

We Care: Civic Engagement Internship Journey (2019-20 – 2023-24)

(Full Time MBA Program)

SCHOOL OF BUSINESS MANAGEMENT, NMIMS

We Care: Civic Engagement Internship GENESIS



Global Events & Impact on India

- World's nations adopted the Millennium Development Goals (MDGs) in 2000 to combat poverty and address social inequities
- The 2008 Global recession increased the challenge of meeting the MDG targets.
- Inequities in income, health, education, and other dimensions of human development widened in India.

Local Mandates

- Climate change crisis, social unrest, and demand for transparency moved ESG issues from the periphery to the core of business decision-making. Increasingly the demand to recruit socially adept managers was on the rise.
- Government of India mandated businesses to shift their focus from merely earning profits to sustaining the planet.

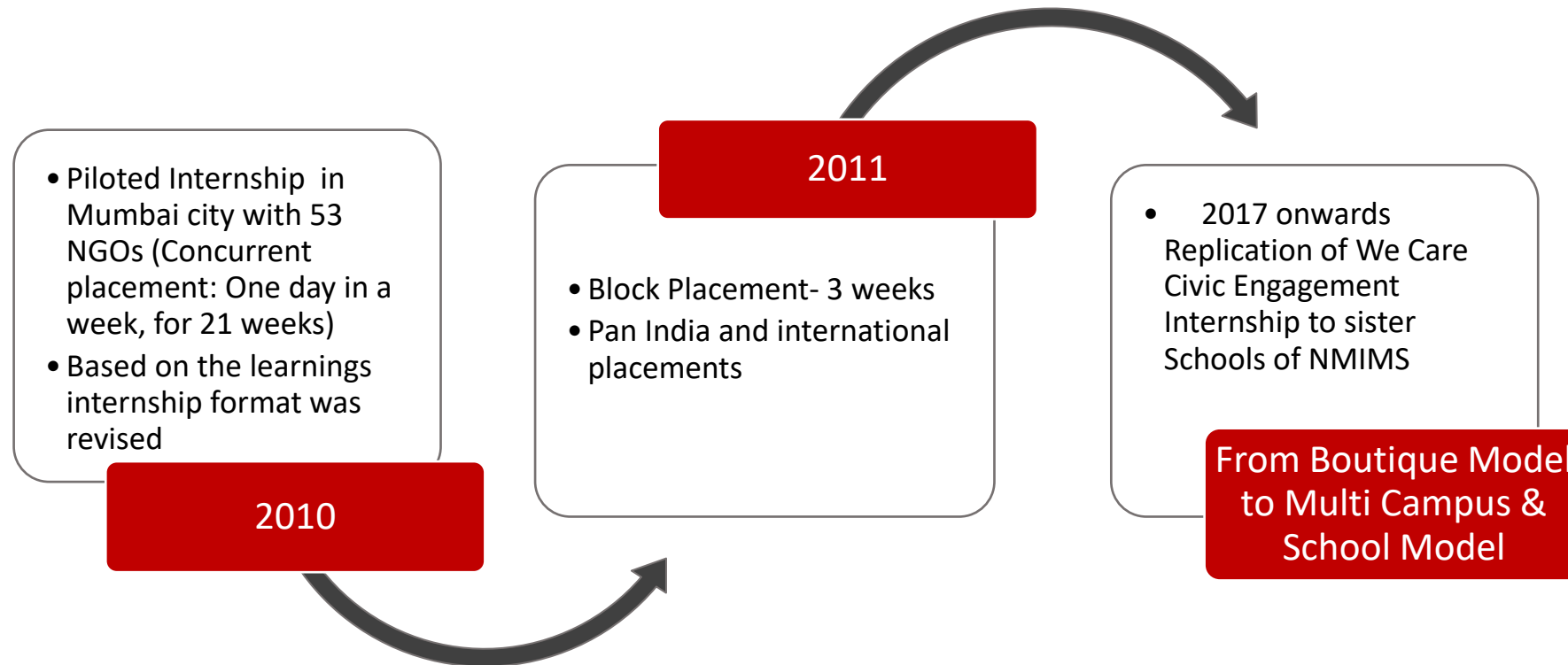
SBM's Philosophy & Action

- Mission: Create 'Transformational leaders' who can promote innovative ideas and creative solutions to address issues of poverty, social inequities, climate change, etc and contribute to build an inclusive and sustainable world.
- To embed a more robust and critical kind of scholarship to incorporate the sustainability dimension in their thought process, besides having specialized courses in CSR also integrated sustainability aspects in various courses of MBA program.
- To have an orientation of reality and enhance the sustainability perspective it was decided to formally engage students to address the social agenda
- SBM incorporated a three-week 'We Care: Civic Engagement' internship in the first year of its full-time MBA program.

Internship Location

- Students are placed for three weeks in social sector organizations their hometowns at pan India level, and international students are placed in their own countries. In the duration of the internship students contribute 7-8 hours daily and work on projects aligned to multiple SDGs.

We Care: Civic Engagement Internship JOURNEY



The We Care Civic Engagement Internship Journey across a decade has many stories, some told, some perhaps yet to be discovered. The internship conjures images of a different India, innovative field work, animated discussions, and above all spirit of camaraderie and inclusion.

The internship has given our students an opportunity to enhance their sustainability perspective, inculcate values of compassion, inclusiveness, resilience, integrity and capabilities to build socially responsible businesses and create stakeholder value.

We Care: Civic Engagement Internship OBJECTIVES

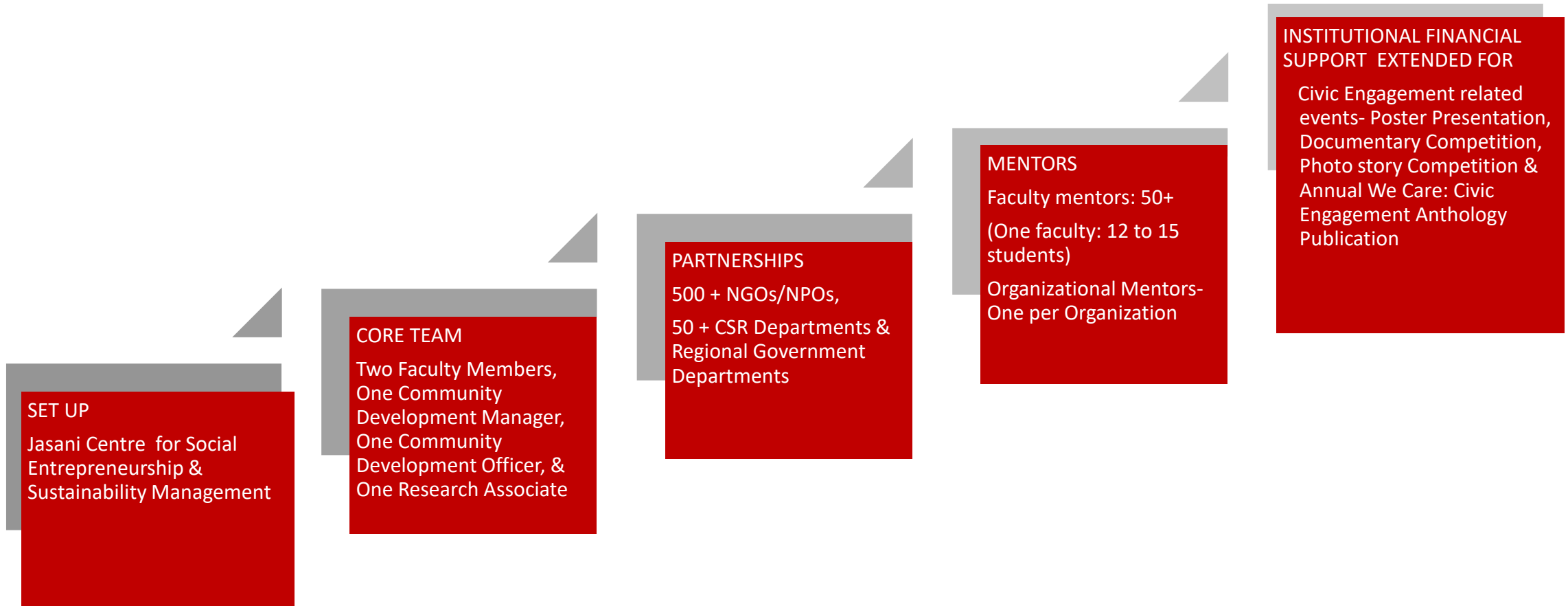


To foster analytical skills among students to analyze the root causes, existing solutions, and cascading impacts of social issues on society and business.

To create abilities to be socially sensitive and inclusive.

To develop skills to apply management logic and technical and critical thinking in proposing innovative solutions to address social issues.

We Care: Civic Engagement Internship INSTITUTIONAL ARRANGEMENTS



We Care: Civic Engagement Internship

Process/Method Adopted



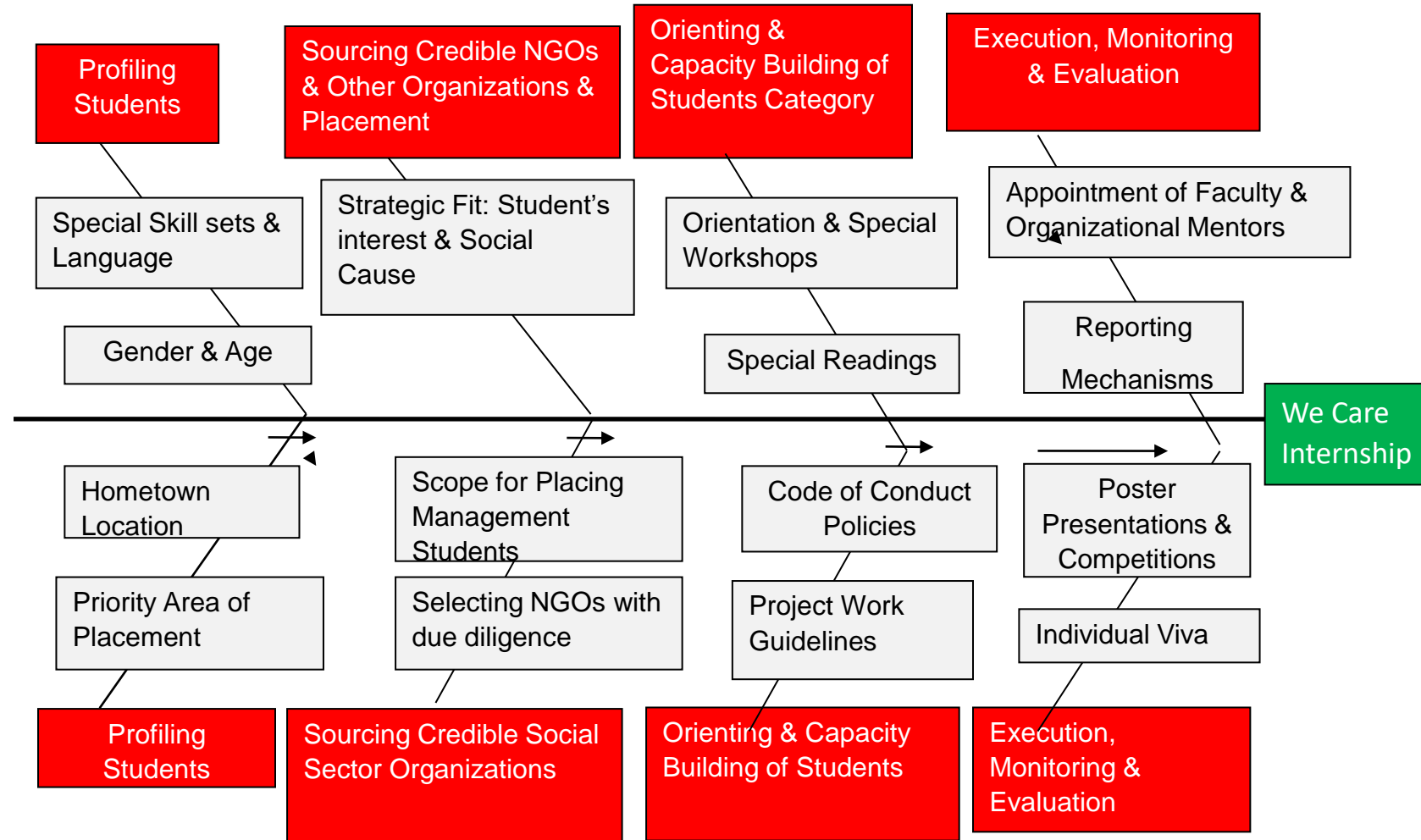
Profiling students, sourcing credible internship organizations, matching their skill sets & geographies to the requirements of internship agencies

Orienting and developing capacities of students to intern with the social sector organizations

Appointing faculty and organisational mentors

Execution, monitoring and assessment of internship

Poster Presentation, Allied competitions & We Care: Civic Engagement Anthology



We Care: Civic Engagement Internship

YEAR-WISE INFORMATION



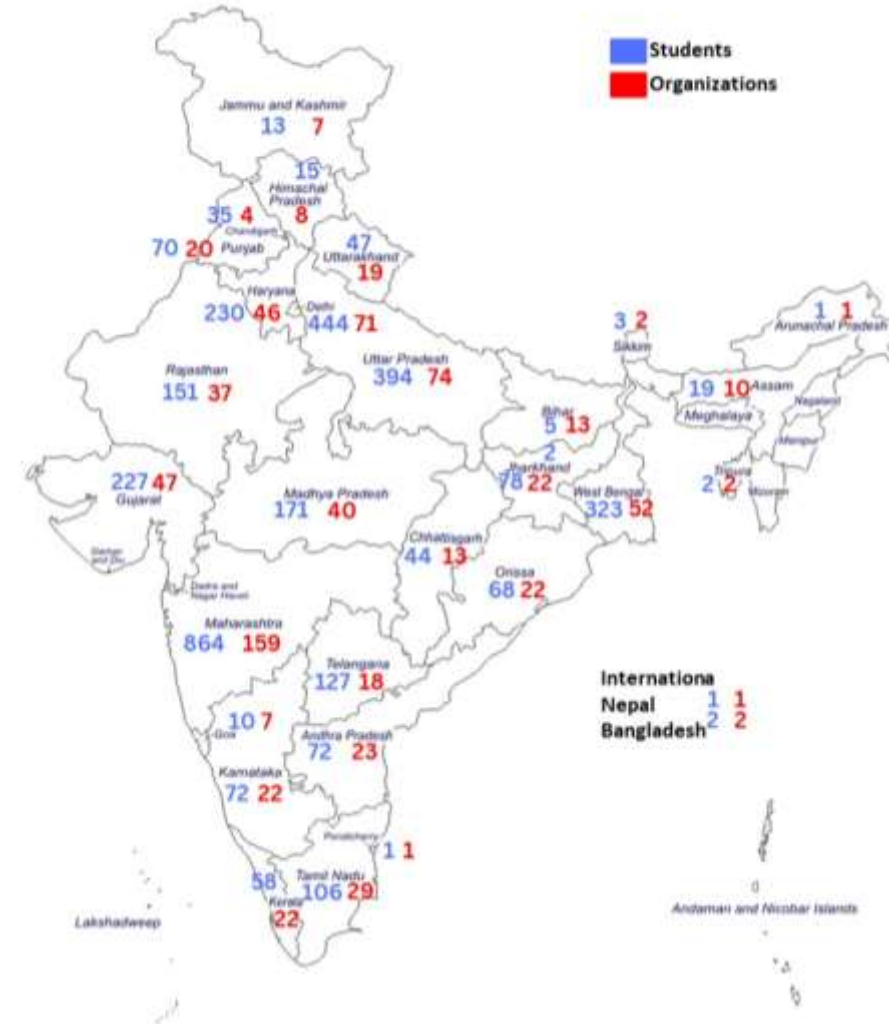
YEAR	TOTAL NUMBER OF STUDENTS	TOTAL INTERNSHIP ORGANIZATIONS	TOTAL MAN-HOURS CONTRIBUTED BY STUDENTS
2019-2020	675	288	96,827
2020-2021	649	233	1,34,003
2021-2022	698	275	96,103
2022-2023	669	272	87,880
2023-2024	1,009	363	1,50,908
TOTAL	3,700		5,65,721

We Care: Civic Engagement Internship

GEOGRAPHIC SPREAD

We Care: Civic Engagement Internship
2019-20 to 2023-24

Students
Organizations



2020-2024

Total students placed: 3,700

Across: 25 States & 4 Union Territories

International Placements

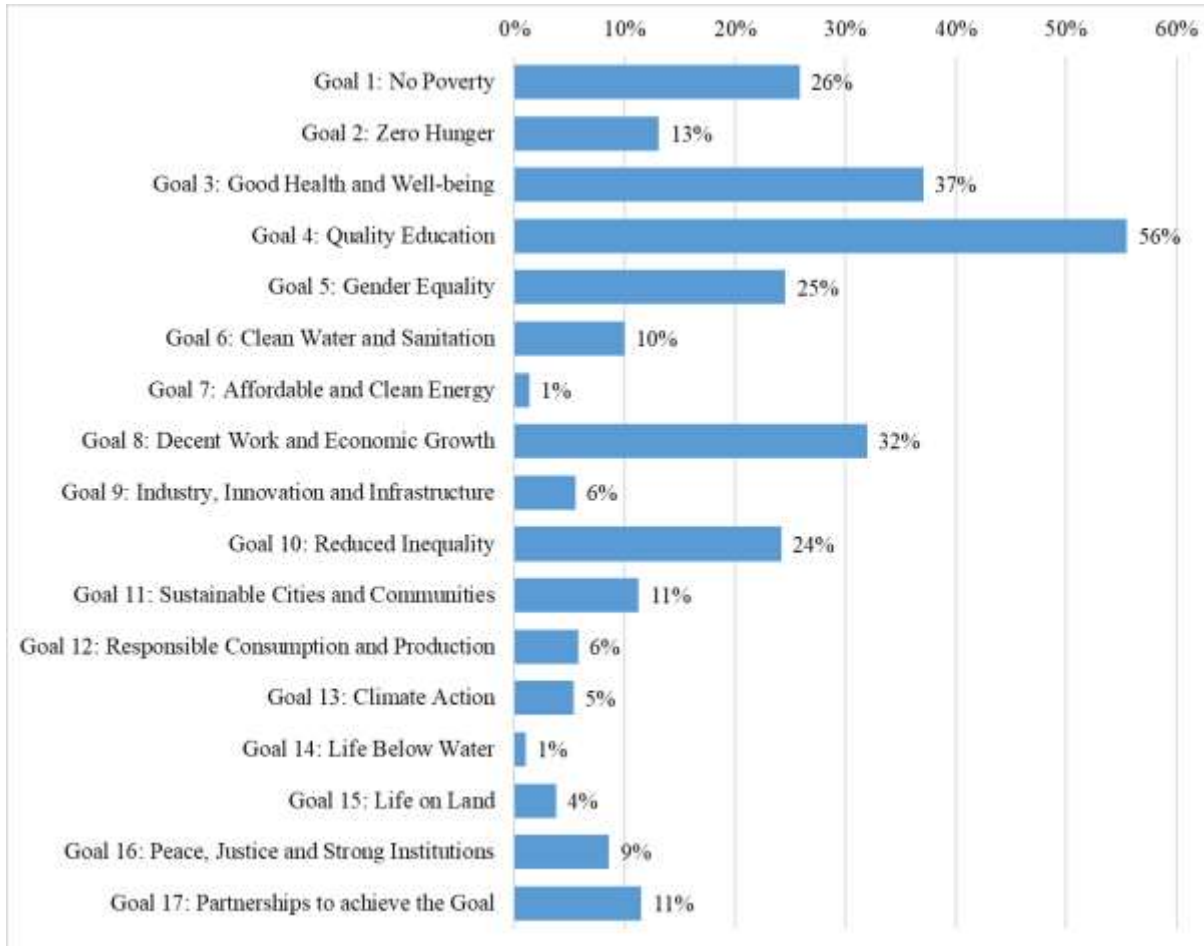
Kathmandu (Nepal) & Dhakka (Bangladesh)

We Care: Civic Engagement Internship

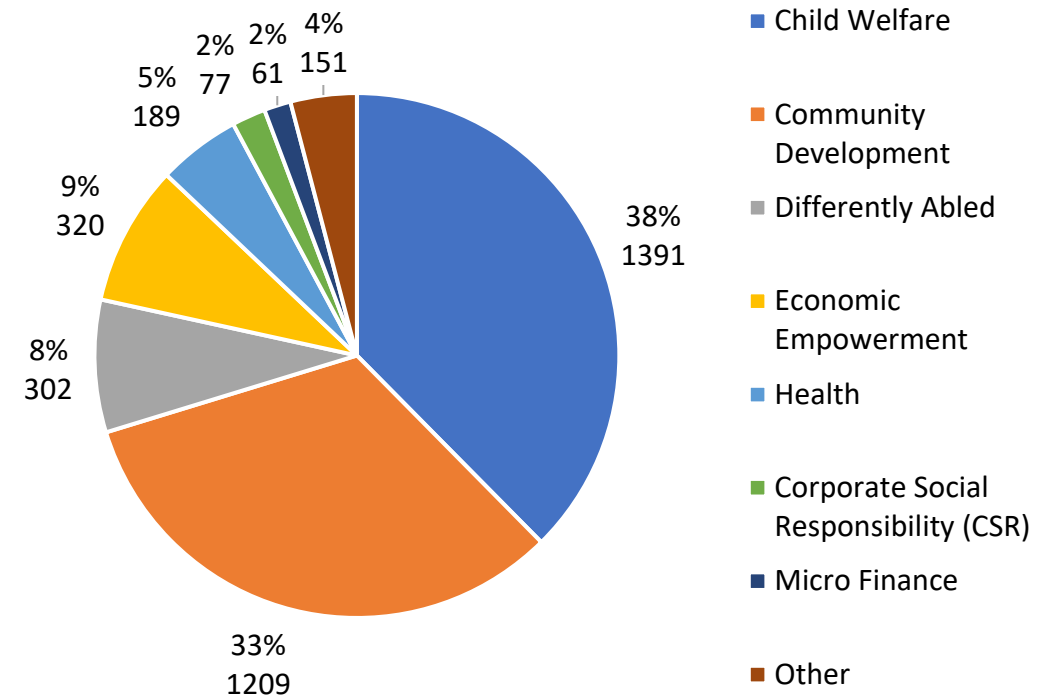
SECTORAL SPREAD & PROJECTS ALIGNED WITH SDGS



SDGs : 2020-2024



**Number of Students Interned:
Across Various Social Sector Organizations (2020-2024)**

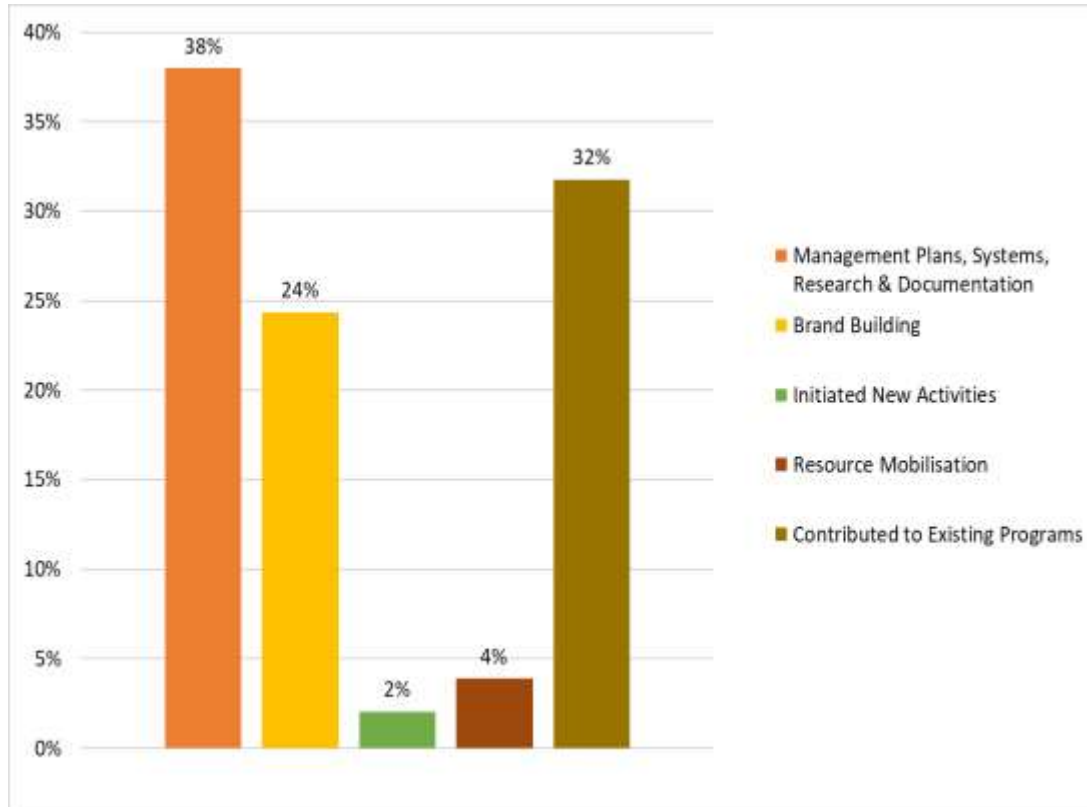


We Care: Civic Engagement Internship

PROJECT WORK: THEMATIC AREAS

Examples: Project Work

Cumulative: 2019-20 to 2023-24



Management Plans, Systems, Research & Documentation

- Drafting Policies: HR, Volunteer Management, Inventory Management
- Digitalizing Data Management & Reporting System, Developing Apps
- Developing Plans : HR, Marketing, Financial Resources, B-Plans for livelihood support, Budgets etc.
- Research: Program related research (beneficiary satisfaction, gap analysis, SROI, impact analysis etc.), impact of government schemes; CSR schemes; Waste Management, stakeholder mapping, competitor analysis
- Content Development: Educational Manuals, Finance Manuals, Annual Report

Brand Building

- Website Development
- Developing Promotional Material- Newsletters, Posters, PPTs, Audio Visual Aids
- Social Media Marketing

Initiated New Activities

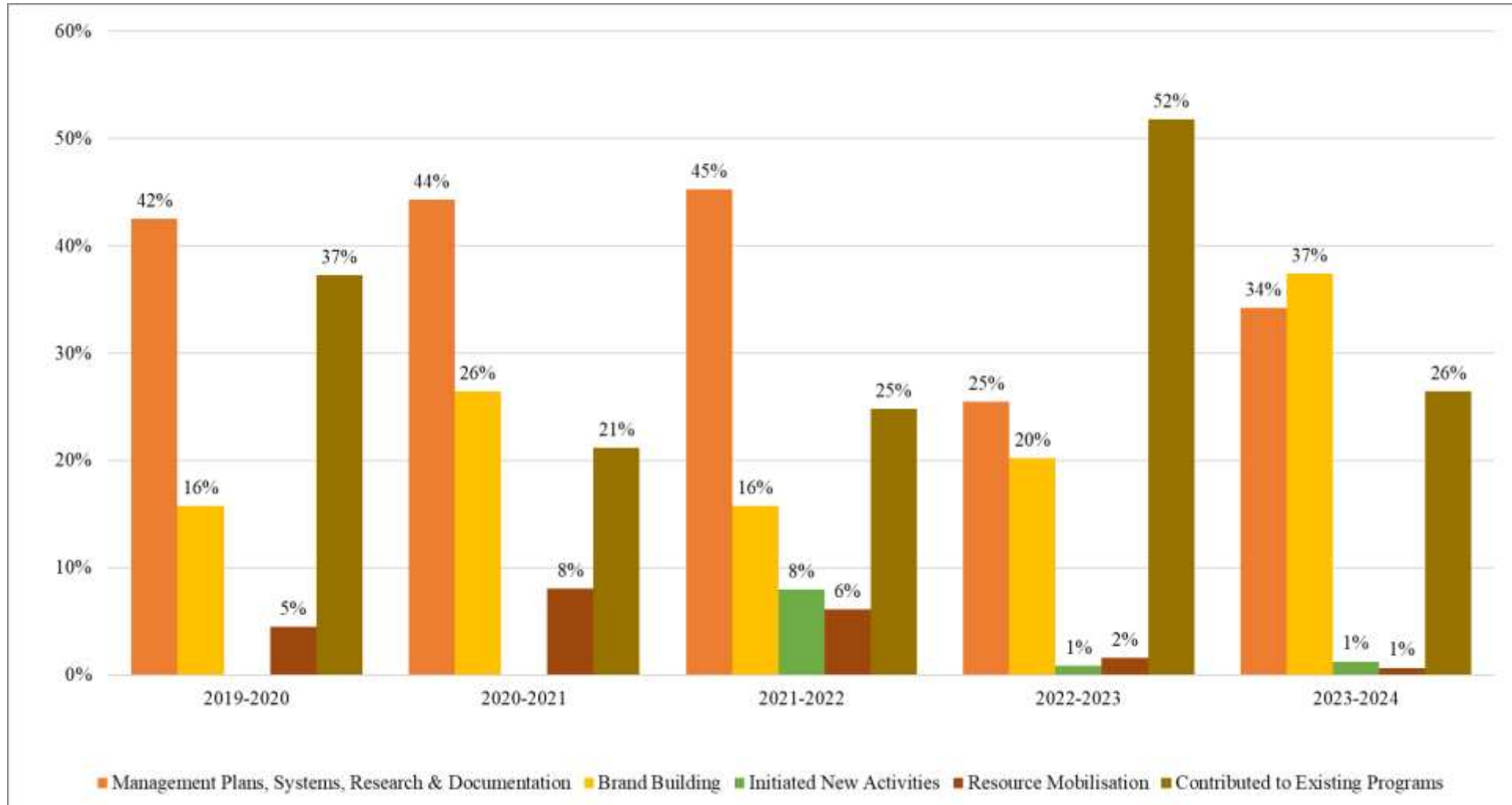
- Developing Art Activities, Sports, Child Friendly Pedagogies, Soft skills for Adolescents
- Developing Community Incubation Centers, Career counselling
- Expansion of program to new geography

Resource Mobilization

- Drafting Project Proposals for Funding
- Raising Resources through Crowd Funding

We Care: Civic Engagement Internship

PROJECT WORK: THEMATIC AREAS (Year wise)

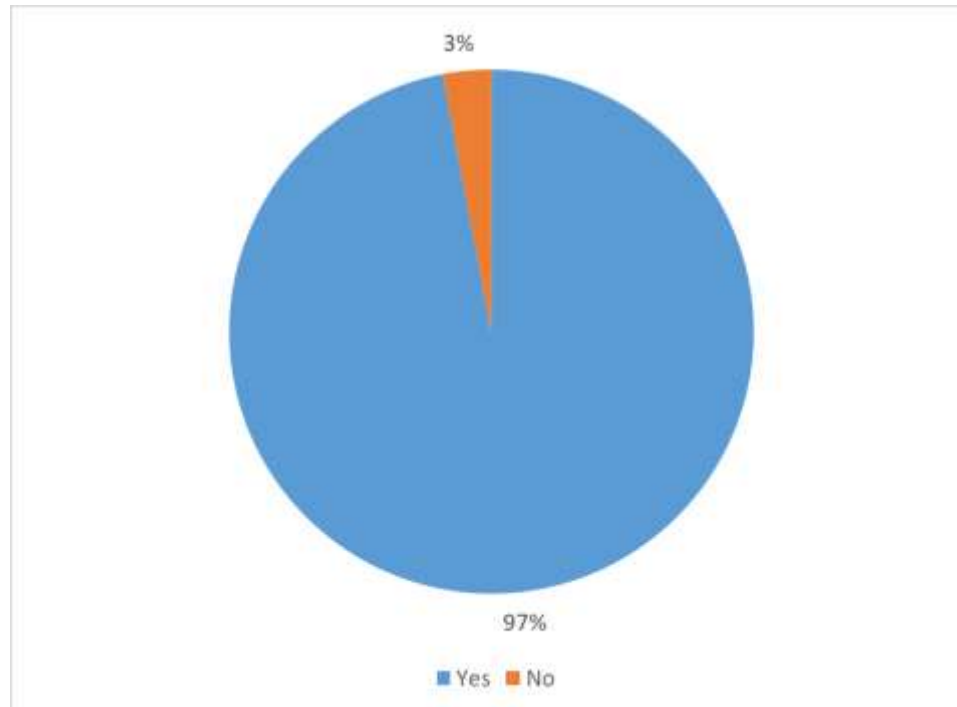


We Care: Civic Engagement Internship

IMPACT: STUDENTS



Learning Experience (2019-2024)



We Care: Civic Engagement has developed capabilities of our students to be future generators of shared value. We are confident that they will work towards creating an inclusive and sustainable global economy.

We Care: Civic Engagement Internship

IMPACT: VALUE ADD FOR STUDENTS



Knowledge

Issues of marginalized population, environmental degradation, community as a stakeholder, government policies, aspirations of the poor, role of social sector organizations and business in social change, etc.

Skills

Communication, analytical, critical thinking, problem solving, leadership, field research, data analysis etc.

Values

Compassion, inclusion, collaboration, integrity, social justice, social equity, etc.

Attitudes

Power of individual and collective action

Behavioural Change

Empathy, patience, accommodating diversity, empowerment, etc.

We Care: Civic Engagement Internship



I developed a sense of empathy and appreciation for societal contribution in successfully navigating business environments. I realized how much-untapped potential is present in village children in terms of education and expressing themselves. If given proper guidance and resources, it will surely take them to greater heights. I learned of the positive impacts NGOs leave on society in general - be it generating livelihoods, imparting education, maintaining good health and hygiene, etc. - Kunal Sharma, Aarohan, Greater Noida (Uttar Pradesh) (2023-24)

I understood the importance of partnerships between organizations (NGOs and government or private players) to bring about a positive change. (Aarzu Wadhwa, Vishwa Ashraya Sansthan (VAS), Palampur (Himachal Pradesh) (2019-20)



VOICES OF STUDENTS

I realized how good it feels to work for the social cause. Team-building activities helped me bond well with the students and staff. I will also take this as learning in my corporate career. Paridhi Agiwal, Jeevodaya, Itarsi (Madhya Pradesh) (2020-21)

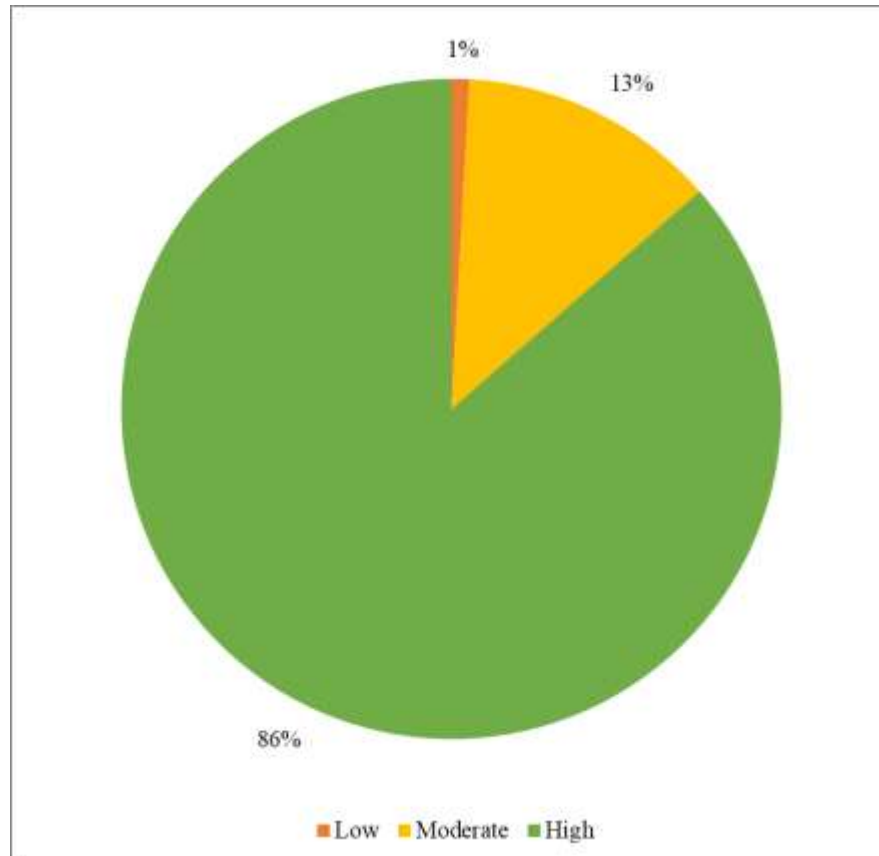
The learning experience was beneficial as 'MBA' is all about business. However, this experience taught me to bind with the farmers who are key stakeholders in the economy of India. Understanding farmers' problems and learning how to work in a village has added value to my life. It also challenged my critical thinking abilities (2022-23)

The internship project largely revolved increasing the program outreach, which helped me immensely improve my communication skills. (Suvigya Hairiya, Milaan: Be the Change, Lucknow, Uttar Pradesh, 2021-22)



We Care: Civic Engagement Internship IMPACT: INTERNSHIP ORGANISATIONS

Satisfaction: Quality of Work (2020-2024)



Key Impacts: Strengthened service delivery systems, developed staff competencies to use technology, improved brand visibility, scaled reach and improved access to resources.

We Care: Civic Engagement Internship

IMPACT: VALUE ADD FOR INTERNSHIP ORGANISATIONS



Strength

Strengthening of plans and systems (HR, MIS, Digitalization, Marketing, Brand building, Financial Management, etc.)

Resource Mobilisation

Fund raising through crowd funding, drafting proposals for funding support, collection of tangible resources(toys, laptops, books, etc.), mobilizing partnership with corporates

Developing Content

Website, social media, educational material, annual reports, case studies, audio visual aids, manuals for inventory management, finance management, etc.

Research

Field studies on sanitation, hygiene, maternal care, impact assessment of programs, competitor analysis etc.

Setting up new Initiatives

Community Incubation Centers, Livelihood support activities, Modules on soft skill, financial literacy, career guidance, etc.

Support

Support for project execution, transfer of technical skills to staff

We Care: Civic Engagement Internship



The interns dedicatedly worked for the organization. They displayed exemplary performance in conducting surveys and gathered detailed information about the concerned areas and people facing disability. They also suggested innovative ideas for the upliftment of people with disabilities. One of the proposals also recommended a special line of business for the survival of disabled children. (2023-24)

Both the interns were instrumental in setting up the QR Scan for Google pay for our organization. They even aided with various proposal making and presentations for various projects of our organization. (Bal Bhavan Society, Vadodara, Gujarat, 2019-20)

Interns' contribution is vital in enhancing social media presence and exploring fundraising options available in it. Corporate-centric presentation for extending support for the construction of Ashadeep's permanent structure and exploring ideas will help strengthen Ashadeep's self-sustainable activities." (2022-23)

WORDS OF APPRECIATION FROM INTERNSHIP ORGANISATIONS

"All the interns performed the assigned tasks with a lot of finesse and professionalism. For the past several years, the contribution made by SBM interns has been amazing. It deserves applause and appreciation (Indian National Portage Association (INPA), Chandigarh 2021-22)

The District Council had recently launched its Digital Library in Feb 2010. But later due to Covid-19, all activities were shut down. The interns helped the organization in gathering a lot of ideas and helped in organizing the data that is required in the library as it is a digital medium. They have helped in collecting so many online referral books and programs for the general public, and students will get a lot of help from these referrals. (District Child Welfare Council (DCWC), Ambala 2020-21)



We Care: Civic Engagement Internship

IMPACT: OTHER STAKEHOLDERS



Faculty

- Foster inclusive perspectives, expand the learning environment outside the classroom, and integrate theoretical perspective to sharpen the sustainability perspective.
- Development of intellectual capital
- Develop relevant case studies and research papers

Institution

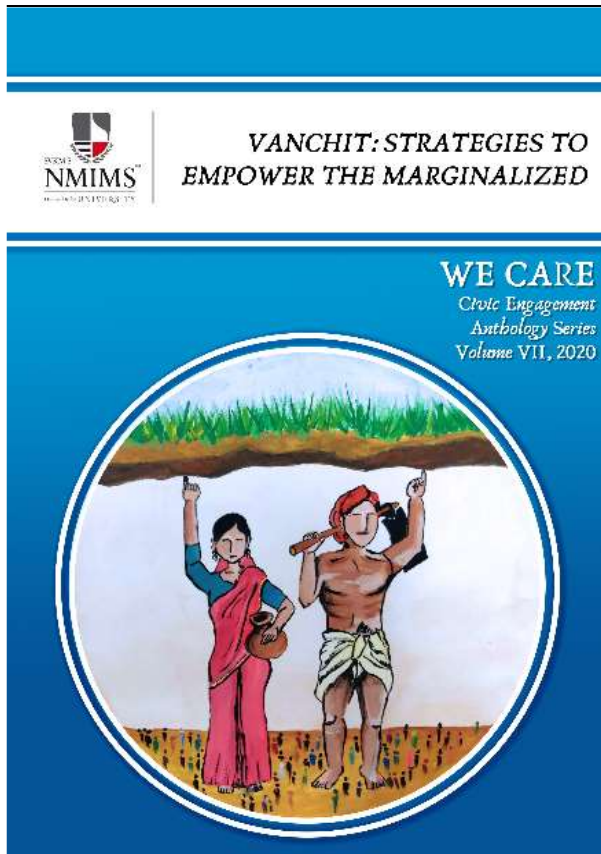
- Mission Accomplishment
- Students perceive SBM as a place to demonstrate the power of education and its locus in building a sustainable society
- Recognitions and Awards from Industry Association for Experiential Learning Pedagogy and Contribution to the Social Sector
- 40 % of our alums are active employee volunteers
- Few have started their social enterprise: Examples: TEACH, Giving Circle, Sounds of Silence etc.

Recruiting Partners

- We Care: Civic Engagement is a Game Changer
- Students have developed pro-poor perspectives
- Students are comfortable in adapting and working in diverse teams

We Care: Civic Engagement Internship ANTHOLOGY

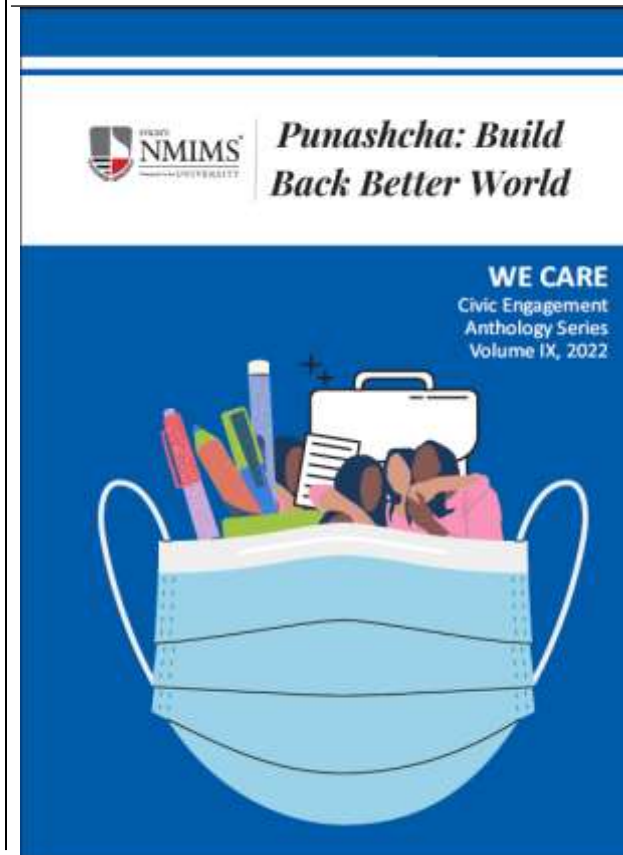
Anthology VII



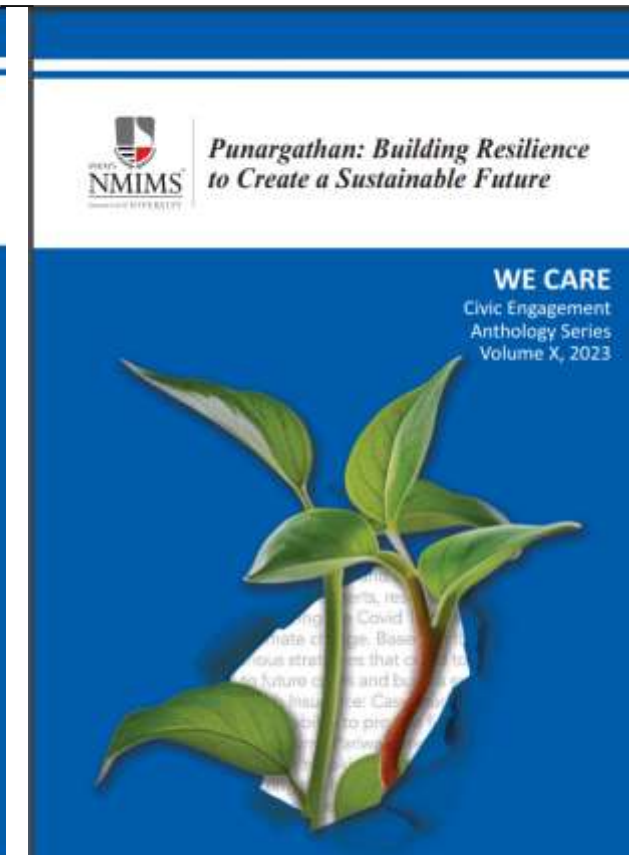
Anthology VIII



Anthology IX



Anthology X



We Care: Civic Engagement Internship AWARDS RECEIVED



2023



Social Innovation Award-
(Innovations That Inspire)
conferred to us by
Association to Advance
Collegiate Schools of
Business (AACSB)

We Care: Civic Engagement Internship Glimpses



We Care: Civic Engagement Internship Glimpses



Made bio enzymes in a resourceful way



Vision

A Child friendly society where all children enjoy their rights
Right to Survival
Right to Development
Right to Protection
Right to Participation as enshrined by UN

Mission

To ensure rights of young at risk through more and more level efforts of Rescue, Rehabilitation, Community based action, Capacity building, advocacy and lobbying.

About Us

Navajeevan Bala Bhavan (NBB) is a non-governmental and nonprofit society that works for at-risk young children. The "Self-Drop" network, intervention with street-based children was launched 24 years ago in 1994 in the city of Mysore, at the invitation of the Mysore Municipal Corporation (MCC) and then the National Child Rights Society has been working for the rescue and rehabilitation of street children, youths, and workers, children in conflict with the law, children addicted to substance abuse, children who are hospitalized with various children with a variety of children at risk who bring in destitute and girls and economic in marginalised communities of families.

DIRECTOR'S MESSAGE



As societies say, "the speed of change is to focus all of your energy not on fighting the old, but on building the new". This is a timeless wisdom that applies to the social universe, which is the process of becoming. What is common in reality is only the change. In this context, the very purpose of "human" existence is to enjoy the fruits of "change" and to enjoy the fruits of "change" with due respect to the whole creation, allowing every being to grow in its own way. We as humans, should want to realize that we are just temporary residents in this wonderful universe.

GET IN TOUCH WITH US!

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BUILDING RESILIENCE



NAVAJEEVAN BALA BHAVAN SOCIETY



SELF SUSTAINABILITY

- Self Bag Making and training
- Home Foods Making and selling
- Renting out a Function Hall

ACTIVITIES

Chiguru Children's Village

Chiguru, a residential village school, fosters a self-reliance environment for boys and girls. Our Group Care Homes offer personalized attention, creating an ideal setting where the children's spirit, talent, and nature, flourish. It is more than a school, it is a secure village, which offers an ideal home, social, academic, children's, community with secure and dignified care for poor family situations, ensuring a brighter future.

Neethodu

Neethodu supports marginalized children, ensuring sustainability and unbridgeable self-provided families. Addressing COVID-related challenges, the group is self-reliance, offering an excellent life. Addressing livelihood and education, Navajeevan Self-Enterprises, working with the local, national, family, and community by introducing various self-employment, advocating for community rights, especially for women and workers' rights.

Bosco De addiction Centre

Navajeevan provides a drug-free life to those children who have become addicted to drugs and other substances, apart from this, it is a rehabilitation center for street children, aged 15 years. It is also engaged in various self-employment activities. Navajeevan's addiction and drug-free efforts to foster positive social change.

TRANSFORM LIVES TODAY

We invite you to join us in our mission by extending your helping efforts, whether through monetary contributions or donations in kind. You, personally, make a significant impact in bringing a better life for children in need of care and protection.

DONATE NOW TO CREATE AN IMPACT IN A CHILD'S LIFE



Let's work together to make a difference!

We Care: Civic Engagement Internship Glimpses



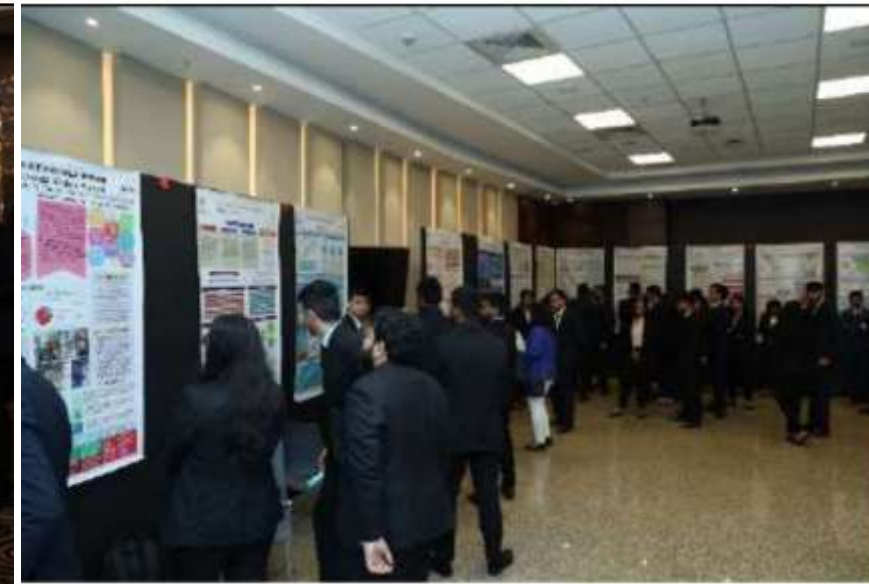
Made bio enzymes in a resourceful way



We Care: Civic Engagement Internship POST INTERNSHIP: POSTER PRESENTATION Glimpses



We Care: Civic Engagement Internship POST INTERNSHIP: POSTER PRESENTATION Glimpses



We Care: Civic Engagement Internship



Kindly log on to

<https://sbm.nmims.edu/we-care-civic-engagement>

for Annual Reports on We Care: Civic Engagement & We Care: Civic Engagement Anthology

Social Media

- **We Care Diaries:** <https://www.facebook.com/SRFNMIMS/posts/2141941722605775>
- **Poster Presentation:** <https://www.facebook.com/archanadeepakrao/videos/10157775244864457/>
- **Financial literacy program@ SBF:** <https://www.facebook.com/watch/?v=280843373373131>
- **Dolphin Tank:** <https://youtu.be/dt7vF8EFsPs>
- **Vidya Bridging the Digital Divide:** <https://www.youtube.com/watch?v=Vn2Ak9yDfhs>