

## COMMUNICATION ON ENGAGEMENT (COE)

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**MATS INSTITUTE OF MANAGEMENT  
AND ENTREPRENEURSHIP**  
First B-School of JAIN Group

### Period covered by this Communication on Engagement

From: 2019

To:

2021

### Part I. Statement of Continued Support by the Chief Executive or Equivalent

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

15.02.2022

To our stakeholders:

*I am pleased to confirm that MATS Institute of Management and Entrepreneurship, Bangalore reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, and Environment. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.*

*In this Communication of Engagement, we describe the actions that our Institute has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.*

Sincerely yours,

**Dr. Jitendra Kumar Mishra**  
**Director**

## Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

# Human Rights

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights

15 October 2019

## Awareness of Legal Rights as the First Step towards Empowering and Protecting Women

It is a known fact that women are playing a significant role in the development of our nation over the ages and in the emerging journey of "New India", the women need to play a still major role. This has necessitated women in increasing numbers to take up professional and entrepreneurial roles often involving extensive interactions with their men counter-parts at the workplace. In this context, awareness about legal rights of both men and women are necessary to avoid sexual harassments at the workplace. Keeping this aspect in mind, "Women Empowerment Cell" of MATS Institute of Management and Entrepreneurship (MIME) organized an interactive workshop entitled "Ab Samjhuta Nahin" highlighting the role of awareness of legal rights in empowering the women at the workplace on 15 October 2019.

Ms Avneet Kaur, Campaign Manager of the CSR wing of ITC – Vivel Limited was the facilitator. She explained different aspects of the Indian Constitution and different judgements such as in Nirbhaya Case and regarding the Tripple Talak by the Supreme Court and their implications on strengthening the belief that no one should compromise on the dignity of the women. The facilitator illustrated with several examples about the right use of social media and electronic devices so that there would not be any probability of sexually demeaning behavior towards the women. The workshop also highlighted the essence of laws regarding women rights, relevant civil and criminal laws and their relationships with institutions, police and courts. The PGDM students of MIME, staff and the faculty members graced workshop.



# Environment

Principle 8: undertake initiatives to promote greater environmental responsibility;

## Go Green Drive and Eco-Awareness Campaign

2 October 2019

Swachh Bharat Abhiyan (SBA) is a nation-wide campaign in India for the period 2014 to 2019 that aims to clean up the streets, roads and infrastructure of India's cities, towns, urban and rural areas. The campaign's official name is in Hindi and translates to "Neat and tidy India Mission" in English. The mission aims to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi.

MATS Institute of Management and Entrepreneurship (MIME) has been conducting various activities through its CSR Club to contribute to this wonderful initiative for cleanliness. In this series, the Go Green Drive and Eco-Awareness campaign was organized in Yeshwantapur Junction Railway Station, Yeshwantapura, Bengaluru, collaborated with Eco-Watch and South Western Railway to create awareness among the general passengers, Railway Employees and other stake holders of the Railway Station about the waste management/ garbage disposal, maintaining cleanliness and hygiene on 2 October 2019. The MIME CSR spent half a day in Go Green drive and Eco-Awareness Campaign.

There were around 60 students from MIME took Swachh Bharat Pledge Oath and participated in a procession to create awareness on Eco system by Chanting "Clean India Our India", "Go Green Get Clean", "Namma Bharata Swachha Bharata" "Kaapaadi Kaapaadi Swachate Kaapaadi" in the surrounding areas, to the entire platform.

After the procession, CSR Volunteers was divided in to two different teams for societal Messages on 2 October 2019. Team-1 volunteers actively participated in cleaning the platform, tracks inside the railway station and garbage disposal and cleanliness outside the railway station along with the cleanliness staff of Railway department. Team -2 volunteers participated in Street Play and campaigned in platforms for save Environment and Go Green Awareness. The Go Green drive was joined by Dr S Manikandan, Dr. A Sakthivel and Mrs. Anuradha of MIME CSR club coordinators, Mr. Akshay Heblikar, Director of Eco-watch, Mr. Ullaas Kumar and Mr. Sujeet Kumar Team Coordinator of Eco-Watch and Mr, Prakash Mandoth, EC Member, Karnataka Tourism Society and Housekeeping Manager of Southern Western Railway and Railway officials.



### Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- **Expertise provided by your organization to further the aims of Global Compact Local Network in your country**

*The Institute churns the budding managers by imbuing in them the essence of the UN Global Impact Mission. To make them aware of the ten principles and to inculcate a spirit of taking the spirit of the UN Global Impact Mission under the areas of Human Rights and Environment.*

*With an aim to spread the word of UN Global Impact our Institute conducted these two major events in collaboration with ITC Ltd and with South Western railway in the two areas respectively.*

- **Concrete actions taken by UN Global Compact business participants with whom your organization engaged regarding their COP**

The initiatives were well received by ITC and South Western railways. They have promised for continuing association with MATS Institute of management and Entrepreneurship for further building on the Initiative towards Human Rights and Environment areas.

