

Going **BEYOND** Awards

POST GRADUATE PROGRAM IN MANAGEMENT SUSTAINABILITY CENTRE

In order to create impact for stakeholders including Athena Students/Alumni/Faculty & to positively influence external stakeholders including other Business Schools/ Non-Profits/ Start-ups with an eye on ESG/ SDGs / Digital Transformation & Sustainability - we created collaborations and partnerships with:

- Non-Profits / Incubators / Entrepreneurs / Startups
- Partner B - Schools & Universities across the world
- Research Collaborations & Roundtables / Non-Profits/Incubators/Entrepreneurs/Start-Ups



ATHENA
SCHOOL OF MANAGEMENT

Athena believes in collaboration across sectors. Over the past year we have collaborated with Non-Profits/ Incubators/ Start-ups across Europe, Africa, USA & Asia.

The idea has been to partner with them in making an impact through innovation. While we focus on SDG 4 (Education), SDG 5 (Women Empowerment), SDG 10 (Reducing Inequality) & SDG 17 (Collaborations) - we have also been able to make contributions in SDG 8,9, 12 & 13.

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Athena partnered with a social enterprise (Aeloi Technologies) using Financial Tokens (Fintech) to enable women entrepreneurs (from poor backgrounds) to take loans for starting businesses with Electric Light Good Vehicles in Nepal & South Asia. Our students worked in task forces across Pricing Strategies, Rural Marketing & Market Expansion.

This enterprise has been acclaimed & is impacting lives of many women in South Asia. Athena faculty have advised and trained Women Entrepreneurs in Sub-Saharan Africa including in Nigeria, Ghana, Senegal, Zimbabwe, South Africa in partnership with a Non-Profit – ImpactHER.

Further, Athena students acted as “consultants” to them as they strived to grow their enterprises. International Internships with in locations across the world have been a key focus area for Athena.

Pre-Covid, Athena students were interning in various locations including Amsterdam, Prague, Lisbon etc. They were interning with innovative start-ups in cutting edge sectors such including RanMarine (Climate Tech), DOT Glasses (Vision Devices), XO Sight (Drone & SCM Tech) to name a few.

COIL Based Collaborations with Partner B-Schools & Universities

The second part of our efforts is collaborating with Business Schools & Universities across the world in inspiring to innovate and make an impact.

At Athena COIL is now an integral part of the learning process. In the past year we have collaborated with multiple institutions across 5 continents in a wide range of activities including Joint Virtual Projects, Virtual Exchanges, Joint Faculty Exchanges, Case Study Research, Business Plan competitions etc.

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These include a wide range of collaborations some of which include:

- Joint Virtual Project on Sustainability & Medical Innovation with SGH Warsaw School of Economics
- Joint Session with FDC in Brazil on Digital Transformation with participants from 5 continents
- a Virtual Cultural Exchange with FHNW School of Business in Switzerland
- COIL Project on Future of Work with Liverpool Business School (LJMU)
- a Virtual Series of Business Labs involving Institutions
- Accelerators, Innovators & Entrepreneurs with Hanken School of Economics in Finland
- Joint COIL Workshops with Acsenda School of Management in Canada

Research Collaborations & Roundtable Dialogues

The third part of this endeavor is through research. We are partnering with Institutions to understand the changes and effects of the events in the past year on the business, nations & society.

- One example of this would be when Athena School of Management co-hosted the Business Roundtable on Corporate Responses to Covid-19 in India with the University of Geneva - Geneva Centre for Business & Human Rights (GCBH) supported by Nestlé with 30 representatives from countries & companies across the India, Europe & Asia including Nestlé
- The Coca-Cola Company, Olam, Louis Dreyfus Company, Bonsucro

This was the culmination of a Research Project on Human Rights in the Coffee, Sugar & Spices sectors in India which was supported by Nestle.

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PROGRAM IMPACT AND SUCCESS

Impact in Numbers

In numbers, Athena has created impact across more than 35 countries, 5 continents, 30 institutions (B-Schools/Universities), 70 companies (startups/ scale ups/ corporations), 100 entrepreneurs, 8 SDG's (4,5,8,9,10,12,13 & 17), multiple sectors (Energy/Transportation/ Education/FinTech/Climate Tech/ Agri Business/ Information Tech/ AI/ FMCG/ Logistics/ Healthcare) & hundreds of students globally (including in India, Asia, Africa, Europe & the Americas) across various income levels & social backgrounds.

The world has changed more in the past 18 months in more ways than anyone could have predicted with great opportunities & deep challenges. Technology becoming both an enabler & disruptor but on the other hand the challenges of digital inequality, reduced income due to lockdowns, adverse climate change, pseudo-nationalism is all clear & present.

As a believer in Impact Leadership, Stakeholder Management, Sustainability & Globalization - Athena is taking a clear focused path to inspire & innovate various stakeholders (internal & external) to make an impact on people, profit & planet underpinned by our deep commitment to Internationalization.

Our students have interned with companies from across the world including France, Luxembourg, Netherlands, Israel, South Africa, UAE, Singapore, Taiwan, Japan & the United States in areas such as Venture Capital, Sustainability & Circular economy, Online Networking & Community Building, Vision Technology & much more. These include a wide range including Impact VC firms based out of Europe (Satgana), EdTech in South Africa (Code4Kids), Natural Handicrafts out of US (Pankh) to name a few.

Our students worked closely with one of the world's fastest upcoming tech enabled networking & online event companies - Run the World based out of San Francisco in expanding their global footprint.

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PROGRAM IMPACT AND SUCCESS

Today an Athena student's week could include:

- a Lecture on Communications from a Faculty in the US,
- a joint project on sustainability with students from Poland,
- a research project with a Micro Finance company in Nepal,
- a Joint Session on International Geo-Strategy with a Business School in Brazil,
- a startup session with students from Finland,
- a workshop on design thinking by a professor from Spain ,
- a part time internship with a VC/PE firm in Luxembourg and a Virtual Cultural Exchange from a leading Swiss University!

We are incredibly lucky to be around to see such profound changes in the way knowledge, skills and ideas are being transmitted & exchanged!

Joint research being currently conducted in the fields of Impact of Digital Transformation, Future of Work & Effect of Financial Technology on Gender Empowerment.

At Athena collaborations are important to make true impact. Athena is an active member of the UNGC & PRME where we work actively to further SDGs through engagements.

We are active participants of the RRBM which focuses on socially responsible research in business. Athena is a member of the Good Governance Academy which focusses on global corporate governance, reporting & ESG initiatives & we participated in the United Nations General Assembly Science Summit Plenary which focused on SDGs.

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SDG IMPACT

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LOOKING FORWARD

We would like to focus on four areas deeply so as to create a new generation of leaders and processes. We believe that recent events including the current COVID Pandemic show the rapidly changing nature of global economy & ecosystem. It is more necessary than ever to be able to address the changes, foreseen & unforeseen, that we expect to occur in the coming decade.

Our areas of focus include --Impact Leadership-Stakeholder Management -Sustainable & Circular Economy - Globalization. We sincerely believe in the evolution of Athena into a School helping create leaders across levels, regions & professions.

In Summary, Athena is an expression of passion and commitment towards creating a new generation of Future leaders who can truly lead themselves and impact business & society in a deep & meaningful way! It's not just about evolution or revolution - instead we believe in re-evolution (learning, de-learning & re-learning) as we face a world with increasing challenges & uncertainties.

With a keen belief in Internationalization & Multi-Disciplinary learning, the focus is in expanding Athena's area of influence & positive impact on learning, education & skill preparation for young leaders across the Developing World over the next decade.

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