

Unique Corporate Social Responsibility Campaign

**Based on Gandhiji's Autobiography
' My Experiments with Truth '**



**(A CSR program Conceived and Conducted
by NITIE Students as part of their MBA curricular learning)**

This report is submitted by:

**Dr T Prasad, Faculty Adviser
NITIE Center for Student Enterprises**



NITIE Center for Student Enterprises
Mumbai .

Visit Shanti Eva Jayate website for more - <http://sej2010.p4pune.com/>

Shanti Eva Jayate

1. Why Shanti Eva Jayate (SEJ) program by NITIE Students ?

Gandhiji autobiography (pages 462 published by Navajivan Press, Ahmedabad) is made available in the market at most affordable price of Rs 30/- in multiple languages in India. In our research we realized that large number of students, youth, corporate employees and general public have not read this important book as much as they should have been. This ignited our minds and launched this campaign called 'Shanti Eva Jayate' by NITIE students to do something socially relevant and at the same time embedded with regular learning as part of MBA program.

2. What is Shanti Eva Jayate campaign all about ...?

Shanti Eva Jayate is a CSR initiative by NITIE MBA students. As part of this students go to field and campaign for Gandhiji's autobiography among the general public. Book copies are made available by Bombay Sarvodaya Mandal, Mumbai at a price of Rs 30/- per copy. Students try to explain the significance and importance of the classic like 'My experiments with Truth' to the general public as part of this campaign.

Additional benefit for the students is that they also learn the significance of the book while campaigning the book to the others. We @ NITIE consider this learning is much more valuable to the B School students as a return which will enrich them as future leaders.

3. Our Vision for Shanti Eva Jayate

Enable the students about Gandhian Philosophy

&

Reach to the masses Gandhian Philosophy

Teach the Students about Gandhian philosophy and values – Let every student as part of their regular academic curriculum is made to read, practice and also campaign Gandhian literature. When students campaign for Gandhian literature there is greater

chance that the students will also understand the importance of Gandhian philosophy and values in their own lives. At NITIE, participation of students in this campaign is part of regular curricular learning. Students are taught and made to learn the subjects like Leadership, Ethics and values, Marketing, Consumer Behavior through this mode etc. Each of the faculty members teaching specific courses will drive the students to appreciate the subjects through the medium of Gandhiji's personal experiences that are mentioned in the book.

Reaching to the masses the Gandhiji Philosophy - By making available the book copies, at the convenience of the general public, people are given an opportunity to own the copy of the book. It is our earnest belief that general public will avail this opportunity, read the book, understand contents and imbibe the Gandhian philosophy.

4. What S H A N T I stands for ?

NITIE students have designed the acronym as S H A N T I reflecting the following Gandhian values.

- S elf Reliance
- H onesty
- A usterity
- N on Violence
- T ruth
- I nter dependence

5. Strategy adopted by the NITIE students for this campaign

NITIE students have developed and executed multi pronged approach for this campaign.

A. Visiting corporate offices and putting up SEJ campaign stalls: As part of the campaign NITIE students have approached various corporate offices and sought permission to put up campaign stalls for making available Gandhiji autobiography copies for the employees to be aware of the book and if interested buy it. This is again embedded with the CSR initiative for the corporate entities. On an appointed date NITIE students have visited the corporate offices and conducted the campaign.

Many corporate had shown interest in the campaign. Some of the corporate houses which participated in this campaign so far are :

1. Asian Paints, Bandup, Mumbai
2. ONGC, Mumbai
3. CRISIL, Hirandhani , Mumbai

4. Godrej & Boyce Mumbai
5. Indian Oil , Bandra Mumbai
6. Abbott HealthCare , Mulun, Mumbai
7. Mastek, Navi Mumbai
8. HexawareTechnogogies,
9. Polaris
10. Infosys, Pune
11. IIT Bombay
12. Cognizant, Pune
13. Dept. of Atomic Energy, Chembur, Mumbai

B. Feedback of Corporate staff on our SEJ campaign :

1. **Godrej Employee** - “ A unique event. Keep up the good work
2. **An employee CRISIL** – Best platform for student interaction with corpotes “
3. **An employee IOCL** – “ We need students to popularize the values which Gandhi stood by”
4. **An employee at Asian Paints** – “ Need more such activities. Thanks for involving Asian Paints in this event “
5. **An employee at Mastek** – “ Gandhi needs to be popularized among the youth of this country. What better way than the youth themselves to uphold the values ”

C. Encouraging other academic institutions to take part in SEJ campaign:

With an objective expand and export the idea of this campaign, NITIE students have approached various colleges and sought their collaboration in the campaign. It is heartening to note that several colleges have collaborated with NITIE and participated in the campaign. A list of the colleges include:

- L&T Institute of Technology, Powai, Mumbai
- Sadhana Center for Management & Leadership Development (SCMLD), Pune, Maharashtra.
- Govt. College for Women, Begumpet, Hyderabad. AP
- RK Institute of Management and Research, Bandra Mumbai
- Chetana’s Institute of Management & Research, Bandra Mumbai
- BLDE College of Commerce, Bizapur

D. Result of this CSR program:

Total Number of students participated in the program: 3,000 students
Number of Book copies that are sold are : 15,000 Copies

6. Feedback from academicians, industry leaders for Shanti Eva Jayate (SEJ) campaign:

1. Very good idea, I wish you all the success in this very noble venture - Prof. Anil Gupta, IIM A, Vice Chairman - National Innovation Foundation
2. Dr Prasad.. Your ingenuity baffles me to say the least. In being simplistic your ideas will always meet with astounding success. So wish you the very best.” R Suresh, MD, Stantonchase
3. Another excellent idea Dr Prasad; My best wishes for every success. - R Sriram, Fonder, Crossword
4. This is a wonderful program and I wish you every success - Rashmi Bansal, Author - Stay Hungry Stay Foolish.
5. Congratulations for a wonderful concept ! Prof. Sengupta, Founder, Higher Education Forum, and Ex. Director, SIES Management Institute, Navi Mumbai.

7. *Shanti Eva Jayate*: A Gandhian way of learning

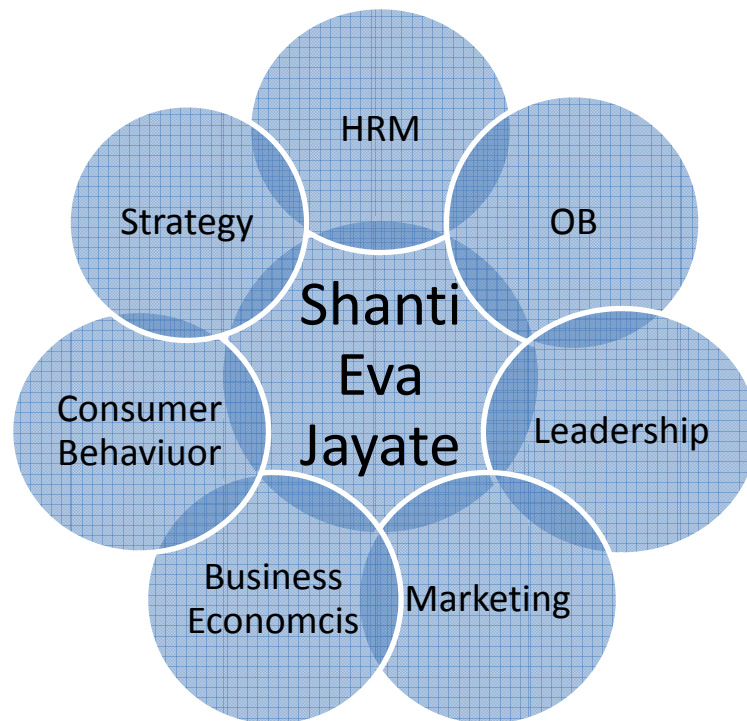


Figure 1: *Shanti Eva Jayate* – Model of Learning

(Designed on the lines of Gandhiji's concept of 'Nai Taleem')

- We consider SEJ campaign as a pedagogical innovation designed on Gandhian philosophy of learning viz., *Nai Taleem*. The learning mode followed in SEJ program has two unique aspects of effective learning as conceptualized by Gandhiji – **Practical learning** and **Self Supportive learning** as explained below.
- **Practical Learning** – Gandhiji believed that all learning must be practical. SEJ campaign is designed as curricular learning assignment for NITIE MBA students. The campaign is part of select learning courses viz., Leadership Development, OB, HRM, Industrial relations, Marketing, Ethics and Values . Students are made to learn all these subjects by working. As part of these courses, Faculty members assessed and awarded the students their understanding of the above subjects through SEJ participation.
- **Self supportive Learning** – Gandhiji proposed that all learning must be self supportive for a learner. To make the learning a self supporting, students who participated in the campaign were given a token remuneration of Rs 7 /- per every copy of the Gandhiji autobiography title they sold as part of this campaign. This commission is arranged by Bombay Sarvodaya Mandal out of the MRP of Rs 30 / -. The commission that the students earned out of this learning campaign enables the students to become self supportive.

8. SEJ sponsors: It is heartening to note that this campaign is supported by some of the agencies. They include:

1. Dept. of Science and Technology, Govt. of India
2. GMR group, Bangalore
3. ABG Shipyard Mumbai

9. SEJ Collaborators include :

1. Bombay Sarvodaya Mandal , Mumbai
2. Higher Education Forum, Mumbai
3. TiE Mumbai

10. Road Ahead

Our success in this CSR program has many lessons to share with.

UG and PG Students are endowed with energies, enthusiasm, and creativity which can be harnessed and productively deployed for many of the CSR activities in India. There

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looms a danger that unused endowments of the youth may flow towards unlawful and antisocial activities.

There are number of social issues for which students' power can be used to eradicate them. Further, the same student experiences can be used to improve the curricular learning. We look forward for the support of many of the colleges in India and abroad to take to this kind integration.

**As a token of appreciation,
NITIE Mumbai was conferred with**

Citation of Appreciation

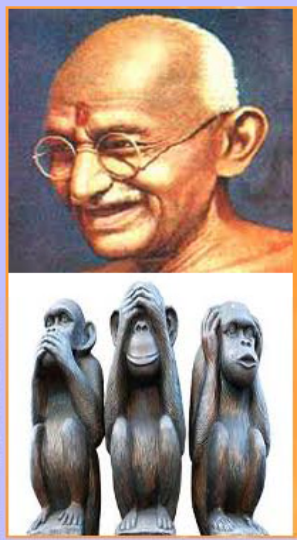
By Bombay Sarvodaya Mandal

for launching this CSR campaign.



Shanti Eva Jayate

A National Campaign for Gandhian Literature




Our Achievements?

- Association of Indian Management Schools (AIMS) Innovative pedagogy award 2009 for 'Mandi – A new generational Pedagogy'.
- Association of Indian Management Schools (AIMS) Innovative pedagogy award 2010 for 'For Embedding Open wear Technology 'Google knols for Effective Academic Learning'.




Shanti Eva Jayate (SEJ)-2010 is a unique socio-marketing initiative which combines entrepreneurial spirit and a practical approach to learning, with which you can help in spreading Gandhian literature and values to young minds across 10 largest cities in India.

ALBERT EINSTEIN


 "Mahatma Gandhi's life achievement stands unique in political history. He has invented a completely new and humane means for the liberation war of an oppressed country, and practiced it with greatest energy and devotion."

SHANTI EVA JAYATE CAMPAIGN


 << Prof. Anil Gupta, IIM A, Vice Chairman - National Innovation Foundation
Very good idea, I wish you all the success in this very noble venture.

Dr. Mathew J. Manimala IIM, Bangalore >>
Good to know about this initiative. I salute your spirit of innovation and enthusiasm. Best wishes!

EVENT SPONSORS

 ABG Shipyard Ltd.

 GAR



11. Print media coverage in:



12. Corporates where SEJ is being conducted



Visit the Website for more details on SEJ CSR program

<http://sej2010.p4pune.com/>



**BOMBAY SARVODAYA MANDAL
GANDHI BOOK CENTRE**

Tel: 2387 2061

Fax: 2284 6870

Charity Public Trust Reg. No. F 3633 (Bom.) dt. 29-7-75

299, Tardeo Road, Nana Chowk, Mumbai 400 007, India

Email : info@mkgandhi.org Website: www.mkgandhi.org

22nd September 2010

TO WHOM SO EVER IT MAY CONCERN

Students of **National Institute of Industrial Engineering (NITIE)** Mumbai are celebrating this year Gandhi Jayanthi in a novel way by launching a campaign titled '**Shanti Eva Jayate**' promoting Gandhian Literature during Oct month. Purpose of this campaign is to create awareness about Gandhian values and philosophy in the society by selling copies of Gandhijee's autobiography "**My Experiments with Truth**" on behalf of M / S. Gandhi Book Center, Mumbai.

This campaign is purely social in nature and a matter of noble cause students are undertaking.

More delightful thing is that NITIE students are doing this field campaign so as to practice Gandhian path of '**Learning by Doing**' which is embedded in curriculum at NITIE, Mumbai .

Gandhi Book Center is happy to contribute in its own way for the success of this campaign.

I appeal to one and all to support the cause of NITIE students.

Your contribution will go a long way in spreading Gandhian values leading to nation building.


TRK Somaiya

Visit Shanti Eva Jayate website for more - <http://sej2010.p4pune.com/>



Students sold all 1,400 copies of Gandhi's autobiography in a day.

'If marketed aggressively, Gandhi will be a bestseller'

Kiran Wadhwa
Mumbai, October 2

THEY SAW Gandhi as the biggest Indian brand and set out to market it in the typical B-school way.

About 200 students from National Institute of Industrial Engineering (NITIE) left their Powai campus, abandoned blazers and wore Gandhi *topis* (hats) to spread the message of the Mahatma to Mumbaikars.

To their own surprise, the students sold all 1,400 copies of Gandhi's autobiography — *My Experiments with Truth* — worth Rs 30 each in a day.

While some students set shop in 10 department stores in the city, the rest just hit the roads with their hardbound copies. The aim was to give students a first-hand experience of marketing and try to raise awareness on Gandhi Jayanti.

"Honestly, we were apprehensive if people would buy the book. We expected a 50 per cent sale, but halfway through the day our group had sold 25 of the 30 copies in our inventory," said Abhinav Jain who had put up a stall in Big Bazaar in Lower Par-

el. "The key lies in making the product attractive. If Gandhi is marketed aggressively, he will become a bestseller."

Agrees Professor T. Prasad who conceptualised the exercise. "It is unfortunate but we hardly see a Gandhi T-shirt, souvenir or any Gandhi product. Gandhi is the face of India and we should cash in on the business aspect of it," he said.

The marketing strategy was simple. If students saw someone out with their children, they explained to parents the importance of Gandhian principles for their children. To attract children, they referred to Munnabhai.

Students discovered that the audience for Gandhi spans across all age groups. Several people even bought the book to give away as gifts. "The books were sold in no time. We brought Gandhi down from his pedestal as Father of the Nation to someone relevant in our society," said Chandrashekar Killi who sold his 30 books in a matter of hours at Dadar.

Proceeds from the sale will be given to an old age home.

kiran.wadhwa@hindustantimes.com

IndianEmp. 2 OCT, 2007

B-school students to mark Gandhi Jayanti by selling his autobiography in stores

MIHIKA BASU

OCTOBER 1

IN an unique initiative on Gandhi Jayanti, the students of one of the city's premier B-schools will sell the autobiography of Mahatma Gandhi in the outlets of a departmental store across the city.

Students from the National Institute of Industrial Engineering (NITIE) will sell Gandhian literature on Tuesday in collaboration with the Big Bazaar chain of retail stores across the city on Gandhi Jayanti, which will also be observed as the "International Day of Non-Violence".

The event will test communication, sales and marketing and organisational skills of 170 second-year management students of NITIE.

"The target is to sell 10 books per student. While the event has been organised entirely by the students under the guidance of professor T Prasad, all participants will be evaluated by our

The event will test communication, sales and marketing and organisational skills of 170 second-year management students of NITIE

teachers on several parameters post-event," said Ankita Pathania, a student.

While the Bombay Sarvodaya Mandal is arranging the literature titled *An Autobiography* or *The Story of My Experiments with Truth*, the students will sell the books at a nominal price of Rs 30. Subsequently, the proceeds of the sale will go to an old age home in the city.

"This event will serve a three-fold purpose — to provide a platform for the students to apply classroom lessons to real life situations, to inculcate Gandhian ideas among the public and to help the NGO achieve its social

objectives," said Pathania.

She added: "Big Bazaar and Food Bazaar have agreed to cooperate with us as a part of their corporate social responsibility."

Besides the departmental stores, the students will sell the book on the streets too. This initiative called "Shanthi Mandi" is being executed as part of NITIE's overall academic curriculum titled "leadership development for MBA students" wherein, students are expected to understand, experience and practice the Gandhian values in a real world context.

Students will also take a peace pledge at the institute on Tuesday before embarking on this project.

Bharat Ramkumar, another student, said: "This year, the United Nations General Assembly has declared October 2 to be observed as an International Day of Non-Violence and the day is meant to raise awareness of non-violence, tolerance and respect for all. Through our initiative, we hope to spread these values among others."





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ShantiEvaJayate

A National Campaign for Gandhian Literature

NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING
Vihar Lake Mumbai-400087

