Change with Vision and Heart

At the helm of LCF, Mr. Sunjoo Dadroo brings both compassionate vision professional background in Human Resources. With an unwavering belief in the potential of each individual, Mr. Dadroo founded LCF not only to provide relief but also to create lasting opportunities for children to live with dignity, self-respect, and hope. His dedication has transformed countless lives, showing how single commitment to service can make a world of difference.

# Transformative Projects Making a Lasting Impact

- Public Health Initiative

   (2014): LCF led a landmark
   Public Interest Litigation advocating plain packaging for cigarettes, achieving a significant win for public health in the Lucknow High Court.
- Disaster Relief Efforts: From building homes in flood-hit Jammu & Kashmir (2014-15) to adopting a Nepalese village post-earthquake (2015), LCF has been on the front lines, restoring hope and stability in times of crisis.
- COVID-19 Response (2020):

During the pandemic, LCF provided over 750,000 meals to vulnerable families across Delhi and Uttar Pradesh, earning international recognition, including a Harvard World Record.

Model Village Initiative (2019): By transforming Sham Sham Nagar in Greater Noida, LCF has created a sustainable model village equipped with sanitation facilities, solar lighting, and clean water, setting a powerful example of rural development.

# LCF's Core Focus: Building a Brighter Future

LCF's initiatives center on Education, ensuring learning opportunities for children; Environmental Awareness through tree-planting and nature programs; Women Empowerment by offering training for independence; and Village Development, creating safe, sustainable rural communities.

# **Championing Safe and Inclusive Spaces: Reema Malhotra's Role**

With over eight years of experience in the Prevention of Sexual Harassment (POSH) Act, Reema Malhotra leads LCF's initiatives to foster inclusive spaces. Her work, backed by her certification from the Indian Society for Training and Development, reflects LCF's dedication creating to positive. supportive environments.

### **Partnering for Greater Impact**

For over four years, LCF has partnered with GLBIMR and numerous other organizations, amplifying its reach and impact. These partnerships exemplify the strength of unity, as communities and organizations join forces to make meaningful changes.

## A Message to the Next Generation

LCF believes that today's students

hold the power to create a ripple effect of positive change. True success lies not just in individual achievements but in the impact you leave on the world. Be a force for compassion and community. Small acts of kindness can lead to profound transformations—believe in your potential to make a difference!











# Womennovator: Empowering Women for a Thriving Future

omennovator, initiative under GVRIKSH, is dedicated to empowering women by fostering their entrepreneurial spirit and enhancing professional their opportunities. Founded with a commitment to recognizing women's achievements supporting their growth, Womennovator seeks to bridge the between education employment for women, particularly in India, where significant disparities persist female labor force in participation.

Despite notable advances in female literacy and higher education enrollment, India's female labor force participation rate (FLFPR) remains alarmingly low at just 32.7% as of 2023, according to the World Bank. The challenge is not merely rooted in societal norms but is exacerbated by the current educational framework, which often fails to track the professional outcomes of female existing National graduates. The Institutional Ranking Framework (NIRF) primarily measures institutions based on enrollment figures, overlooking the effectiveness of their programs in preparing women for successful careers. This oversight results critical shortcomings, such as a lack of accountability among educational institutions for the career outcomes of their female graduates. Consequently, colleges may neglect to provide adequate career support services, leaving many graduates unprepared for the workforce.

Additionally, a disconnect exists between education and employment, with an emphasis on academic performance rather than career readiness. Many graduates emerge with strong academic credentials but lack the skills and practical experience necessary for professional success. The absence of tailored counseling and mentorship further complicates matters; women often face significant barriers, including social pressures related to marriage and family, which can impede their ability to enter and remain in the workforce. The lack of metrics tracking the conversion of female students into the workforce obscures disparities in gender equality, creating little incentive for institutions to implement meaningful change. Furthermore, without adequate data on female graduates' employment outcomes, policymakers are hindered in their efforts to promote gender equality in the labor market.

Recognizing challenges, these Womennovator has launched the Female Labor Force Participation Rate Campaign (FLFPR), aimed at creating a supportive ecosystem for women transitioning from education to employment. This initiative focuses nurturing talent, cultivating leadership, and ultimately improving FLFPR through a multi-faceted approach. One of the cornerstone strategies is the establishment of dedicated Womennovator Cells within educational institutions. These cells provide designed to comprehensive support tailored to female students, connecting them with mentors from various industries who can offer guidance, career advice, and entrepreneurial initiatives. fostering an environment that collaboration and encourages learning, it aims to help women navigate personal challenges, such as balancing family responsibilities and professional aspirations.

To further enhance accountability and transparency, Womennovator has

planned to develop a customized dashboard for colleges. This tool will track the conversion rates of female students from education to employment, enabling institutions to collect real-time data on graduates' professional outcomes. This data-driven approach will allow colleges to identify gaps in support and adjust their strategies to enhance female labor force participation.

In advocating for change, Womennovator also emphasizes the importance of integrating female graduates' employment data into existing ranking frameworks like NIRF. This integration would ensure that institutions are held accountable for the career trajectories of their female students, fostering a culture of continuous improvement.

For college students, getting involved in the FLFPR Campaign presents a unique opportunity to contribute to a transformative movement while simultaneously enhancing personal and professional growth. As students stand at a pivotal point in their lives, equipped with knowledge ambition, joining this initiative allows them to be part of a supportive community committed empowering women. Participants will gain access to mentorship from industry leaders, engage in skillworkshops, explore building and internship opportunities through Womennovator's collaborations with various organizations. This hands-on experience not only bolsters resumes but also helps students build essential that networks can significantly influence their career paths. Students can participate in the LFPR campaign by signing up for the internship available on the Womennovator page.

The anticipated outcomes of Womennovator's initiatives are

profound. By tracking and supporting the professional outcomes of female graduates, institutions can significantly improve female workforce participation rates. Graduates will emerge not only with academic knowledge but also with the necessary skills and readiness to succeed in their careers. Moreover, increasing female participation in the workforce will contribute to India's GDP growth, harnessing the potential of a significant portion of the population. This initiative will also work towards closing the gender gap in employment, fostering greater equality in the professional realm.

In conclusion, Womennovator stands at the forefront of a critical movement aimed at empowering women and enhancing their labor force participation in India. By addressing gaps in educational support and advocating for policy changes, Womennovator is not only facilitating the professional success of individual women but also contributing to the broader socio-economic development of the country. For college students, involvement in the FLFPR Campaign offers a powerful opportunity to shape a more equitable future. Together, we can create an environment where every woman has the chance to thrive in her professional endeavors, leading to a more just and prosperous society. Join us in this important mission, and let's make a difference together!

### Simran Sadewra

## **Partnership and Business Development Associate**

### Womennovator



# Saksham Bhoomi Foundation: Empowering Communities through Lasting Impact

aksham Bhoomi Foundation is a dynamic non-profit dedicated uplifting marginalized communities by providing essential support in education, healthcare, livelihoods, sustainable infrastructure. Driven by a vision of inclusive growth, Saksham Bhoomi works across various regions to address both immediate needs and long-term community development, fostering resilience and self-reliance in vulnerable populations.

## Partnering with GLBIMR: A Force for Sustainable Development

Through its collaboration with GL Bajaj Institute of Management and Research (GLBIMR), Saksham Bhoomi Foundation has expanded its transformative impact, creating programs that directly benefit underserved communities. This partnership brings together resources, expertise, and a shared commitment to sustainable social change, enabling foundation implement across multiple impactful projects sites.

### **Key Projects and Focus Areas**

## **Educational Support Initiatives:**

- In Noida and Greater Noida. Saksham Bhoomi operates programs focused on providing quality education to underprivileged With children. GLBIMR's the support, foundation has organized distributed workshops. scholarships, and established mentorship programs that inspire youth to reach their full potential.
- Special focus is given to rural areas, where students are given access to essential resources, digital literacy training, and

career guidance.

# Skill Development and Livelihood Programs:

- Saksham Bhoomi Foundation's skill development centers in Ghaziabad and Bulandshahr provide vocational training for women and youth in fields such as tailoring, digital literacy, and small-scale entrepreneurship.
- With GLBIMR's collaboration, students from the institute volunteer at these centers, sharing insights and contributing to community capacity-building.

# Health and Wellness Campaigns:

- Possible Saksham Bhoomi conducts regular health camps, vaccination drives, and wellness programs across Delhi NCR, focusing on preventative healthcare and hygiene awareness.
- In partnership with GLBIMR, the foundation has extended its reach to offer these services in remote areas, educating families on the importance of healthcare and providing free medical resources.

# Environmental and Infrastructure Development:

- In the village of Bhati Kalan, Saksham Bhoomi Foundation has undertaken a comprehensive rural development project, installing solar lights, building sanitation facilities. organizing tree-planting drives to promote sustainability and environmental awareness.
- Supported by GLBIMR students and faculty, this project serves as a model for sustainable village development, demonstrating the potential of collaborative,

community-focused efforts.

## A Message to GLBIMR Students: Be the Catalyst for Change

Saksham Bhoomi Foundation believes that true change begins with each individual. To the students of GLBIMR: you are the future leaders and change-makers. Your education and experiences equip you not only for personal success but also to make a meaningful impact in the world. Embrace compassion, empathy, and social responsibility in all that you do.

Remember, every small act of kindness and commitment to community can lead to monumental transformations. Believe in your power to make a difference—the world awaits your contributions!

LBIMR is working on multiple initiatives with S a k s h a m b h o o m i Foundation in Delhi-NCR including Cleanliness drives, plantation drive, Nature & Forest Walks.

Location covered are Welcome Jheel & Tughlaqabad Biodiversity Park in Delhi, Sai Upvan Ghaziabad, Sahibabad Industrial Area and more.





# A Heartfelt Tribute to GL Bajaj University for Their Commitment to Underprivileged **Education**

our deepest Bajaj their unwavering support in promoting the education of underprivileged children. This initiative shines as a beacon of hope for these young minds, bridging gaps in access to learning and empowering them to strive for a brighter, more promising future. The generous efforts by the GL Bajaj team underscore a profound understanding of education's transformative power, offering these children and opportunities renewed confidence.

Through their kindness, GL Bajaj University is not only individual lives but also contributing significantly to a more equal and prosperous society. This support enables voung students marginalized backgrounds to pursue contributions more inclusive environment where impact of your efforts. everyone has the chance to succeed.

### **Gratitude from the Heart**

professional growth. contributions are indeed rays of hope, for lighting up the lives of children who compassionate community. need it most.

about empowering these children to tomorrow.

from dream bigger and achieve more. Your building with dignity and responsible society are admirable, determination, ultimately fostering a and we sincerely acknowledge the

#### Thank You **Making** Difference

To the GLBIMR team, we extend a Each gesture of kindness, no matter heartfelt thank you. Your noble how small, holds the potential to mission, which eases the educational bring lasting change in these young journeys of these young learners, truly lives, influencing both their future stands out. It is an initiative that not and the future of society as a whole. only assists them academically but With this light of education, you are also paves the way for their personal illuminating not only individual lives Your but also setting a strong foundation a more responsible

Thank you once again, GL Bajaj Supporting education is not just University, for this extraordinary about books and classrooms-it's commitment to shaping a better







# Mon Ami Foundation – Pioneering Sustainability for a Better Tomorrow

on Ami Foundation has emerged transformative dedicated to promoting sustainable development and social Founded with the vision to create a balanced ecosystem that prioritizes environmental sustainability human welfare, the Foundation has undertaken several impactful initiatives with across India, footprints that resonate in both urban and rural landscapes.

## Key Work Towards Sustainability

Sustainability is at the core of Mon Foundation's mission. Foundation addresses critical issues like environmental degradation, water scarcity, and pollution, while also promoting renewable energy and conservation efforts. Each project undertaken by Mon Ami reflects a commitment to reducing carbon 4. footprints, promoting eco-friendly practices, and encouraging communities to adopt sustainable habits. Their efforts are a testament to the belief that economic progress can coexist with environmental preservation.

## **Projects and Working Sites**

Mon Ami Foundation's work spans several states and diverse sectors. Key projects include:

1. Clean Water Initiatives: In waterscarce regions of Maharashtra
and Rajasthan, the Foundation
has implemented water
harvesting projects, constructed
check dams, and promoted
sustainable agricultural practices.
These efforts not only conserve
water but also enhance the
livelihood of rural communities
dependent on agriculture.

- Waste Management Programs: Mon Ami has launched waste management programs in cities Delhi and Bengaluru, focusing on segregation at the source, recycling, and composting. The Foundation collaborates with local municipal bodies and residents to ensure that waste is handled responsibly, reducing landfill impact and fostering a circular economy.
- Renewable Energy Adoption: The Foundation supports the installation solar power systems in schools and rural clinics, providing clean reliable energy sources in remote areas of Uttar Pradesh and initiative Assam. This improved access to electricity for essential services and reduced dependency on fossil fuels.
- Educational Outreach: Believing that change begins with awareness, Mon Ami conducts regular workshops and awareness for schools programs communities, educating people sustainable practices, conservation, and climate change. Their programs have reached thousands, inspiring new generation prioritize environmental stewardship.
- 5. Biodiversity Conservation: In the Western Ghats, the Foundation works on reforestation and biodiversity preservation. Through partnerships with local environmental groups, Mon Ami plants native trees, works to restore degraded habitats, and promotes ecotourism to support the local economy sustainably.

### A Message to GLBIMR Students

Mon Ami Foundation emphasizes the

of youth driving power sustainability and social change. They urge GLBIMR students to become active agents of change, whether through small steps like reducing plastics, single-use choosing sustainable products, or considering careers that prioritize sustainability. According to Mon Ami, today's students are tomorrow's leaders who will shape policies, drive innovation, and lead by example.

Embracing sustainability is no longer just an option; it's a responsibility. Mon Ami Foundation invites the GLBIMR community to join hands in their mission to create a greener, fairer world for all. Together, we can make a difference—one project, one community, and one student at a time.









# Goonj – Creating Impact through Sustainable Community-Led Development

a widely recognized NGO in India, is leading the in addressing urbanwav rural divide and driving sustainable development through innovative, community-driven solutions. With a focus on sustainable resource management, Gooni excess uses urban material to support rural communities, fostering resilience and improving quality of life across India.

## Key Work Towards Sustainability

Goonj believes that sustainability is not only about conserving resources but about creating systems that communities to thrive empower independently. The NGO's model of "circular material flow" ensures that items typically discarded in urban areas find new life as resources in rural communities. Goonj's approach needs addresses essential clothing, shelter, and education, all while fostering dignity and selfreliance among marginalized populations.

## **Projects and Working Sites**

Operating in various states, Goonj's projects embody its philosophy of sustainable development and empowerment through upcycled resources.

## **Key initiatives include:**

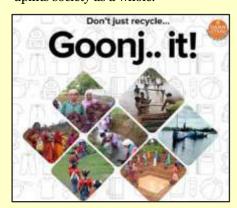
1. Cloth for Work: This flagship program encourages rural communities to participate in development projects, building roads or setting up water infrastructure, in exchange for essential items like clothing, blankets, and food. In states like Odisha, Bihar, and Madhya Pradesh, this initiative empowers communities to solve their own challenges, from flood recovery to

- sanitation improvements, in a way that respects their dignity and effort.
- School to School: Targeting upliftment, educational program connects urban schools rural and underserved schools to provide educational supplies, clothing, and essential learning resources. By mobilizing unused material from urban schools, Goonj supports rural students in states like Uttar Pradesh. Rajasthan, and Jharkhand. This program fosters a connection between urban and rural youth, helping bridge educational disparities sustainably.
- Not Just a Piece of Cloth: Through this initiative, Gooni addresses menstrual hygiene in rural India by producing reusable sanitary products from upcycled cloth. This program, active in rural areas of West Bengal, Karnataka. and Chhattisgarh, ensures women's health while reducing waste. The initiative also educates women on hygiene, breaking down taboos and creating a supportive community around menstruation.
- 4. Rahat (Disaster Relief and Rehabilitation): In disasteraffected areas like Kerala and Assam, Goonj provides essential supplies like clothing, blankets, and food. Their work is built on a model of rehabilitation that goes beyond immediate relief, enabling communities to rebuild through sustainable methods and community-driven projects that empower locals to reclaim control of their recovery.
- 5. Green by Goonj: Focused on

environmental sustainability, this project mobilizes urban waste for upcycling, creating items like bags, mats, and blankets. By recycling materials that would otherwise contribute to waste, Goonj minimizes environmental impact and supports rural needs. The project operates in various states, including Maharashtra, Tamil Nadu. and Himachal Pradesh.

## A Message to GLBIMR Students

Goonj encourages GLBIMR students to view sustainability through the lens of community involvement resourcefulness. They emphasize that sustainable change can start with small actions, like minimizing waste, volunteering, or supporting sustainable businesses. Goonj's work shows that every individual has the to make a meaningful difference through compassion and conscious choices. The organization's message to students is clear: while theoretical knowledge is vital, real impact comes from actively engaging with communities and understanding their unique challenges. Goonj invites students to learn more about sustainable practices and take up initiatives that promote inclusive growth. By combining academic knowledge with grassroots engagement, GLBIMR students can help drive sustainable change that uplifts society as a whole.



# **India Vision Foundation:** 3 Decades of #SavingTheNextVictim

# "Didi, abb Jail, jail nahin lagti, lagta hai ki main kissi hostel mein hun"

hese are the words of a female prison inmate. And the same feelings, gratitude, and emotions permeate the ambience of all India Vision Foundation project sites. The Foundation was born out of Ramon Magsaysay Award (Equivalent to Asia's Nobel Peace Prize) conferred to Dr Kiran Bedi, the first lady IPS (Indian Police Services) for India, forging 'positive relationships' between people and police through creative leadership. The foundation aspires to contribute toward a crime-free society initiating reformation programs for prison inmates and reintegration opportunities for released inmates to reduce recidivism. It also facilitates welfare programs for their children to save them from becoming victims of parental incarceration.

Today this 30-year-old NGO has footprints in 16 States and 3 Union Territories and has impacted more than 1 million beneficiaries through its 4 S Model of Reformation (Shiksha, Sanskar, Skills & Swasth). The Readiness for Release activities include certified Skill Training, Adult education, Moral education, and therapeutic interventions aimed at inmates empowering prison engaging them productively inside the prison. The Rehabilitation Program ensures smooth reintegration into society to contribute to the reduction in recidivism.

The Foundation was the first to run Crèches inside prisons for children (below 6 years). These Creches facilitate education elementary through a contextualized curriculum

and provide them with nutritious food, health care holistic development through play-way methods. To sustain the reformation . work inside the prison, the Prison Officials Training program sensitizes staff about the needs challenges of prison inmates and builds their capacities for their wellbeing at the workplace and has Some of the key highlights are: trained nearly 3000 Prison Officials from nearly 135 Prisons in the Country.

India Vision Foundation aligns with sustainable development (SDGs) to ensure No one is left behind, not even prison inmates under the 2030 Agenda and all its programs and activities are focused towards achieving these goals.

## Some of the innovative projects of the Foundation are:

- Project Shakti for the Menstrual Health & Hygiene of the female . **Inmates**
- Radio Parvaaz Prison Radio
- Project Khushali Green Therapy in Prison
- Project Dhun- Therapeutic Skill in Music
- Project Milaap -Reconnecting **Inmates** with their families through phone calls
- Project Sabrang- Art behind bars
- Change-Makers in prisons (Peer leadership) - Leadership training to Prison Inmates
- Project Second Chance and . Sakaar the Project for Rehabilitation of Released beneficiaries - financial assistance

- for starting their businesses, thus enabling and empowering them to build sustainable livelihoods.
- Bajaj's Institute Management & Research was one of the key supporters of Project Sakaar by India Vision Foundation inside Gautam Buddha Nagar Jail in 2023.

- More than 1 million beneficiaries have been impacted by the Foundation in its mission of SAVETHENEXTVICTIMS in the last 30 years.
- First Creche set up Inside Tihar Jail in 1993 for 80 children below the age of 6 years. To date, the Foundation has set up Creches inside 8 Prisons in 3 States.
- 2500+ children impacted by the Creche Program called the Early Childhood Care and Development program so far.
- standardized and contextualized Creche Curriculum called "Nanhi Kiran" for Creches inside Prison was conceptualized in collaboration with Mobile Crèches.
- "Children of Vulnerable Families Program-CVF" Program- a first in the country for Children of Prison Inmates above the age of 6 years was introduced in 1994.
- Nearly 3000+ Children were saved from becoming the Victims of their Parents' Incarceration through this program.
- More than 500+ children of the CVF Program are a part of the Alumni Network, most of them

are gainfully employed and happily married. These children have completed their graduation and post-graduation and are working in sectors like healthcare, hospitality, Corporate, Automobile, BFSI and CSOs.

- 7,85,995 Prison Inmates helped for Rehabilitation through the Inside Prison Reformation program.
- Project Shakti for the Menstrual health & hygiene of 8452 female inmates of 106 Prisons of Uttar Pradesh, Haryana, Uttarakhand & New Delhi initiated.
- 1727 beneficiaries actively connected under the Rehabilitation and Reintegration program.
- Nearly 3000 Prison Officials of various ranks and files trained through the hybrid mode of training from nearly 206 Prisons • across the country.
- Prison Radio: Radio Parvaaz set up in 12 Prisons, 246 Radio Audio Capsules curated and reaching 517640 Prison Inmates
   so far.
- Recognizing the efforts of the Foundation this year, Radio Parvaaz, the jail Radio initiative of India Vision Foundation was declared a finalist in 2 categories at the prestigious New York.

### Festivals, Radio Awards 2022:

- 1. **Documentary:** Heroes for "Shame to Fame"
- 2. **Documentary:** Community Service



 Recently The Better India published an article on the transformative work of the India Vision Foundation. https://thebetterindia.com/373871/in dia-vision-foundation-non-profitstarted-by-kiran-bedi-prison-reformsdelhi-tihar-jail-skilltraining/#google\_vignette



- The Foundation's work has been shared on national and international platforms and has been appreciated by Awards and recognitions like other the Mahatma Gandhi Award for Social Good & Impact 2022, Most Impactful NGO of the Year 2022, Yes! I am the Change Award, India CSR Award for 2022 etc.
- The Foundation is a member of the Punjab Prison Development Board and a member of the Global Prisons Nursery Network (GPNN)
- Students from National and international Universities and Colleges have interned with the different programs and projects of the Foundation and have benefitted from the experiential learning through their internship with the Foundation while many have contributed through their Research Studies.

The Foundation continues to strive forward under the leadership of its visionary leader, Dr Kiran Bedi and is grateful to all its beneficiaries, prison administrations, academic institutes of excellence, corporate and individual donors and all other stakeholders for motivating and supporting us in our mission of touching lives and SAVING THE NEXT VICTIM....

## A Message to GLBIMR Students

India Vision Foundation inspires GLBIMR students to view sustainability as a human-cantered endeavour, emphasizing that real progress comes from uplifting people and empowering them with knowledge and resources. Their message to students is to actively engage with social issues, whether through volunteering, advocating for inclusivity, or initiating projects that foster long-term social impact.

The foundation encourages students consider careers that serve marginalized communities and to remember that small, compassionate actions can build a more sustainable and equitable society. India Vision Foundation invites GLBIMR students advocates to change, harnessing their education to create a future where every individual has the opportunity thrive. to Through empathy and action, students can help shape a world that embodies true, lasting sustainability.







# **Empowering SDGs through NGOs: Key Agents for Sustainable Development**

- By Paritosh Anand, CEO Vatsalya Wellness

complex pursuit sustainable development, there lies an often-overlooked yet profoundly powerful agent for change: the Non-Governmental Organization Tasked with bridging the gap between policy intent and on-the-ground action, NGOs possess a unique ability to connect communities, governments, and businesses in ways that drive impact at both grassroots and systemic levels. The Agenda for Sustainable 2030 Development, endorsed by 193 countries, underscores the need for such committed action, with its 17 Sustainable Development Goals (SDGs) providing a comprehensive roadmap for creating a just, equitable, and environmentally responsible world.

Yet, despite policy frameworks and governmental commitments, sustainable change often finds its real traction within the tireless efforts of NGOs. Working from the ground up, they amplify local voices, encourage community ownership of initiatives, and make impactful contributions to complex global issues like climate change, poverty, and gender inequality. This article explores how NGOs have become indispensable in the drive toward sustainable development, highlights opportunities and challenges they face, and offers reflections on the vital importance of their role in shaping a resilient future for us all.

# The Role of NGOs: Anchoring the Global Sustainable Development Movement

NGOs serve as a backbone for sustainable development for several key reasons:

Community - Centric
 Approach: Unlike top-down
 policies, NGOs often work directly
 within the communities they serve,
 fostering relationships that are built
 on trust and mutual respect. This

community engagement enables NGOs to design and implement solutions that resonate culturally and contextually, ensuring that development initiatives are rooted in the actual needs of the people.

- Advocacy and Accountability: NGO Impact NGOs are powerful advocates, able influence policies at local, national, and global levels. They hold governments corporations accountable, ensuring that sustainable development goals remain a priority, and policies are enacted with integrity transparency.
- **Innovation** in Problem-Solving: NGOs frequently push the boundaries of traditional approaches, using innovative strategies to solve complex issues. Whether it's deploying renewable energy solutions in remote villages, establishing women-led cooperatives for sustainable agriculture, or creating digital platforms to democratize education, constantly seek methods to tackle multidimensional problems.
- Raising **Awareness Educating the Public:** awareness is essential for societal . transformation, and NGOs have long recognized this. By organizing workshops, awareness drives, and campaigns, they educate individuals like waste reduction, on issues conservation, public health, justice, building social community-wide understanding of sustainable practices.
- Resource Mobilization and
  Partnerships: NGOs attract
  resources from diverse sources,
  including international funding
  agencies, private donors, corporate

sponsors, and government grants. This enables them to bring in the necessary funding and expertise to launch, scale, and sustain initiatives that align with the SDGs.

# Tackling the SDGs: Case Studies of NGO Impact

NGOs across the world have been instrumental in advancing the SDGs, often becoming the pioneers who inspire wider-scale adoption of sustainable practices. A few notable examples demonstrate their far-reaching impact:

- global NGO founded in Bangladesh, is renowned for its poverty alleviation initiatives. Through its innovative programs in microfinance, education, and healthcare, BRAC has impacted millions of lives, lifting countless families out of poverty.
- SDG 4 (Quality Education): The Barefoot College in India empowered women in rural communities become solar to engineers. By training women with no formal Barefoot College not only provides livelihoods hut also ensures sustainable, community-led electrification in remote regions.
- SDG (Climate Action): NGO Greenpeace a global is championing climate change awareness and action. From campaigns against deforestation to legal battles over carbon emissions, Greenpeace remains a leading voice for environmental protection.

These cases illustrate that NGOs are not merely support systems but are in fact essential architects of sustainable change.

A Snapshot of Vatsalya Wellness: Fostering Sustainable Menstrual Health At Vatsalya Wellness, we align our mission with sustainable health and hygiene solutions, particularly for underserved communities. Recognizing environmental impact of conventional sanitary products, Vatsalya Wellness developed Genie Pads-India's first truly biodegradable sanitary pads crafted from natural materials like bamboo, banana fiber, and organic cotton. Our work supports SDG 3 (Good Health and Well-being), SDG 5 (Gender Equality), and SDG 12 (Responsible Consumption Production) and accessible, eco-friendly promoting health menstrual solutions and partnering with **NGOs** to raise awareness. Through partnerships and community outreach, Vatsalya Wellness empowers women to manage their health sustainably and with dignity, championing the cause of sustainable menstruation in both urban and rural settings.

### The Challenges NGOs Face in **Advancing** Sustainable **Development**

While NGOs are undoubtedly powerful drivers of sustainable development, they encounter substantial challenges that can hinder their efforts. Understanding these obstacles is critical to supporting and strengthening NGOs in mission.

- Funding Volatility: NGOs often rely on grants and donations, which can inconsistent. Limited be resources make it challenging to maintain program continuity, expand initiatives, or invest in new opportunities for impact.
- **Political** and Regulatory Hurdles: NGOs may encounter resistance from local or national governments, particularly their work addresses issues seen as contentious contrary orto governmental interests.
- Community Resistance Change: Societal change requires a shift in long-standing beliefs and NGOs behaviors, which approach with sensitivity. Successful interventions depend on NGOs' ability to engage communities

without imposing solutions from the outside.

Scaling Effective Models: While these efforts to have a broader, Future

## **Filled with Potential**

uniquely positioned to unlock a range of opportunity to make a profound the opportunities development landscape.

- **Increased Public** 1. Corporate **Support** Sustainability: forming alliances with corporations development goals. committed corporate to responsibility (CSR). companies are SDG-aligned
  - Technological Whether through create lasting impact. their reach. learning platforms, or AI-powered Action data analytics, programs' efficiency transparency.
- Collaborative Models: NGOs can innovative partner with governments, private demonstrate companies, and and expertise. Collaborative models that is equitable, allow NGOs to achieve far-reaching environmentally sound. with siloed efforts.
- 4. of youth. Mobilizing volunteers for for future generations. awareness programs, fieldwork, and Thank You.

advocacy initiatives strengthens NGOs' capacities and expands their influence.

## many NGOs demonstrate impactful A Message for GLBIMR Students: results in localized settings, scaling The Architects of a Sustainable

global impact remains challenging. To the bright minds at GL Bajaj Institute The complexities of replicating of Management & Research, as you models across different regions and gather for the 3rd Annual ESG Conclave, cultural contexts can be formidable. remember that you stand at the forefront Opportunities for NGOs: A Future of an era where sustainability is no longer an option but an obligation. In Despite these challenges, NGOs are today's world, each of you has the sustainable difference—whether by championing sustainable business practices, leading and community projects, or pioneering for solutions to pressing environmental public challenges. Embrace the transformative awareness of sustainability grows, power of knowledge, and channel it into NGOs can leverage this shift by actions that align with sustainable

social Learn from the example set by NGOs, Many who work with dedication, resilience, now looking to and a deep sense of responsibility. Their initiatives, efforts remind us that sustainable potential funding and development is more than a goal; it is a partnership opportunities for NGOs. journey that requires commitment, Advancements: courage, and a readiness to face the Digital tools enable NGOs to unexpected. As future leaders, your role streamline their operations, monitor is to continue this journey with the outcomes in real-time, and expand innovation and determination needed to

# mobile health applications, virtual Conclusion: A Call for Collective

technology In the quest to achieve the SDGs, NGOs empowers NGOs to enhance their play an indispensable role by acting as and catalysts change. Through community engagement, advocacy, and problem-solving, **NGOs** how sustainable academic development goals can be turned into institutions to combine resources reality, making strides toward a future inclusive,

impacts that may not be possible The road ahead is challenging, but it is paved with opportunities for those who The Power of Youth and are willing to lead with purpose. NGOs Volunteerism: With a growing have shown the way, and now it is up to number of young people passionate all of us-students, professionals, and about sustainable causes, NGOs can global citizens-to join hands and harness the energy and innovation commit to building a sustainable world

# SERIES of EVENTS



# Urban Forest Development Drive in association with Saksham Bhoomi Foundation

GLBIMR students took a hands-on approach to sustainability during our Cleanliness and Plantation Drive in collaboration with Saksham Bhoomi Foundation.

From cleaning to planting, they contributed to a greener Sahibabad Industrial Area and gained valuable insights into tackling societal challenges. This experience goes beyond the classroom, equipping them with the skills to drive sustainable change in the future. The drive was conducted in three visits with regular follow up visits.









## Centre for Sustainability at GLBIMR honoured Ex Bureaucrat Leader - (Retired IFS) Mr. Arvind Kumar Jha

Mr Jha provided valuable insight on Urban forestry and stress importance of management towards nature. Our PGDM 2024 batch students learned wetland management that gives substantial contribution to biodiversity conservation. A potential prospectus needs an attention where young management professionals or PGDM students can figure out career scope to drive sustainability aspect and lookout nature driven solutions.







# MOU Signing Ceremony between GLBIMR and Saksham Bhoomi Foundation

On 20 July 2024, GL Bajaj Institute of Management & Research and Saksham Bhoomi Foundation signed an MoU to jointly work for a cause 'To Preserve Nature by planting more Trees', thus to restore ecosystem and help people to reconnect with the nature, and foster sustainable development initiatives.

**Dr. Sapna Rakesh**, Director or GLBIMR, Greater Noida expressed admiration to Saksham Bhoomi Foundation for sharing the same vision.

**Mohd Najeeb Ahsan**, Director of Saksham Bhoomi Foundation and **Mr. Mohit Relan** address to the PGDM 24 Batch students and conveyed the importance of Plantation as such to move from Saplings to Solutions.







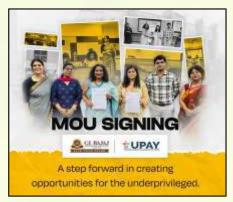


# GL Bajaj Institute of Management & Research proudly signed a MoU with Under Privileged Advancement by Youth (UPAY)

On September 27, 2024, GL Bajaj Institute of Management & Research proudly signed a **Memorandum of Understanding (MOU) with Under Privileged Advancement by Youth (UPAY)** under the inspiring leadership of **Dr. Sapna Rakesh**, Director of GLBIMR, Greater Noida.

This partnership aims to empower underprivileged youth and create lasting positive change in our community. Dr. Sapna Rakesh warmly welcomed our esteemed guests, **Ms. Mithila Malhotra** and **Mr. Mahendra Shukla**, presenting a sapling as a symbol of our commitment to growth and collaboration.

We look forward to a fruitful association and making a meaningful impact together!









## **GLBIMR FACULTY @ PRME Event 2024**

On September 18, 2024, faculty from GL Bajaj Institute of Management and Research participated in the impactful PRME Event 2024 at BIMTECH, centered on responsible leadership and sustainability.

The event included a book launch, an insightful panel discussion featuring leaders from academia and industry, and a faculty development program aimed at integrating sustainability into business curricula. Key takeaways included strengthening academic-industry collaborations, actionable strategies for responsible leadership training, and innovative approaches to address global water challenges.

It was a transformative day, fostering partnerships and laying the groundwork for meaningful changes in education and industry!





# Centre for Sustainability of GLBIMR has organized a 'Digital Poster Competition' on following Theme:

Theme - AI-driven Sustainable Solutions

1st Prize – Anushka Sinha (PGDM 24130) & Lavi Chaudhary (PGDM 24020)

**2nd Prize – Pratiksha Singh** (PGDM 24242) & **Ankit Maurya** (PGDM 24809)

3rd Prize – Vidushi Mittal (PGDM 24459) & Somya Raj (PGDM 24577)



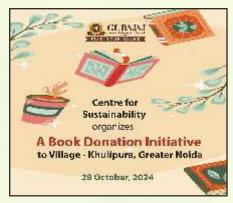






# Centre for Sustainability organized a Book Donation initiative to Village Khulipura, Greater Noida

Centre for Sustainability organized a book donation initiative to Village Khulipura, Greater Noidaon 28th October 2024. Along with the book donation the center aims is to establish a community library to promote literacy in the area.









# Podcast Making Activity - "Know your Sustainability Ecosystem"





## **FACULTY COORDINATORS**



Sustainability is the pathway to future. It offers a framework to help in generating economic growth, social stability and exercise environmental stewardship and thereby help in strengthening governance. Genesis- the newsletter is committed work on the similar line and make the readers aware about the various possible sustainability practices in India and abroad.

Looking forward for more such issues to generate awakening and awareness among all.

- Dr. Shuchita Singh



'Sustainability is the key to ones survival on this planet and will also determine success on all levels'.

Being a crucial element sustainable practices are given utmost priority in almost all the Industries. At GLBIMR, we are committed to adapt and adopt positive changes. We are exposed to various Industries and their best practices, we interact with business and industry experts and try to instill their thoughts in the mind of readers.

Genesis no doubt will act as a milestone to pave the way for future generation and provide them insight about the ongoing sustainable practices throught out the nation.

- Dr. Sunita Chowdhury



India's sustainable future is within reach, with dedicated institutions guiding efforts in renewable energy, waste reduction, and eco-friendly practices for all.

- Dr. Nidhi Srivastava

