



IISWBM

INDIAN INSTITUTE OF
SOCIAL WELFARE AND
BUSINESS MANAGEMENT

Report: Observance of Vigilance Awareness Week, 2024 at IISWBM

Date- 12th November, 2024

Organised by- Balmer Lawrie & Co. Ltd

Venue- Assembly Hall, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata

Theme- "Culture of Integrity for Nation's Prosperity"

In alignment with the directives of the Central Vigilance Commission (CVC), Balmer Lawrie & Co. Ltd. conducted a specialized vigilance awareness initiative at IISWBM on 12th November, 2024. This program served as an extension of the National Vigilance Awareness Week activities, aimed at fostering ethical consciousness among the future corporate leaders and management students of the institute.

A major highlight of the event was the **Extempore Speech Competition**, where students from various departments articulated their views on the importance of transparency, accountability, and the socio-economic impacts of corruption. Participants were evaluated on their spontaneity, clarity of thought, and alignment with the year's theme. The program successfully bridged industry practices with academic learning, demonstrating how capacity building can mitigate systemic corruption.

The event concluded with a shared commitment to ethical excellence and a prize distribution for the winners of the extempore competition. The central focus was on creating a corruption-free India through ethical behaviour and active public participation, as driven by the Central Vigilance Commission (CVC). By instilling these values at IISWBM, Balmer Lawrie reinforced that a culture of integrity is the primary driver for the nation's long-term prosperity.



Organisers and faculty with the prize winners of the Extempore Competition.