



Annual Report 2008-09

Social

Enterprise Cell

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Social Enterprise Cell
2008-09**

Social Enterprise Team

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Preface

The School of Business Management, NMIMS University institutionalised the Social Enterprise Cell in 2005 to inspire, educate, and support students, current and emerging managers across all sectors in applying management skills to create social value. To achieve this mission, the Cell has taken an integrated approach to social enterprise research, curriculum enrichment, career development, and community engagement activities.

The academic programmes designed by the Cell have made a conscious decision to include the study of enterprises and organizations engaged in social value creation, regardless of their for-profit or non profit status. With this approach in mind, the Cell has grown significantly in training students to develop business ideas which have a sound social base. This year in the midst of the collapse of highest temples of capitalism, economic slowdown and terror attacks, our students felt the need improve the social environment by invoking inner strength and developing sense of compassion by organising the Annual Sadbhavana festival around the theme of 'Jagriti'.

We experience a deep sense of pride to state that our students from the School of Commerce significantly contributed towards developing disaster vulnerability assessment plans for villages in Thane district based on which the district administration took proactive steps to engage the communities in disaster preparedness activities. Similarly, the Mukesh Patel School of Technology and School of Pharmacy played a very important role in mobilizing relief material for the Bihar flood affected victims.

Our students have displayed the power of social entrepreneurship by winning the prestigious Global Social Entrepreneurship Award at the Foster Business School. Three teams of students qualified the Asia round for the Global Social Venture Competition and had an opportunity to present their B-plans at ISB, Hyderabad on 21st and 22nd March, 2009.

The Cell's contributions to the community through field action projects in the areas of disaster preparedness, management of entrepreneurial activities and developing capacities of the underprivileged has inspired new avenues of exploration, expanded the frontiers of field-based intervention and action research in the arena.

The Social Enterprise Team acknowledges the support extended by the management, faculty members, staff and students to enhance the functioning of the Cell. The team is proud to place the 2008-2009 Annual Report before you and looks forward to your continuous support in the near future.

Dr. Meena Galliarra

Chairperson,
Social Enterprise Cell

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NMIMS has a strong commitment to influence the quality of management in profit and non-profit organizations. The Institute believes that social responsibility is a key contributor to progress and that the principles and techniques of management are applicable to both the corporate sector and voluntary service organizations. With the establishment of its Rotary Club of Bombay West Chair in Management of Non-Profit Organizations in 1991, NMIMS became one of the earliest institutions in this country to develop both short term and long term training in the areas of voluntary sector and enterprise training for women.

In order to institutionalize its social commitment further NMIMS established the **Social Enterprise Cell** on January 1, 2005 with the following objectives:

1. To organize orientation and advanced courses for students of management in the areas of management of social enterprises, micro finance, and social sector development.
2. To design workshops, lectures, seminars, conferences, training programmes, management development programmes and symposia for providing knowledge and developing skills of executives from across sectors to address issues of sustainable development, micro enterprise development and management, marketing of rural products, management of NGOs, micro insurance and micro finance.
3. To document and publish success stories of social entrepreneurs who have impacted social changes using managerial skills.
4. To conduct field based qualitative and quantitative research in the field of social sector development, management of NGOs, corporate social responsibility, micro enterprise development and micro finance and other related areas.
5. To support and inspire student interest in applying business skills towards positive social impact through organizations in the non-profit, public and private sectors.
6. To undertake any such other activity as may be deemed necessary to promote understanding and better professional practices in the areas of management of social enterprise, micro finance and other related areas of social sector development.

In the year 2008-2009, various activities towards achieving these objectives were undertaken by the Cell. They are presented below under appropriate titles.

1. Academic Programmes

1.1 Part Time MBA / Diploma in Social Entrepreneurship

The Cell started the third batch of Part Time MBA Programme/ Diploma in Social Entrepreneurship in July 2008. There are in all 53 students who are currently pursuing Diploma/ Part Time MBA in Social Entrepreneurship. Table 1 below shows the distribution of the students over the three years.

**Table No. 1
Number of Students**

Programme	Male	Female	Total Number of Students
Diploma	1	5	6
PT MBA I	7	11	18
PT MBA II	6	9	15
PT MBA III	4	10	14
Total	18	35	53

In order to support the needy students financially, two scholarships were offered to the students of Social Entrepreneurship Programmes. Need based scholarships were offered to eight students by the Shroff Family Charitable Trust amounting to Rs. 1,46,000/-. Table 2 below presents the numbers of students from all three years who availed of the scholarship.

**Table 2
Number of students offered Need based Scholarship**

Programme	Number of Students
PT MBA I	3
PT MBA II	3
PT MBA III	2
Total	8

1.2 Enterprise Training Programme for Women (ETW)

The 24th Batch of this ETW supported by Small Industries Development Bank of India (SIDBI) commenced from October 7, 2008, and concluded in January 28, 2009. The Batch comprised of 15 students.



ETW 24th Batch Students with the Faculty Coordinator and Visiting Faculty

The 12 weeks Certificate Programme consisted of three Modules of varying durations. *Module 1* had 23 sessions comprising of business idea generation, market surveys, marketing, finance, taxation, risk management, inventory management, and human resource management. *Module 2* was a one week mandatory internship with small and medium scale enterprises. *Module 3* had 26 sessions consisting of preparation and presentations of business plans to a panel of judges from various industries and banks.

Eight students from the batch have opted for varied business in the service sector such as starting a fitness centre, computer training institute, eye care hospital, event management firm, stock broking firm; two for manufacturing of plastic inject molding and imitation jewellery; and six of them opted for retail business like starting an art & crafts shop, thread gauge dealership, electric & hardware goods store, medical equipments store, designer bags shop, and baby accessories shop.

1.3 Selection of IVth 2009-2012 Batch of Part Time MBA/ Diploma in Social Entrepreneurship

On February 28, 2009, the process for selection of the fourth batch for Diploma/ Part Time MBA in Social Entrepreneurship was completed. In all 36 candidates have been selected for the 2009-12 batch, out of which 15 candidates are for the Diploma programme and 21 candidates are for the Part Time MBA programme.

1.4 Study Tour: PT MBA (III) in Social Entrepreneurship

A five- day study tour to *Mann Deshi Mahila Sahakari Bank* and *Mann Vikas Samajik Sanstha*, Satara District was organized for the PT MBA third year students of Social Entrepreneurship from 15th -20th February, 2009. The objective of the study tour was to expose students to social enterprises which have balanced financial sustainability and social impact. The study tour thus provided an opportunity to the students to observe business development services developed by the organisation to accelerate rural entrepreneurship by providing capacity building activities, functional literacy programmes, and access to credit through a ‘Rural Business School’.



PT MBA Students with Ms. Vanita Pise (centre), winner of the Woman Exemplary Award

1.5 Sensitization Activities

To sensitise the students to social realities and to enable them to analyse the role of business, the Social Enterprise Cell organized two poster presentations for the Core MBA and MBA-Tech students. The first presentation, '*Social Canvas on the India that We Need to Know*' was organized for the first year core MBA students on August 20, 2008. The second presentation, '*Achieving Growth with Responsibility*' was held on December 22, 2008 for the fourth year MBA-Tech students. The presentations were judged by industry experts and in-house faculty members.



Poster reflecting activities of Mumbai Mobile Crèche. Poster reflecting activities of Street Children & Hamara Foundation

2. Research and Documentation

2.1 Disaster Risk Management in Kolhapur

Eight case studies on the best practices in Disaster Risk Management in Kolhapur under the GOI-UNDP DRM Programme were documented. This was an attempt to record the efforts of the DRM Programme in partnership with the district administration to handle and combat disasters in Kolhapur. The case studies highlight the various innovative and unique approaches developed by the district administration to facilitate partnership with communities and private institutions, thereby reflecting the spirit of public-private partnership in creating a culture of disaster preparedness. These case studies titled, "*Udgam...The New Beginning*" have been published by the District Collectorate, Kolhapur, and UNDP District Office Kolhapur.

2.2 Lifeline- A Social Initiative Led by B-school Students

The case study '*Lifeline- A Social Initiative Led by B-school Students*' was documented on the blood donation drive held by the SRF Team on August 12th & 20th, 2008. The case study was released on 13th January, 2009 at the University Day function by Dr. K. Kasturirangan, Former Chairman, ISRO, and Member of Parliament (Rajya Sabha). The said case study is now accessible on the ECCH website.

3. Management Development Programmes (MDP)

3.1 International Resources of Fairer Trade: The Cell extended its support to International Resources of Fairer Trade (IRFT) to conduct a two days Management Development Programme (MDP) on Project Management & Communications. The MDP was organised on July 7th & 8th, 2008. Fifteen NGOs supported by IRFT attended the MDP. The MDP provided inputs in the areas of proposal writing, monitoring, report writing, knowledge management and communications.

3.2 Drishtee: On 30th September, 2008, the Cell in partnership with *Drishtee* HRC conducted a three days MDP on Brand building, Knowledge Management & Proposal writing at MRI training Center at Panchgani. Twenty NGOs supported by Drishtee attended the MDP. The MDP provided inputs in the areas of branding, proposal writing, and knowledge management.

3.3 European Women's Management Development Programme: On 8th & 9th January, 2009, the Cell as a part of the learning journey of the European Women's Management Development organised a two days programme for 12 members of EWMD on Indian Social Structure and Social Development. Inputs were provided in the areas of Indian caste structure and its impact, role of corporates in social development and the role of the Social Enterprise Cell in a B-School. An exposure visit to SNEHA¹, an NGO in Dharavi was organised to provide the participants an understanding about the functioning of an NGO and to be exposed to the socio economic realities of Dharavi.



European delegates at SNEHA



Dr. Galliaro presenting about the Social Enterprise Cell

3.4 Lecture on 'Knowledge Management for Social Enterprises' by Ms. Waltraut Ritter- Ms. Waltraut Ritter, IT Research Director, Knowledge Enterprises, Hong Kong and Member, EWMD Asia-Pacific conducted a special session on knowledge management issues for social enterprises for the students of Diploma and Part-time MBA in Social Entrepreneurship (First Year) on February 8, 2009. In her lecture Ms. Ritter touches upon the issue of better development and management of database. The lecture covered issues of better management of records, personnel issues and better organising of data for easy access and retrieval.

¹ Society for Nutrition Education and Health Action

3.5 Awareness Generation About Pollution Hazards: As a part of raising awareness in the younger generations on Bhopal and similar industrial disasters and the fact that industrial pollution has no boundaries and is a threat to the entire planet, a short 14 minutes documentary titled, "Silent Snow", followed with an interaction with the director of the film Mr. Jan van den Berg and Ms. Quivoc, an Eskimo from Northern Greenland was organized on 24th February, 2009, for the students of part time MBA and members of SRF.

This session was special because the speaker Ms. Quivoc, highlighted the fact that even though her country does not have any industries, the levels of DDT in the water and the breast milk of women in her region are amongst the highest in the world. Quivoc's quest was to convey her story to as many people as possible and seek solidarity in eliminating chemicals from our lives and the planet.

3.6 Entrepreneurship Training for Young Women from Vocational Training Centres of Women in Self Employment (WISE): To introduce young women to the concept of business counseling and to provide an insight on the process of business counseling, the Cell in collaboration with SRF volunteers organized a half day training programme on May 8, 2008. Eighteen WISE vocational trainers cum counselors participated in the half day training at the STCI office in Bandra-Kurla Complex.

As a follow up of the half day training module, seven SRF students conducted various sessions during August to September 2008, on the following aspects: (a) personality & confidence building (b) business communication (c) entrepreneurship planning & business development (d) formation of self-help groups (e) resource mobilization through micro finance (f) financial management (g) production, promotion & marketing.

These inputs were provided with special reference to hand made products such as jute bags, cushion covers, kitchen aprons, paper bags, jewelry, seasonal arts/crafts such as rakhees/ cards etc.

4. Faculty Participation in Workshops

In order to upgrade faculty skills and knowledge about field innovations and promote academic exchange of ideas, faculty and programme executives are deputed to various workshops. See Table 3 below.

Table 3
Details of Faculty Participation in Workshops

Faculty Name	Title of Workshop	Organizer	Objective of the Workshop	Date
Dr. Sujata Mukherjee	Developing Livelihood Programs	Swadhaar Fin Access (SFA)	To address the challenges faced by NGOs in Mumbai in promoting livelihoods a	December 16, 2008
Dr. Sujata Mukherjee	Promoting Fair Trade in Domestic Markets	Asha Handicrafts	To provid inputs on role of FTF-I in promoting domestic and export markets	December 18 - 19, 2008

5. Field Action Projects

5.1 Disaster Management (DM)

The Disaster Management Cell (DMC) of NMIMS University since its inception from April 2007, essentially aims at capacity building in disaster management by organizing and conducting training programmes; and development of various communities such as students, women, NGOs, and Community Based Organizations (CBOs) in disaster preparedness and disaster management.

In 2008-09, the DMC has made significant contributions in Sangli, Thane, Kolhapur and Pune districts besides the specific activities carried out in various other parts of Mumbai. It has benefited the most vulnerable groups during any disasters, such as children and women by adding to their skills and knowledge through a variety of training programmes, thereby equipping them to brave the fury of natural and man made disasters to a certain extent.

Village disaster mapping have been done in twenty-eight villages from nine different *talukas* to take a step forward in preparedness, mitigation, and prevention of disasters. The activities of the DMC also catered to specific target groups which ranged from specialized courses like the certificate course for the female waste and rag pickers (5.1.3c), to a high profile management development programme for the doctors and medical officers from private and government hospitals. Thus, it has constantly endeavoured to look at various aspects to contribute towards bringing about a positive change in society (5.1.3d).

Overall, the Cell has been able to develop capacities directly of a total of 2028 participants belonging to various target groups (*See Annexure I & II*). The benefits are expected to percolate to their immediate family and friends, through the multiplier effect, to an average total of 10,000 people. The DMC now aims to expand its activities to several other parts of Maharashtra and other neighbouring states in the coming year.

5.1.1 Capacity Building for Disaster Preparedness

5.1.1a. Training Programmes on DM for Members of Communities and CBOs (Community Based Organizations)

In order to build the collective capacities of the community and CBOs working therein for combating various disaster and its consequences, the Cell held a total of nine one-day DM training programmes. These programmes were conducted with community members, women representatives of SHGs and students of para-professional courses and computer centers managed by various NGOs like Young Women's Christian Association (YWCA), Navjeet Community Health Center, New Life Society, Sanmitra Trust, Hope Foundation, and Rama Mata Mahila Vikas Sanstha. All the NGOs are from various parts of Mumbai except the last one, which is from Sangli. Approximately, two hundred and nineteen participants had attended these training programmes. These programmes were organized from April 2008 to October 2008.



DM training programme conducted at Sangli for the villagers and the SHG representatives, managed by 'Ramamata Mahila Vikas Sanstha' on 14th October 2008



DM training programme conducted for the students of the computer center managed by 'Hope Foundation', Andheri, Mumbai on 24th September 2008

5.1.1b. DM Training Programmes for the Women Representatives of SHGs in the Rural Areas of Thane district

DMC had conducted thirteen programmes for the SHG representatives from the rural parts of Thane district in partnership with GOI-UNDP DRM programme, Thane Collectorate Office in the month of July 2008. Approximately, 1238 (One thousand two hundred and thirty eight) women from Kalyan, Bhivandi, Ambarnath, Vasai, Palghar, Dahanu, Jawahar, Wada, Vikram Gad, Shahpur, Murbad and Talasari had attended the programme. These training programmes consisted of three major sessions namely; a) orientation and information on disaster management such as various do's and don'ts to mitigate disasters; and gender perception in disaster management to prevent the serious consequences of disasters faced by women; b) demonstrations on methods of first aid, and search & rescue operations during disasters; and c) house safety measures to be taken while dealing with domestic fire and LPG gas cylinders.



DM training programme conducted at Palghar Taluka in Thane District in the month of July 2008

5.1.1c. DM Training Programme for ICDS Supervisors

A one day training programme in disaster management was conducted for the newly appointed supervisors from Integrated Child Development Services (ICDS) at Kasturba Gandhi Audhyogik

Kendra, Pune, on 24th January '09. Basic information on disaster management and inputs on first aid applications, search and rescue techniques were provided to 22 ICDS supervisors.



DM training programme conducted in Pune, Maharashtra, on 24th January '09 for the newly appointed supervisors of ICDS project

5.1.1d. DM Training Programme for School Students

A half day 'School DM Training Programme' was conducted in three schools in Mumbai, namely, 1) Milind Night School (Elphinstone Road); 2) Maratha Mandir Night School (Worli); and 3) D. N. Nagar Municipal School (Andheri). A total of 10 teachers and 129 students from these three schools attended these programmes. Basic information on disaster management and first aid was provided to the participants.

5.1.1e DM Training Programmes for College Students

DMC had conducted the following in house DM training programmes for the students at NMIMS:

- a. A two day in-house training programme was conducted for the first year students of Core MBA (Division A) on 25th and 26th July 2008.
- b. Four half-day training programmes were conducted for the students of School of Commerce at NMIMS on between 4th - 9th December 2008.

The objective of these training programmes was to facilitate a theoretical understanding to the students on disaster management, safety and evacuation process and practical training in basic first aid and search & rescue techniques. Resource persons were invited from GOI-UNDP Disaster Risk Management Programme, State Fire Training Centre, Government of Maharashtra, Maharashtra Institute of Disaster Management Training, and Lifesupporters Institute of Health Sciences (LIHS). Approximately a total of 168 students benefited from these training programmes.



Mr. Ravindra Mulik and his team from 'Maharashtra Disaster Management Education and Training Institute' conducted an in-house training programme in disaster management for the core MBA students on 25th and 26th July 2008.

5.1.1f. DM Training Programme for the NSS students

A one-day training programme was conducted for the NSS students of NM College on 16th December, 2008 in their residential camp at Ghatghar village, Vasai, Thane. Theoretical and practical knowledge on disasters, first aid methods and search & rescue operation methods were provided to the students. The resource persons who handled the sessions were a) Mr. Classo Fernandes, Fire Officer, Mira-Bhayandar Fire Brigade Office, b) Dr. Paresh Navalkar, Trustee, LIHS and c) Mr. Vijay Naik, Assistant to DPO, GOI-UNDP DRM Programme, Thane. Thirty four students participated in this training programme.



One day DM Training Programme Conducted for the NSS Students of NM College at Ghatghar Village, Vasai, on 16th December 2008

5.1.1g. Training of Trainers (TOTs) – Sanmitra Trust

A one day 'TOT' was organized for the staff members of Targeted Intervention (TI) project of Sanmitra Trust, an NGO at Malvani on 10th April 2008 and a two day 'TOT' was organized from 8th-9th May, 2008 for the women members of the Self Help Groups and the staff members of Targeted Intervention project of the same organization. Officials from the Disaster Management Cell, MCGM, and the District Project Officer of UNDP- Disaster Risk Management programme were the resource persons. Approximately 75 participants benefited through these initiatives.



A TOT was conducted in the month of April 2008 for the TI staff of Sanmitra Trust

5.1.1h. TOT for NGO Executives

A two day TOT for fourteen NGO executives from Mumbai was conducted from 31st January -1st February 2009, at the Indian Institute of Education, Pune, in association with the All India Institute of Local Self Governance (AIIILSG). The objective of this TOT was to sensitize these executives towards developing strategies for disaster management. Inputs on types of disasters, community involvement in DM planning, preparation of DM plans, use of Geographic Information Systems in DM, and various tools to be utilized in DM were provided to the participants.

5.1.2 Disaster Mitigation

5.1.2a. Preparation of Database on DM Organizations in India

A database of twenty-nine organizations working on various issues of disaster management all over India was prepared during the months of May and June 2008 by the Cell. These organizations are engaged in remedial, preparedness and mitigation services of disasters.

5.1.2b Preparation of Village Disaster Management Plan (VDMP)

During the months of July to September 2008, eight students of School of Commerce participated in preparing a VDMP. It involved visiting Vada, Shahapur, Vasai, Kalyan, Bhiwandi, Ambarnath, Murbad, Palghar and Dahanu of Thane district, and identifying the various disasters that are most likely to occur in these areas. Comprehensive data from the village officials as well as those residing in the villages were collected and accordingly, the report was prepared and submitted to the District Project Officer, Disaster management, Thane.



Student Volunteers interacting with the school students of Dighashi Village, Bhiwandi Taluka



Student Volunteers working on a Village Disaster Mapping Plan at Dhansar Village, Palghar Taluka

5.1.3 Knowledge Building in DM

5.1.3a. Knowledge Partnership for Project ‘Mumbai Voices’ initiated by the MCGM

The SEC in its endeavour to contribute towards Disaster Management Planning and Processes has partnered with MCGM, TCS, Lifesupporters Institute of Health Sciences (LIHS), Times Foundation, Mumbai University, and the Citizens for Justice and Peace, in conducting an online study on disaster management². The team has contributed towards designing research tools for conducting a survey on the recent terror attacks that took place in Mumbai on November 26, 2008. The categories of respondents are a) first responders b) survivors from the Taj, Trident & Nariman House c) hotel staff d) media e) police f) doctors and g) bystanders. The questionnaires were uploaded on Mumbai voices on February 9, 2009, and citizens can provide their answers online.

A generic data collection tool which can cater to all types of disasters as well as tools for specific disasters such as earthquakes, fire, landslides, bomb blasts, flood and terrorist attacks has also been prepared.

5.1.3b. Observation of World Civil Defence Day (WCD Day)

The Civil Defence Corps, Brihanmumbai, had organized a programme on 1st March 2009, to observe the WCD Day. Ms. Meena Lokhande, Programme Executive, Social Enterprise Cell, was deputed to attend the programme.

As a part of the programme, they had organized a re-dedication rally at Civil Defence Campus, Cross Maidan, Dhobi Talao, Mumbai, and rescue demonstrations at Bombay Hospital, Mumbai. Trained and skilled volunteers of Civil Defence Corps conducted these demonstrations.

5.1.3c. Certificate Course in Garbage and Garden Management

The second batch of the certificate course in ‘Garbage and Garden Management’, in partnership with an NGO, Garbage Concern, was conducted from 13th February- 20th March '09, for twenty-five female rag/waste pickers from Malvani, Malad. This course aims at providing the rag/ waste pickers with much needed skills in systematic segregation, recycling of waste, and garden development.

² Mumbai Voices is an online portal developed by a team of concerned volunteers enabling citizens to become more conscious and participate in Mumbai’s Disaster Management Planning process. It is led by a group of NRIs who are members of the Harvard Humanitarian Initiative.



Participants making paper bags from the waste paper

5.1.3d. Management Development Programme in Hospital Emergency and Disaster Preparedness

A six day Management Development Programme (MDP) in **‘Hospital Emergency and Disaster Preparedness’** was organized by the Disaster Management Cell of NMIMS University in partnership with Lifesupporters Institute of Health Sciences from 16th - 21st March ‘09. A group of experts in the field of Hospital Emergency Management from NewYork Presbyterian Hospital of Columbia and Cornell Universities had extended its support to develop and implement the MDP.

The objective of this course was to train administrators handling disaster management, hospital administrators, health care facility managers, emergency department physicians & nurses, public health officials, to be better prepared for mass casualty events, involving a large influx of patients in a short period of time. The course helped delegates think logically through mitigations, preparedness, response, and analysis of disaster management.



Delegates participating in Incident Command Structure



Participants & faculty at the MDP

5.2 Projects with Student Support

The Social Enterprise Cell along with the support of the student volunteers from the Social Responsibility Forum (SRF) undertook several short term projects (event-based) and volunteering assignments, which are presented below.

5.2.1 Short Term Projects

5.2.1a. Blood Donation Drive (BDD)

The SRF conducted the annual BDD at SBM on 12th August, 2008, and at MPSTME on 20th August, 2008. Blood banks from: a) Bombay Hospital b) Jaslok Hospital c) Indian Red Cross Society and d) Hinduja Hospital, were invited for the drive. A total of 594³ donors registered for blood donation as against 323 in 2007.



Students during the Blood Donation Drive

5.2.1b. Bihar Flood Relief

The SRF teams of SBM, MPSTE and School of Pharmacy, NMIMS University have collected an amount of **Rs 54,711**.

The break up of contribution is as follows

- a) SRF team of SBM has contributed Rs 17,700.00
- b) SRF team of MPSTME's contribution has been Rs 3,690.00
- c) One day salary contribution of School of Pharmacy employees- 33,321/-

Apart from the monetary support, the students of SRF team MPSTME have also collected materials such as food, clothes, live saving devices like floaters, medicines and other items such as soap, candles, torch, batteries and others for the flood affected people during rescue and relief operation. The **total material support** extended is worth. Rs 59,233.00.

³ The number of actual donors accepted was 503.

The amount of commitment and efforts that the students have put in towards gathering this monetary and material support is truly laudable! These contributions have been made to GOONG, which is actively working with the flood affected victims of Bihar.

5.2.1c. Toy Collection Initiative

Forty five SRF volunteers from MPSTME, organized a toy collection drive from 23rd February -7th March, 2009. The total collection of 928 toys of varying kinds amounted to a worth of Rs. 8,000. These toys were distributed to 600 school children of the Andheri West Municipal School, with the aid of TOYBANK, India, wherein care was taken to ensure that the safety concerns were addressed as per their age groups. The children who benefited from this initiative belonged to the age group of 3-6 years.



SRF Volunteers of MPSTME at the Andheri West Municipal School

5.2.1c. **Sadbhavna**

Against the backdrop of increased terrorist activities and the need to develop social cohesiveness, this year the “*Sadbhavna*” festival was centered around the theme of ‘*Jagruti*’, (Self-awakening). The festival was held from 25th to 27th February. The following events were organised: (a) peace march (b) ‘Peace’ exhibition highlighting ‘Building a Culture of Peace, For the Children of the World⁴’ (c) ‘Pariksha’- an online social awareness quiz (d) ‘Pratyarpan’- a debate competition on social issues ⁵ (e) ‘Rang de’- T- Shirt Painting Competition (f) ‘Khoj’- Treasure Hunt (g) ‘Tak Dhina Dhin’- dance performance by children from 6 different NGOs⁶ (h) Workshop for NGOs in card making, envelope making etc.⁷ (i) ‘Prayaas’- B-Plan Competition (j) ‘Manthan’ -Panel Discussion (k) A symposium on building peace (l) Screening of documentary, “Another Way of Seeing Things”.

⁴ This was put up by an organisation ‘Bharat Soka Gakkai’, the Indian affiliate of Soka Gakkai International.

⁵ The topics were: a) Moral policing- how democratic are we? b) Lay offs/job cuts: who is the culprit? c) Government: can we still trust them with our security or is it time to look for our own security? d) Are corporate social initiatives really social? e) Do we require a wake up call in form of compulsory initiatives as SRF, CSR etc? f) Politicians or Businessmen: who is more dishonest? g) NGO whose responsibility is it – Government’s, Corporate’s or society’s?

⁶ The six NGOs were Hamara Foundation, Asha for Education, Garaj, Kherwadi Social Welfare Association, Muskaan, and Save the Children, India. A total of 75 children participated.

⁷ Four NGOS participated. They were Hamara Foundation, Save the Children, Aabha and Garaj.



Peace March on 25th Feb., '09



T-Shirt Painting Competition, 26th Feb., '09



Panel Discussion, 27th Feb., '09



NGO Dance Competition, 27th Feb., '09



Peace exhibition on "Building a Culture of Peace, For the Children of the World" by Bharat Soka Gakkai, 26th-28th Feb. '09



Workshop for NGO members on 27th Feb., '09

5.2.2 Volunteering Assignments

The Cell supports a variety of volunteering assignments to provide students with the tools and opportunities to engage effectively with the social sector. Through these activities, students use their business skills, integrate theory with practice, and apply the same to address a social issue. Volunteering assignments also provide students with a unique opportunity to learn from social sector practitioners the intrinsic art of managing and producing results despite operating within constraints. Table 3 below presents the details of volunteering assignments carried out under various projects in the year 2008-09.

Table 4**Volunteering Assignments in the year 2008-09**

<i>Sr. No.</i>	<i>Projects</i>	<i>Organisations Involved/ Places Where the Activities were Carried out</i>	<i>Nos. of Volunteers</i>	<i>Description of Activities</i>	<i>Duration</i>
1.	<i>Leaders of Tomorrow (LOT)</i>	<i>Gokhli Bai School, Vile Parle (W)</i>	20	<i>Personality Development</i>	<i>July-October '08</i>
2.	<i>Yuva Unstoppable</i>	<i>a) Asha-Kiran b) St. Joseph's Convent, Hill Road, Bandra c) Palichimbai School, Chimbai Road, Bandra</i>	9	<i>Literacy & basic communication classes</i>	<i>September – March '08</i>
3.	<i>a) Job Market Survey Project</i>	<i>Kherwadi Social Welfare Association (KSWA)</i>	8	<i>Community survey to assess current skill sets of local community youths; job openings in various companies in the Thane locality</i>	<i>July-October '08</i>
	<i>b) Design of Training modules</i>	<i>Kherwadi Social Welfare Association (KSWA)</i>	3	<i>Designing Replicable Training Modules</i>	
	<i>c) Mentorship Project</i>	<i>Kherwadi Social Welfare Association (KSWA)</i>	4	<i>Personality Development, Literacy & basic communication classes</i>	
	<i>d) ISO Process Implementation Project</i>	<i>Kherwadi Social Welfare Association (KSWA)</i>	2	<i>Assist KSWA to implement ISO Processes</i>	
	<i>e) Career Development</i>	<i>Kherwadi Social Welfare</i>	4	<i>Train 'Career Fest' participants</i>	

		<i>Association (KSWA)</i>			
4.	<i>Management Enhancement Project</i>	<i>Save the Children, India</i>	7	<ul style="list-style-type: none"> • <i>Surveying Balwadis</i> • <i>Teaching rescued women basic</i> • <i>Career option orientation</i> • <i>Capacity building of the Balwadi instructors</i> 	<i>August-September '08</i>
5.	<i>a) HSBC Financial Literacy Project</i>	<i>Students in Free Enterprise (SIFE)</i>	14	<ul style="list-style-type: none"> • <i>Implementation of micro finance modules among rural SHGs</i> • <i>Support from Prasad Chikitsa, Ganeshpuri</i> • <i>Funding support from HSBC bank of US \$ 400</i> 	<i>2008-09</i>
	<i>b) Business Development Support</i>	<i>Students in Free Enterprise (SIFE)</i>	12	<ul style="list-style-type: none"> • <i>Business –plan for creating economic opportunities for urban women</i> • <i>Tie-up with Big Bazaar of Future Group</i> • <i>Handholding of SHGs managed by Suhasini Mandal, Bhandup, for implementing the B-plan</i> 	<i>February '09 onwards</i>

6. Recognitions

The Cell actively supports students who wish to participate in Social Entrepreneurship B-Plan competitions. As an outcome of our sustained support and recognition of the potential of young students, our Core MBA team won the prestigious Global Social Entrepreneurship Competition organized by the University of Washington's Foster School of Business. Fourteen teams from prestigious business schools like Kellogs, John Hopkins School of Public Health, Yale School of Medicine, ISB and a few others presented innovative and commercially sustainable ways to address problems of poverty in developing countries. Our cross functional team of students represented by Mr. N. G. Sreejith, Mr. Ankit Jain, Mr. Siddharth Bedi and Mr. Rahul Kumar Aggarwal designed a B- Plan on 'Ahaar: Meal for Poor at Ten Cents'. The team bagged the top honours by winning the grand first prize of \$10,000.



NMIMS team receiving the grand first prize of \$10000 for B- Plan on 'Ahaar: Meal for Poor at Ten Cents'

Mr. Rohit Singh, Mr. Rajkumar Janagam, and Ms. Jyotika Bhatia, students of PT MBA in Social Entrepreneurship had qualified for the final round of the Global Social Venture Competition, Asia Round, organized by Indian School of Business, Hyderabad, from 20th - 22nd March, 2009. Mr. Rohit Singh presented a B-plan aimed at promoting hygiene through low cost sanitary napkins. Mr. Rajkumar Janagam & Ms. Jyotika Bhatia presented a B-plan on bicycle usage in the Mumbai metropolitan region by starting a high-end bicycle rental network to commute short distances in closed communities.

In recognition of the Financial Literacy Programme carried out by the Core MBA students involved in SIFE activities, our team won the Runners up Trophy in July 2008.



Our team with Runners up Trophy

Ms Suchira Deengar, second year student of PT MBA in Social Entrepreneurship has been selected for a Fellowship from Council for International Fellowship for Social Workers & Youth Leaders for which she will be visiting Sweden between 17th April to 18th May, 2009 to study the practices adopted by Human Service Organizations to cater to development of youth, women and children.

7. The Final Word

The Cell is justifiably proud of its contribution and achievements. The diligence observed by the Social Enterprise Team and the support which it received from in-house and visiting faculty members, staff and students has assisted the Cell in meeting various challenges of the year with a positive and determined outlook. Their professionalism and dedication in carrying out their duties should be given due acknowledgment.

There is no doubt that the environment in which SBM is operating is changing radically. As the external and internal environments continue to change at a rapid pace, the Social Enterprise Cell will have to create by a process of continual reform, a unit that is adaptive, innovative and responsive to these changes and, in particular, design new and strategic initiatives to meet the challenges.

Annexure I

Table 1.1

Disaster Management (DM) Training Programmes Conducted from the Month of April 2008 to March 2009

Month	Date	Community Based DM Training Programmes	No. of participants
April 2008	10th April 2008	1. A half a day training programme was conducted for the students of the paraprofessional course in social work managed by Sanmitra Trust at Malvani, Malad, Mumbai	50
	13th April 2008	2. A one day 'Training of Trainers' (TOT) was conducted for the staff of Targeted Intervention (TI) project of Sanmitra Trust at Goregaon, Mumbai	25
May 2008	8th and 9th May 2008	1. A two days TOT for the women members of the Self Help Groups (SHGs) and TI staff of Sanmitra Trust at Malad, Mumbai	50
June 2008	-	No training programmes were conducted	-
July 2008	16th July 2008	1. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Kalyan, Thane	100
	17th July 2008	2. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Bhivandi, Thane	100
	18th July 2008	3. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Ambarnath, Thane	100
	19th July 2008	4. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Vasai, Thane	100
	22nd July 2008	5. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Palghar, Thane	100
	22nd July 2008	6. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Dahanu, Thane	100
	23rd July 2008	7. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Jawhar, Thane	100

	23rd July 2008	8. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Wada, Thane	100
	23rd July 2008	9. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Vikram Gadh, Thane	100
	23rd July 2008	10. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Mokhada, Thane	100
	28th July 2008	11. A one day training programme was conducted for the representative of SGH at the Panchayat level in Panchayat Samiti, Murbad, Thane	100
	28th July 2008	12. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Shahapur, Thane	100
	28th July 2008	13. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Talasari, Thane	100
	25th and 26th July 2008	14. A two day in-house training programme for the 1st year students of Core MBA (A Division) at NMIMS University, Mumbai	36
August 2008	5th August 2008	1. A one day training for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Junnat Nagar, Andheri, Mumbai.	20
	19th August 2008	2. A one day training programme for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Byculla, Mumbai	25
September 2008	10th September 2008	1. A half day training programme for the members of the community from Dharavi managed by New Life Society, Mumbai	20
	16th September 2008	2. A one day training programme for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Vashi- naka, Thane	20
	24th September 2008	3. A half day training programme for the students of the computer center managed by Hope Foundation, Andheri, Mumbai	19

October 2008	6th October 2008	1. A one day training programme for the representatives of SHGs managed by Navjeet Community Health Center, Bandra	20
	10th October 2008	2. A one day training programme for the representatives of SHG managed by Young Women's Christian Association (YWCA) of Mumbai at Shivari, Mumbai	15
	14th October 2008	3. A one day training programme for the villagers and SHG women from Sangli, Maharashtra	30
November 2008		No training programmes were conducted in the month of November 2008	-
December 2008	4th December 2008	1. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	37
	5th December 2008	2. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	39
	8th December 2008	3. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	26
	9th December 2008	4. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	30
	16th December 2009	5. A one day training programme for the NSS students of NM college at Ghateghar Village, Vasai, Thane	34
January 2009	6th January 2008	1. A one day training programme in 'Waste Management' for the representatives of SHGs managed by Navjeet Community Health Center, Bandra	36
	24th January 2009	2. A one day training programme for the newly appointed supervisors of Integrated Child Development Services (ICDS) at Aga Khan Palace, Pune	22
	31st January & 1 st February 2009	3. A two day training programme at Indian Institute of Education, Pune, for the executives of various NGOs working in Mumbai	13
February 2009	13th February 2009	1. A half day school disaster management programme was conducted in D. N. Nagar Municipality School, Andheri (West), Mumbai	Standard V - 25 Standard VI - 22 Standard VII -

			26 3 teachers Total 76
	25th February 2009	2. A half-day DM training programme was conducted at Mukund Nagar, Chembur, for the women members of SHGs managed by Navjeet Community Health Center	47
	13th February to 21st March 2009	1. A certificate course in 'Garbage and Garden Management' for twenty five rag pickers from Malvani, Malad, Mumbai. This was organized with the help of Garbage Concern, an NGO based in Mumbai	25
	16 th March to 21 st March 2009	2. MDP on 'Hospital Emergency and Disaster Preparedness' for medical practitioners from Public and Private Hospitals. This was organised in collaboration with Lifesupporters Institute of Health Sciences (LIHS).	16
		Total	2031

Annexure II

**Table 2.1
Community Based Disaster Management Training Programmes**

Month	Date	Community Based DM Training Programmes With NGOs and GOI-UNDP-DRM programmes	No. of Participants
April 2008	10th April 2008	1. A half day training programme for the students of the paraprofessional course in social work managed by Sanmitra Trust at Malvani, Malad, Mumbai	50
July 2008	16th July 2008	2. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Kalyan, Thane	100
	17th July 2008	3. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Bhivandi, Thane	100
	18th July 2008	4. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Ambarnath, Thane	100
	19th July 2008	5. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Vasai, Thane	100
	22nd July 2008	6. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Palghar, Thane	100
	22nd July 2008	7. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Dahanu, Thane	100
	23rd July 2008	8. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Jawhar, Thane	100
	23rd July 2008	9. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Wada, Thane	100
	23rd July 2008	10. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Vikram Gadh, Thane	100
	23rd July 2008	11. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Mokhada, Thane	100
	28th July 2008	12. A one day training programme was conducted for the representatives of SGHs at the Panchayat level in Panchayat Samiti, Murbad, Thane	100

	28th July 2008	13. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Shahapur, Thane	100
	28th July 2008	14. A one day training programme for the representatives of SHGs at the Panchayat level in Panchayat Samiti, Talasari, Thane	100
August 2008	5th August 2008	15. A one day training for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Junnat Nagar, Andheri, Mumbai.	20
	19th August 2008	16. A one day training programme for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Byculla, Mumbai	25
September 2008	10th September 2008	17. A half day training programme for the members of the community from Dharavi managed by New Life Society, Mumbai	20
	16th September 2008	18. A one day training programme for the representatives of SHGs managed by Young Women's Christian Association (YWCA) of Mumbai at Vashi- naka, Thane	20
	24th September 2008	19. A half day training programme for the students of the computer center managed by Hope Foundation, Andheri, Mumbai	19
October 2008	6th October 2008	20. A one day training programme for the representatives of SHGs managed by Navjeet Community Health Center, Bandra	20
	10th October 2008	21. A one day training programme for the representatives of SHG managed by Young Women's Christian Association (YWCA) of Mumbai at Shivari, Mumbai	15
	14th October 2008	22. A one day training programme for the villagers and SHG women members from Sangli, Maharashtra	30
January 2009	6th January 2008	23. A one day training programme in 'Waste Management' for the representatives of SHGs managed by Navjeet Community Health Center, Bandra	36

	24th January 2009	24. A one day training programme for the newly appointed supervisors of Integrated Child Development Services (ICDS) at Aga Khan Palace, Pune	22
February 2009	13th February 2009 25th February 2009	25. A half day school disaster management programme was conducted in D. N. Nagar Municipality School, Andheri (West), Mumbai	Standard V- 25 Standard VI - 22 Standard II - 26 3 teachers Total 76
		26. A half day DM training programme was conducted at Mukund Nagar, Chembur for the women members of SHGs managed by Navjeet Community Health Center.	47
		Total	1700

Table 2.2
Training of Trainers

Month	Date	Training of Trainers (TOTs)	No of participants
	13th April 2008	1. A one day TOT was conducted for the staff of Targeted Intervention (TI) project of Sanmitra Trust at Goregaon, Mumbai	25
May, 2008	8th and 9th May 2008	2. A two day TOT for the women members of the Self Help Groups (SHGs) and TI staff of Sanmitra Trust at Malad, Mumbai	50
	25th and 26th July 2008	3. A two day in-house training programme for the 1st year students of Core MBA (A Division) at NMIMS University, Mumbai	36
December, 2008	4th December 2008	4. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	37
	5th December 2008	5. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	39
	8th December 2008	6. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	26

	9th December 2008	7. A half day training programme for the students of the School of Commerce at NMIMS University, Mumbai	30
	16th December 2009	8. A one day training programme was conducted for the NSS students of NM college at Ghateghar Village, Vasai, Thane	34
	31st January & 1st February 2009	9. A two day DM training programme was conducted at Indian Institute of Education, Pune, for the executives of various NGOs working in Mumbai	13
		Total	290

Table 2.3
Customized Training Programmes for specific Groups

Month	Date	Customized Training Programmes of Specific Groups	No. of participants
February 2009	13th February to 21st March 2009	1. A certificate course in 'Garbage and Garden Management' for twenty five rag pickers from Malvani, Malad, Mumbai. This was organized with the help of Garbage Concern, an NGO based in Mumbai.	25
	16 th March to 21 st March 2009	2. MDP on 'Hospital Emergency and Disaster Preparedness' for medical practitioners from Public and Private Hospitals. This was organised in collaboration with Lifesupporters Institute of Health Sciences (LIHS).	16
		Total	41