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17.2 Relationships to support the goals

17.2.1 Relationships with regional NGOs and government for SDG policy

Sri Sri University International Model United Nations (SSUIMUN) is a simulation of the United Nations conducted annually at Sri Sri University aiming to promote the views and values of the United Nations, striving to bring curious and creative minds from all over the world under one roof & to create world leaders for change and bring out the best within oneself and others. We have been involved in various activities like Event Social responsibilities – from donation drives to awareness camps, we are doing our part for society, plantation drives, hygiene awareness, and much more since we believe that more than just deliberation is needed so we go out into the world and taking initiative and making a difference in the world and the lives of people one edition at a time. The activities connected with this also supports SDG 11 as it overall encourages a sustainable development of the community.

SSUIMUN

To add to this, SSUIMUN also organizes book fairs, debates and TalkXSSUIMUN , a platform for individuals from various walks of life to share their experiences, advice and guidance with students (Refer Plate 01).



Plate 01: SSUIMUN activities at Sri Sri University

National Conference

Sri Sri University (SSU) proudly hosted a National Conference titled ‘Environmental Challenges and the Way Forward for Mahanadi River in collaboration with the Ministry of Jal Shakti, under the

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esteemed patronage of Gurudev Sri Sri Ravi Shankar (Refer Plate 02). The conference offered a platform for diverse presentations and research reports, addressing critical Mahanadi River issues while emphasizing pathways for its sustainable revival. Delegates drew inspiration from global initiatives, exploring nature-based solutions for the river's environmental rejuvenation. Discussions delved into strategic solutions, including extensive research on sand mining regulations, and other complexities aimed at unlocking the river's potential for future generations.



Plate 02: National Conference on 'Environmental Challenges and the Way Forward for Mahanadi River in collaboration with the Ministry of Jal Shakti

SSUINNOVATION TECH FOUNDATION

Sri Sri University has been recognized by **Department of Science & Technology (DST), GOI, for the inclusive-TBI (Technology Business Incubator)**, to support the tech based start-ups (Refer Plate 03). The duration of this project is 3 years. Through this project, the budding entrepreneurs would be provided mentoring support for Product development, Intellectual property, Technology integration, market linkage and SEED funding supports.

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Plate 03: SUINNOVATION TECH FOUNDATION, DST-GOI

Marketing Conclave

Sri Sri University organized the 7th Marketing Conclave at Sri Sri University unfolded with insightful discussions and valuable insights under the theme ‘Marketing in the Automated Era! Navigating the Nuances for Sustainable Growth’ (Refer Plate 04). The event organized by the Faculty of Management Studies. It mainly aimed at fostering collaborations, the convergence of ideas around authenticity, values, customer relationships, and technological adaptability underscored the conclave’s commitment to navigating the intricate landscape of marketing in the automated era.



Plate 04: The 7th Marketing Conclave at Sri Sri University

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Puri Beach Cleaning Program

Sri Sri University's Faculty of Emerging Technology and Faculty of Science jointly hosted the "Puri Beach Cleaning Program" (Refer Plate 05), where 700 participants joined from diverse backgrounds, including students from schools like KIIT, KISS, SOA and locals from the community. Additionally, experts from City University of New York contributed to the event's intellectual exchange.



Plate 05: Puri Beach Cleaning Program

Management Development Programme

In a move to enhance the capacity and well-being of government doctors, the Government of Odisha has issued an official order to the Human Resource Development Centre (HRDC) Sri Sri University to conduct a Management Development Programme (MDP). The program focused on Sensitivity Communication and Stress Management, equipping doctors with essential skills for effective patient interactions and stress coping mechanisms with Department of Health and Family Welfare, Government of Odisha (Refer Plate 06). A total of 433 participants, including officers from Odisha Medical Health Services, Odisha Medical Education Services, and the Department of Health & Family Welfare, have successfully completed 15 programmes, acquiring valuable skills that will enhance both their professional and personal.

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Plate 06: Management Development Programme for doctors, organized by HRDC, SSU

Exposure Visit cum Training Session

Sri Sri University conducted one day Exposure Visit cum Training Session on Life Skills of OAAS (Odisha Audit and Accounts Service) officers (Refer Plate 07). They also had introduction to Yoga, Ayurveda and Osteopathy among many other events organized in collaboration with MDRAF (Madhusudan Das Regional Academy of Financial Management), Bhubaneswar. In all, 88 participants joined this training program.



Plate 07: Exposure Visit cum Training Session on Life Skills for OAAS officers at SSU.

Training and Management Development Program

Sri Sri University conducted three Days Induction, Training and Management Development Program on Development of Managerial Skills of ASO (Assistant Section Officer) officers for Department of

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Skill Development & Technical Education and Department of Commerce & Transport (Refer Plate 08). In total, 27 participants joined this training program.



Plate 08: Induction Training and Management Development Program on Development of Managerial Skills for ASO officers at SSU.