

Jasani Centre for Social Entreprenuership & Sustainability Management

Annual Report June 2017 May 2018

SVKM's NMIMS, V. L. Mehta Road, Vile Parle (West), Mumbai, Maharashtra, India Pin Code - 400 056 www.nmims.edu

Jasani Center for Social Entrepreneurship & Sustainability Management

Annual Report – Academic Year 2017-2018

Index

Number	Contents	Page No
	Index	1
	Foreword	2
1	About Us	3
2	Academic Programmes	3
3	Knowledge Development & Dissemination	4
4	MBA involvement in the Social Sector	7
5	Facilitating Social Innovation	10
6	Crowdfunding Support to the Staff Member	10
7	Research, Consultancy and Documentation	10
	Annexure	
I	List of Graduating Students	12
II	Glimpses of We Care Internship	14
II	Glimpses of SRF Events	16

Foreword

The Jasani Centre is a blend of social responsibility, multi-stakeholder partnerships, and entrepreneurial zeal. It strives to create knowledge and develop its MBA students' skills to become successful social entrepreneurs and professionals. Its academic curriculum embeds special lessons that foster social compassion, inclusivity, and sustainability. Therefore, the contribution of the Centre goes far beyond the mandate of conventional education. The FTMBA students' engagement in the We Care: Civic Engagement internship has been instrumental in developing social insights among students. Based on their experiences, the Centre documented Volume V of the We Care Anthology-'Addressing the Gender Gap: Challenges, Interventions, and Strategies.'

The Centre believes that inclusive business models can be developed only through grounded perspectives, collaborative processes, and engaged governance. The center partners with the Bombay Chamber of Commerce and Industry, TISS, Bombay Stock Exchange, and other important stakeholders to organize various events to influence the industry and budding managers.

The Centre believes that there is a need to harmonize multiple types of innovation to address complex and interlinked global societal challenges. In this sense, the notion of convergence' regarding social innovation becomes crucial. The Centre's proposal to NITI Aayog was accepted to promote social innovation, entrepreneurship, and social entrepreneurship. On January 13, 2018, the AIC- NMIMS was set up. Through AIC-NMIMS, we look forward to nurturing social entrepreneurs and envision a network of entrepreneurs across sectors, frontiers, and disciplines to build a more just, sustainable, and prosperous world.

It is satisfying to see that the quiet perseverance of our alumni members in addressing various social issues has strengthened multiple regions of India over the years. Our enthusiastic Social Responsibility Forum students undertake various social assignments and continue the tradition of making a difference in their small ways.

The Centre organized a three-day workshop on 'Evidence-Based Management: Role of Systematic Reviews and Meta-Analysis' to promote research. We are sure with such capacity-building workshops, and our faculty will be able to undertake evidence-based research.

SVKM Trust, NMIMS Management Team, faculty members across SBM, and other NMIMS Schools have leveraged their support to the Centre to undertake various activities. We are thankful to each of them for believing in the Centre's mission and the abilities of the team members. Our team continues to work towards attainment of the Centre's mission actively. Each year they strive to contribute. Their best work with social enterprises and CSR departments across India is to understand their stories and strategies and use their design thinking tools to foster few innovations. We are optimistic that we shall maintain the same spirit every year and improvise our performance.

Dr. Meena Galliara Director, Jasani Centre for Social Entrepreneurship & Sustainability Management, SBM, NMIMS

1 About Us

NMIMS initially set up the Center as a Social Entrepreneurship Cell under the School of Business Management in 2003. Eventually, it was upgraded as a Center for Social Entrepreneurship & Sustainability in 2011. In 2013, it was renamed as Jasani Centre For Social Entrepreneurship & Sustainability Management to acknowledge the generous endowment by Mr. Uday Indkumar Jasani & Mr. Suresh Kantilal Jasani.

The Center's mission is to create a new generation of business leaders and social entrepreneurs who are knowledgeable about and are committed to building a sustainable society. The 'Jasani Centre For Social Entrepreneurship & Sustainability Management' objectives serves as a bridge between academia, the corporate world, and civil society organizations. The research and 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 civil society organizations.

The Jasani Center's work is divided into the following areas:

- 1. Academic programs in Social Entrepreneurship (Diploma/PTMBA in Social Entrepreneurship)
- 2. Knowledge development and dissemination
- 3. MBA involvement in the social sector
- 4. Facilitate Social Innovations
- 5. Research & Documentation

2 Academic Programmes

2.1 Diploma / Part-Time MBA in Social Entrepreneurship

To upgrade skills in Social Entrepreneurship, the Jasani Center is offering the following weekend programs to the working executives from the social and corporate sectors since 2006.

- i) Diploma in Social Entrepreneurship (Three Trimesters Ten months) [Diploma SE.]
- ii) MBA (Part-time) in Social Entrepreneurship (Six Trimesters Two years) [PTMBA SE.]

2.2 Convocation: October 2017

In 2017, four students completed their Diploma - SE Convocation was held collectively for two batches of PTMBA – SE. i.e., three years Batch IX (2014-17) and two years Batch X (2015-17). PTMBA-SE degree was conferred to the Twelve students from Batch IX and 22 students from Batch X.

The following students based on the CGPA figured on the Dean's List:

- a) Ms. Erita D'Souza (Batch IX 2014-17)
- b) Ms. Shivi Dwivedi and Ms. Rhuta Sonsurkar (Batch X 2015-17)

The following students received the Academic Topper Awards based on the Academic Performance:

- 1) Ms. Poonam Nair (Batch IX 2014-17)
- 2) Ms. Shivi Dwivedi (Batch X 2015-17)

Based on the overall performance Mr. Adesh Gurav (Batch IX 2014-17) received the Best Student Award.

The Certificate of Appreciation based on the overall performance was received by Mr. Ashish Gulati (Batch X 2015-17).

2.3 Current Students: Academic year June 2017 to May 2018

Table 1 below presents the total number of students on roll in the current academic year.

Table 1 : Number of students on roll

Particulars	Male	Female	Total
PT MBA Iyr (Batch 2017-19)	5	11	16
PT MBA IIyr (Batch 2016-18)	6	9	15
Diploma Students (Batch 2017-18)	3	-	3
Total	14	20	34

3 Knowledge Development & Dissemination

3.1 Training & Workshops

a) Bombay Chamber of Commerce Workshop

Dr. Meena Galliara, Director, Jasani Center for Social Entrepreneurship & Sustainability Management, was invited to speak at the Symposium on Business and Human Rights organized by the Bombay Chamber of Commerce and Industry on August 4, 2017. In her presentation, Dr. Galliara spoke on areas where the business could violate human rights. She touched upon the global and national human rights regulatory framework and the advantages of recognizing and respecting human rights in business. By citing examples, she touched upon how human rights can be an effective tool for CSR execution.







b) Workshop on CSR Relationship and Resource Mobilisation

Renovate India in Association with The Jasani Center for Social Entrepreneurship & Sustainability Management organized a Workshop on CSR Relationship and Resource Mobilisation on August 12, 2017, at NMIMS, Mumbai Campus. The workshop was organized as a part of the Learning and Development program of Renovate India for CBOs (Community-based organizations) and the grassroots NGOs to enhance their skills in CSR Relationships. Mr. Vinayak Dalvi, CSR Head, Crompton Greaves, guided the participants regarding the CSR approach, Demographics of CSR, pre-requisites for CSR funding, project management under CSR, and resource mobilization. During the feedback session, participants shared that they were pleased with the information provided in the workshop by the speaker, as many of them were first time interacting with CSR person and came to know the requirements and scope of CSR. The workshop was concluded with the vote of thanks by Mr. Alol Kadam, Founder of Renovate India.





c) Three-day Workshop on Evidence-Based Management: Role of Systematic Reviews and Meta-Analysis

Systematic literature reviews, including meta-analyses, are invaluable scientific activities. The rationale for such reviews is well established. In contemporary times professionals working across the cross sectors, researchers, and policymakers are inundated with unmanageable amounts of information. They need systematic reviews to integrate existing information and provide data for rational decision-making efficiently. As a leading business school, we need to orient our students to understand how evidence-based management assists in arriving at good business decisions. It proceeds from the premise that is using better, more profound logic and employing facts, to the extent possible, facilitates managers to do their jobs more effectively. In this context, a three-day workshop in partnership with Campbell Foundation was organized from March 19-21, 2018. The workshop aimed to

orient and equip faculty members and Ph.D. students to the concept of Evidence-Based Management and the Role of Systemic Review and Meta-Analysis and inspire them to carry out Systemic Reviews. The workshop had an attendance of 40 faculty members across NMIMS University.



3.2 Participation in Conferences/Seminars/Events

a) Seminar on THE FIFTH ESTATE

Dr. Meena Galliara was invited as a Chairperson for the panel discussion on Corporate CSR Expectations from NGOs. The panel discussion was part of the Seminar on THE FIFTH ESTATE organized by HCL Foundation on May 22, 2017, at the Bombay Stock Exchange.

b) CSR National Conclave 2017: Reimagining Compassion & Business Responsibility

As part of the CSR National Conclave, Dr. Meena Galliara was invited for the panel discussion on 'Stakeholder Accountability and Strategic CSR Engagement' held on November 2, 2017. Dr. Satish Kajjer handled a session on 'Instruments for Effective Implementation of CSR Programme' on November 3, 2017, at the Conclave.

c) XVIth International Entrepreneurship Forum (IEF) Conference

XVIth International Entrepreneurship Forum (IEF) Conference was held from September 14 to 16, 2017, in Kathmandu, Nepal. Dr. Meena Galliara was invited as a speaker to IIE Conference to participate in the panel discussion on Social Innovation & Entrepreneurship. Other panel members included Mr. Gianluca Salvatori, Dr. Madhav Sathe, Dr. Laxman Pun, and Mr. Pradip Koirala. Panel members discussed various aspects of social entrepreneurship; innovation, development approaches to sustainable economic growth, social networking models, collaboration, and the sharing economy.

d) XIIIth FICCI Higher Education Summit 2017

Dr. Galliara was invited to XIIIth FICCI Higher Education Summit 2017 to share her views on '*Diversity and Social Inclusion*,' which was scheduled on November 10, 2017. Dr. Galliara shared her thoughts on why and how Universities should promote diversity and inclusion. She shared the efforts taken by SVKM's NMIMS University in this regard and cite a few best practices to support her views. "Leapfrogging to Education 4.0: Student at the Core" was the theme of the XIIIth FICCI Higher Education Summit 2017, Global Conference held from November 9 to 11, 2017, at Greater Noida Exposition Centre, Delhi-NCR.

e) Matrix of CSR Programme Management

Dr. Meena Galliara was invited to handle a 'Matrix of CSR Programme Management' session on December 20, 2017. The session was part of the Training Programme for CSR Managers of Public and Private sector companies organized by the Tata Institute of Social Sciences (TISS), Mumbai

f) Corporate Social Responsibility Mosaic: New Age Models & Practices - January 31, 2018

Dr. Meena Galliara was invited as a keynote speaker for the Seminar on 'CSR Mosaic: Emerging Models & Practices' organized by the Bombay Chamber of Commerce and Industry on January 31, 2018. In her address, Dr. Galliara mentioned that the role of Boards has become more critical as CSR is no longer voluntary in India. The industry has also

realized the importance of CSR and understanding the relationship with stakeholders and its impact on its brand value. She gave various examples to emphasize the relevance of building ethical governance practices and inclusive business models for the long-term sustainability of the business.

4 MBA involvement in the social sector

4.1 We Care: Civic Engagement Internship 2017-18

The We Care: Civic Engagement Internship was initiated in 2010 with the twin objectives of socially sensitizing FTMBA students towards societal issues and enabling them to understand the symbiotic relationship between society and business. In the current year between Feb 1-24, 2018, all 689 students were placed in 265 social sector organizations, including CSR departments across twenty-three states and three union territories.

The projects handled by students aligned with the UN Sustainable Development Goals related to quality education, decent work, economic growth, clean water and sanitation, life on land, gender equality, good health and well-being, and zero hunger. Students used their management skills extensively to handle short-term projects related to the SDGs, especially in education, child welfare, community development, economic empowerment, financial inclusion, skill development, environment, organizational development, and various others. In all, collectively, the students contributed 94,066 man-hours to the social sector.

The feedback provided by 156 internship organizations indicates that 64 percent of organizations were highly satisfied with our students' conduct and contribution. A little over fifty percent of the students have found the internship experience to be highly beneficial as it has not only sensitized them but has made them aware of their potentials as changemakers.

The learning journey of the civic engagement internship culminated with the Poster Presentation on March 10, 2018, at B. J. Hall in Vile Parle, Mumbai. The posters were evaluated by 58 distinguished judges from the social sector. Based on the results, posters designed by 27 teams won cash prizes worth INR 2.23 lakh. Refer to *Annexure-II* to have glimpses of the field execution of the We Care internship and Poster Presentation.

To augment the internship experience, various competitions in partnership with Social Responsibility Forum were organized between March 9-11, 2018. The photo collage competition- What Moved You had a participation of 19 students, and the We Care Documentary making was participated by 22 students. In all, eight teams comprising 15 students participated in the 'We Innovate' Social B-Plan Competition.

4.2 Social Responsibility Forum (SRF)

The Social Responsibility Forum (SRF) of the School of Business Management, NMIMS, is a student cell dedicated to its mission to organize consolidated campaigns for social causes and welfare and offer consultancy services to NGOs to better their management and functioning. Its objective is to sensitize and make management students aware of their responsibilities and duties towards the welfare of others, which will make managers and leaders of tomorrow empathetic employers and socially responsible individuals. The SRF team organized different activities like NGO Mela, visits to old age homes and animal shelters. (Refer *Annexure-III*)

Table 2: Snapshot of events held by SRF

Sr. No	Name of Events	Date	Venue	About Event	Output
1	Splash	July 26, 2017	SBM NMIMS Lounge	A painting & social artwork competition based on the theme "Mental Health Awareness."	Participants: 23 teams Winners: 2 teams Prizes worth: 7K
2	NGO Mela	August 2, 2017	SBM NMIMS Lounge	A socio-marketing event to promote and market indie products developed by NGOs to boost their sales	Participants: 13 NGOs, 33 teams Sales: 1.95 lakhs
4	Blood Donation Drive	October 5, 2017	SBM NMIMS Lounge	An Annual Blood Donation Drive in association with Lion's club and Navjeevan Blood Bank	Registrations: 400+ 285 units of blood were collected
5	IOCL Elocution	October 31, 2017	Juhu Jagruti Hall	An opportunity for young management students to express their thoughts on the social evil of Corruption during Vigilance awareness week	Participants: 45 Winners: 4 Prize worth: 12.5K Integrity Pledge by: 300 students
6	Marathon	January 14, 2018	JRM grounds	A 7km run against Food and Water wastage	Registrations: 420 Winners: 6 Prizes worth: 34k
7	NGO Sports Day	January 19, 2018	Dhanjibhai Mehta grounds, Vile Parle west	An effort to bring smile and joy for underprivileged kids from NGOs to teach sportsmanship, promote the importance of physical fitness, and competitive spirit in them	Participants: 5 NGOs, 80 children Overall Winners: Aseeema
8	Sadbhavana	March 10- 12, 2018	SBM NMIMS Lounge	The annual flagship event of SRF, which contains six events (3 We Care + 3 SRF events)	Cash Prizes worth: 1.65 lakhs

Table 3: The flagship event: Sadbhavana

Sr. No	Name Of Events	Date	Venue	About Event	Output
1	Samadhaan	March 10-12, 2018	SBM NMIMS	An innovative case study challenge for B schools across India. It was launched in association with Bisleri.	Registrations: 210 Winners: 2 Prizes worth: 15000
2	Vagyudha	March 10-12, 2018	SBM NMIMS	A mock parliamentary debate where the teams across India were acting as either government or opposition presented their views on the topic "The Indian Government's policies are a threat to innovation in clean energy."	Registrations: 32 Winners:2 Prizes worth: 25000

Sr. No	Name Of Events	Date	Venue	About Event	Output
3	Anugoonj	March 8, 2018	Juhu Jagruti Hall	An NGO Skit and Dance competition wherein children from NGOs participated.	Registrations: Winners:2 Prizes worth: 30000
4	We care Documentary	March 10-12, 2018	SBM NMIMS	A team documentary competition based on the participants' We Care experiences.	Registrations: 22 Winners: 4 Prizes worth: 30000
5	What Moved You	March 10-12, 2018	SBM NMIMS	An individual photo story competition based on the participants' WeCare experiences.	Registrations: 19 Winners: 3 Prizes worth: 25000
6	We Innovate	March 10-12, 2018	SBM NMIMS	A Social B-plan presentation competition based on the WeCare experiences of the participants	Registrations: 12 Winners: 3 Prizes worth: 30000

Table 4: Snapshot of Projects/Initiatives

Sr. No	Project / Initiative Name	Type	Description
1	The joy of giving week	Social Responsibility	In association with the Desire foundation, a donation drive was conducted from September 27, 2017. The collectibles were entrusted with Khushi Trust that helps slum children with a primary focus on education.
2	Fireflies	Social Change	It is a guided mentorship program where NMIMS students volunteered to be mentors to underprivileged children. A minimum of 10 sittings of 2 hours each was required to complete the program.
3	Mission Cleanotsav	Social Cause	In association with Idea hive, a Mumbai-based start-up, we participated in a marketing campaign. The idea was to engage the city of Mumbai during this Diwali by doubling their efforts to clean their homes and all premises that form an integral part of their daily lives.
4	Food donation drive	Social Responsibility	To support the cause of Marathon '18 - Reduction of Food Wastage, Food Distribution Drive was organized, wherein we distributed excess food collected by Annapurna to the underprivileged.
5	Enterprise Training for Women Programme (ETW)	Social Change	SRF volunteers shared knowledge about Microsoft products (Excel, Word, and PowerPoint) in the form of introductory training sessions as part of the Enterprise Training Programme for Women (ETW)

Prayatna

SRF initiated the publishing newsletter *Prayatna* in 2013. It is an earnest attempt to create meaningful dialogue within the community on issues that need immediate attention and keep the students, faculty, and alumni updated about activities undertaken by SRF. The newsletter is also a medium to showcase the commendable work done by students during their We Care

Internship. Acknowledging the criticality of various social issues in question and the consideration they warrant, the SRF team chooses different newsletter themes for every issue. Prayatna receives contributions from management students across premier B-schools in India.

Month of Issue	Theme
September 2017	Mental Health Awareness
December 2017	The Indian education system
March 2018	Awareness against drug addiction

5 Facilitate Social Innovation

Setting Up: Atal Incubation Centre at NMIMS

Due to efforts taken by the Jasani Centre to submit a proposal to set up Atal Incubation Centre at NMIMS to NITI Aayog and rigorous follow up, on March 21, 2017, NMIMS received the confirmation of acceptance of the proposal by NITI Aayog. Accordingly, the AIC-NMIMS was set up as a separate entity on January 13, 2018.

6 Crowdfunding support to the Staff Member

The Center raised fund Rs.1,56,002 between March 15 to March 18, 2018, to support Mr. Jagdish Solanki, support staff at NMIMS, during a medical emergency in his family. His adolescent daughter sustained severe burn injuries and needed financial assistance for medical treatment. With the support of faculty and staff members from the NMIMS family, who contributed to the cause, the Center could raise more than rupees 1.5 lakhs within a short span of three days.

7 Research, Consultancy and Documentation

7.1 We Care Anthology

The We Care Anthology is an outcome of the experiences gained by our students through the We Care: Civic Engagement Internship. Volume V of the Anthology, 'Addressing the Gender Gap: Challenges, Interventions and Strategies' documents the varied initiatives taken by nongovernmental organizations in India to tackle women's health, education, and employment issues. Some recommendations have been made towards removing barriers and improving women's access to resources. The publication covered articles on mapping the current status of women in India and the issues they face, women's health and nutrition, the role of traditional birth attendants in maternal health, and education & skill development for women's economic empowerment.

7.2 Study of Educated Women at Home: Pilot study

Jasani Centre for Social Entrepreneurship and Sustainability Management and Bombay Chamber of Commerce and Industry Trust for Economic and Management Studies undertook a pilot study on *Educated Women at Home: Potential Employable Resource*. The study's objective was to check the feasibility of the survey to be conducted to examine the rationale for lower women's participation in the workforce in Mumbai. The study explores the educational and socio-economic profile of educated women who have not pursued their careers,

their challenges in pursuing their job, and facilities they look forward to from employers to join the corporate world.

7.3 Publication

Article by Prof. Satish MK, "New Approach to Solid Waste Management in India: Use of Economic Instruments was published in International Journal of Engineering and Management Research (IJEMR) Volume: 7, Issue: 3

Dr. Meena Galliara co-authored with Ms. Shabdagandha Kulkarni & Mr. Megh Amin the article based on their case study "A Saraplast Enterprise - Redefining the Concept of Hygiene!" The article was published on May 4, 2018, in the Case Centre (CASE-Reference no. 818-0027-1).

The Bake Collective – making a delicious difference, an article by Ms. Zoha Karmali (Alumna PTMBA-SE, NMIMS), Prof. Meena Galliara, and Prof Manjari Srivastava was published in Feb 2018 in the Emerald Emerging Markets Case Studies (Ref. 8. 1-28. 10.1108/EEMCS-01-2017-0010).

Annexure I

SVKM's NMIMS School of Business Management List of Graduating Students - 2017

A) Part-time MBA in Social Entrepreneurship

Batch IX 2014-2017

Sr. No.	Student Name
1	Aboli Smart
2	Adesh Gurav
3	Azim Gilani
4	Erita D'souza
5	Neetal Hoshing
6	Nikita Ghamande
7	Poonam Nair
8	Ramesh Tupsaindar
9	Shruti Limaye
10	Siddharth Nikam
11	Snehal Kulkarni
12	Suraj Patro

Batch X 2015-2017

Sr. No.	Student Name
1	Akshay Koli
2	Archana Karode
3	Ashish Ash Gulati
4	Aziz Fidai
5	Govindprasad Sharma
6	Karishma Arora
7	Kavita Chandekar
8	Kirthi Shetty
9	Maya Tripathi
10	Navnath Bochare
11	Nisha Y

Sr. No.	Student Name	
12	Rajiv Viegas	
13	Rhuta Sonsurkar	
14	Ruchika Kadam	
15	Sandeep Shetty	
16	Shivi Dwivedi	
17	Shraddha Potdar	
18	Sunita Rathod	
19	Tanay Iyer	
20	Tanusree Barua	
21	Umesh Mane	
22	Ushma Kapadia	

Diploma in Social Entrepreneurship

List of Pass out Students - 2016-17

Sr. No.	Student Name
1	Megha Sharma
2	Sidni Shankarwar
3	Vaishali Mangesh Jambotkar

Annexure II

SVKM's NMIMS School of Business Management

Glimpses of We Care Internship

We Care Internship Execution





Deepali Batra, interning with Fair Trade Forum India, promoting fair trade practices to empower artisans at world On a Platter event at Jawaharlal Nehru Stadium, New Delhi.





Rahul G and Iyshwaryalakshmi R, working for Association for Non-Traditional Employment of Women (ANEW), Tamil Nadu delivering a presentation to women highlighting the importance of career planning and various career alternatives available.



Arushi Gupta and Sakshi Nayal, inters with Don Bosco Ashalayam, New Delhi interacting with underprivileged kids



Dharmik Soni and Vrushank Paun creating awareness about proper use of finance and banking services among the rural and urban population in and around Rajkot.

We Care Poster Presentation



Annexure III

SVKM's NMIMS School of Business Management

Glimpses of SRF Events

SPLASH







IOCL ELOCUTION







MARATHON







NGO SPORTS DAY







FOOD DONATION DRIVE







SADBHAVANA





