COLLABORATION WITH NGOs TO TACKLE THE SDGs

Masters' Union, Gurugram

Masters' Union collaborates with non-governmental organisations, foundations and community organisations to tackle the Sustainable Development Goals. These partnerships combine the NGOs' community expertise with the university's students, staff, alumni and resources, and take three forms: student volunteering programmes, field research and learning programmes, and the development of educational resources. Together they address food security, health, inclusive education, women's livelihoods and environmental sustainability.

Masters' Union's Annual Impact Report records **3,208 institutional volunteering hours**, including 2,000 hours dedicated to the Punjab Entrepreneurship Mindset Programme.

1. Student volunteering programmes

Most volunteering is led by the **SEVA Club**, Masters' Union's student volunteering society, working with NGO partners.

Food donation drive with the Robin Hood Army (SDG 1, 2). In a 24-hour drive with the Robin Hood Army, Masters' Union students collected funds, food and clothing and distributed them to more than 250 residents of Ghata Village, near Banjara Market, Gurugram.



Food donation drive with the Robin Hood Army, Ghata Village

Run for a Cause with the Kiwanis Club (SDG 3, 10). The SEVA Club organised a 3 km and 5 km community run at Leisure Valley Park, Gurugram, with 48 participants, including students from Masters' Union and the Management Development Institute (MDI). It raised more than ₹34,000, sponsoring two prosthetic limbs for amputees from underserved communities.




Run for a Cause with the Kiwanis Club

Stem-cell donor awareness and registration drive with DKMS (SDG 3). With DKMS, an international non-profit working against blood cancer, the SEVA Club raised awareness of blood cancers, stem-cell transplantation and donor registration, involving 97 volunteers and professionals, including people from EY, Gartner and ICICI Bank.



Stem-cell donor drive with DKMS

Creative learning with the Dream Girl Foundation (SDG 4, 10). SEVA Club volunteers ran an art and painting programme for children from underserved communities, encouraging creative expression and positive social interaction.




Art programme with the Dream Girl Foundation

2. Field research and learning programmes

Through the PGP Bharat programme, students carry out field-based study with NGOs, examining how community-led models address development challenges.

Swades Foundation – rural education and development (SDG 1, 4, 6). In Nivi village, Raigad district, Maharashtra, students studied community-led education initiatives covering early-childhood learning, digital literacy, teacher capacity building and pathways to higher education and employability. They examined how the Swades Foundation strengthens government schools through investment in teachers, infrastructure, curriculum support and community participation, interacting directly with educators, volunteers and village committees.



Rural immersion with the Swades Foundation, Raigad

SEWA and Ada Chikankari – women's collective enterprise (SDG 5, 8). In Lucknow, students studied women artisans, collective enterprise and fair livelihoods, examining ownership, bargaining power, access to finance, recognition of home-based work and the conditions women need to enter, remain and progress in value chains.





Immersion with SEWA and Ada Chikankari, Lucknow

TIEEDI Permacultural Foundation – regenerative agriculture (SDG 2, 12, 15). During a three-day immersion in Darjeeling, students studied permaculture, natural farming, ecological restoration and circular resource management: composting organic waste, turning citrus peel into bio-enzymes, replacing industrial materials with bamboo and upcycling paper. They also examined farmer livelihoods, post-harvest management and the trade-offs between affordability, scale and ecological sustainability.





Immersion at TIEEDI Permacultural Foundation, Darjeeling

3. Development of educational resources

Sharing the Light – learning resources for visually impaired learners (SDG 4, 10). Working with the Nirmala Foundation (Rohini), the Blind Welfare Society (Swaroop Nagar) and the Blind Persons Association (Uttam Nagar), Masters' Union raised ₹50,000 (₹31,020 from alumni, ₹12,080 from the institution and ₹6,900 from employees) to provide 42 walking canes, 43 headphones and 81 Braille slates, giving visually impaired learners the tools to read, write and learn independently.



Sharing the Light: Braille slates and learning aids for visually impaired learners

Drone-making lab for girls with Udayan Care (SDG 4, 5). Masters' Union sponsored a hands-on drone-making laboratory for girls supported by Udayan Care. Through guided practical sessions, the girls learned about drone components, basic engineering concepts and assembly, building confidence in technology through experimentation and teamwork.



Drone-making lab for girls with Udayan Care

Outcomes

- more than 250 residents of Ghata Village supported through food donation
- ₹84,000+ raised, sponsoring 2 prosthetic limbs and 166 assistive learning devices
- 97 volunteers and professionals engaged in stem-cell donor awareness
- 3,208 institutional volunteering hours
- field learning with NGOs on rural education, women's livelihoods and regenerative agriculture