

2011-2012

Annual Report: Centre for Sustainability Management & Social Entrepreneurship



School of Business Management,
NMIMS, VL Mehta Road, Vile
Parle (w)
Mumbai 400056
Tele 26134577/4235555
www.nmims.edu NMIMS

2011-2012

**Annual Report
Center for
Sustainability Management & Social Entrepreneurship
2011-2012**

NMIMS institutionalised its social commitment by setting up the ‘Social Enterprise Cell’ on Jan 1, 2005 and on October 1, 2011 upgraded the same to the status of a Center in Sustainability Management & Social Entrepreneurship. The main objective of the Center is to sensitise the students, faculty members, alumni, corporates and human service organizations to continuously respond to the changing social realities through the development and application of knowledge for creating a sustainable society that protects and promotes the dignity, equality, social justice and human rights for all.

As a catalyst and innovator, the Center’s mission is to create a new generation of business leaders and social entrepreneurs who are knowledgeable about and are committed to create a sustainable society. The Center’s objectives serve as a bridge between academia, the corporate world and the civil society organizations. The research, as well as the teaching strengths combined with the experiential learning approach and guiding principles of the Center, connect sustainability-focused knowledge and research to students, businesses, and the civil society organizations.

In the year 2011-2012 (April –March) various activities to achieve the Center’s objectives were undertaken. The details of the activities are listed below.

I Academic Programmes

a) Part Time MBA / Diploma in Social Entrepreneurship

The Center offers One Year Diploma Programme and Part time MBA programme in Social Entrepreneurship since 2006. The third batch (2008-11) consisting of 17 students graduated on November 19, 2011.

Third Batch of PTMBA (SE) 2008-2011

Currently there are 48 students pursuing the programme. Table 1 below shows the current distribution of the students over the three years.

Table No. I

Number of Students

Particulars	Number Of Students	Male Students	Female Students
PT MBA Iyr	17	07	10
PT MBA IIyr	14	4	10
PT MBA IIIyr	14	4	10
Diploma Students	3	1	2
Total	48	16	32

In order to support the needy students financially, two scholarships such as loan scholarship & need based scholarship are offered to the students of Social Entrepreneurship Programmes. In the current academic year four need based scholarships amounting to Rs **81,600/-** were offered by Shroff Family Charitable Trust.

b) Enterprise Training Programme for Women

The XXVII Batch of the ETW programme supported was scheduled from October 10, 2011- January 28, 2012. There were a total of 10 participants for the programme. The 12 weeks Certificate Programme is delivered in a modular format. The major modules in the course were marketing and finance which comprised on 12 sessions, and business plan module comprising of 10 sessions. The programme also included modules on human resources, programme scheduling and control, legal requirements for setting up a business, communication, risk and insurance and export management. The other modules in the programme were a one-week mandatory internship with Small and Medium Scale Enterprises and a module on preparation and presentations of business plans.

A visit to Kuprakabi, a ceramic handicraft & artifact manufacturing unit managed by Ms. Vanmala Jain (Alumnus of 9th Batch) was organized on January 10, 2012 to give the students an insight to the various management systems, which the entrepreneur had developed to sustain the smooth functioning of her business.

The uniqueness of the programme is maintained through its Individual counseling sessions. Two intensive individual counseling sessions were provided to the participants during the course of the programme.

II Research Projects & Documentation

a) Completed Research

From Philanthropy to Corporate Sustainability

The Center undertook an exploratory research study sponsored by KPMG to examine the existing models of CSR. The study was undertaken with a sample size of 75 member companies of Bombay Chamber of Commerce & Industry (BCCI). The study was released by the Secretary, Ministry of Corporate Affairs, New Delhi on June 13, 2011.

In the second week of December 2010, in partnership with the United Nations Disaster Management Team, Department of Relief and Rehabilitation, Government of Maharashtra, MCGM and other NGOs, the Center organized Mumbai Emergency Management Exercise 2010. The Center was assigned with the responsibility of designing and conducting Training Programme for Administrators managing Primary, Secondary and Higher Education. The Center's Report on MEMEx 2010: Report of the Educational Track, was accepted by UNDMT and other partners in June 2011.

III Field Action Project

a) We Care

The School of Business Management, NMIMS through the Center for SM & SE has decided to play a transformational role, from being just providers of education to demonstrate the power of education in the community through its action by designing *We Care: Civic Engagement Internship*.

We Care is an initiative which is designed to enable MBA students to examine the ground realities and engage their creative energy to address some of the social issues like education, gender discrimination, energy conservation, poverty and others. It enables them to develop entrepreneurial ideas to deal with these issues. This year 481 students were placed from Jan 2 to Jan 21, 2012 in leading organizations like Akanksha, Vidya, Swadhar Micro Fin Access, All India Disaster Management Institute, Center for Rural Development, Himachal Pradesh Voluntary Health Association of India, Childline Foundation, Vishakha, Janhit Foundation, Maharashtra Handicapped Finance Corporation, SAIL, Mahindra & Mahindra, Tata Motors and so on. In all placements were made in 166 public and private sector organisations (NGO/ Government Organisation/CSR Departments) across 20 states and 2 UT.

Table 2
Status: Placement Location

Placement Location	Number of NGOs	Total Students
Outside Mumbai (20 States and 2 UT)	121	304
In Mumbai	044	176
International (Vietnam)	001	001
Total	166	481

The organizations in which students are placed were placed by were selected by the Center's team through their personal and professional networks. While placing the students higher emphasis was placed on maintaining the rigour of the exercise through adequate field mentorship and faculty supervision.

1) Open Dialogue Sessions

Various open dialogue sessions as listed below was organised to prepare students for We Care project:

1. Open Dialogue Session on Microfinance, speaker Mr. Ankit Shah, KPMG (Dubai) on November 14' 2011.
2. Learning opportunities in Child Care Organizations, speaker Mr. Ujjwal Banerjee, Lead India Finalist(2007), on November 17, 2011
3. Working with Differently Abled, speaker Ms Simi Viz, former Director, Spastic Society of India on December 12, 2011.
4. Addressing Poverty Alleviation through CSR Strategy, speaker, Mr. G.S Uppal (Head – CS,IR & Admin), & Mr. Vinod Kulkarni (AGM-CS), Tata Motors Limited(TML) interacted with the students on December 9, 2011.

Considering the student's interest in grass root development, Tata Motors Limited identified "We Care" as a good opportunity to make the students as their brand ambassadors who could talk about the TML initiative at the grass root organizations.

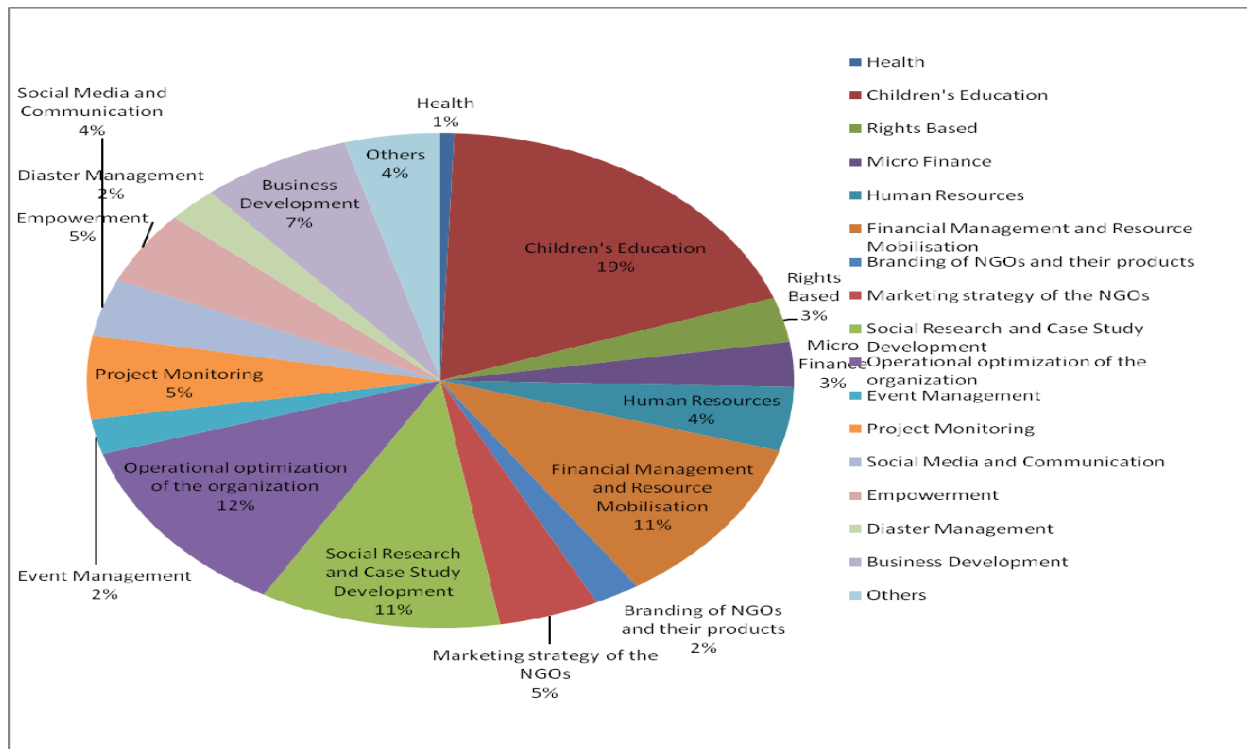


Mr. Ujjwal Banerjee addressing the FTMBA students

2) We Care Projects

Students worked on diverse range of projects. Chart 1 below highlights the projects handled by students.

Chart 1
Types of Projects Handled



See the detailed *We Care* Report in the Annexure.

3) We Care Poster Presentation

The learning journey of students through We Care project besides sensitizing students enabled them to examine the need for management intervention to accelerate social development. Students have developed field projects in the area of low cost business, vulnerability mapping of schools & communities, micro finance, marketing & branding strategy of rural products, livelihood support, optimal utilization of resources, education, energy and other related areas.

The students presented their learning through 'Poster Presentations' on February 9, 2012 at B.J. Hall, V.L Mehta Road, Vile-Parle (w). There were 180 posters in all which were evaluated by 32 judges.

4) We Care Documentaries and Photography Competition

To collate relevant experiential learning material and enable students to capture their learning experiences through creative mediums, the We Care team organised documentary making and photography competitions. Annexure 1 displays the list of seven documentaries made by students based on the We Care experience. Annexure 2 displays names of students who took part in the We Care photography competition.

IV Student Engagement in Concurrent Projects

a) Mela: The carnival

With an idea of helping NGOs showcase and sell their products, the Social Responsibility Forum (SRF) organized “Mela – the Carnival” on 10th August, 2011. The NGOs and products were carefully chosen by team SRF to make sure that they are suitable for a college campus. (Refer Table 3) The event was organized on the 7th floor, UPG building. To promote the products at the Mela and accelerate sales, a marketing and sales competition was organized. Eight teams from first year, SBM were given a basket of products - and the teams were supposed to move around in the NMIMS campus and sell their products and promote the cause of the NGO to prospective customers.

Table 2
Participating NGOs, their respective products and sales figures

Name of the Organization	Products displayed	Total Revenue(INR)
Be Gorgeous	Paper jewelry	2720
WIT	Food items, handmade articles	3675
Rashmi's Creations	Jewelry	4760
Manisha's	Terracotta jewelry	4950
Nuzhat	Jewelry	2220
Srujna	Jewelry	6284
Kaladarshini	Cards, Pen stands	3855
Radiating Beauties	Candles, Chocolates, Rakhis	7435
Total		35899

b) Udaan

To promote social awareness a 3 day intra-school competition from 18th October, 2011 to 20th October, 2011 was organised. The event comprised of 3 fun filled rounds of online quiz, audio-

visual round, Dump the Bum and Pictionary round. The event was highly successful and stirred great interest among the students to gather information about the social situation of the country.



Participants at the Udaan competition

c) Photography Workshop

The ‘Basics in Wildlife and Nature Photography’ workshop was organized on 18th October, 2011. The workshop witnessed an enthralling response from the students of NMIMS approximately engaging over 60 participants. It was organised in association with GreenKarbon, a Sanctuary-Deutsche Bank climate change initiative. The workshop introduced to the students the art of using a camera.

Dr. Anish Andheria, (Director, Wildlife Conservation Trust and Director, Sanctuary Asia) known for his brilliance in photography and for introducing young people to the joys of capturing nature with a click, was the speaker of the day. He took the students on a walk of nature from behind the lens and taught them the various techniques of making the picture perfect.



Photography workshop

□) □□□□□□□□

A national level social B-Plan competition, the event was designed as a part of NMIMS' annual corporate festival Paragana. Designed in association with SEED, the objective was to use the benefits of SEED's product to help sustain/support existing farmers' irrigation needs and leverage its features to benefit them throughout the year irrespective of application or industry. In all 20 teams all over the country participated. Top 5 teams were invited to NMIMS campus on 13th November, 2011 to present their Business Plans.



Dr. Meena Galliara interacting with the judges of Annveshan-2011

f) Blood Donation

In an endeavor to provide one of the greatest community services, that of saving lives, the Social Responsibility Forum (SRF) of NMIMS successfully organized Blood Donation Drive with the free Thalassemia check-up on 15th of November 2011, in NMIMS campus. The drive was conducted in association with the Lion's Club of Juhu.

The event received an overwhelming response from the student fraternity, faculty & staff members of NMIMS and other institutes of SVKM. In all, 309 people registered for the blood donation and 279 bags of blood were collected. It is said that nothing can be a bigger gift than gifting a portion of you. Thus, the enthusiasm shown by the students is a clear representation of their awakened social conscience. Many of the donors donated blood for the first time. The assurances provided by the SRF volunteers and the motivation instilled by their peers helped them overcome their inhibitions.

g) Manjunath Candle Light Vigil

To stir consciousness, and enable students to protest against widespread corruption the Cell with active support from SRF organised a candle light march on November 19, 2011 in remembrance of the whistle blower Late Mr. Manjunath Shanmugam, an IIM Lucknow (2003 batch) alumnus,

and an Indian Oil Corp. Ltd (IOCL) employee. Mr. Shanmugam raised his voice against the oil malpractices prevalent in his territory; and he was later murdered on 19th November 2005 by a petrol pump owner and his accomplices. The candle light vigil witnessed participation of over more than 100 students of NMIMS.



Manjunath Candle Light Vigil 2011

h) Online Poster Presentation Competition

Growing complexities of the modern world due to demographic shifts, climate change and increasing pressure on natural resources have all brought sustainability issues to the forefront of the business agenda. Sustainability presents both challenges and tremendous opportunities for businesses. Companies, which assess the gamut of sustainability issues and respond by mitigating risks and leveraging opportunities, are the ones that create competitive advantages. Such companies respond to the changing needs and demands of the society and accordingly develop successful business models, which focus on creating long-term shareholder and societal value.

To integrate the sustainability perspective in business education for developing socially responsible and responsive future business managers is of prime importance. It is in this context, Bombay Chamber of Commerce and Industry in partnership with NMIMS designed a Pan India level 'Digital Poster Presentation' Competition in September 2011. The competition was based on students' analysis of the sustainability practices adopted by the company based on the review of literature available in the public domain and their subsequent interpretation of the same to be presented in a creative image form on a poster.

The students had to select a company from the following list of sectors:

- Engineering
- FMCG
- Retail
- Pharmaceuticals
- Automotive
- Extractive Industries (Cement, Oil and Gas, Aluminium, Copper, Mining)

The participant was expected to study Annual Reports, Sustainability reports, United Nations Global Compact Report (UNGC) Report and Website of a company for getting insights on the integration of sustainability components into business practices.

Each participating team along with a creative poster was required to submit a 500-word write-up describing how the leading company selected by them has successfully adopted the sustainability agenda. The competition received an overwhelming response from management students from various premier B schools including IIM Ahmedabad, IIM Bangalore, IIT Bombay, NITIE, NMIMS, IIFT, JBIMS, IMT Ghaziabad, Great Lakes and others.

Though all the posters reflected the students' perception about the company's sustainability practices, twelve posters based on specific judging criteria were selected for publication.

In addition to the social events, SRF members are continuously working on Social Consultancy Projects and Leaders of Tomorrow initiative.

i) Student led Consultancy Projects

Students were encouraged to take up small consultancy projects and extend their support to NGOs. These projects offered students an opportunity to implement in the arenas of Finance, Marketing, Consulting and Operations on a wider scale. Students gained an exposure in the managerial tasks and decision making. Following were the initiatives of student led consultancy projects:

1) I-Post : I-Post is an initiative of I-Initiate an organisation by Mr. Raj Jagannam. I-Post offered students at NMIMS an opportunity to do the brand building exercise for I-Post products. It offered students to proceed ahead with establishing new marketing channels and strategising sales and promotion. The challenge was to create sustainable marketing model for making the products and services made by NGO's which can compete with other commercial counterparts.

2) CGSI: CGSI as a non-profit organization which needs funding for its various programmes like milk testing, annual magazine keemat and consumer education programme. Currently there is no sustainable funding model in place and CGSI lacks funds to execute various events that it has planned. One of the project assigned was to develop a strategy for fund raising and events. The students designed strategies of various funding models using various options available. Students were also required to relook at the goals of the organization and recommend suitable ways so that these goals can be achieved in the optimum way. Students had to conduct a survey to provide consumers a forum to vent grievances against products/services which fall short on

delivery after making grand promises and to provide valuable consumer insights to industry / service providers.

3)Toy bank: Toybank is an initiative by self motivated youngsters who try to transform the lives of less fortunate children into more meaningful and joyful existence. Toybank offered students of NMIMS to explore deeper into their promotion, pitching, event management and operational skills. The two projects offered were to create awareness among students, conduct a toy collection drive and arranging events during Joy of Giving Week. The other project was centred for students to hone their operational skills to develop an inventory management system.

4)Hamara Foundation: Hamara Foundation an NGO for street children. Hamara Foundation offered NMIMS students to conduct project broadly under the domain of Marketing and Finance. Marketing students were asked to develop marketing strategy to sell products made by children, to source corporate funds and find possible avenues with corporate tie-ups while Finance students were asked to prepare annual reports for Hamara Foundation which it is not accustomed to prepare and to prepare a project for corporate funding.

5) Each One Teach One: Each One Teach One is a pioneer in spreading education among children. It is operating since past 27 years. EOTO offered NMIMS students to prepare plan for maintaining growth and sustainability of organisation. EOTO has so far reached 8982 students but has a plan to reach 40000 students by 2014. To help achieve their target, NMIMS students were offered various corporate projects involving preparing growth plan and strategy and getting involved with students to do some field work.

6) Swadhar Finaccess: Swadhar is a Mumbai based non profit organisation. It provides he economically disadvantaged, predominantly women living in slum communities, an increased access to financial services and to bridge the gap with the formal financial sector. It offered NMIMS students two projects under domain of Finance and Marketing. Finance aspirants are required to prepare Micro Insurance Business plan for the two custom made policies of “Jeevan Mangal” and “Jeevan Madhur”. These two policies are custom made from LIC of whom SFA is an agent. SFA imparts Financial Education to economically disadvantaged persons predominantly those living in slum communities. The training is imparted through use of extensively researched, designed and developed training modules. Marketing students were required to prepare marketing plan, design marketing material, conduct secondary research on financial literacy initiatives.

7) Leaders of Tommorrow

The Leaders of Tomorrow initiative was kicked off this year on 24th August at the Gokalibai High School with 12 members of the Social Responsibility Forum, SBM, and NMIMS volunteering to take interactive sessions on personality development with the IXth standard class. The basic objective of this initiative is to help the young impressionable minds to develop their personalities and make them aware of the different opportunities that lie ahead of them, to instill in them the confidence to believe that they have it in them to be the Leaders of Tomorrow. The sessions will continue till the end of the academic year. With a positive response from the students we hope to design the future modules with their ideas and insights. These sessions have

definitely been an eye opener for all the volunteers who were impressed by the level of awareness and knowledge in the young students. But at the same time the need to help them overcome their fears and boost their confidence was realized. We hope achieve this objective and make a marked difference in their lives, which will help them be the most effective Leaders of Tomorrow.

IV) Exposure to Social Enterprises outside Mumbai: Study Tour



V Sadbhavana '12:

SRF in partnership with the Cell organized Sadbhavana between 9-11th February 2012 on the theme of “Abhyudaya – Rise to Change”. Abhyudaya was an urge to the youth to create a Utopian Society, contribute in inclusive and sustainable growth and conquer the devils of poverty, corruption and unemployment through myriad of competition and challenges including: WE CARE Poster Presentation, 'Samakraman' - Inter NGO Dance Competition, 'Samadhan—The Socio B-plan', 'Mela – Celebrating Creativity', 'Paricharcha – Clash of the Titans', 'Chitralekhan – Capture the moment', 'Rang-Holi – T- Shirt Painting' and 'Abhivyakti' – the interdivisional Graffiti War.

VI Conferences/Seminars/Workshops Attended & Papers Presented/Published

Dr. Sujata Mukherjee attended 2nd Indian Management Conclave 2011 was organized by MBA Universe.com in Delhi on August 11 and 12, 2011. The theme of the conclave was “Building a Great B-School ... What's the new DNA”.

She attended a seminar on “Sustainability Marketing Perspective” organized by The Indian Society of Advertisers on December 15, 2011, Mumbai. The objective of the Seminar was to look at concerns of

consumers and how companies can look beyond economic value by looking at more socially and environmentally responsible marketing practices.

On January 31, 2012 Dr. Sujata Mukherjee was invited as a Chairperson for the Micro Entrepreneurship Summit, 2012 organized by the Urvi Ashok Piralal Foundation, Mumbai. Around 50 NGOs from Maharashtra participated in the Summit to discuss about the role of micro entrepreneurship in development.

Dr. Galliara was invited by National University of Singapore & TISS to present a paper on 'Challenges for Impact Assessment for Social Enterprises' at the International Conference on Social Entrepreneurship and Global Future, October 28-30, 2011, TISS, Mumbai. On Dec 8 & 9, 2011, Dr. Galliara was deputed to attend a 'Women Leaders in India' organized by Global Business Information Pvt. Ltd, Mumbai.

On Feb 16, 2012, she presented a paper on, 'Review of existing models for CSR' at the Workshop for Public Sector employees by Dept of Public Enterprises, Government of India and Bombay Chambers of Commerce and Industry, Mumbai.



Dr. Galliara at the DPE Workshop, Feb 16, 2012

On March 22, 2012, Dr. Galliara along with Dr. Sujata handled a one day session at ICICI training center at Lonavala for the fellows of ICICI fellowship programme, organized by iVolunteer

In Jan 2011, she published a Book Chapter on 'CSR in India', in CSR in Asia, published by Palgrave Macmillan Publications, London

VII Student Achievements

It was a moment of great pride to see that our final year student Ms Jui Gangan was declared as a recipient of fellowship from Urban Mobility India, Ministry of Urban Development (Government of India) 2011-2012 for developing alternative solutions for low cost transport.

Similarly Ms Vaishali Gandhi another final year student won the Rotary Seattle Prize Impact Prize at the Global Social Entrepreneurship Competition 2012

VII Agenda for the Future

The Center for Sustainability Management & Social Entrepreneurship in the near future aspires to scale up its activities in the areas of providing sustainability education and training to students, practitioners & professionals. Efforts will be made to document case studies, working papers and undertake research assignments in the area of CSR, sustainable development and social entrepreneurship. With support of the students, staff and alumni it aims are partnering with both for profit and not for profit sectors to execute field intervention projects in the areas of sustainable development and social entrepreneurship specifically related to water management, energy, health and education in both rural and urban India.

Annexure 1

Samvedan - We Care Documentary Making competition

Number of Participants: 7

No	Prize	NGO Name	Students	Title	Description
1	First	Aakanksha (Mumbai)	Siddhant Anthony Johhnes	Hope In Motion	Short film about the Shinewadi MPS School Project, its pedagogy, mission. Vission and activities undertaken through the narrative of ms Rashmi Chanani, School Leader. The Film was made during the We Care Internship at Akanksha Foundation
2	Second	Pratham Foundation (Mumbai)	Nitin Amlani KUNAL SUNIL AGARWAL Mugdha Desai Ashwini Hastekar	Hawa Chal Rahi hai	A short film narrative about the we care eposodes, activities and learning's of students at Pratham education foundation during We Care
3	Third	Abhivyakti (Nasik)	Meera Malekandathil Sachin Agarwal Vivek Hariharan Siddharth Jain	The City Makers	A documentary on the life and issues faced by migrant labourers in the City of Nashik in partnership with Abhivyakti, a media based NGO and Disha Foundation, NGO working for uplftment of migrant labourers

4	All India Disaster Management Institute (Ahemdabad)	Shikha Pande Virang Shah Naina Agrawal Shreya Gupta Manmeet Patel Daksh Bajoria Chinmay Gothi Sameer Juneja	School Based Risk Assesment (Audit)	School Based Risk Assesment (Audit) of Ahemdabad, Bhuj, Andaman and Nicobar. A short film of their We Care Experience
5	Community Devopment Society (Nagpur)	Utpal Khardenavis Shrikant Abhyankar Anurag Thakurta	From Poverty to Prosperity	A short film describing the work of CDS nagpur and how its work impacts the lives of many through empowerment through credit unions, vocational and artisan training centers
6	Deepalaya	Rohit Gogia NIKHIL NAGAR Jasleen Kaur Angad Singh Ranyal	Every Child Deserves a Chance	An entertaining yet heartwarming narrative of the lives of students and the struggle of parents and teachers at Deepalaya
7	Disha Foundation	Arush Dixit Bhaskar Pareek Suhrid Chaudhary	Rehabilitatio n of disabled	A short film describing how Disha Foundation helps to nuture children with special needs to be independent and inspire them to make theor mark

Annexure II

Bodh - We Care Photography competition

Number of Participants: 29

Sr	Position	NGO Name	Name	Title	Description
1	First	Deepalaya	Angad Singh Ranyal	The "Luxury" Life: Snacks at the balcony	MDG: Provide primary education to all kids.
2	Second	Sujaya Foundation	Ekta Tejwani	idream	MDG: Achieve Universal Primary Education
3	Third	Action for Child Labor, Cholai	Aarthi Kumar	There is every reason to believe that love is ingrained in humanity	We care for everything around us, but somebody please take care of us.!!!
4		Deepalaya	Jasleen Kaur	Washing away my Childhood	MDG: Provide primary education to all kids
5		M.E.R.I. Society	Prince Kartikey	While we try to teach the children all about life, they teach us what life is all about...	We Care turned out to be more than just a program. It helped us to see the real INDIA, where there is poverty, there is illiteracy, there is hunger, and there is corruption but most importantly there is HOPE....
6		ASSIST	Surendra Vinayakam	Make Hay While the Sun Shine	ASSIST , Building Rural India, Road Networks to the nook and corner of India
7		Akanksha, Mumbai	Siddhant Anthony Johannes	Creativity	A creative piece by children at Akanksha
8		Deepak Foundation	Mithil Mehta	The strong Indian farmer	The real foundation of Indian economy

9	Ashiana-Panchkula	Rajul Garg	Colours of education creating a bright future for u, me and us	With Universal Primary Education, The Future is indeed bright
10	VinaCapital Foundation	Mehak Mittal	.. is all you need	MDG: Eradicate extreme poverty and hunger (as 10% of the people in the world are disabled and these 10% are responsible for 20% of the global poverty)
11	CDS Nagpur	Anurag Thakurta	Wings to Vision	Weaving the threads of life for a better and secure future.
12	Wayanad Girijana Seva trust	Arun Raghavendran R	We Too Have Dreams	"If you smile through your fear and sorrow, You'll see the sun come shining through for you tomorrow
13	Abhivyakti	Sachin Agarwal	...a Lost Smile	Being one among the millions of kids who do not have a reason to smile, this kid tries to conceal his sorrows by smiling.
14	Umang Jaipur	Sona Bhargava	Creative	Mentally challenged but still more creative than normal
15	AIDMI	Manmeet Patel	Are we doing enough?	This is where our future gets educated...is it good enough?
16	Abhivyakti	Vivek Hariharan	A Migrant Child	Let's be a ray of hope in their life of darkness
17	Aarambh	Aakanksha Singh	NM Cares	We Care for Aarambh
18	AIDMI	Sameer Juneja	Education First or Food??	If the stomach is hungry, the mind cannot learn....we need to decide what to give them first!!!
19	Svasti Pvt Ltd	Apoorva Sharma	Occupation profiling in Mumbai suburban slums	The imitataion jewellery might be fetchin good prices in the market but da workers make it

				still live in tatters
20	Sevadham Trust, Pune	Shrey Agarwal	Empowering their dreams	A mother, a wife, a daughter, different roles but one objective "Care for the family". So why not revert the same through women empowerment?
21	SKS Microfinance	Mahesh Kollipara	"NO"thing to "Some"thing!!	Sathemma, from Regode Village of Narayankhed Mandal, Medak District, Andhra Pradesh, earns about Rs.20 per day as an agricultural laborer. She is selected as an member for Ultra Poor Poverty Graduation Program. As part of this, we gave her an asset (two goats) worth Rs.6000. This pic was taken when the asset was delivered to her.
22	Aarambh	Nirmal Baruah	Enlightment	A vagrant child searching for true path to enlightenment
23	Aarambh	Md Atif	The other side	A child trying to totter into the waiting arms of learning on other side of the wall
24	Akanksha, Mumbai	Aarti Khatwani	Chromo-some	Colour me good today. Add some shine to my dream-play
25	Disha Foundation	Arush Dixit	Happiness unbound	Smile Knows No Disability
26	Disha Foundation	Bhaskar Pareek	Use the skills that I have got, Do not focus on what I havenot, I am aware of my disability, but just want you to walk with me.	Nandini, the little rockstar from Disha with Mr. Salauddin Ahmad, the Chief Secretary of Rajasthan.

27	Disha Foundation	Suhridd Chaudhary	We believe in our ability and GOD	Special students of Disha performing at a program by SubhashGhai's Whistling Woods.
28	Smile Foundation	Ravi Thakur	BREAKING BARRIERS	The Underprivileged Youth are breaking the socio-cultural barriers and awaking to better livelihood opportunities with the SMILE Twin e-Learning program.
29	Save the Children India	Vipul Jain	Childhood Saved	This is one of the students at STCI - Special care centre. This institute takes children with hearing loss and mental disability from families who are financially very weak. They educate and groom children to integrate them into society. She depicts one of the many bright faces at STCI who can look forward to an extremely bright future.

