

# *Social Enterprise Cell*

## *Report*

**2007 - 2008**

**SVKM's  
NMIMS University  
V L Mehta Road, Vile Parle (W) Mumbai – 400 056**

## **REPORT OF THE SOCIAL ENTERPRISE CELL 2007-2008**

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

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

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

In the year 2007-2008 the following activities were undertaken by the Cell:

### **1. Academic Programmes**

#### **1.1 Part Time MBA / Diploma in Social Entrepreneurship**

The Cell launched the Part Time MBA Programme/ Diploma in Social Entrepreneurship in July 2007. In the current batch there are 8 students for the Diploma Programme, 17 for the PT MBA (I) & PT MBA (II) respectively. In order to support the needy students financially, two scholarships were offered to the students of Social Entrepreneurship Programmes. Twenty interest free loan scholarships were offered by the Rotary Club of Bombay West as Loan Scholarship and eleven

need based scholarships were offered by Shroff Family Charitable Trust amounting to Rs 1,32,000/-

The XXIIIrd batch of Enterprise Training Programme for Women was conducted between 1<sup>st</sup> August and 29<sup>th</sup> October, 2007. 17 students had enrolled for the programme.

### **1.2 Selection of IIIrd 2008-2011 Batch of Part Time MBA / Diploma in Social Entrepreneurship**

On 20<sup>th</sup> January 2008, the Cell selected 7 Diploma Programme and 26 PT MBA students for the new batch commencing from July 2008.

## **2. International Conference on Social Entrepreneurship**

An International Conference was organized in collaboration with Unltd India (NGO) and Tata Institute of Social Sciences on 7<sup>th</sup> & 8<sup>th</sup> of December, 2008 at TISS. The conference, the second in a series of annual events, brought 150 delegates internationally comprising of corporates, funding organizations, NGOs, government, communities, academic institutions and social entrepreneurs. The main objective of the conference was to celebrate social entrepreneurship and build capacities of social entrepreneurs through experiential sharing. The two days will featured inspiring talks and stimulating discussions with speakers like: - Dr. G. K. Jayaram, Founder and Director, The Institute of Leadership and Institutional Development (ILID) - Joe Madiath, Executive Director, Gram Vikas and Schwab Fellow, Cliff Prior, CEO, UnLtd, Varun Sahni, India Director, Acumen Fund, Viraj Gandhi, CEO, SEHAT. The conference also gave an opportunity to interact and connect with some of India's most dynamic and inspiring budding social entrepreneurs!

## **3. Training of Trainers- Sarthee Project**



*Dr. Meena Galliara, Resource Person, during the session of Training of Trainers under Sarthee Project*

The SARTHEE-project designed by the International Resources for Fairer Trade supports Business Development Services (BDS) providers to develop high quality, effective business counseling services for pro-poor Micro and Small Enterprises (MSEs). Business counseling is an important part of BDS providers because through effective business counseling, MSEs will be able to understand better the underlying causes of why their business is not performing to its optimum and as a result address its real needs. In order to train the BDS service providers to develop business counseling skills, two training training of trainers (TOTs) programmes of five days was organised in New Delhi ( Nov 2007) & Ahmedabad ( Feb 2008) The Social Enterprise Cell played a leading role in facilitating both these TOTs.

#### **4. Sharing Social Entrepreneurship Experience at an International Level**

On 21<sup>st</sup> February, 2008, a presentation was made at the Athens University for Economics & Business, Greece on 'Social Entrepreneurship- A Case of India'. The presentation highlighted the innovative solutions made by social entrepreneurs in India to immediate social problems, and which have led to mobilization of ideas, capacities, resources and social arrangements required for long-term sustainability. As part of the Social Entrepreneurship Course in the MBA programme offered by the 'Athens University for Economics & Business' a special six hour module on 'Social Entrepreneurship' was delivered on 22<sup>nd</sup> & 23<sup>rd</sup> February, 2008.

#### **5. UN Global Compact Membership**

NMIMS through the consistent efforts of the Social Enterprise Cell in October 2007 has secured membership of the UN Global Compact, the world's largest, global corporate citizenship initiative. As a socially sensitive academic institution we aim at promoting future business leaders and educating them on the importance of responsible citizenship.

#### **6. Research Studies**

NMIMS in partnership with SIDBI has developed a 'Twelve week Enterprise Training Programme for Women (ETW)' in 1992. After completion of one and a half decade in training women to develop their own enterprises and business skills, it was worthwhile to examine have ETW alumni progressed. In this regard a study on '*ETW Alumni Study*' was undertaken in July 2006 and completed in September 2007. As an outcome of this research 77 case studies of women have been documented. In 2007, the Cell has undertaken the following research studies which have been funded by the respective NGOs. Draft reports for the same have been submitted.

- a) Strategic Review of 'Save Our Sisters', anti trafficking division of 'Save the Children India', leading NGO, India.
- b) Social Audit of 'International Resources for Fairer Trade', Business Support Organization for NGOs in India.

Two case studies in the area of Social Entrepreneurship have been developed-

- a) From Streets to Shelter: Case Study of Mahila Milan
- b) Social Entrepreneurship: A Case Study of India

## 7. Field Action Projects

### 7.1 The Leaders of Tomorrow Project

The Cell in partnership with Dr. P.N. Singh Foundation in July 2006 has developed a unique and relevant programme in which MBA students are involved in developing and nurturing 'Leadership abilities' amongst the adolescent children belonging to the socially and economically deprived communities. MBA students are required to volunteer in designing and delivering leadership training programme in the adopted schools for a period of one year. The project has been functional at St. Xavier's School, Vile Parle (w) since 2006. In 2007-2008 14 MBA students participated in the LOT project as trainers, handling various sessions topics like stress management, confidence building, goal setting, memory development, creative and lateral thinking, goal setting, public speaking and so on, aiming towards development of personality and leadership quality of 26 students of IX standard in the St. Xavier's School. The impact assessment of the intervention has revealed that children have been able to overcome their fears, inhibitions and anxieties. They are now able to have positive interactions both within and outside the school.



*Master Sagar Visawadia from St. Xavier's School sharing his experiences of LOT Project at Paragana, the annual Corporate B-School event of NMIMS*





*Students of IX Standard, St Xavier's School and the trainers from NMIMS at the Convocation Ceremony of LOT Project on 23<sup>rd</sup> February, 2008*

## **7.2 Yuva Parivartan Movement of Kherwadi Social Welfare Association (KSWA)**

To orient MBA students with the activities carried out by Kherwadi Social Welfare Association and Yuva Parivartan Movement, an outreach consultation was designed on 16<sup>th</sup> August 2007. The discussions generated interest amongst the MBA students and accordingly the students have taken up the responsibility of assisting the NGO in the areas of academics, resource generation, community relations, operations and communications.



*Children of KSWA under the 'Child to Child Programme' where students of NMIMS conduct awareness programmes for children in the community of Kherwadi, Bandra*



### **7.3 SIFE- HSBC Project to increase Financial Literacy of Rural People**

As part of the SIFE- HSBC program for improving financial literacy of rural people, 10 students of NMIMS, is working with the members of Self Help Groups (SHGs) of Ganeshpuri region, Thane (Maharashtra). The project aims to improve the financial literacy of the local people and develop the personal financial management skills necessary to achieve financial independence. The team regularly visits different villages of Ganeshpuri region and interacts with SHGs. Project team is committed to reach at least 100 villagers in the period of 8 months (January to August 2008) and make them self sustainable. Financial grant for project implementation has been provided by HSBC Bank.



*Meeting of rural women with SIFE team at Kelahtan Village, Vajreshwari, Thane*

#### **7.4 Capstone Project**

There were 6 students placed through the Social Enterprise Cell in the following NGOs: Hamara Foundation, Stree Mukti Sanghatana, Akansha, CINI Asha and Rahul Netralaya. The students have contributed to the NGOs in the areas of designing software package for the library, designing information, education and communication strategies, marketing and resource mobilization strategies.

#### **7.5 The Youth Venture Challenge of Ashoka Initiatives**

In order to orient MBA students to the Social Entrepreneurship work supported by ASHOKA and to facilitate their participation in the Youth Venture Challenge an orientation programme was organized on 13<sup>th</sup> July 2007. Mr. Amit Kumar Soni, Core MBA and his team submitted his project on 'Curbing the Practice of Selling Packaged Goods beyond MRP'. His team was selected and given a startup capital of Rs. 10,000/- to complete the project.

#### **7.4 Vasundhara Bachao Youth Convention**

In partnership with Yuvak Biradari, the Cell organized a 'Youth Convention' on 'Environment' to increase awareness about environment and issues associated with it. The Convention scheduled on 1<sup>st</sup> and 2<sup>nd</sup> December, 2007 was attended by 1200 youths of Mumbai. Besides other sessions held in the Convention, 'Business Plan' competitions based on environmental issues' were also organized which received an encouraging response.





*Shri B.P.Sheth, Vice President, SVKM, delivering the Inaugural Speech during the Vasundhara Bachao Youth Convention*

## 8. Disaster Management Cell

Recurring disasters in Mumbai and other cities and towns can cause great damage to both human life and property, which can severely impact the economy of the nation. The 26/7 disaster in Mumbai has triggered the institute to look beyond the four walls and workout measures to prevent disasters. The cost of disruption on the institute's functioning was too difficult even to be measured. The institute has realized that today the knowledge base of emergency managers has been experiential. There is a need to develop a new generation of emergency managers, which will have appropriate educational inputs and professional knowledge to deal with disasters and work towards disaster mitigation.

In this context NMIMS since April 2007 has institutionalized a Disaster Management Cell' in partnership with Excel Industries, Tata Consultancy Services, Bombay Management Association and iVolunteer. The Cell receives mentorship support from Tata Institute of Social Sciences and Center for Environmental Science and Engg. IIT Bombay and works in collaboration with the Disaster Management & Central Complaint Registration System of Municipal Corporation of Greater Mumbai (MCGM), Disaster Risk Management Programme GOI-UNDP, Relief and Rehabilitation Cell, Government of Maharashtra.

The cell makes consistent efforts in working with NGOs, government organizations, citizen groups and private sector for strengthening the efforts of public and private sector in disaster prevention and mitigation with specific focus on waste management, garbage disposal and sanitation. Towards this end, the following activities have been undertaken.

### **8.1 In-house Workshops for Management students on Business Continuity Planning and Disaster Management**

Two in-house workshops on 'Business Continuity Planning and Disaster Management' were organized on 1<sup>st</sup> August and 20<sup>th</sup> August 2007 respectively for the 1<sup>st</sup> year students of Management (Banking and Retail Services) at NMIMSThe objective of these workshops has been to orient the students about importance of Disaster Management and role of Business Continuity Planning

### **8.2 Community Workshops on Disaster Management for Members of Communities and CBOs (Community Based Organisations) and ALMs (Advanced Locality Management Groups)**

In order to build collective capacity of the community and CBOs working therein for combating disaster and its consequences, the Cell has held 8 Disaster Management Workshops in the communities that are disaster prone.



*Community workshop on Disaster Management organized  
for the members of Hope Foundation*



*Community Preparedness and Disaster Management Workshop for  
ICDS Anganwadi Teachers at Irla, Vile Parle*

### **8.3 Disaster Management Workshop at Schools for Students, Teachers and Parents**

The Cell has organised workshops on Disaster Preparedness and Mitigation, in collaboration with local schools in order to build capacities of the students, teachers and parents towards effective Disaster Management. Three workshops on Disaster Management have taken place at a) Tamil School at Punjabi Chawl, Nehru Nagar, Vile Parle, b) Nanavati Primary School and Gokalibai School at Dadabhai Road, Vila Parle and c) Chatrabhuj Narsee Memorial School, Dadabhai Road, Vila Parle. The resource persons were the officials from Disaster Management Cell, MCGM, UNDP- Disaster Risk Management programme, Mumbai Fire Brigade, KEM Hospital and others.





*Disaster Management Workshop for Students at Tamil School, Vile Parle*

#### **8.4 Training of Trainers on Disaster Management**

4 'Training of Trainers' were organized for the Management students of NMIMS, teachers and parents of Schools in Vile Parle and staff of NGOs. The resource persons were the officials from Disaster Management Cell, MCGM, the District Project Officers of UNDP- Disaster Risk Management programme, Mumbai Fire Brigade, KEM Hospital, Homi Bhaba National Institute and others.



*Training of Trainers for the teachers and Parents of Nanavati and at Gokalibai School*





*Training of Trainers for the teachers of C.N.M. School, Vile Parle*

### **8.5 Exhibition on Disaster Management**

One of the major objectives of the DMC is to involve children and young students of the schools and colleges in order to facilitate the process of their understanding of Disaster Preparedness and Disaster Management. To achieve this agenda, the Cell organised an exhibition on the theme of Disaster Management in collaboration with SVKM's Chatrabhuj Narsee Memorial School, Gokalibai School and Nanavati School. The Exhibition focused on the causative factors of occurrence of common disasters like fire, earthquakes, floods, road & train accidents and few others and highlighted the strategies adopted to mitigate the same



***Hon'ble Minister Smt. Renuka Chowdhury (I/C), Minister of State, Women and Child Development, Government of India. Visiting the Stalls put up by the Students during Disaster Management Exhibition***

The exhibition, which took place on 8<sup>th</sup> and 9<sup>th</sup> February 2008 at C.N.M. School, was one of its kinds as no school in Mumbai or Maharashtra has so far organized such an exhibition. The exhibition was organised with the support from agencies like the UNDP-GOI Disaster Risk Management Programme, Mantralaya, Disaster Management Cell, MCGM, SVKM's B-School students and School of Architecture's faculty and students etc, who provided inputs and information towards capacity building of the students, school teachers, staff and parents in this regard. Agencies like Mumbai Fire Brigade, Mumbai Police, Civil Defence, Mahanagar Gas Ltd, BPCL, HPCL, TCS, Excel Industries and Tata Consultancy Services and various other organizations have also provided their active support and assistance in this process.

The exhibition was inaugurated by Hon'ble Minister Smt Renuka Chowdhury (I/C), Minister of State, Women and Child Development, Government of India. The Disaster Management Exhibition, which has been a major event of the year, has drawn approximately 40,000 visitors.

#### **8.6 Certificate Course in Garden and Garbage Management.**

Recognizing the fact that garbage accumulation being one of the prime cause of disaster in the city, the cell has partnered with Excel Industries, BMC and Garbage Concern (NGO) and designed a one month week end **Certificate Course in Garden and Garbage Management**. The course aimed at developing skills of the grass root level functionaries in various aspects of managing waste and maintaining gardens. The course commenced in December 2007 and was completed in January 2008. 25 members who are currently working as grass root functionaries in Dattak Vasti Yojana of the Bombay Municipal Corporation have, after completion of the course, been conferred certificates.



*Scrap Books Prepared by the Waste Pickers of 'S' Ward as part of the Certificate Course in Garden and Garbage Management*



*Convocation Ceremony of the 'Garbage and Garden Management' Programme organised on 24<sup>th</sup> January, 2008 at NMIMS*



## 8.7 Training for Waste Workers Under the Aegis of Stree Mukti Sanghatana



*Smt. Radha Iyer Prof. Somaya College, conducting the Session on Personality Development and Communication Skills*

The Cell organised training programme for the Waste Workers under the aegis of Stree Mukti Sanghatana on 26 & 27<sup>th</sup> December 2007. The 25 participants who attended this programme were a blend of office bearers and grass root waste workers from Parisar Vikas Programme. This training programme emphasized on developing a base for a better understanding of the business environment, motivating the participants to rise above the diffidence regarding seeking new business and making them realize the basic financial dimensions of collection of tetra packs. Training programme covered three sessions of Personality Development and Communication Skills, Marketing, and Finance.

## 9. Special Events

### 9.1 Blood Donation Camp

In partnership with the ‘**Social Responsibility Forum**’ (SRF) of students of NMIMS, regular donation drives like Blood Donation Drive, Clothes and Toy Donation Drives are organized on a regular basis. A Blood Donation Camp was organized by the Social Responsibility Forum of NMIMS on 7th August 2007. 323 students and staff registered and in all 272 bottles of blood were collected. Bombay Hospital, Jaslok Hospital and JJ Hospital were invited to conduct the blood donation drive.





*Blood Donation Camp at NMIMS on 7th August 2007.*

## **9.2 ‘Sadbhavna’**

Under the guidance of the Cell, the Social Responsibility Forum of MBA students celebrates an Annual Event- ‘Sadbhavna’. ‘Sadbhavna’, which means ‘Empathy’, epitomizes the SRF religion – social responsibility. The theme of ‘Sadbhavna’ is meant to be a blend of student endeavor and socially relevant causes. The theme for ‘Sadbhavna’ for the academic year 2007-2008 was ‘Paryavaran’ (Environment). Various events in line with the theme were organized on 12<sup>th</sup> and 13<sup>th</sup> March 2008. The activities conducted were:

- Each One Plant One: Tree plantation drive, where every participant was given a sapling to nurture.
- Presentation of Business Plan with a Social Motive
- Quiz on global warming
- ‘Sadbhavna’s Green Day’: Inter NGO dance competition was organized where children from various NGOs participated.
- T-Shirt Painting on the theme of global warming
- Workshop on Crotchet work and incense stick making for the children of Hamara Foundation and Kherwadi Social Welfare Association
- Screening of movie related to environmental issues such as ‘Inconvenient Truth’



*Children Performing during the Inter NGO Competition at Sadbhavna*



*Each One Plant One: Tree Plantation Drive During Sadbhavna*



*T-Shirt Painting on the Theme of Global Warming During Sadbhavna*




### **9.3 Visit of the Kenyan Delegates**

On 2<sup>nd</sup> April 2008, a sixteen-member delegation deputed by the Ministry of State for Special Programmes, Government of Kenya, visited NMIMS to study the initiatives undertaken by the Disaster Management Cell in the areas of capacity building and field action. The delegation interacted with various stakeholders of the Cell which included MBA students, school students, teachers, faculty members and NGOs. The visit was part of the UNDP's effort to orient the officials from government and NGOs in Kenya to the disaster management system operating in India. The delegation was delighted to know how NMIMS University has moved from just being providers of education, to initiating action through education.

### **10. Recognitions Conferred**

In recognition of the work undertaken, the Social Enterprise Cell has won the prestigious '**Golden Peacock Award**' instituted by the Institute of Directors, New Delhi. The work undertaken by the Cell has also been recognized by the NGO sector. NGOs like Garbage Concern and Save the Children India have in the Annual Functions conferred the 'Most Pro-Active Management Institute' awards to NMIMS.

**SVKM's  
NMIMS University  
Gantt Chart of Field Action Projects of Social Enterprise Cell**

Activities	Jun 07	July 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08
<b>1. Disaster Management (DM)</b>												
<b>a. In-House workshops with MBA students at NMIMS on Business Continuity Planning and Disaster Management.</b>												
<b>b. Training of Trainers (TOTs) in Disaster Management for the following groups</b>  1. Group of students, NGOs and school teachers. <sup>1</sup> 2. Community workers of the following NGOs: Ojus Medical Institute, Sanmitra Trust and Hope												

<sup>1</sup> 1<sup>st</sup> November, NMIMS







<sup>2</sup> 17<sup>th</sup> November, NMIMS



foundation. <sup>2</sup> 3. Staff of Sanmitra Trust, (NGO) Goregaon <sup>3</sup> 4. Staff of Sanmitra Trust, (NGO) Goregaon <sup>4</sup>												
<b>Activities</b>	<b>Jun 07</b>	<b>July 07</b>	<b>Aug 07</b>	<b>Sep 07</b>	<b>Oct 07</b>	<b>Nov 07</b>	<b>Dec 07</b>	<b>Jan 08</b>	<b>Feb 08</b>	<b>Mar 08</b>	<b>Apr 08</b>	<b>May 08</b>
<b>c. Workshops in the Communities.</b> 1. Staff of Hope foundation (NGO) <sup>5</sup> 2. ICDS Aanganwadi teachers, Vile Parle. 3. Workshop conducted with Hawa Astha Gut and staff of Sanmitra Trust <sup>6</sup> 4. Workshop conducted with the Ekta group Sanmitra Trust <sup>7</sup> 5. Workshop conducted with the TI project staff of Sanmitra Trust <sup>8</sup> 6. Workshop conducted with the Kalim Astha Gut of Sanmitra Trust <sup>9</sup> 7. Workshop conducted with the Jaidurga Astha Gut of Sanmitra Trust <sup>10</sup> 8. Workshop conducted with the Titli												

<sup>3</sup> 23<sup>rd</sup> February, Goregaon

<sup>4</sup> 26<sup>th</sup> march, 08, Malavani, Malad

Ashta Gut of Sanmitra Trust <sup>11</sup>												
<b>d. Exhibition on Disaster Management show casing models, fire demonstration, charts and other exhibitions on fire, earthquake, flood, chemical disasters, Bomb blast etc.</b>												
<b>Activities</b>	<b>Jun 07</b>	<b>July 07</b>	<b>Aug 07</b>	<b>Sep 07</b>	<b>Oct 07</b>	<b>Nov 07</b>	<b>Dec 07</b>	<b>Jan 08</b>	<b>Feb 08</b>	<b>Mar 08</b>	<b>Apr 08</b>	<b>May 08</b>
<b>e. Certificate Course on ‘Garbage and Garden Management’ for the grass root functionaries of ‘S’ Ward of MCGM</b>												
<b>f. Disaster Management Programmes with the Schools</b>												
<b>g. Organization of guest lecture on ‘Mumbai Disaster Management’</b>												
<b>g. Training for waste management workers under the agencies of Stree Mukti Sanghatana on Disaster Management</b>												

<sup>5</sup> Vile Parle on 27<sup>th</sup> September 07

<sup>6</sup> Malvani, Malad on 26<sup>th</sup> February, 08







<sup>7</sup> Goregaon on 28<sup>th</sup> February, 08

<sup>8</sup> Goregaon on 4<sup>th</sup> March, 08

<sup>9</sup> Goregaon on 5<sup>th</sup> March, 08

<sup>10</sup> Goregaon on 10<sup>th</sup> March, 08

<sup>11</sup> Goregaon on 14<sup>th</sup> March, 08

<b>Students Involvement as Volunteers in the following Projects</b>												
<b>1. <u>Leader of Tomorrow (LOT)</u></b>												
<b>a. Training of Trainers with MBA students, NMIMS</b>												
<b>b. Project at St. Xavier's School</b>												
<b>2. Kherwadi Social Welfare Association</b>												
<b>3. Youth Venture of Ashoka Foundation</b>												
<b>4. Youth Convention</b>												
<b>5. Blood Donation Drive</b>												
<b>6. Sadbhavana Programme</b>									