



BUSINESS MANAGEMENT AND ETHICS

PROJECT IDA RIEU

CONCERNED TEACHER: MISS HAREEM

GROUP MEMBERS

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Objective

An objective of the project was to build a sustainable development in the most economical way, while an aim of sustainable development is to balance our economic, environmental and social needs, allowing prosperity for new and future generations. Sustainable development consists of a long-term, integrated approach to developing and achieving a healthy community by jointly addressing economic, environmental, and social issues, whilst avoiding the over consumption of key natural resources.

SDG (Sustainable Development Goal)

On September 25th 2015, countries adopted a set of goals to **end poverty, protect the planet, and ensure prosperity for all** as part of a new sustainable development agenda. Each of the goals has specific targets to be achieved over the next 15 years.

Total 17 goals were set to transform our world out of which one goal was picked for the project. **GOAL 4: Ensure inclusive and quality education for all and promote lifelong learning.**

The journey to becoming an Inclusive School may be long and challenging at times, but ultimately this journey can strengthen a school community and benefit all children. "Inclusion" does not simply mean the placement of students with disabilities in general education classes. This process must incorporate fundamental change in the way a school community supports and addresses the individual needs of each child. As such, effective models of inclusive education not only benefit students with disabilities, but also create an environment in which every student has the opportunity to flourish.

Project Description

Considering the objective and requirement of the project, it was decided to work for the needy people and hence a goal was set to work for the organization "IDA RIEU School" in order to provide them a helping hand in an economic and sustainable way and which had to be long lasting. Therefore Planning and Execution were carried out to achieve this goal.

Planning

Planning is defined as a detailed proposal for doing or achieving something, it is both a goal making and a strategy making process. Antoine de Saint-Exupery stated, "A goal without a plan is just a wish."

Considering its importance, a plan was made in two stages for achieving our goal which are listed and described below;

1st stage

- The first and foremost important thing was to know much about the organization itself.
- Secondly visit the institute and meet Ms. Hina who herself is a SZABIST Lecturer and a volunteer of the IDA RIEU organization, so as to know about needs of the organization.

About IDA RIEU | Welfare Association

IDA RIEU is the oldest and largest institute for special children like blind, deaf and mute in Pakistan, it is run by Ida Rieu Welfare Association, which was established in 1922. This was exactly a year after the death of the Irish lady, Ida Augusta Rieu, who was the wife of Sind's British Commissioner, J.L.Rieu.

During her stay in Karachi and elsewhere she devoted her life to various activities for social welfare, chiefly amongst the poor. She was the moving spirit in the Ladies Associations, Maternity Homes, Children's Nurseries, Widow's Homes and Industrial Work for the Crippled.

The 'IDA RIEU Poor Welfare Association' came into existence on 25th November, 1921 in Karachi with a view of imparting education and training to the blind, deaf and mute children to make them useful citizens of community.

In 2006, five students, including four women, gained admission to the masters' degree programme at the Ida Rieu College for the blind and the deaf. This is the first time that the institution had introduced a masters' level programme under the arts faculty at the University of Karachi. Since then, The KU has been offering teachings and examination services for MA programme in English literature, Pakistan Studies, Urdu and Political Science.

Vision:

To assist in developing a society where all blind and deaf members are fully integrated into schools, communities, and places with equal opportunities and benefits.

Mission:

To nurture the intellectual and social skills of the special children and enable them to cope with all challenges through education and training.

Needs of the organization

During few meetings with Ms Hina, the discussion had shed some light on the students of the school and the problems faced by them for which the organization wanted some resources to

deal with those problems. The resources needed and the targets by the organization are listed below;

- Raising awareness
- Building a liaison
- Major donors
- Generator for running the school when light vanishes
- Jobs for students such as deaf reach
- Transport for pick and drop
- Shaded areas etc.

2nd Stage of Planning

The targets mentioned above were not less than a big challenge itself, but that was the ultimate achievement our group was looking after, it was time to work for a real cause.

- It was made sure that every member of the group takes part. At least in sharing the personal contacts or a communication channel to step ahead.
- To approach different organizations for building a liaison.
- Not just a particular target of building liaison was set but all of the targets mentioned above were considered.
- Raise awareness through social networking and TV casting.
- Provide them a platform through IBA MUN to achieve their vision and mission of the organization.

Execution of the plan

- It was made sure that every group members would look for the personal contacts.
- Was handed over the Facebook page to attract attention on the organization through integrating likes, sharing videos etc.
- Many of the companies were chosen and had done meetings such as;
- Visited Shezan company and had meeting
- Looked for Unilever, Mariestops NGO
- IBEX
- Approached human right activist.
- Approaching IBA MUN to see if they could allow a few of these students for representation.
- 14th street pizza (already working for deaf reach and couldn't work for any other until next 2 years)

Budget

0 budget used

Challenges

Biggest challenge that our group faced was to find the company or organization to build liaison, as majority of them were already working somewhere else such as 14th street pizza, whilst they were already working for deaf reach and was unable to accept our proposal for the next 2 years. And the personal contacts found were already in liaison with the IDA RIEU such as Unilever.

Group was restricted in representation as the organization itself wanted to be the represented.

Achievements of goal

A successful Liaison was build with IBA MUN in which they agreed to take 5 people from the school for representation.

IBA MUN is one of the suitable platforms where those students can show their skills and prove themselves as the important part of the society.

This is not only a liaison but a reason for awareness as well.

The representative may attract major donors.

A chance to represent themselves globally.

Longevity of Plan

Work along with the human right activist such that they are telecasted live, bring major donors or to build shaded areas.