

J.D. BIRLA INSTITUTE
A UNIT OF VIDYA MANDIR SOCIETY
(Affiliated to Jadavpur University)
Departments of Science, Commerce & Management

J.D. BIRLA INSTITUTE
Unit of Vidya Mandir Society
(Affiliated with Jadavpur University)
DEPARTMENT OF MANAGEMENT

CELEBRATES
Gandhi
Jayanti

GUEST SPEAKER
RANJINI GUHA
Associate Professor in History
Gour Mohan Sachin Mandal
Mahavidyalaya, Kolkata
Topic: Gandhian Trusteeship
A Management Model of the
New Millennium ?

1st October
2021
11:00 Am
On Zoom

Title of the Event: Celebration of Gandhi Jayanti

Event Category: Social

Organizing Department: Management

Date: 1st October, 2021

Time: 11:00 am – 12:00 pm

Venue: Online

About the Event (in 150 words): The NSS Wing (Management) observed Gandhi Jayanti on 1st October, 2021. The theme of this program was “Gandhian Trusteeship: A Management Model of the New Millennium?” A special lecture was organised on this theme and presented by Ms. Ranjini Guha, Associate Professor in Gour Mohan Sachin Mondal Mahavidyalaya. She spoke on the Gandhian philosophy of Trusteeship and its applicability in the modern times. The topic was highly relevant considering the role of youths. Ms. Ranjini Guha further mentioned the role of students in administering social changes, emphasizing on management students. The students were highly interactive. Additionally, there was a presentation and video prepared by the students on the above theme and showcased during the celebratory program. 21 students volunteered for the program.

Objective/s (intended outcomes in 100 words): In keeping with the theme, the main objective of the program was to inculcate the Gandhian principles amongst the millennial in the times of global crises due to pandemic and incidental violence.

Content (contextual features and challenging issues in 150 words):

Ms. Ranjini Guha was invited delivered a lecture on Gandhian Trusteeship and its implication in Management studies. There was a brief reflection on his immense struggle against the Colonial British. In addition, the importance of Gandhian principles of Courage, Belief, Faith, Trust, Service, Non-violence and Peace, were emphasized. The inclusion of the Gandhian thoughts and Managerial Implications were amalgamated. A presentation and a video were also prepared by the students.

Details of Resource Persons, if any: :

Name	Ms. Ranjini Guha
Designation	Associate Professor
Organization	Gour Mohan Sachin Mondal Mahavidyalaya
Country & City	India, Kolkata
Mobile	9674339494
Email	ranjini_hi@yahoo.com

Highlights of the Event: The event was conducted in online mode. The Guest speaker delivered her lecture to the students, faculty and staff of the institute on the Zoom platform. The presentation and video on Gandhian philosophy of non-violence was also showcased via Zoom. The COVID protocols were maintained while the event was on. The entire program was well co-ordinated.

Number of Participating Students/Faculty & Staff:

CLASS	FSNM	TCFS	ID	HD	COM	MANG
Students (Offline)						
1 st year UG	--	--	--	--	--	143
2 nd year UG	--	--	--	--	--	57
3 rd year UG	--	--	--	--	--	15
1 st year PG	--	--	--	--	--	
2 nd year PG	--	--	--	--	--	
TOTAL	--	--	--	--	--	213
Faculty	--	--	--	--	--	12
Administrative Staff	--	--	--	--	--	06
Group-D Staff	--	--	--	--	--	00
GRAND TOTAL	231					

Feedback Summary of Participants:

Quality Parameter	Total Numbers			
	Excellent	Good	Average	Bad
Organization of the event	70	130	13	
Quality of resource persons	100	80	33	
Relevance to course of study	180	33	00	
Excellent take back	YES - 231		NO - 00	
Can be repeated	YES - 231		NO - 00	

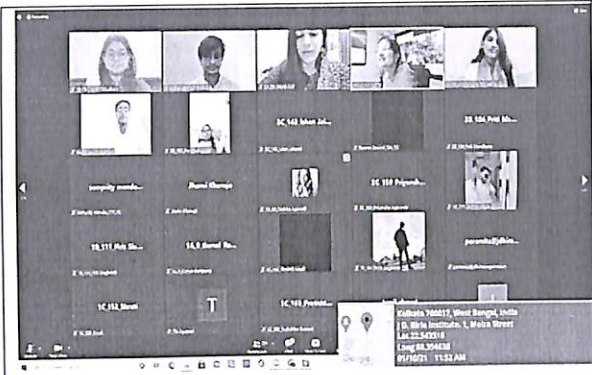
Evidence of Success (in 200 words): Gandhi Jayanti celebration was successful as can be inferred from the feedback collected from 213 students. Majority of the students have rated the program as “excellent” and “good” on the parameters. The program was immensely relevant in the times of social and political turbulence across the globe. The theme of the program had immense managerial implications and was befitting the background of the students. There has been a “repeat” request from the students, as is evident from the above feedback. This implies their magnitude of involvement. The active participation of the students was praiseworthy. Apart from the feedback received, it was pleasant to interact with the guest speaker who held the program in good light and complimented the efforts of the students in Covid times. This zeal is what we want to retain for the upcoming events.

Resources Used and Amount spent, if any: NIL

Problems Encountered, if any: NIL

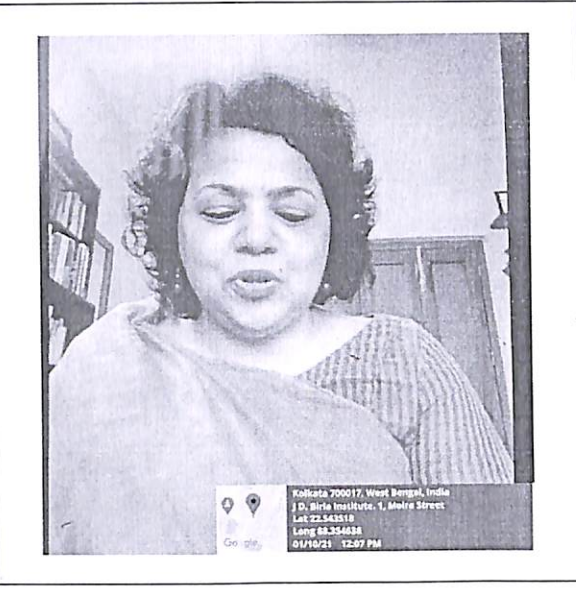
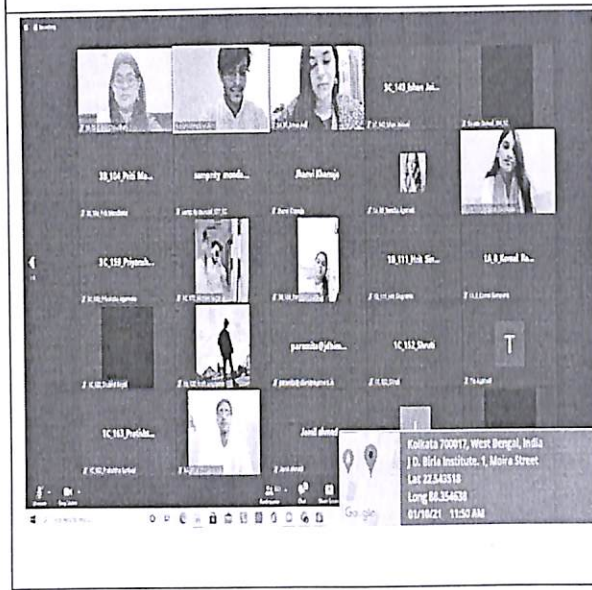
Note (any other information that is relevant in 150 words)

This event was a result of ongoing meetings and discussions among the student volunteers and the teacher co-ordinator. The students held meetings on regular basis. Brainstorming led to the final structure of the requisite program on the celebratory day. Given this, the activities were divided amongst students working in groups. Co-operation, co-ordination and positive criticism among the team members led to seamless conduct of the program. 21 students volunteered for the program. The students were very enthusiastic in hosting the event. The overall program was rehearsed before the final show. The presentation of the speaker was interesting and relevant in terms of addressing the students.



Trusteeship As Management Model

- The principle that the wealthy has a social responsibility whether institutionalized or not remains as pivotal in CSR as it is true of Trusteeship.
- Alan Axelrod writes, "There is no doubt that Gandhi was a good man and an intensely spiritual man, but he was also a manager and executive, a supremely practical leader for change."
- The concept of Trusteeship is a mid path between pure capitalism and pure communism. Capitalism is not just about creating wealth, but one has to take care of the shareholders and stakeholders too. That is the essence of CSR.
- The UN Global Compact CEO study shows that many CEOs believe that business has to move beyond profit as a measure of value to metrics that take non financial aspects into account. Sustainability will be a key issue in defining the future of business.



In-charges/Coordinators

Soma SR
4/10/21

Signature with date

Name: Dr. Soma Sinha Roy
Designation: Assistant Professor & Program Officer