



SVKM'S
NMIMS
Deemed to be UNIVERSITY

SCHOOL OF BUSINESS
MANAGEMENT
MUMBAI



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Member, EFMD

We Care: Civic Engagement Internship Journey (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.

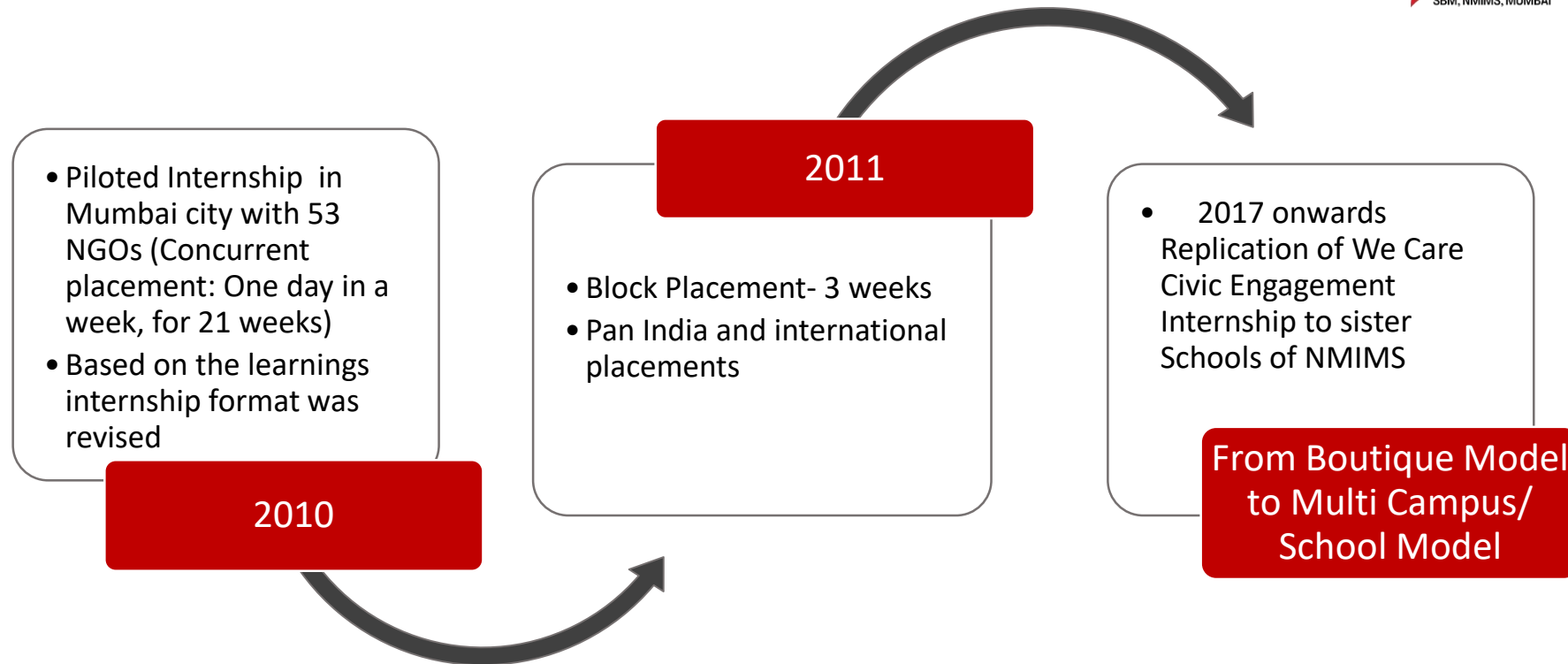
SBM's Philosophy & Action

- 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.



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We Care: Civic Engagement Internship AWARDS RECEIVED



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2015



Special Jury
Award for Social
Sensitization
from FICCI

2016



Certificate of
Merit for We
Care Anthology,
Shailaja Nair
Foundation

2016



Certificate of
Excellence-
Contribution to
the Social Sector,
Indy Woods,
Hyderabad

2017



Certificate of
Partner in Nation
Building, Piramal
School of
Leadership

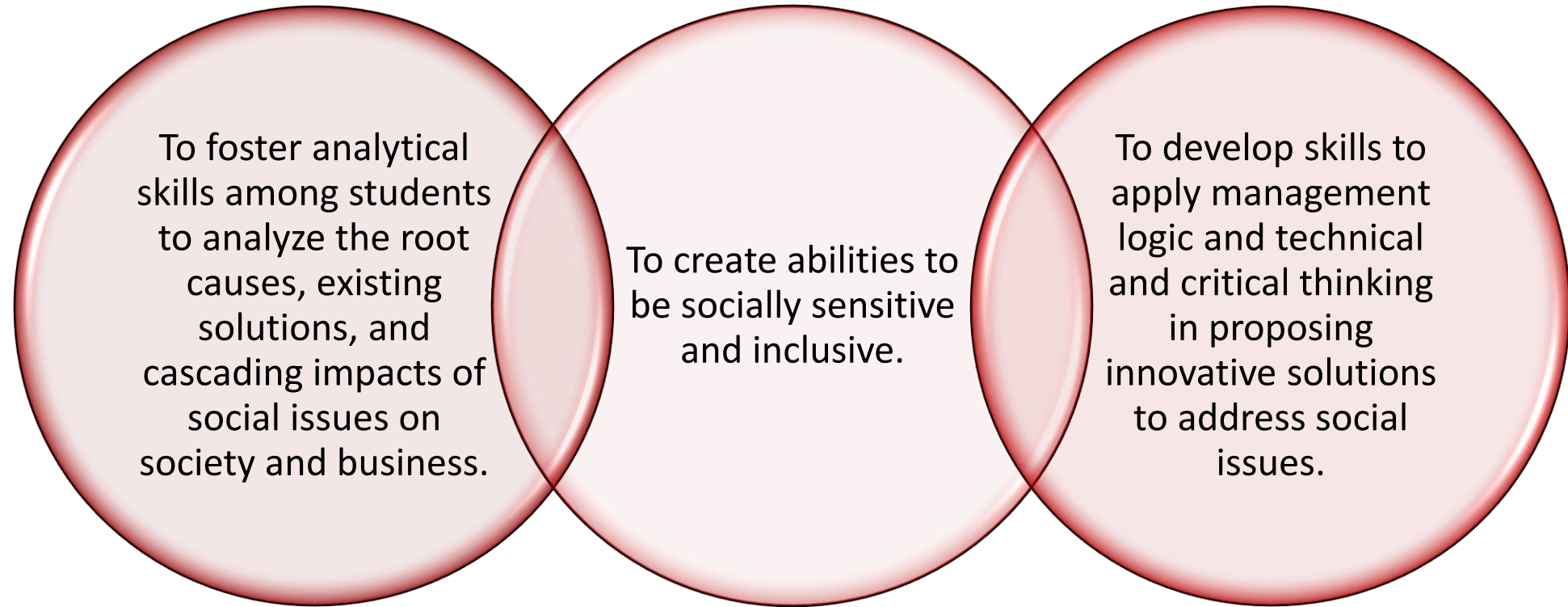
2018



Gold Award in
Experiential
Learning from
Indian
Management
Conclave

We Care: Civic Engagement Internship

OBJECTIVES



We Care: Civic Engagement Internship INSTITUTIONAL ARRANGEMENTS



SET UP

Jasani Centre for Social
Entrepreneurship &
Sustainability
Management

CORE TEAM

Three Faculty
Members & One
Community
Development Officer

PARTNERSHIPS

500 + NGOs/NPOs,
50 + CSR Departments
& Regional
Government
Departments

MENTORS

Faculty mentors: 50+
(One faculty: 15
students)
Organizational
Mentors- One per
Organization

INSTITUTIONAL FINANCIAL SUPPORT EXTENDED FOR

- Civic Engagement
related events- Poster
Presentation,
Documentary
Competition, Photo story
Competition & Annual
We Care: Civic
Engagement Anthology
Publication

We Care: Civic Engagement Internship

Process/Method Adopted

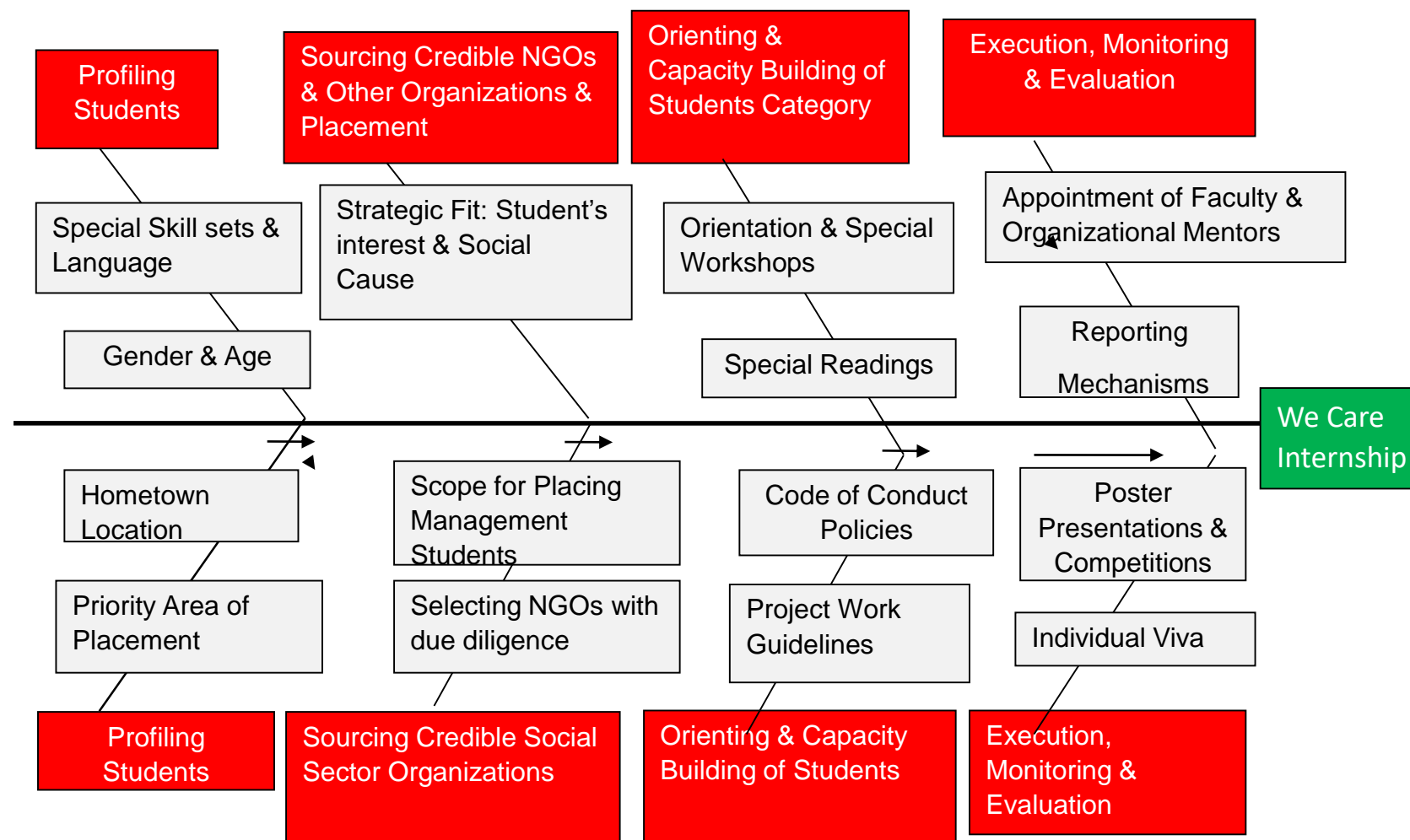
Profiling students, sourcing credible internship organizations, matching their skill sets & geographies to the requirements of internship agencies

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



[illegible]



We Care: Civic Engagement Internship

YEAR-WISE INFORMATION



YEAR	TOTAL NUMBER OF STUDENTS	TOTAL INTERNSHIP ORGANIZATIONS	TOTAL MAN-HOURS CONTRIBUTED BY STUDENTS
2010-2011	303	53	44541
2011-2012	480	164	60480
2012-2013	501	211	73353
2013-2014	449	204	75432
2014-2015	571	223	65794
2015-2016	586	247	71317
2016-2017	603	240	79736
2017-2018	689	265	94066
2018-2019	628	254	88680
2019-2020	675	288	96827
2020-2021	649	233	134003
2021-2022	698	275	96103
TOTAL	6832		980332

We Care: Civic Engagement Internship

GEOGRAPHIC SPREAD

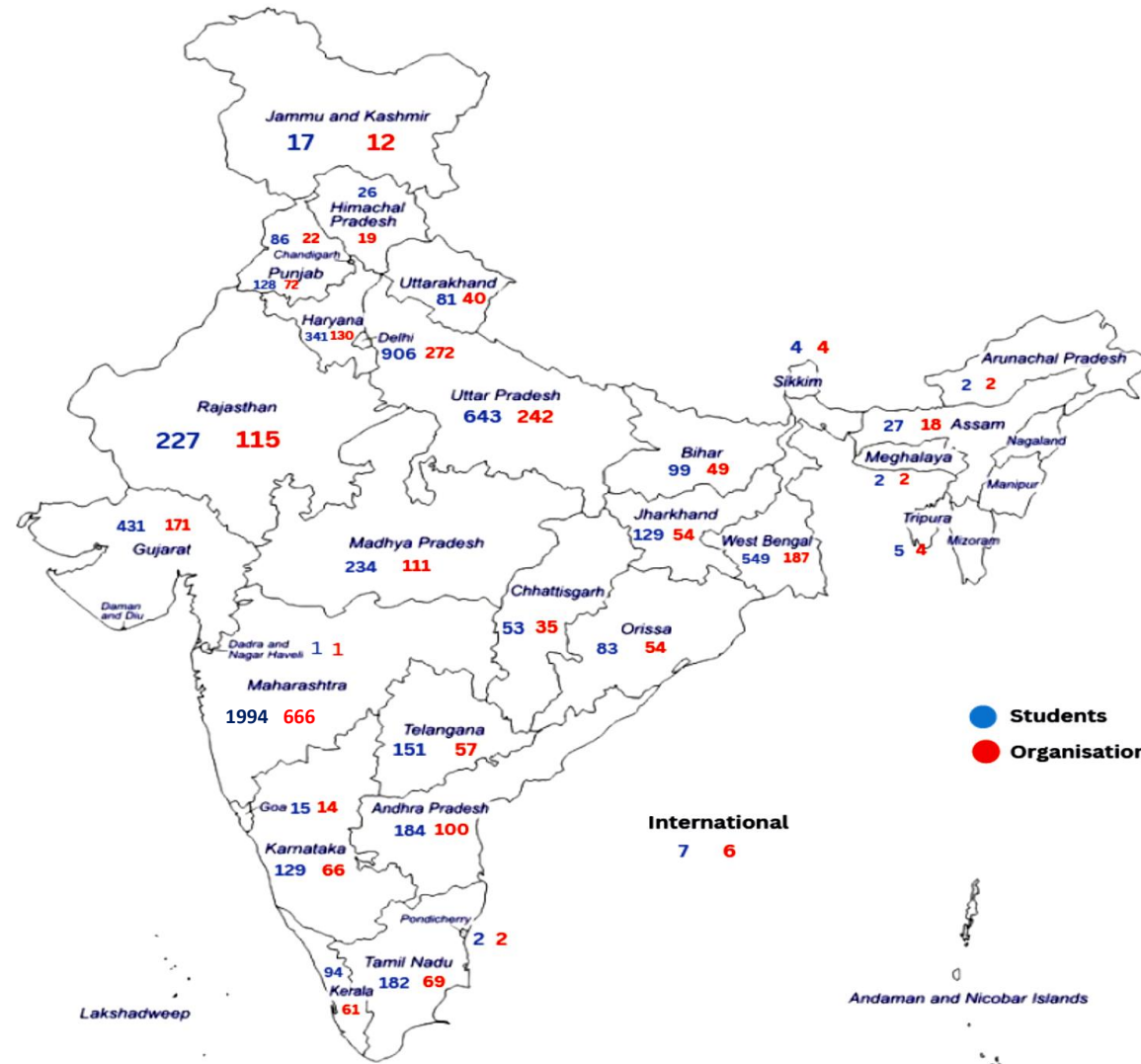
2010-
2022

☐ Total students
placed: 6832

☐ Across: 25 States &
5 Union Territories

International
Placements

USA, Vietnam,
Mauritius, Malaysia,
Singapore, & Nepal



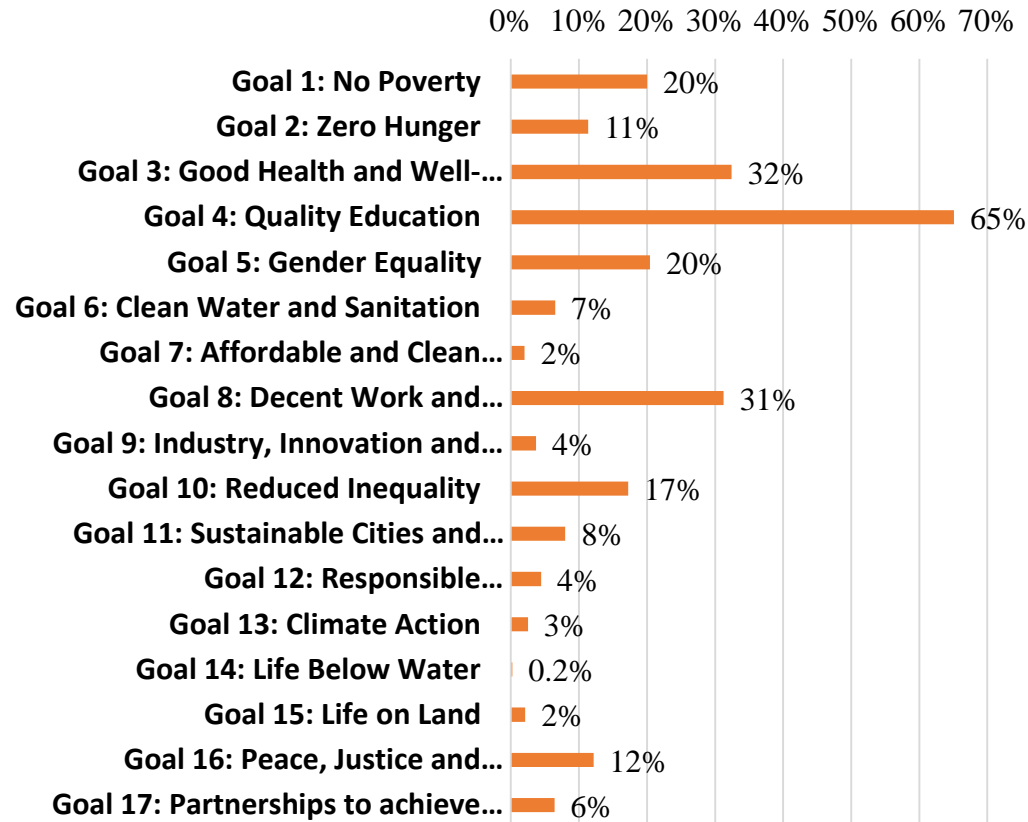


We Care: Civic Engagement Internship

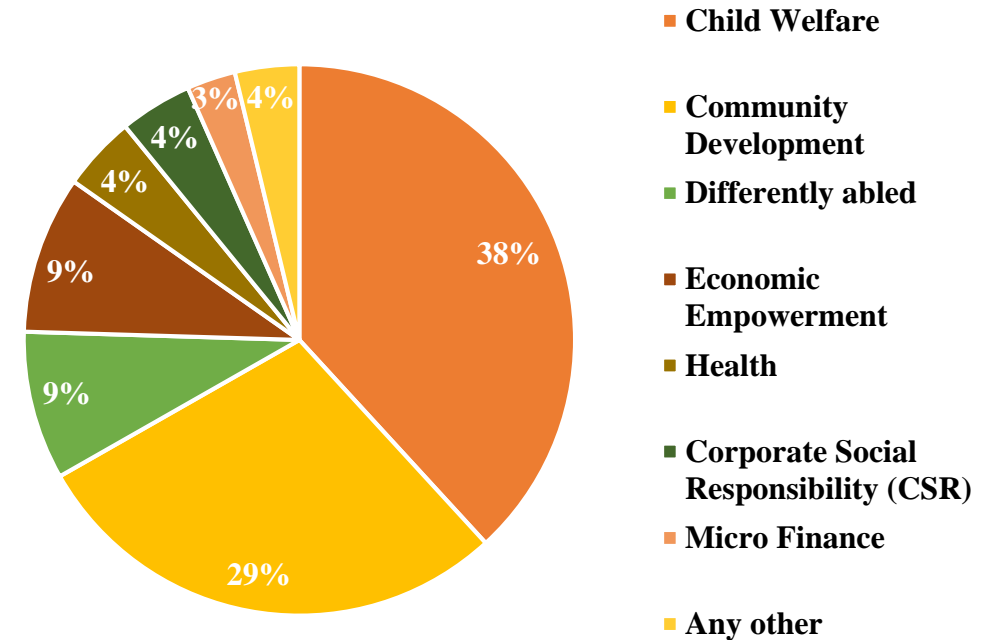
SECTORAL SPREAD & PROJECTS ALIGNED WITH SDGS



SDGs : 2017-2022



Number of Students Interned: Across Various Social Sector Organizations (2010-2022)

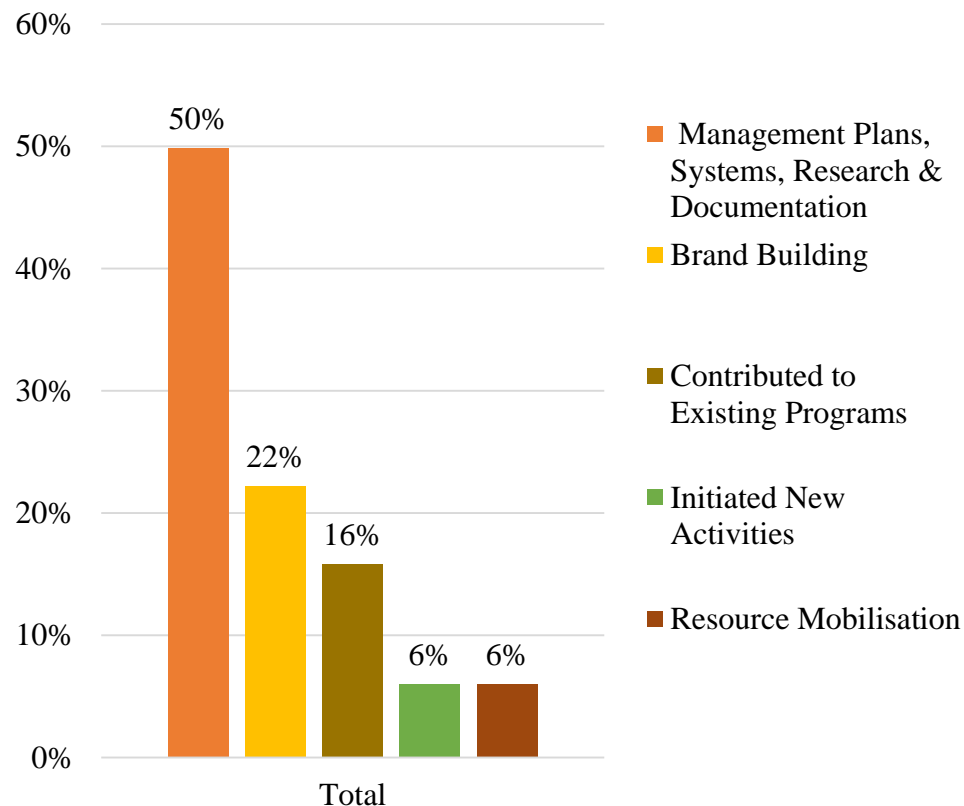


We Care: Civic Engagement Internship

PROJECT WORK: THEMATIC AREAS

Examples: Project Work

Cumulative: 2011-2022



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

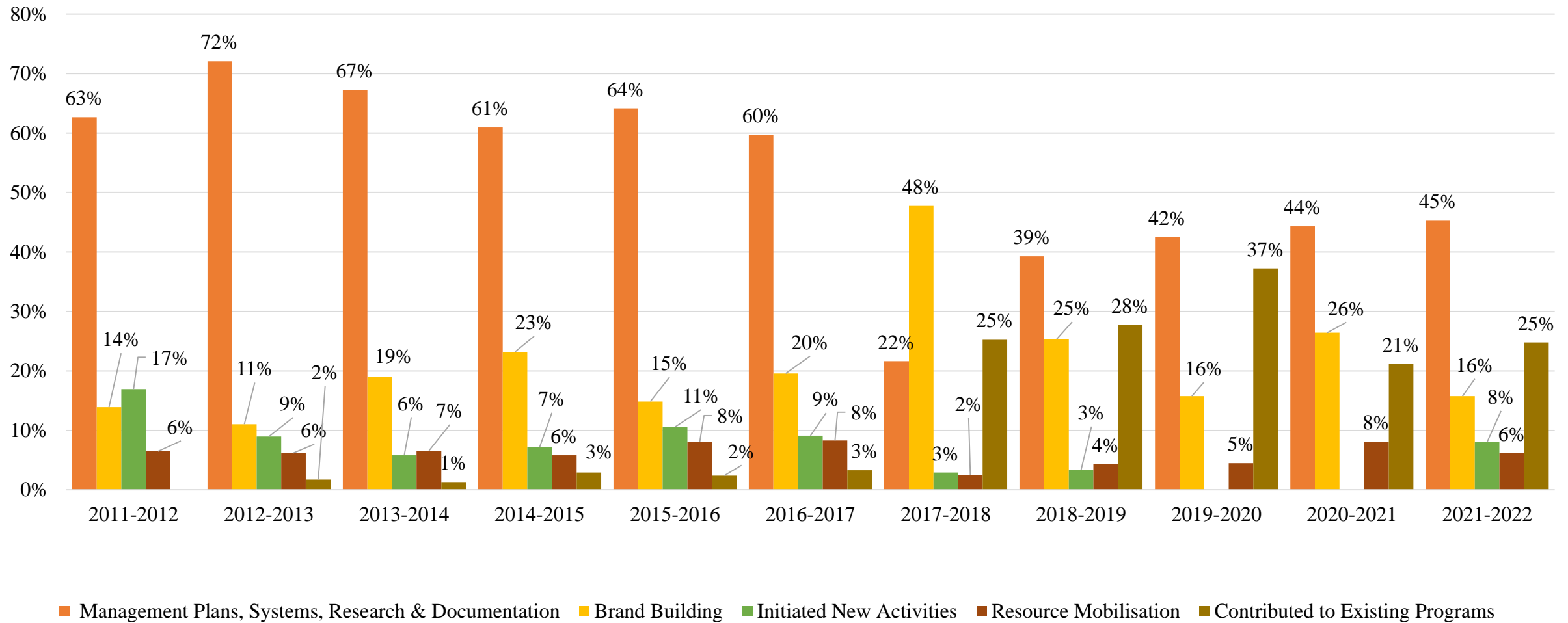
Resource Mobilization

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



We Care: Civic Engagement Internship

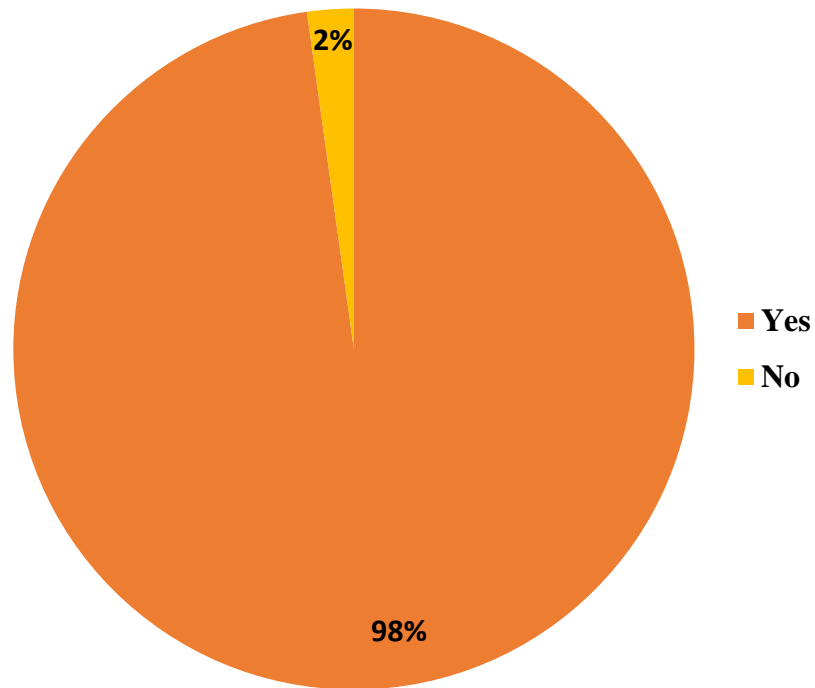
PROJECT WORK: THEMATIC AREAS



We Care: Civic Engagement Internship

IMPACT: STUDENTS

Learning Experience (2011-2022)



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

“

There is no start or end in social work. It is an exciting journey. The three weeks taught me to be patient and focused. (Siddharth Pandey, People For Animals, New Delhi (2013-14)

VOICES OF STUDENTS

Made me more aware about the stigmatized individuals within the Indian population, and created an urgency within me to work for the upliftment of the ostracized. (Romill Sheth, Sanved Kolkata, West Bengal, 2015-16)

We Care helped me falsify the myth that helping others takes a lot of time and wealth from you and is just a waste of time. (Devesh Mendiratta, Prayas Social Welfare Society, Faridabad, (2012-13)

I was sensitized and shocked to see the gap between rural and urban areas. I realized the importance and need of dedicated efforts from NGOs and educated populace like us. (Ashish Nayak, Vachan, Nashik, Maharashtra, (2014-15)

I got to learn how child issues are addressed by the NGO and challenges they face in providing care and protection to the children. Tushar Gawade, United Social Welfare Association, Belgaum, Karnataka (2016-17)

”

We Care: Civic Engagement Internship



The internship helped us to realize the importance of community as a stakeholder and how integral it is to the development in the macroeconomic context. (Gade Venkatesh, Adarsh Seva Sansthan, Jamshedpur (Jharkhand) (2018-19)

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)

I learned how management skills could be used to address the necessities of people in society. Goutham Raam, Smile Foundation, Chennai (Tamil Nadu) (2017-18)

I got to learn how child issues are addressed by the NGO and challenges they face in providing care and protection to the children. Tushar Gawade, United Social Welfare Association, Belgaum, Karnataka (2016-17)

VOICES OF STUDENTS

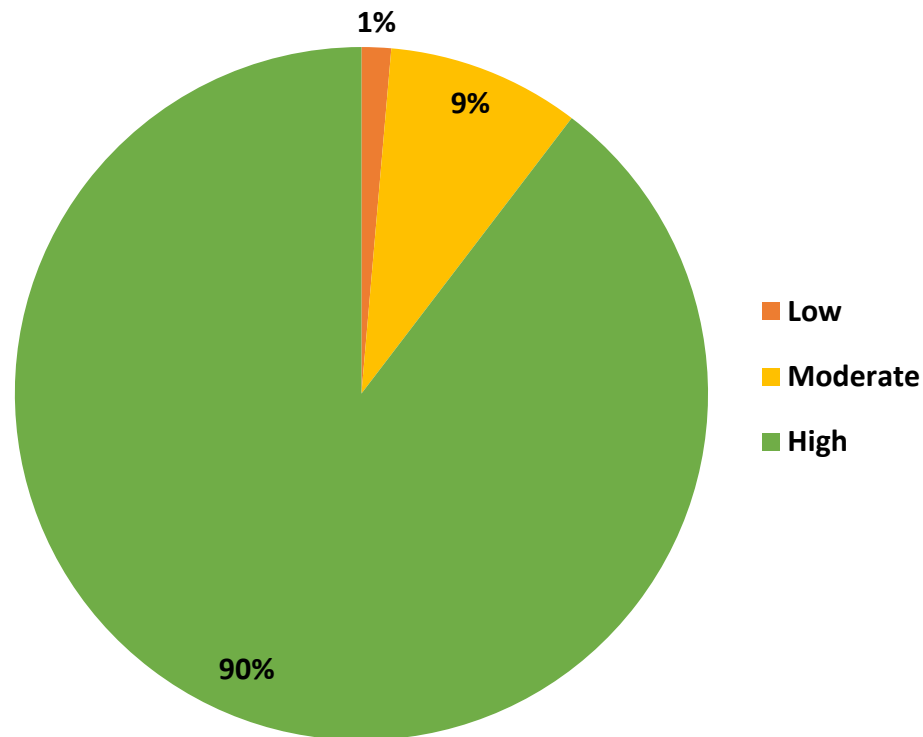
The internship project largely revolved increasing the program outreach, which helped me immensely improve my communication skills. (Suvigya Hairiya, Milaan: Be the Change, Lucknow, Uttar Pradesh, 2021-22)

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)





Satisfaction: Quality of Work (2011-2022)



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

“

We complement all the interns who have contributed significantly to Drishtee's objective. Their valuable insights about different projects will help us improve the welfare and livelihoods of the people living in rural areas.” (Drishtee, Noida, Uttar Pradesh, 2012-13)

Apart from providing information on employment ability and communication skills, to our beneficiaries the students have done a fabulous job developing the linkages with various corporate agencies like ORACLE, VLSS, COGNIZANT, etc. (Mahita, Hyderabad 2013-14)

Students did an excellent job in assisting us in streamlining our different resource mobilization procedures and designing/updating and digitalizing relevant documents. (Vidya & Child, Noida, Uttar Pradesh 2014-15)

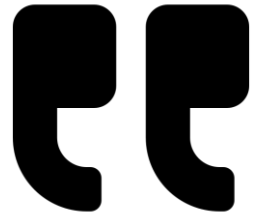
The team helped us develop the larger picture of the slum profile and issues related to access to toilets and social inclusion. (Centre for Action Research and Peoples Development, Hyderabad, Andrapradesh (2011-12))

WORDS OF APPRECIATION FROM INTERSHIP ORGANISATIONS

The interns were very proactive and took the initiative to undertake new projects. They had a clear vision about the execution of their ideas. (Muskan Foundation for People with Multiple Disabilities, Mumbai, 2015-16).

”

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The support of interns in terms of inputs, insights and opinions during the ideation to execution phase led to successful events. We are pleased with the quality of their work and look forward to an association in the future. (VIDYA Mumbai, 2017-18)

"Interns developed an effective business model of piggery farming and organic farming and template for cost analysis and market positioning of the items produced in Ashadeep's vocational unit. This helped in developing new marketing strategy." (Ashadeep, Guwahati (Assam- 2018-19)

"The interns have done a good job for the organisation. They successfully tried to link informal workers with the Banks and other Social Security Schemes." (NIDAN, Patna, Bihar, 2016-17)

WORDS OF APPRECIATION FROM INTERNSHIP ORGANISATIONS

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)

"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)





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

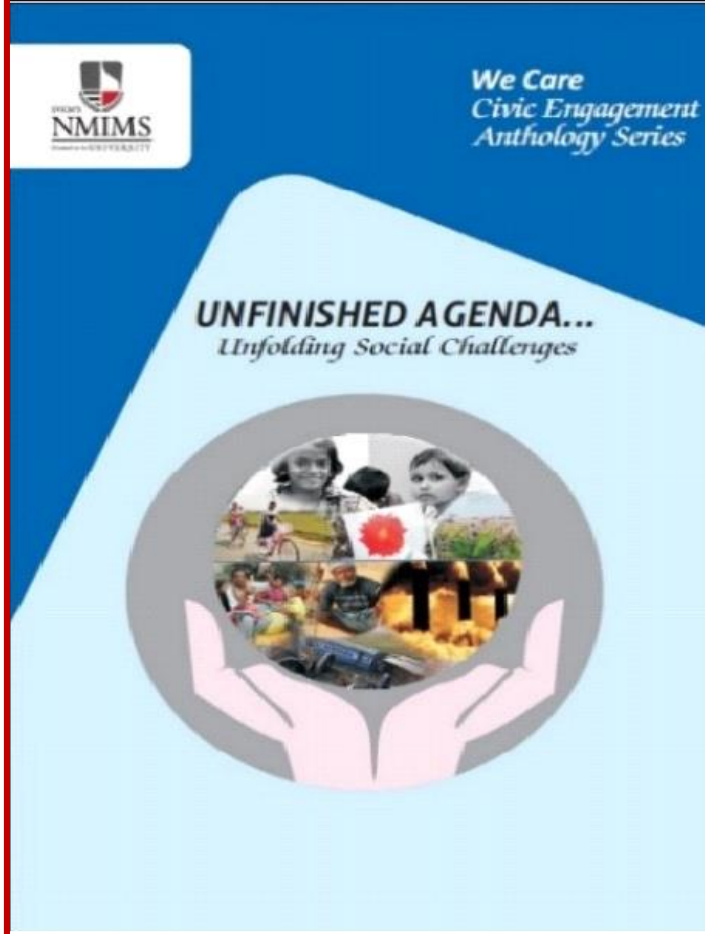
- We Care: Civic Engagement is a Game Changer
- Students have developed pro-poor perspectives
- Students are comfortable in adapting and working in diverse teams



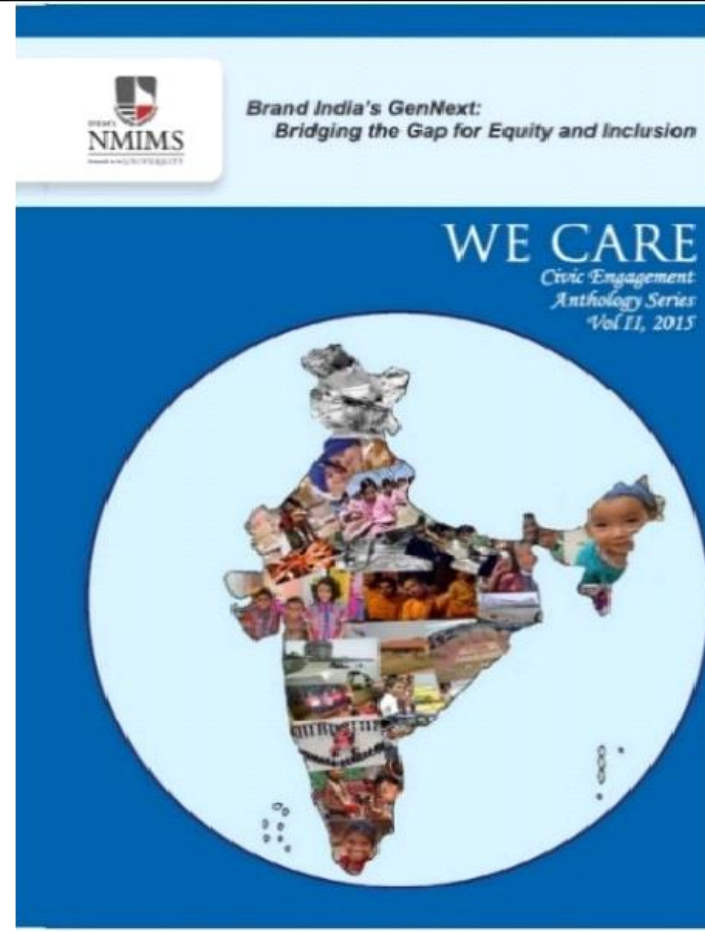
We Care: Civic Engagement Internship ANTHOLOGY



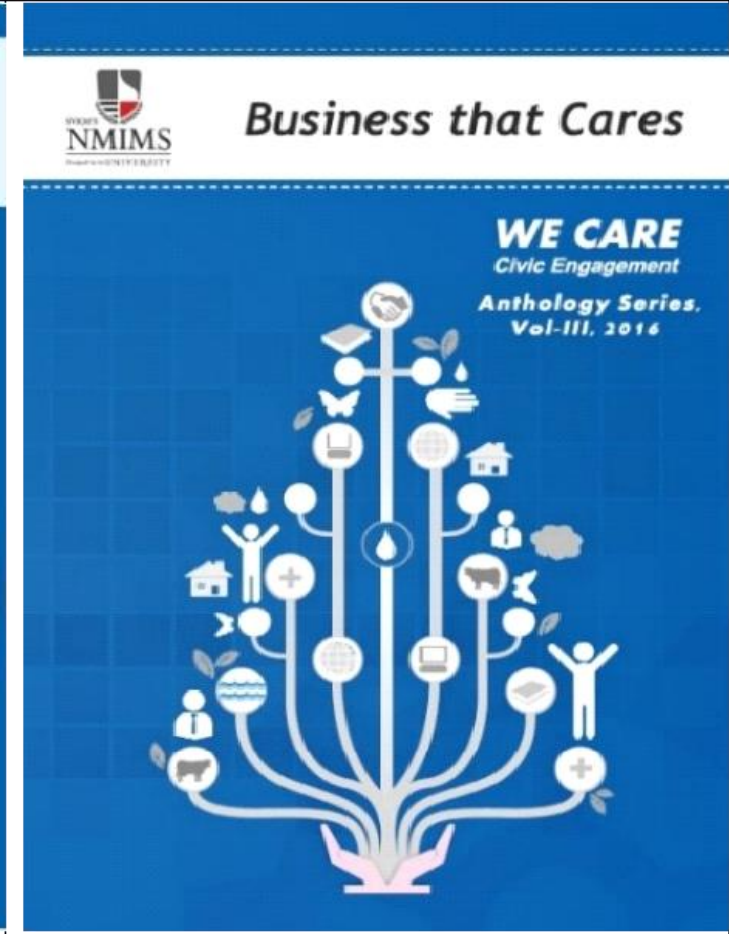
Anthology I



Anthology II



Anthology III



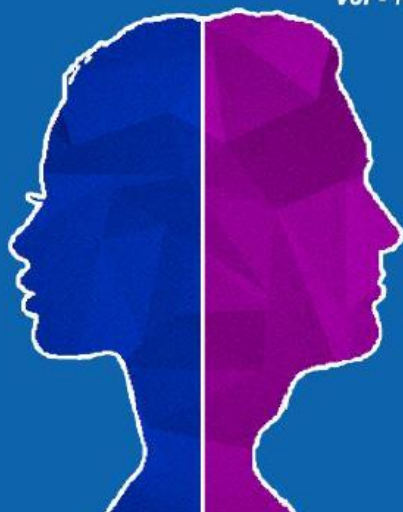
Anthology IV



Addressing the Gender Gap

Challenges, Interventions and Strategies

WE CARE
*Civic Engagement
Anthology Series
Vol - IV, 2017*



Anthology V



Skilling & Entrepreneurship for Livelihood: Practices & Challenges in India

WE CARE
Civic Engagement
Anthology Series
Volume - V, 2018



Anthology VI



**TRANSFORMING HEALTHCARE
IN INDIA**

**WE CARE Civic Engagement
Anthology Series
Volume VI, 2019**





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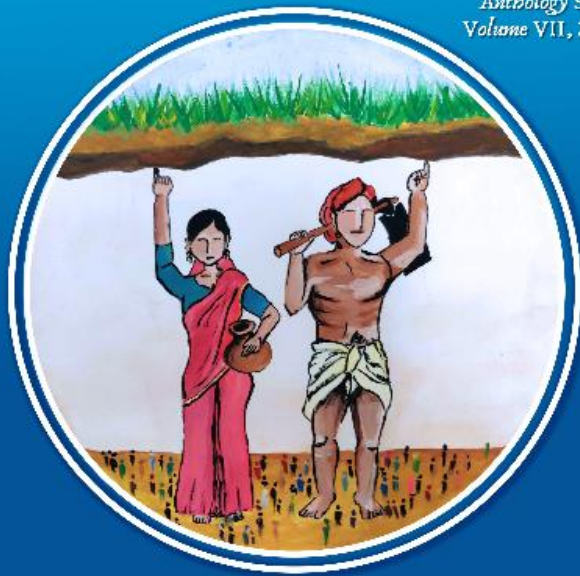
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Anthology VII



**VANCHIT: STRATEGIES TO
EMPOWER THE MARGINALIZED**

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Anthology Series
Volume VII, 2020

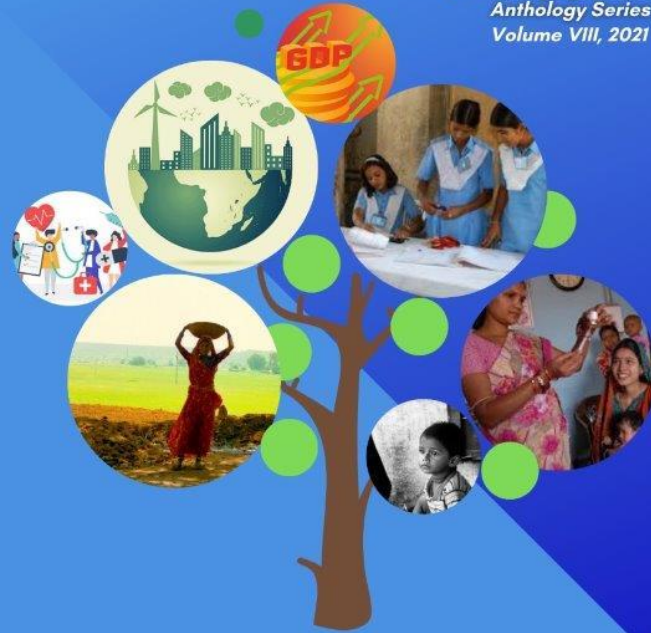


Anthology VIII



Samvit: Lessons from the Field

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Anthology Series
Volume VIII, 2021



Anthology IX



***Punashcha: Build
Back Better World***

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Anthology Series
Volume IX, 2022



We Care: Civic Engagement Internship

Coffee-table book



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We Care: Civic Engagement Internship Glimpses





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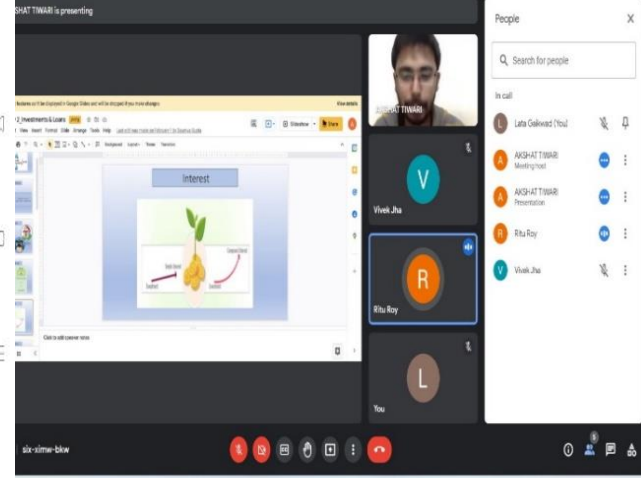
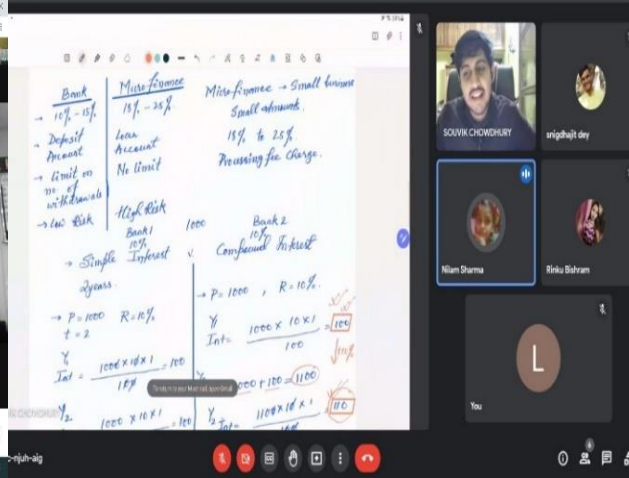
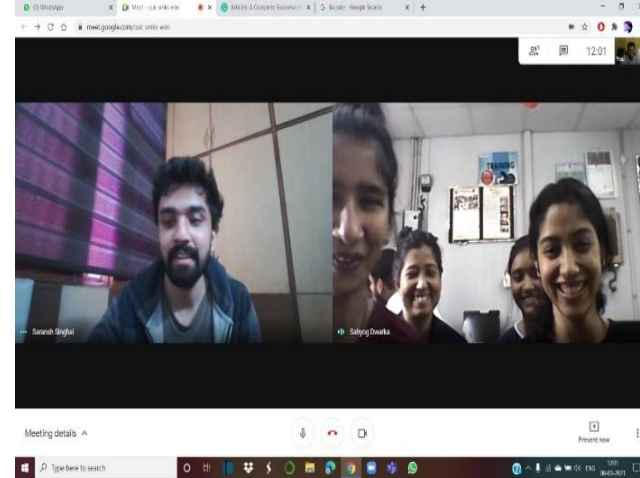
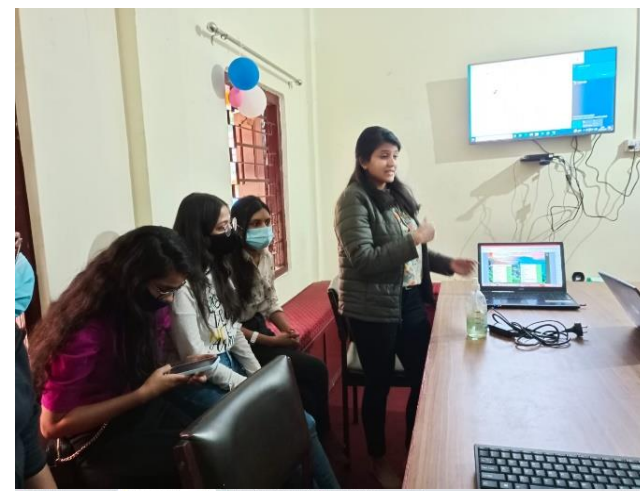
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We Care: Civic Engagement Internship POST INTERNSHIP: POSTER PRESENTATION Glimpses





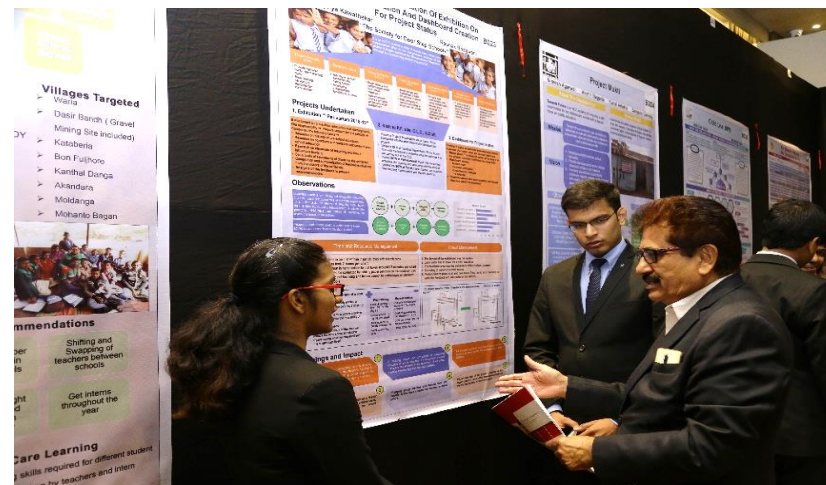
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We Care: Civic Engagement Internship POST INTERNSHIP: POSTER PRESENTATION Glimpses



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We Care: Civic Engagement Internship



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<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>
- **The City Makers:** <https://www.youtube.com/watch?v=TiKHADpHuNo>