

# Eco-system for Creating Sustainable Development: Practice & Impact

*SPJIMR with RHCF and Sudarshan Chemicals Limited*

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## 1. Executive Summary

S. P. Jain Institute of Management & Research (SPJIMR) is amongst India's Top five Business Schools. SPJIMR has carried out a distinct path in management education with its unique and innovative curriculum. Given that management is universal the emphasis on the social sector management application is significant with its mission of "Influencing Practice" and "Promoting Value-based Growth".

SPJIMR through its pedagogical innovation initiated a Centre for Development of Corporate Citizenship (DoCC). DoCC is a unique non-classroom programme encompassing five weeks of experiential learning rural immersion in partnership with nonprofit organisations and corporates across the country.

To achieve sustainable development there is a need to involve and collaborate with all the stakeholders. Partnerships are a powerful tool to achieve societal change. Through these partnerships the goal is **to apply management concepts, provide solutions for gaps, have measurable impact and create policy framework.**

Working with partners, serves mutual benefits. It provides rich learning opportunities for students to engage in real-world social issues and build capacity for the nonprofit organisations and corporates thus leading to a lasting impact.

This case study of two important partnerships showcases the qualitative and quantitative outcomes of Academia - Nonprofit organisations – Corporate, as a partnership sustainable model.

### 1) The partnership with Rural Health Centre Foundation (RHCF) resulted into the following impact:

- Fund raising over \$12 million, 150 donors and 20 corporate partners
- Increased patient footfall from 2812 to 9675
- Automated Inventory Management replicated in 16 health centers
- Advocacy, rural marketing and organisational structure for effective functioning

### 2) The partnership with Sudarshan Chemicals Ltd. SUDHA, CSR had the following impact:

- Scaling up of News paper bags project from 10 women to 300 women across 6 villages
- Increased manufacturing to 2,00,000 bags
- Sale of bags increased 60,000 per month
- Created visibility and Brand SUDHA



**"DoCC is a collaborative intervention towards societal development."**

**Dr. Nirja Mattoo,  
Chairperson,  
DoCC**

*"We are extremely happy with the work done by DoCC. The partnership has brought in a sea-change in the approach, integration and convergence of UPL's CSR projects. We are now taking students only from SPJIMR for our CSR stint."*

**Rishi Pathania, CSR Head, UPL Limited**

