



# Annual Report Social Enterprise Cell

*April 2009-  
March 2010*

*Annual Report*  
*Social Enterprise Cell*  
*2009-10*

*Social Enterprise Team*  
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## Preface

In 2005, the School of Business Management institutionalized the Social enterprise cell with an objective to support and inspire students in applying business skills toward positive social impact across non-profit, public and private sectors organizations. In order to achieve this objective the Cell undertook holistic approach integrating research, academic programme and field action projects.

The Cell designed a PTMBA programme in Social Entrepreneurship in 2006 to nurturing new generation of entrepreneurs who will combine social mission with the business approaches. We feel the deep sense of pride to state that the first batch of 14 students of our PT MBA in Social Entrepreneurship programme has graduated in November 2009. Many of our students who have completed and who are pursuing the PTMBA programme have found employment opportunities with DFID, OXFAM and other leading NGOs at a middle management level.

We are also proud to share that the Cell successfully completed the XXVth batch of Enterprise Training Programme and 15 women entrepreneurs graduated from this programme in February 2010.

In order to bring an interface between the MBA students and the NGOs, the Cell motivated students of the Social Marketing course to undertake live assignments and address a social issue in systematic manner. To complement this effort the Cell organised field visits to 1298 Ambulance Service, LIHS and Pratham. The visits helped students to gain an exposure to the models developed by NGOs to address social realities.

Considering the increasing concern about the environmental issues at global level Social Responsibility Forum from School of Business Management and Mukesh Patel School of Technology Management organised events based on the themes of 'Save the Earth' and 'Go Green' respectively.

The Cell's contribution towards disaster preparedness through capacity building programmes for MBA students, faculty and staff members from School of Pharmacy and Technology Management, NGO representatives and their beneficiaries was significant. The cell also conducted rapid Emergency Risk Mapping of the Usha Pravin Gandhi building with help of students as a proactive step towards disaster preparedness and mitigation.

Mr. Raj Janagam our PTMBA SE (II) student has shown entrepreneurial skills with development of venture plan on '*Cycle Chalao, Mumbai Bachao*'. He has been recipient of the Paragon Fellowship, 2009, 'Best Individual Idea Award' for Climate Change Mitigation Efforts and 'Brightest Young Climate Leader 2010' Fellowship.

The Social Enterprise Team acknowledges the support provided by the management, faculty members, staff and students to strengthen the activities of the Cell. The team is proud to place the 2009-2010 Annual Report before you and looks forward to your continuous support in the near future.

Dr. Meena Galliara  
Chairperson,  
Social Enterprise Cell

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## **Annual Report Social Enterprise Cell 2009-2010**

To institutionalize its social commitment the University instituted the ‘Social Enterprise Cell’ on 1st January, 2005, with the vision of sensitizing the students, faculty members, alumni, corporates and human service organizations to continuously respond to the changing social realities through the development and application of knowledge for creating a sustainable society that protects and promotes the dignity, equality, social justice and human rights for all.

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

In the year 2009-2010 (April –March) various activities to achieve the SEC’s objectives were undertaken. The details of the activities are listed below.

### **I Academic Programmes**

#### **a) Part Time MBA / Diploma in Social Entrepreneurship**

The Cell offers One Year Diploma Programme and Part time MBA programme in Social Entrepreneurship since 2006. The first batch (2006-09) consisting of 14 students graduated on November 7, 2009.



**Graduated Students of PT MBA**

Currently there are 60 students pursuing the programme. Table 1 below shows the current distribution of the students over the three years.

**Table No. I**  
**Number of Students**

<b>Programme</b>	<b>Male</b>	<b>Female</b>	<b>Total Number of Students</b>
Diploma (2009-2010)	3	5	8
PT MBA I ( 2009-2012)	7	12	19
PT MBA II ( 2008-2011)	7	11	18
PT MBA III ( 2007-2010)	6	9	15
<b>Total</b>	<b>23</b>	<b>37</b>	<b>60</b>

In order to support the needy students financially, two scholarships such as loan scholarship & need based scholarship are offered to the students of Social Entrepreneurship Programmes. In the current academic year seven need based scholarships amounting to Rs 1,63,500/- were offered by Shroff Family Charitable Trust.

The Batch commencing from June 2010 has enrolled 24 candidates (Diploma -8 candidates + 16 PTMBA).

#### **b) Enterprise Training Programme (ETW)**

The XXV Batch of the ETW programme supported was scheduled from October 6, 2009-Feb 20, 2010. There were a total of 15 participants for the programme. The 12 weeks Certificate Programme consisted of 3 Modules of varying duration. *Module 1* had 23 sessions comprising of business idea generation, market research, marketing, finance, taxation, etc. *Module 2* was a one-week mandatory internship with Small and Medium Scale Enterprises. *Module 3* had 23 sessions consisting of preparation and presentations of business plans to a panel of judges from the industry, banks and other funding agencies.

The students of the Batch have opted for varied business in the service, retail, manufacturing, constructions and agriculture sector (See Table 2).



**Table 2**  
**Types of Business**

<b>No of Students</b>	<b>Type of Business</b>
6	<b>Service</b> (computer consulting for small and medium businesses, setting up a magnetic therapy centre, café with internet and video conferencing facilities, online gift registry service)
4	<b>Retail</b> (chocolate outlet, fashion jewelry shop, herbal tea outlet and food processing machine sales & service outlet)
2	<b>Manufacturing</b> (Pens and steel pipes)
1	<b>E-business</b> ( Online selling of silver jewelry)
1	<b>Construction</b>
1	<b>Organic Farming</b>



**ETW 25<sup>th</sup> Batch Students at Valedictory Session**

### **c) Field Visit for Students**

The SEC believes that experiential learning through field visits is important for optimization of class room learning. The Cell organized various field visits for students to enable students to integrate class room learning with reality. (See Table II below).

**Table No. II**  
**Field Visits for Students**

<b>Date</b>	<b>Course</b>	<b>Subject</b>	<b>Name of the Organization</b>	<b>Objective</b>
April 11 2009	PT MBA SE (I)	Microfinance I	Prasad Chikitsa Charitable Trust, Ganeshpuri	To understand the functioning of micro finance and the linkages among the organisation, Bank of Maharashtra and the SHGs
January 21, 2010	PTMBA SE (II)	Disaster Management	Disaster Management Cell, MCGM	To understand the functioning and role of Disaster Management Cell of MCGM
January 27, 2010	FT MBA (II )	Social Marketing	1298 Ambulance Service	To understand social marketing strategies adopted by the organization and the social impact of the same.
February 5, 2010	PTMBA SE (II)	Disaster Management	Lifesupporters Health Institute of India	To understand the scope and role of NGOs in Hospital Disaster Preparedness
February 09, 2010	FT MBA (II )	Social Marketing	PACE, Vocational Training Centre of Pratham	To understand social marketing strategies adopted by the organisation, the social impact of the same and challenges faced by them.

#### **d) Sensitization Activities**

To sensitize the students to social realities and to enable them to analyse the role of business, the Social Enterprise Cell organized a poster presentation for the core MBA students on September 18, 2009. The presentation was based on the theme, “Towards Corporate Sustainability”, which was based on Corporate Sustainability Reports of global companies. It was held at Santokba Hall, Vile Parle, Mumbai. This was designed as a part of the CSR assignment for the first year core MBA students of Divisions A, B and E. Altogether there were 28 posters on 12 different sectors and 13 judges from various leading companies and three faculty members formed the jury team to evaluate the posters.

#### **e) Study Tour: PT MBA (III) in Social Entrepreneurship**

A five- day study tour to Kutch to visit existing models of social enterprises like Agrocet, Bhojay Sarvodaya Trust, Kutch Navnirman Abhiyan, Srujan and Vivekanand Research & Training Institute was organized for the PT MBA third year students of Social Entrepreneurship from January 22 to January 27, 2010. The objective of the study tour was to equip the students with field exposure pertaining to innovative and sustainable social

enterprises and to provide students with an opportunity to integrate theoretical management concepts with practical functioning of social enterprises. The study tour thus provided an opportunity to the students to observe business development services developed by the organisations to accelerate rural entrepreneurship by providing capacity building activities, social mobilisation, and market linkages.



**PT MBA students at Bhojay Sarvodaya Trust in Kutch**

#### **f) Social Marketing Assignments**

Students of FT MBA (II) as part of their ‘Social Marketing’ subject have undertaken live assignments in Feb-March 2010, with 1298 Ambulance Service and PACE, Pratham’s Vocational Training Center. Four students who are working with 1298 Ambulance Service have been given a market research assignment to study the perception of customers above the age of 45 years about the ambulance services and accordingly design a social marketing plan for 1298 Ambulance Service. Ten students who are working with PACE are developing a rapid appraisal of perception of youth towards PACE at Kamshet and Chembur and are then developing an action plan for conducting a workshop for the mobilizers of PACE for improving their marketing skills to market their vocational training services.

#### **g) Assignments undertaken by other students**

Students from sectoral MBA programmes undertook assignments with NGOs such as Swadhaar FinAccess, 1298 Ambulance Service, Save the Children India, Anandi Special School and Indian Cancer Society. They worked in the areas of developing financial manual on fund raising & financial accounting for NGOs, developing merchandising plan

for NGO, identification of alternative for saving, insurance and other microfinance products, investment opportunities for NGOs, Mutual Fund schemes & insurance for cancer patients.

#### **h) In-house Workshops for Management Students**

In order to incorporate disaster preparedness measure the Cell conducted three sessions on disaster management for the first year full time MBA students in August 2009. A total of 63 students attended these sessions.

### **II) Management Development Programmes (MDP)**

#### **a) Rangoonwala Foundation (India) Trust:**

The Cell, in collaboration with Rangoonwala Foundation (India) Trust [RF(I)T] had conducted a two-day (May 8-9, 2009) MDP for the senior management representatives from the partner organisations of RF(I)T. It was entitled 'Managing the Present Challenges of Change'. A total of twenty two participants from all over India representing leading NGOs and eight participants from RF(I)T attended the programme. The programme covered modules on Organisational Development, Knowledge Management and Challenges of Fundraising.

#### **b) Drishtee:**

The team members of Cell were invited by Drishtee, a funding organization to conduct a two days MDP on Fund raising and Financial Accounting for NGOs at MRI training Center at Panchgani on March 4-5, 2010. Twenty eight participants from NGOs supported by Drishtee attended the MDP. The MDP provided inputs in the areas of sources of funds, fund raising strategies, budgeting & analysis of financial statements of NGOs.

### **III Faculty Participation in Conferences and Symposiums**

In order to promote academic exchange of ideas, faculty is encouraged to participate in various conferences and symposiums (Table III).

**Table III**  
**Faculty Participation in Conference/Symposium**

<b>Faculty Name</b>	<b>Title of the Paper presented</b>	<b>Name of the University</b>	<b>Conference / Symposium Name and Date</b>
Dr. Meena Galliara	CSR in India	Hosei University, Tokyo	CSR Conference in Asia ,May 28, 2009
Dr. Meena Galliara	CSR, Ethics & Governance in India	Raitaku University, Tokyo	International Seminar for Ph.D. students, June 5, 2009
Dr. Meena Galliara and Ms. Aditi Punekar	Disaster Management and Role of Academic Institutions	School of Business Management, NMIMS	Faculty Development Seminar, November 28, 2009
Dr. Meena Galliara	Review of CSR in India	ESC Rennes School of Business (Brittany, France)	International Symposium on Social Responsibility, Entrepreneurship and the Common Good, January 7-8, 2010
Dr. Meena Galliara	Integration of CSR & Social Entrepreneurship	Rouen Business School	Social Entrepreneurship and CSR, March 22-24, 2010

#### **IV. Visit by International Faculty and Students**

International faculty and students from various institutions visited and interacted with the Social Enterprise Team and students of NMIMS. Ms. Emi Sugara, a Researcher from the Hosei Research Center for the Support of the Global Compact, Japan, had visited the Social Enterprise Cell on March 23, 2008. The purpose of her visit was to examine the nature of work carried out by the Cell in consistency with UN Global Compact values. She further discussed the possibilities of joint research in CSR and to develop projects in social entrepreneurship.

On April 17, 2009, Ms. Gayatri Divecha from the Center for Globalisation and Development Studies, University of Westminster, London, visited the Cell to discuss paradoxes of growth and development in India. The aim was to identify and examine India's place in the world as a potential superpower.

Seven students and one faculty member from the United Nations Student Association (UNSA) of Maastricht University, Netherlands, had visited the Institute. The students interacted with the Social Enterprise Cell as well as the Social Responsibility Forum (SRF) students. The aim was to identify volunteering opportunities for foreign students in social organizations in Mumbai. To streamline their understanding, the SRF team also presented a brief of their activities. This familiarized the visiting students with the volunteering activities of the SRF team and also highlighted how companies can design CSR activities in league with NGOs and volunteers.



**Students & Faculty Member from Maastricht University, Netherlands at MDP Room, NMIMS**

Prof. Toru Umeda San, Director, Business Ethics, Reitaku University visited NMIMS on March 16 to March 17, 2010. During his stay he interacted with faculty members & SRF students of NMIMS. He also visited social enterprises operational in Mumbai which are Pratham, Asha Handicraft and Save the Children India to explore future placement or voluntary opportunities for Japanese students.



**SRF Students with Prof. Toru Umeda**

## **V) Field Action Projects**

### **Disaster Management (DM)**

The Disaster Management Cell (DMC) of NMIMS since its inception in April 2007 essentially aims at capacity building in disaster management by organizing and conducting training programmes and creating awareness among various NGOs, Community Based Organization and members of communities in disaster preparedness and disaster management.

In 2009-10, the DMC has made significant contributions towards capacity building of NGO members as well as beneficiaries. It has benefited the most vulnerable groups during any disasters, such as children and women by adding to their skills and knowledge through a variety of training programmes, thereby equipping them to handle natural as well as manmade disasters.

Overall, the Cell has been able to develop capacities directly of a total of 918 participants belonging to various target groups (*See Annexure I*). The benefits are expected to percolate to their immediate family and friends, through the multiplier effect, to an average total of 5,000 people.

#### **a) Capacity Building for Disaster Preparedness**

Training programmes on DM for NGO and members of communities were organized in order to build the collective capacities of the communities and NGOs working for them. The objectives of these trainings were to build the capacities of various groups in combating various disasters and their consequences. A total of nine half-day and one full – day DM training programmes were organized. The programmes were conducted in partnership with various NGOs like the Shroffs Foundation Trust (SFT), Young Women’s Christian Association (YWCA) of Mumbai, Rangoonwala Foundation (India) Trust and Swadhaar FinAccess. These programmes were conducted for NGO staff and trainees of the BPO instituted by SFT at Chhota Udepur, Vadodara, women groups in slums of Mumbai. Approximately 391 participants attended these training programmes that were organized between May 2009 and October 2009.





### DM Training Programme for Self Help Groups from Swadhaar FinAccess

#### b) Disaster Management Training for Children

The DMC conducted the following DM training programmes for children in various shelter homes and slums of Mumbai. The main objectives of these training programmes were to facilitate the disaster preparedness amongst children, parents and caretakers. Practical training in basic first aid and search and rescue techniques were also a part of the training. A total of 298 children and 98 parents benefited from these trainings. (See Table IV below)

**Table IV**  
**Disaster Management Training for Children**

Date	Name of the NGO	Target Audience
May 11, 2009	Aasara	Boys from a shelter home
May 13, 2009	Aasara	Girls from a shelter home
June 10-11, 2009	Rangoonwala Foundation (India) Trust (RFIT)	Children from various RFIT Centers such as Subhash Nagar, Prem Nagar, Shivtekdi in Jogeshwari and Mahakali in Andheri.
August 31 & September 1, 2009	World Vision (India)	Children from various communities such as Dharavi, Matunga, Bandra and Sion





**DM Training Programme with Aasara**



**DM Training Programme with RFIT**

### **c) Emergency Response Management Report**

The Cell in November, 2009 conducted a rapid emergency risk mapping of the Usha Pravin Gandhi building with the help of SBM students. The report presented to the management highlighted the multiple hazards and associated risks in the UPG building and recommended strategies to overcome the same.

### **d) Safety Education Programme**

Two half-day 'Safety Education Programmes' for sixty six faculty and staff members of the School of Pharmacy and Technology Management (SPTM) were conducted on 21<sup>st</sup> November & 12<sup>th</sup> December 2009. The objective of the training was to sensitize the participants about existing fire related hazards and orient them about emergency response mechanisms, especially first aid during disasters. The training provided comprehensive information about fire related hazards including its causes and preventive methods as well first aid application to the victims of disasters. Basic hands on inputs on designing slings for fractures were provided to the participants. A few techniques of search and rescue methods by using ropes were also demonstrated during the training.



### **Faculty and staff members of the School of Pharmacy and Technology Management (SPTM) at Safety Education Programme**

#### **e) Training of Trainers (TOT) for Students of Jai Hind College**

A one day TOT was conducted for 70 NSS students of Jai Hind College, Mumbai in the month of December 2009. The objective of this TOT was to sensitize NSS students towards disaster management and preparedness. In addition, inputs on how to prepare models on disasters such as fire, earthquakes, bomb blasts and landslides were also provided by the resource persons to participants to motivate and educate the students for the Disaster Management Exhibition in February 2010.

#### **f) Disaster Management Exhibition**

The DMC in partnership with Municipal Corporation of Greater Mumbai (MCGM), National Disaster Response Force, Mumbai Fire Brigade, Civil Defense – Brihan Mumbai, Mumbai Police, Life Supporters Institute of Health Sciences, Aeronautical Society of India, Deloitte Touche Tohmatsu India Pvt. Ltd., United Way of Mumbai, and other prominent government agencies and NGOs conducted ‘Tatpar Mumbai 2010’ – A two Day Disaster Management Exhibition at Shivaji Park, Dadar, Mumbai on February 26- 27, 2010. The main objective of this Exhibition was to provide a systematic and holistic coverage of issues in protecting the nation and specifically the city of Mumbai by orienting and updating the citizens about the efforts that are being undertaken by governmental agencies, NGOs, business organizations and academic institutions in prevention, mitigation & preparedness and post disaster relief, rehabilitation & crisis management on a single platform.

The students of Mukesh Patel School of Technology Management and Engineering displayed models in the areas of use of GIS, telecommunication system and early warning system in this exhibition. There was a footfall of 30,000/- persons for this exhibition.



**Students Participants at NMIMS Stall**



**Disaster Management Exhibition at Shivaji Park**



**Mock Drill during Disaster Management Exhibition**

#### **g) Knowledge Building in Disaster Management**

A database of the world largest disasters has been compiled by DMC. A total number of 172 largest disasters across the globe which had occurred from 1138 to January 2010 have been documented in sequence.

#### **h) Certificate Course in Garden and Garbage Management**

DMC in partnership with Solid Waste Management Institute of Maharashtra (SWMIM) had conducted a five-day course on 'Garbage and Garden Management (G + G)' in Beed, Maharashtra in November 2-6, 2009 for 25 waste collectors managed by SWMIM. The objective of this course was to provide female waste workers with skills in systematic segregation and recycling of waste as well as enhancing their waste management skills for better income generation opportunities.





**Sessions on Solid Waste Management during Garbage and Garden Management Programme**

## **VI Projects Undertaken by Social Responsibility Forum (SRF)**

The SEC with the support of students volunteers form the Social responsibility Forum (SRF) undertook several short term projects (event – based) and volunteering assignments as mentioned below.

### **a) Students in Free Enterprise (SIFE)**

A team of 30 SBM students have been actively involved with SIFE –an international organization, promoting business opportunities and development of underprivileged communities. The students have initiated a project by formation of a SHG named Suhasinin Group, at Bhandup. The business involved preparation of snacks (Chakli, Masala Sev, Sada Sev, Shakkar Pare, Chivda) by SHG members and selling it to local (kirana) shops and retails stores and other possible places.

### **b) HSBC Financial Literacy Project**

The project in partnership with Prasad Chikitsa, Thane aims at imparting financial knowledge to various SHGs at Vrajeshvari region, Thane. The project aims at providing financial literacy to women of the SHGs at Thane region in a structured framework. Emphasis has been laid on imparting education pertaining to savings, borrowings, investments, insurance and other related areas. Fortnightly visits are conducted to Vrajeshvari where all the teams go there and teach the allocated modules to one SHG.

### **c) Mumbai Disaster Early-Warning System - A Harvard Humanitarian Initiative (Disaster Preparedness for Mumbai Monsoon)**

The SBM & MPSTME SRF students in partnership with Harvard Humanitarian Initiative have undertaken a project which provides an automated way to manage disaster warnings and issue alerts to citizens of Mumbai as an early warning against floods. Users can

register to the web interface or through simple SMS in order to get alerted for any flood incidents reported in their vicinity. Users can register to multiple zones, such as Vile Parle (W), Juhu and Colaba. One can also receive current status reports by simply messaging the helpline an appropriate query.

The project utilizes the popular Ushahidi online interface for disaster reporting. Ushahidi provides a wide set of useful features: one can track the incidents on a map, submit reports, comment on incidents to provide live updates, and see a timeline of all reported events.

Harvard Humanitarian Initiative is currently in talks with MCGM to establish a channel of communication, for quick relay of reports for MCGM's perusal.

#### **d) Blood Donation Drive (BDD)**

The Social Responsibility Forum (SRF) of the School of Business Management (SBM) and Mukesh Patel School of Technology Management and Engineering (MPSTME) organized the Annual Blood Donation Drives on October 28, 2009 & December 1, 2010 respectively with the active support of Lion's Club of Juhu and Rotaract Club. Blood Banks from (a) Hinduja Hospital; (b) Jaslok Hospital; (c) Nanavati Hospital and (d) BSES Blood Bank were invited for the drive. A total of 582 donors registered for blood donation and 472 Units of blood was collected. The unique feature of this year's BDD was the provision of publicity and information of thalassemia, which is a relatively lesser known blood related disorder. Lion's Club in coordination with the Think Foundation arranged for free check up for all the prospective donors for Thalassemia.



**Students & Faculty Members at Blood Donation Drive**

### **e) Creative Art Workshop**

In this era of laptops, play stations and flat TVs, the traditional sources of entertainment like puppet show and jugglery as well as creative arts like pottery and bangle making are losing money. SRF, in its endeavor to popularize these arts amongst students at nominal charge of Rs. 20/-. The event was conducted on 12<sup>th</sup> and 13<sup>th</sup> November 2009. Seven artists were invited to teach the art at Paragana'09. These included (i) Pottery; (ii) Bangle making; (iii) Portrait making; (iv) Mehendi; (v ) Juggling ; (vi) Magician and (vii) Puppet show.



**Students with the Artisans at Creative Art Workshop**

In all 225 students attended this event and a total collection of Rs. 4880/- over a period of two days was collected.

### **f) Candle March**

The SRF Cell of SBM & MPSTME organized a candle light March on 19<sup>th</sup> November 2009 to extend support to Manjunath Shanmugam Trust (MST) in their efforts to fight against corruption. Manjunath Shanmugam Trust is an international IIM Lucknow alumni initiative that was instituted in the memory of Manjunath Shanmugam, an alumnus of the institute, who was murdered while on duty as an Indian Oil Corporation Limited (IOCL) employee. The march commenced from JR Jani hostel, MPSTME, Juhu, Vile Parle and was terminated at NMIMS old campus. Around, fifty students along with the Social Enterprise Cell team participated in this march.



**Students during the Candle March**

### **g) Poster Presentation Competition**

A poster presentation competition on the theme of Disaster Management was organized by the students during the Sadbahavan event. A total of 19 teams from various colleges of Mumbai registered for the competition and submitted their posters. The posters presented precautions to be taken during fire, floods, road safety and other related areas. To gain wider publicity the posters were also displayed during Tatpar Mumbai 2010 on February 26-27, 2010 at Shivaji Park, Dadar Mumbai.

### **h) Student Volunteering**

The SEC supports a variety of volunteering assignments to provide students with tools and opportunities to engage effectively with the social sector. Volunteering assignments provide students with a unique opportunity to learn from the practitioners in the social sector to manage and produce result despite operating within constraints.

#### **i) Volunteering in Gaothan Panchayat Project**

In July 2009, the SRF students partnered with **GARAJ** (Gaothan's Active Residents' Association of Juhu) and thus had a hands-on learning of how human relations, marketing, finance and operations are actualized at the grassroots level. The students helped the residents during the recent elections and will continue to play a significant role in the entire political reform process wherein sensitizing the community is the top agenda.

#### **ii) YUVA**

Five SRF volunteers are offering their services on every Saturday for two hours to teach English, Maths, Hindi, Computers and other subjects to school children of Asha Kiran Charitable Trust (AKCT), Andheri.



### **iii) Leaders of Tomorrow**

Leaders of Tomorrow is a SRF initiative where the volunteers are assigned the task of interacting with 9th standard students with the objective of instilling confidence in them and developing their personality. The project is held in Gokalibai School, Vile Parle (W) and the visits are conducted every Saturday from 1.15 pm to 2.15 pm. Two volunteers visit the school every Saturday to teach one section each. The module offered by students covers the following topics: Self Esteem, Attitude, Habits, Banking (theory), Banking (Bank visit), Career counseling, Creativity, Newspaper reading, memory development, English grammar, Tambola, English speaking, Memory test and communication skills.

### **iv) Kherwadi Social Welfare Association (KSWA)**

To facilitate placement services of KSWA, SRF volunteers compiled a database of corporate organizations operating in Mumbai, Nashik or Bangalore. A few volunteers undertook the responsibility of restarting the **KSWA Newsletter**.

### **v) Tata Motors Project**

In October 2009, four SRF volunteers were selected by Tata Motors for developing and designing systems and processes for employee volunteering. The key project deliverables included identifying avenues of corporate volunteering (on a continued engagement basis), designing a communication package to ensure maximum participation by employees, retired employees and family members in chosen volunteering programmes, rolling out at least one sustainable employee volunteering programme and designing a system to register volunteers and compute/calculate volunteering hours and the impact of volunteering. The project is in the final stage of completion.

### **vi) Socio Entrepreneurship Project –Roshni in association with NGO LEAD**

This project was initiated by Mr. Ashish Soni, Alumnus, SBM, NMIMS in collaboration with NGO LEAD. In this project, a group of eleven women are taught the skills of making candles to earn their livelihood. Eighteen SRF volunteers are involved in carrying out market research for the selling prospects of the candles and to set up distribution channel for these candles.

### **vii) Informed Mumbaivoter Project ([www.mumbaivotes.com](http://www.mumbaivotes.com))**

Twelve SRF Volunteers are working with Mumbaivotes, an NGO working for political awareness. The volunteers are tracking politicians and their activities and making their analysis about their performance. Also the volunteers are collaborating with other not for profit organizations like karmayoga, Neverforget.in, Parliamentary Research Services to make it a big movement.



## j) Sadbhavna

With the growing attention on issues related to global warming and climate change, this year the Sadbhavana festival centered on the theme of 'Save the Earth'. The festival was held from February 24-25, 2010. The following events were organized during the course of two days : (a) E-Khoj: Online treasure hunt, (b) Abhivyakti: Graffiti - Inaugural Event, (c) Yojna - Case Study Competition, (d) Sukriti - Poster Making Competition, (d) Laasya - Inter NGO Dance Competition, (e) Chaaturya: - Skill Workshop for NGOs, (f) Paricharcha- The Clash of Titans (Debate), (g) Varna- T - Shirt Painting



NGO Dance Competition



T-Shirt Painting Competition

## VII) Projects Undertaken by Social Responsibility Forum (SRF - MPSTME)

### a. Children's Day Celebration

On the eve of Children's Day, SRF-MPSTME students' organized a 'Funfair' for mentally challenged kids at Punaravas Education Society, a special school and vocational training center for mentally handicapped children located at Goregaon (W), Mumbai on November 13, 2009. The 'funfair' was an attempt to bridge the gap between the world of the so-called normal students and the mentally challenged children. Aimed at bestowing a special day to these 'special kids', the programme reached out to around 200 students. The students organised games and food stalls for the kids as a part of the funfair. The key highlights of the event were magic show, pottery making and tattoo making. The 'STAR MAZHA' channel covered the event.



**The Students and Staff Members of Punaravas Education Society along with SRF- MPSTME Team**

### **b. Candle Lightening Event**

In order to pay tribute to the victims of the 26/11 attack and to pray for future peace in India, a candle lightening event was held up on Jani grounds at MPSTME 26<sup>th</sup> November, 2009. During the event, the students as well as the faculty members were requested to light a candle and observe a silence for two minutes. They were also requested to express themselves through peace messages on a graffiti wall.

### **c. Annual Blood Donation Drive**

On December 1, 2009 on the occasion of World's AIDS Day, SRF-MPSTME organized their annual blood donation drive at MPSTME. It was conducted with the support of BSS Blood Bank and Bombay Hospital. The blood donation drive turned out to be a huge success as about 272 donors donated blood during the day.



**Students at Blood Donation Drive**

#### **d. T- Shirt Painting Competition**

SRF in collaboration with “cultural committee” of “Students Council” organised a T-Shirt painting competition on the 12<sup>th</sup> of December. The competition had three themes namely- life, witty humour and India to the world. The winners of the competition were given cash prize of Rs. 500/- (for first prize) and Rs. 300/- (for the second prize). All the painted t-shirts were supposed to be auctioned and the money obtained will be donated to an orphanage.

#### **e. Christmas Celebration at St. Catherine’s Church Orphanage**

On the occasion on Christmas, SRF-MPSTME organised a celebration at an orphanage in St. Catherine’s Church in Andheri (w) on 27<sup>th</sup> of December, 2009. Games such as musical chair, magic show and refreshments were organised for the girls. Around 48 girls participated in this event.

#### **f. Mega Social Event – ‘Green my Money’**

With the increasing focus on environmental issues the SRF-MPSTME team organized their first mega social event – ‘Green My Money’ on March 17<sup>th</sup>, 2010 which was based on the theme of **Go Green**. During the event five teams from various colleges were shortlisted and were given Rs 5000/- in order to conduct a one day event towards save the environment. With this one event SRF-MPSTME was able to reach more than 3000 people with the message of saving the environment. The SIFE team from K.J. SOMAIYA College won the first prize and School of Pharmacy and Technology Management (SPTM) won the second prize.

## VIII) Rewards and Recognitions

The SEC actively supports students who wish to participate in social entrepreneurship related B-Plan competitions. As an outcome of our sustained support and recognition of the potential of young students, our PTMBA second year student of Social Entrepreneurship, Mr. Raj Janagam, has been selected for the Paragon Fellowship<sup>1</sup> 2009 (formerly known as Asia Pacific Future 100). He had submitted his start up venture plan on '*Cycle Chalao, Mumbai Bachao*', which emphasizes on making bicycles the first choice of transport for saving environment and fuel costs, and thus reap the twin benefits of physical fitness and contribution to a cleaner environment. He has also won the 'Best Individual Idea Award' for Climate Change Mitigation Efforts and has also been conferred with 'Brightest Young Climate Leader 2010' Fellowship from Hindustan Times, Artic Holdings and British Council. His project will receive business incubation support for one year.

Under the HSBC Financial Literacy Grant programme, the Students In Free Enterprise (SIFE) received a grant of Rs. 1, 00,000 in June 2009 as Grant for participation and was adjudged as the Best SIFE team in the Regional Competition of SIFE.

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<sup>1</sup> The Paragon fellowship helps fellows in establishing regional networking, receiving mentorship from an extensive network of professionals and entrepreneurs, capacity building as well as access to finance. <sup>1</sup> Out of 520 applications, 100 fellows were selected from 10 different Asian countries.

## Annexure I

### List of the Disaster Management (DM) Training Programmes Conducted from the Month of April 2009 to February 2010

Month	Date	Community Based DM Training Programmes	No of participants
April 2009	May 11, 2009	A 'one day' training programme for the group of boys from a shelter home managed by Aasara, an NGO working with the street children.	24
	May 13, 2009	A one-day training programme in disaster management was conducted for the girls from shelter home in Neral, Thane managed by Aasara, an NGO.	24
June 2009	June 8, 2009	A one-day disaster management training programme for the staff members and trainees of the BPO instituted by SFT at Chhota Udepur, Vadodara, Gujarat.	71
	June 10-11, 2009	The Cell in partnership with Rangoonwala Foundation (India) Trust (RFIT) conducted four half-day disaster management-training programmes at the various RFIT centers in Mumbai, namely Subhash Nagar, Prem Nagar, Shivtekdi in Jogeshwari and Mahakali in Andheri to train the groups of children and their parents from the slum areas.	162
July 2009	July 3, 9, 15 and 16, 2009	The Cell, in partnership with Young women's Christian Association (YWCA) of Mumbai, conducted four half-day community based disaster management training programmes for the groups of women from various communities in Mumbai namely, Wadala, Sewri, Ghatkopar and Vashinaka.	92
	July 17, 2009	In partnership with Rangoonwala Foundation (India) Trust (RFIT), the Cell conducted a half-day disaster management-training programme for the group of women at their center in Subhash Nagar, Jogeshwari (E), Mumbai.	27
August 2009	August 1, 2009	The Cell conducted three sessions on disaster management for the First year full time MBA students of divisions A, B & C at NMIMS.	63
	August 12, 2009	In partnership with Young Women's Christian Association (YWCA) of Mumbai, the Cell conducted a half-day disaster management-training programme for a group of 28 women at Korba Mithagar, Wadala (E), Mumbai.	28

Month	Date	Community Based DM Training Programmes	No of participants
	August 19, 21, & 22, 2009	The Cell, in partnership with Rangoonwala Foundation (India) Trust (RFIT), Mumbai, had conducted three half-day community based disaster management training programmes for the groups of women from various communities in Mumbai namely, Prem Nagar & Subhash Nagar in Jogeshwari (E) and Mahakali in Andheri (E), Mumbai.	88
	August 31, 2009	The Cell, in partnership with World Vision India, NGO had conducted two 'one-day' disaster management training programmes for the community comprising of a group of 56 children from various communities in Mumbai namely, Dharavi, Matunga and Bandra at Shalini Bhavan, Sion.	56
September 2009	September 7, 2009	In partnership with World Vision India, the Cell had conducted a 'one-day' disaster management training programme for the community which was a group of children from the slum areas of Sion and Bandra.	30
October 2009	October 5-10, 2009	In partnership with Swadhaar FinAccess, an NGO conducted six half-day disaster management-training programmes for three groups (one group for two days) of women at the various places in Mumbai namely Bandra (E), Chembur, (W) and Wadala (E).	85
November 2009	November 2-6, 2009	In partnership with Solid Waste Management Institute of Maharashtra (SWMIM) conducted a five-day course on 'Garbage and Garden Management (G + G)' at Beed, Maharashtra for 25 waste collectors managed by SWMIM.	25
	November 21, 2009	A half-day 'Safety Education Programme' for thirty-eight (38) faculty members of the School of Pharmacy and Technology Management (SPTM).	38
December	December 12, 2010	A half-day 'Fire Safety Education' training programme was conducted for the 35 staff members of SPTM.	35
	December 14, 2010	A 'one-day' disaster management training programme was conducted for 70 NSS students of Jai Hind College.	70
		<b>Total</b>	<b>918</b>