

INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR) ACTIVITIES OF THE YEAR 2024 – 2025, BY SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, PUNE

CLOTH DONATION DRIVE FOR MUSKAAN PROJECT

The objective of the Cloth Collection Drive was to celebrate the birthday of Hon. Chancellor Dr. S.B. Mujumdar Sir by engaging students and staff in a meaningful social initiative. Organized in collaboration with the Ishanya Foundation under the Muskaan Project, the drive aimed to promote social responsibility and environmental sustainability by collecting good-quality clothes for underprivileged communities. Locally, the event supported community upliftment through the Muskaan Project, helping marginalized sections of society.



KAL KI KALPANA

The primary objective of Kal ki Kalpana was to introduce students aged 14–18 to the core concepts of entrepreneurship, finance, and marketing through a combination of simplified lectures and engaging activities. The event aimed to spark interest in business and innovation at a young age while also encouraging critical thinking, creativity, and collaborative learning. An equally important goal was to promote social responsibility among the student organizers through community outreach.



ENVIRONMENT DAY AWARENESS

The event promoted environmental awareness and community responsibility by involving students in sapling plantation on campus and in Viman Nagar. It enhanced understanding of sustainability practices, encouraged eco-friendly habits, and strengthened professional ethics through active civic engagement, contributing meaningfully to environmental development. The event organized by The Initiate Cell focused on promoting environmental sustainability through a combined sapling plantation drive and community awareness activity. The initiative aimed to encourage students to take active responsibility for improving their surroundings while also contributing to the local ecological balance.



PROJECT PAWS - ANIMAL WELFARE AWARENESS

The event enhanced students' practical understanding of animal welfare, shelter operations, and responsible care. It strengthened professional ethics through compassionate engagement, improved communication skills through content creation for social media awareness, and promoted environmental and community responsibility by supporting shelter initiatives and learning about sustainable, humane treatment of animals. The event organised by The Initiate Cell focused on promoting animal welfare awareness through an educational visit to the Animal Farm Rescue Center in Pune near Wagholi. The initiative aimed to expose students to the functioning of animal shelters while encouraging compassion, responsibility, and community engagement toward the well-being of rescued animals.



SERVICE LEARNING 2024-25 ENVIRONMENTAL INITIATIVES AT SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, PUNE

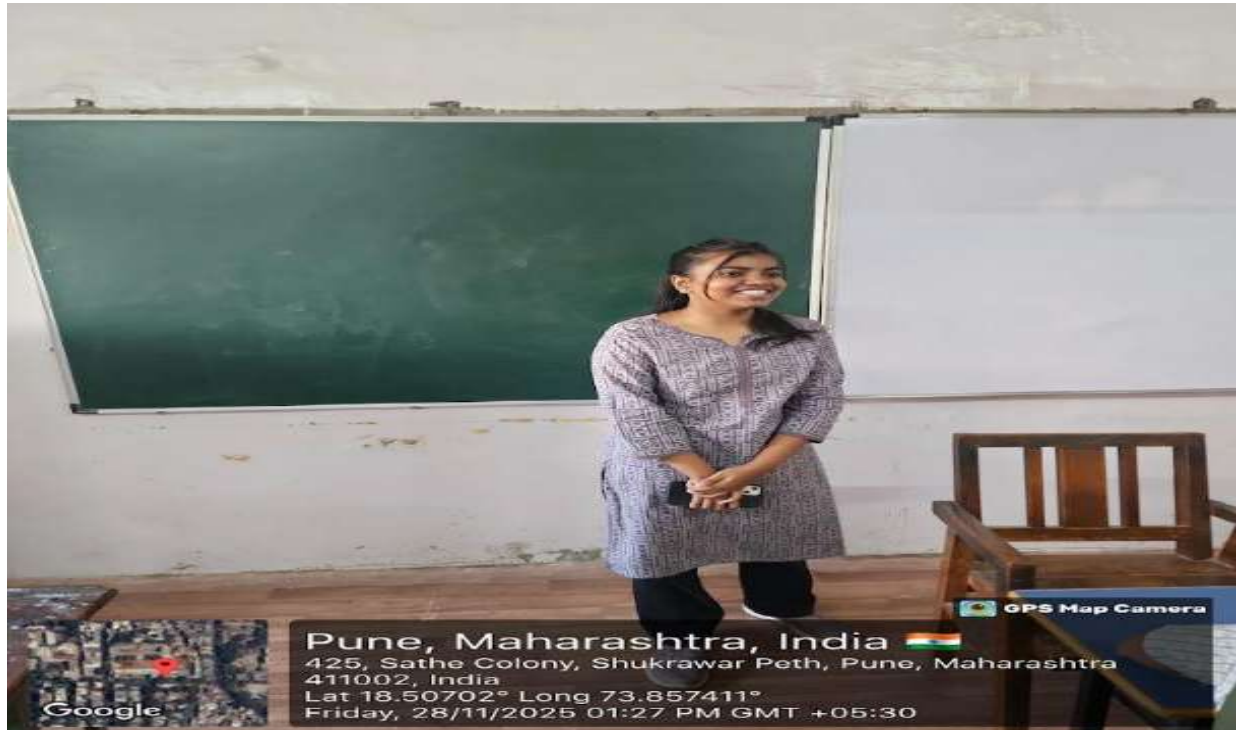
The Symbiosis Centre for Management Studies, Pune, conducted an extensive environmental service learning project during the academic year 2024-25, engaging BBA fourth-semester students in multiple sustainability initiatives. The project, running from August, 2024 to April, 2025 was executed in collaboration with Spherule Foundation and International Society for Krishna Consciousness (ISKCON), a global spiritual and cultural organisation. Spherule Foundation has done a lot in ensuring inclusive and sustainable development in India by generating social impact that is measurable and building up on the community systems. Another major contribution it has made is in filling major gaps in education, health, and livelihood prospects in marginalized and underserved groups. The Foundation has aided in enhancing access to education, boosting grassroots healthcare delivery, and economic self-reliance among communities through long-term involvement in various states. The other significant contribution is that it helps to match community-level interventions with the national priorities and the United Nations Sustainable Development Goals (SDGs). The Foundation is integrated and holistic, thereby tackling the interconnectedness of social issues instead of single-handed problems, which is guaranteed to achieve long-term and sustainable results. Total 261 students, actively participated and completed the service learning component, demonstrating a high engagement. The project encompassed various social and environmental initiatives targeting the general population of Pune city and nearby areas. From a professional perspective, the internship provided exposure to real-world work environments outside the classroom. One of the major professional skills developed was event planning and execution. Planning activities in advance and executing them effectively during fieldwork helped me understand how coordination and preparation contribute to successful outcomes. The objective of this activity was to support Vitthal Naturals, a small-scale, ethical initiative associated with ISKCON, by strengthening its branding, marketing communication, and go-to-market approach. The focus was on improving brand clarity, aligning messaging with ethical and sustainability-oriented values, and enhancing visibility among relevant target audiences.

Students' involvement in service learning with Spherule Foundation provided practical exposure beyond theory. By participating in awareness campaigns and community initiatives, they understood real social issues better. This experience improved their leadership,

communication, team management, social responsibility, planning, problem-solving, motivation, conflict handling, time management, and interpersonal abilities.

ACTIVITIES UNDERTAKEN

Students actively participated in various projects of Spherule Foundation that works across education, healthcare, livelihood, social inclusion, environment, and community safety to support overall development. In education, it improves school infrastructure, sets up STEM labs, digital classrooms, playgrounds, and offers remedial classes and scholarships. It also promotes digital learning through the InstaShala App. In healthcare, it upgrades Primary Health Centres, develops ICU/NICU facilities, runs mobile health units, and supports maternal and reproductive health. The Foundation promotes social inclusion through POSH programs, LGBTQ+ support, and menstrual awareness initiatives. It supports livelihoods through skill development, financial literacy, entrepreneurship, and micro-business programs. Additionally, it works on environmental projects and community initiatives, while internships provide students with practical learning and skill development.



Conducting an interactive teaching session on Polynomials for Class VIII students as part of the Service Learning Course, focusing on conceptual clarity and problem-solving skills.



Facilitating a classroom session on Data Handling for Class VIII students, emphasizing data representation, interpretation, and practical application through examples.

ROAD SAFETY AWARENESS AND PUBLIC SURVEY

Students conducted a public campaign on road safety to spread awareness and gather information. The main goal was to know how aware people are about traffic rules and discipline. Students spoke to people and asked about helmet usage, traffic rules, violations, road accidents in Pune, and their knowledge of traffic laws. The activity included a survey and collection of feedback. The findings highlighted the current awareness level and the need to follow road safety measures more strictly.



Road Safety Awareness Drive and Pamphlet Distribution- Kharadi.

CLEANLINESS DRIVE AT SUICIDE LAKE, VIMAN NAGAR

Students participated in a cleaning activity at a lake in Viman Nagar to support environmental protection. The purpose was to raise awareness about maintaining clean water bodies. The group collected garbage from the lake surroundings and disposed of it correctly. The activity emphasized cleanliness, environmental care, protection of resources, and social responsibility. It created awareness among the public and highlighted the importance of everyone contributing to a cleaner and healthier environment.



GENDER EQUALITY AWARENESS CAMPAIGN

Students took part in a gender equality awareness campaign in public places. The aim was to understand people's views and spread the message that men and women should be treated equally in all areas of life. They spoke with the public and asked questions about equal rights, gender roles, equality at home and work, and respect and opportunities for women. This activity started meaningful discussions and encouraged people to think about their beliefs.



Gender Equality Awareness Drive and Pamphlet Distribution



Gender Equality Awareness Drive

COMMUNITY OUTREACH AND LIVELIHOOD SURVEY – KHULEWADI, PUNE

The internship was said to have involved intensive fieldwork in Khulewadi, Pune, offering clear insight into urban marginalization and the infrastructure gap in developing areas. The locality was described as having poor living conditions, with narrow lanes, overcrowded housing, and lack of waste management and drainage. Students reportedly conducted door-to-door surveys in various households to study education, skills, and income levels, focusing on families earning below ₹15,000 per month. They were said to have created awareness about free vocational training like sewing and food making, while identifying interested beneficiaries. The collected data was systematically recorded using structured formats and Google Forms.







PEDAGOGICAL DEVELOPMENT AND STEM INITIATIVES

This section reflects the academic rigor involved in designing ten detailed STEM lesson plans tailored for grades 5 through 9. The finalized modules remain a core contribution to the foundation's educational outreach library

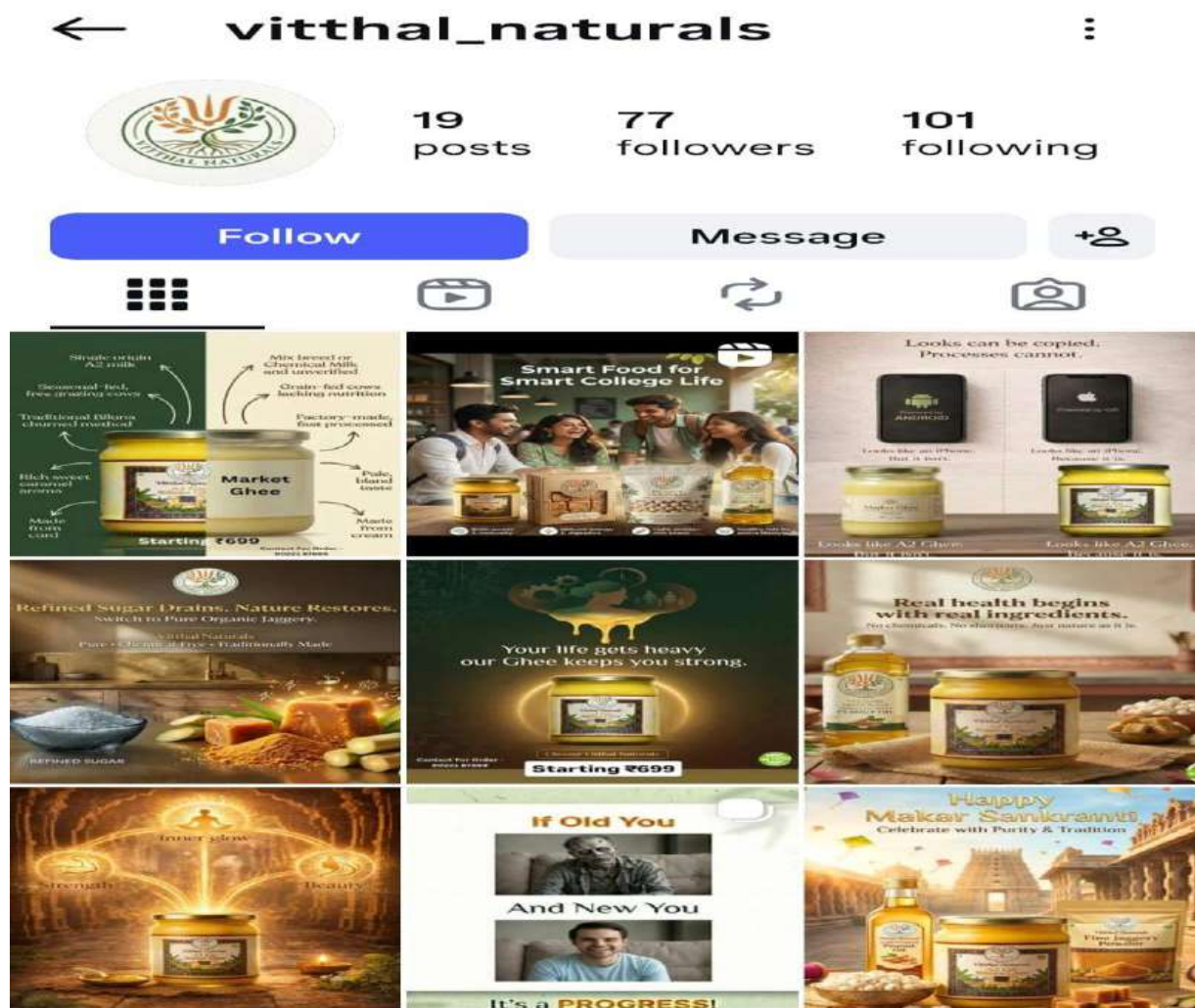


MARKETING, BRANDING, AND GO-TO-MARKET SUPPORT – VITTHAL NATURALS

The objective of this project was to support Vitthal Naturals, a small-scale, ethical initiative associated with ISKCON, by strengthening its branding, marketing communication, and go-to-market approach. The focus was on improving brand clarity, aligning messaging with ethical and sustainability-oriented values, and enhancing visibility among relevant target audiences.

The team assisted in developing a coherent branding narrative that reflected the initiative's emphasis on natural sourcing, ethical production, and community-oriented entrepreneurship. This involved understanding the product portfolio, identifying the core value proposition, and aligning brand communication with sustainability principles.

Additionally, support was provided in conceptualising product positioning and market outreach strategies, including discussions around target segments, messaging tone, and channels for promotion. Efforts were also directed toward enhancing promotional planning by identifying visibility opportunities and strengthening consumer-facing communication.



PODCAST AND DIGITAL CONTENT CREATION

The objective of this initiative was to enhance ISKCON's digital outreach by supporting the development of a podcast and related digital content aimed at disseminating values-based knowledge in an accessible and contemporary format.

This initiative strengthened ISKCON's digital presence by contributing to the creation of scalable and accessible educational content. The podcast format enabled outreach beyond physical spaces, allowing wider audience engagement and sustained dissemination of organisational messaging.



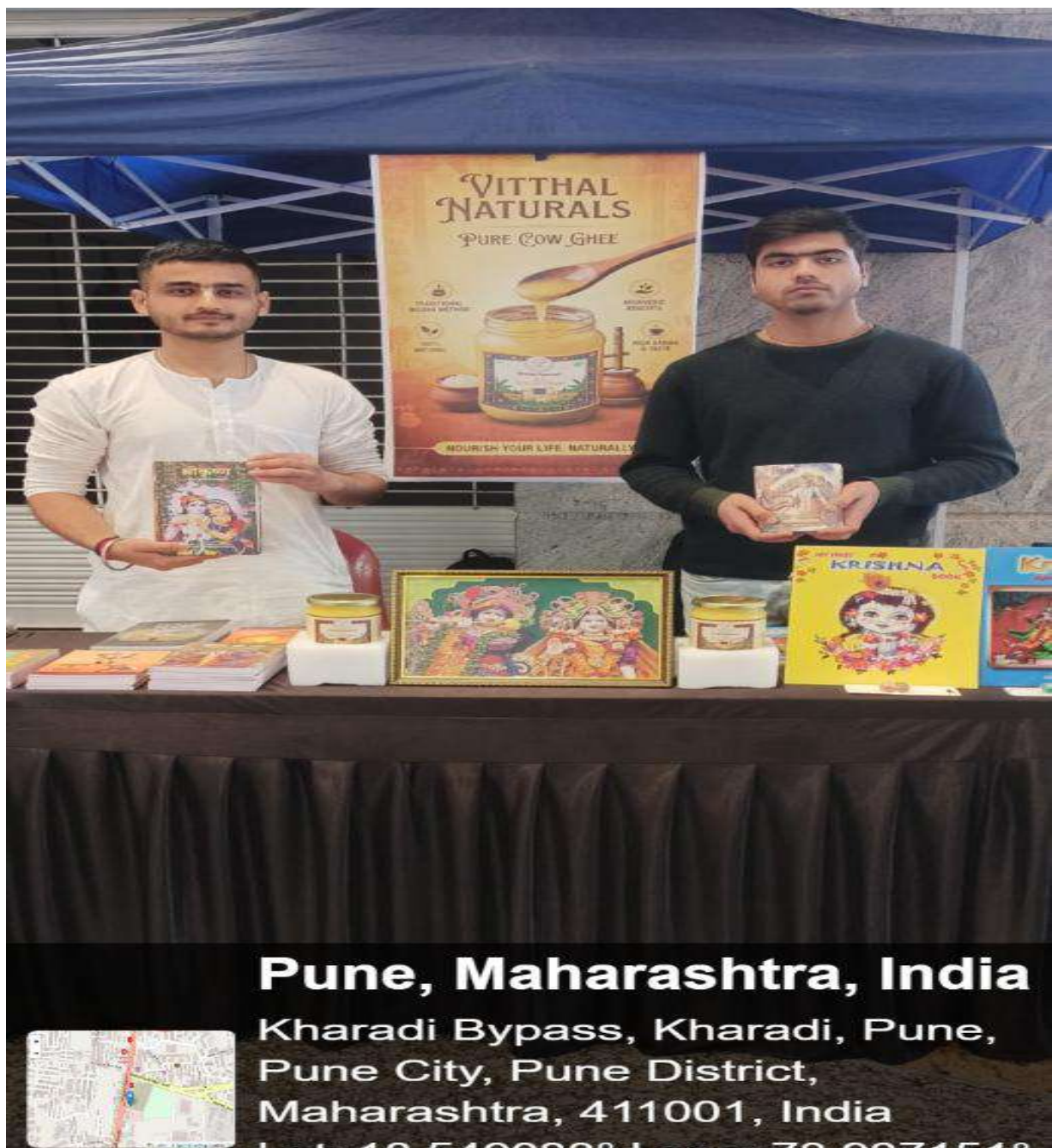
PRAYER AND MEDITATION SESSIONS FOR CHILDREN AND YOUTH

The sessions encouraged positive behavioural habits, improved focus, and emotional regulation among participants. The activity contributed to holistic youth development by creating a supportive and structured environment conducive to self-discipline and reflection.



TWO-DAY SEMINAR AND OUTREACH STALL AT SHOPPING COMPLEX

The objective of this initiative was to engage the general public and create awareness about ISKCON's objectives, programs, and service-oriented initiatives through direct interaction and outreach. Participant students ensured effective task delegation, coordination, monitored on-ground execution, and conducted continuous follow-ups to ensure smooth coordination. They acted as a point of contact to resolve operational challenges and maintained workflow efficiency during the event.



GAUSHALA OUTREACH AND PROMOTIONAL SUPPORT

The objective of this activity was to support outreach and awareness initiatives related to ISKCON's gaushala operations, with a focus on sustainability, ethical practices, and visitor education. The initiative improved visitor awareness and understanding of sustainability-focused practices. It strengthened the educational dimension of gaushala outreach and supported ISKCON's efforts to promote responsible and ethical living.





Overall, the Service Learning project was a valuable and enriching experience. It provided an opportunity to apply theoretical knowledge to practical situations and understand the functioning of social organizations at the grassroots level.