

**2010-2011**

# **Annual Report- Social Enterprise Cell**

Social Enterprise Cell

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## **Annual Report Social Enterprise Cell 2010-2011**

NMIMS institutionalised its social commitment by setting up the ‘Social Enterprise Cell’ on Jan 1, 2005. The main objective of the Cell is to sensitise 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 2010-2011 (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 second batch (2007-10) consisting of 14 students graduated on November 13, 2010.

#### *Second Batch of PTMBA (SE) 2007-2010*



Currently there are 56 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>Particulars</b>	<b>Number Of Students</b>	<b>Male Students</b>	<b>Female Students</b>
PT MBA Iyr	20	7	13
PT MBA IIyr	15	5	10
PT MBA IIIyr	17	6	11
Diploma Students	4	2	2
<b>Total</b>	<b>56</b>	<b>20</b>	<b>36</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 1,27,000/- were offered by Shroff Family Charitable Trust.

#### **b) Enterprise Training Programme for Women**

The XXVI Batch of the ETW programme was scheduled from November 15, 2010 – February 23, 2011. The programme since inception is supporting women who want to professionalise their business or are at the initial stage of her business or would like to give concrete shape in the near future. This 12 weeks Certificate Programme consists of three modules. Module 1 focusing on idea generation, financial planning, market research, risk management etc. Module 2 is a one-week mandatory internship with a MSME and Module 3 focuses on giving the students a hands on experience on preparing and presenting a business plan in front of bankers/venture capitalists. The students from the 26<sup>th</sup> Batch opted for business in various segments of the small businesses as listed in Table 2 below.

Table 2

Type of Business & Number of Students

<b>Segment</b>	<b>No .of Students</b>
Apparel	5
Services	5
Kids Gym / School for Special Children Family Counselling Centre	3
Handicraft and food processing	2
Automobile dealership	1

*Students of the XXVIth Batch of ETW Programme*



## **II Research Projects**

### **a) Completed Research**

#### **Achieving Growth with Responsibility: Study of CSR practices amongst Organisation of Pharmaceutical Producers in India (OPPI) Member Companies**

Social Enterprise Cell had undertaken a study on “*Achieving Growth with Responsibility: A Research Study on CSR Practices amongst Organisation of Pharmaceutical Producers in India (OPPI) Member Companies*”. The study provides a comprehensive view on the corporate responsibility shown by the pharmaceutical companies, highlighting the compliances as well the emerging best practices. This study has used the latest CSR paradigm in its discussion and analysis and addresses the CSR related challenges of the pharmaceutical companies through a combination of academic perspectives, as well as practitioners’ insights. The final report was released by Shri Prithviraj Chavan, Chief Minister, Government of Maharashtra on September 24, 2011.

### **b) Ongoing Research**

#### **CSR Research Study for Bombay Chamber of Commerce & Industry covering 75 companies**

The Cell has undertaken KPMG sponsored research study of 75 member companies of Bombay Chamber of Commerce & Industry (BCCI). The study focuses on the present dimensions of Corporate Social Responsibility among the member companies and will be capturing the diversities of CSR in contemporary benchmarks. The final draft of the study will be submitted to BCCI at the end of March 2011.

### III Field Action Projects

#### a) We Care

To sensitize students towards social issues and provide them with an opportunity to apply managerial tools relevant to community engagement an experimental project – *We Care* commenced on July 23, 2010. It was a unique, student-centred initiative, which aspires to activate the social sensitivity of the students and develop appropriate social perspectives. In all, 303 students were placed across 53 organisations, working on diverse issues like education, child rights, health, housing, women's empowerment, legal aid, micro finance & micro entrepreneurship and other related areas. (Refer Annexure I for the list of organisations) Students devoted one day in a week and approximately 120 hours in the year for this project. On February 25, 2011, the FTMBA students presented their work with NGOs through posters which was displayed at BJ Hall from 11.a.m to 2.00 p.m

*We Care: NGO Partners*

*We Care: Poster Presentation, Feb 25, 2011*



#### b) Mela: The carnival

The SRF Team organized the “Mela – The Carnival” on the 25<sup>th</sup> and 26<sup>th</sup> August 2010 as a part of the event Augustus '10. 13 NGOs were invited through *Idobro: The market place for impact*<sup>1</sup> to display their products at NMIMS campus. Table 2 below provides the details of the NGOs participated and products displayed by them.

<sup>1</sup> It is a global trading portal and marketing platform for social and environmentally relevant products based on Fair Trade, Sustainable Shopping and Conscious Consumerism.



**Table 2**  
**NGO participated in Mela**

NGOs Participated on 25 <sup>th</sup> August , 2010	NGOs Participated on 26 <sup>th</sup> August , 2010
Radiating beautie -Eco friendly candles, Chocolates	WIT - College bags, Stoles, Jams, jelly, pickle
Manisha's - Terracotta jewellery	Nuzhat's Innovations - jewellery
Karanji's - Karanji's, namkin	Population first - T- shirts & stationary
I WIN- skincare & hair care products	Manisha's - Terracotta jewellery
Kladarshani - Greeting cards, stationary	Classic cake creation - Brownies
Be Gorgeous - Paper jewellery	Mildue chocolates - chocolates
Shruti- Ladies Bags	Maati - Ecofriendly handmade gift items

Total sales for both the days were Rs. 18,610 (Rs. 11, 110 /- on Day 1 (25<sup>th</sup> August), and Rs. 7,500 /- on Day 2 (26<sup>th</sup> August)

### c) Manjunath Candle Light Vigil

To stir consciousness, and enable students to protest against widespread corruption the Cell with active support from SRF organised a candle light march on November 19, 2010 in remembrance of the whistle blower Late Mr. Manjunath Shanmugam, an IIM Lucknow (2003 batch) alumnus, and an Indian Oil Corp. Ltd (IOCL) employee. Mr. Shanmugam raised his voice against the oil malpractices prevalent in his territory; and he was later murdered on 19th November 2005 by a petrol pump owner and his accomplices. The candle light march was scheduled from GR Jani hostel to Santokba Hall. The march witnessed participation from 110 students of NMIMS.

### d) Blood Donation Drive

In partnership with the Cell SRF organized a blood donation drive along with free Thalassemia check-up on November 24, 2010, in association with Loins Club of Juhu. Blood banks from Bombay Hospital, Jaslok Hospital and Mahatma Gandhi Seva Mandir were invited to collect blood during the blood donation drive. In all, 262 people registered for donation and the drive registered collection of 210 bottles of blood.

### Blood Donation: November 24, 2010



### e) Cheek Swab Drive

The Social Enterprise Cell organized a '100k Cheek Swab Drive' on December 8, 2010. Sanjeevani Foundation spearheaded this drive. The drive was organized to promote and collect 'Cheek Swabs to be used as an effective treatment of many medical problems, specifically Blood Cancer. The event successfully collected 266 Cheek Swab samples. Dr. Jennifer Aaker, General Atlantic Professor of Marketing at the Graduate School of Business, Stanford University, USA and author of *Dragon Fly Effect: Quick Effective Powerful Ways to Harness Social Media for Impact* kick started the drive.

*Dr. Jennifer Aaker, General Atlantic Professor of Marketing at the Graduate School of Business, Stanford University, USA kick starts the 100K Cheekswab Drive*

*Dr. Rajan Saxena, Vice Chancellor, participates for the 100 K Cheekswab Drive*



### f) Mumbai Emergency Management Exercise II

The Social Enterprise Cell, School of Business Management, NMIMS participated in the Mumbai Emergency Management Exercise (MEMEx II) organized by the United Nations Disaster Management Team in partnership with Government of Maharashtra, Municipal Corporations of Greater Mumbai, National Institute of Disaster Management and leading private and humanitarian institutions. A 'Two Days Training on Trainers for Disaster Preparedness for School Safety' and 'Disaster Risk Reduction in Higher Educational Institutions', was organized on December 10th and 11th, 2010 and December 14th, 2010 respectively in partnership with All India Disaster Mitigation Institute. Training of Trainers (TOT) for Disaster Preparedness for School Safety was attended by 86 participants from 63 public as well as private schools and the TOT on Disaster Risk Reduction for Higher Educational Institutions was attended by 25 participants from 19 colleges.

### *Session in Progress: MEMEX 2010*



#### **IV. Global Recognition for Cycle Chalao**

Mr. Rajkumar Janagam, Ms. Jyotika Bhatia and Ms. Jui Gangan, the students of PT MBA ( Social Entrepreneurship) won the First prize in the Globally Responsible Leadership Initiative (GRLI) and Net Impact Challenge, 2010-11 for their project on Cycle Chalao. They were invited to present the project at GRLI general Assembly in Melbourne Australia from March 2-4, 2011 to represent NMIMS and the Country by becoming the GRLI Ambassadors.

*Raj, Jyotika & Jui, Students of PTMBA in Social Entrepreneurship*



#### **V Study Tour**

To relate the classroom learning to the realities in the field, a five-day study tour in the final trimester is scheduled as part of the Part-time MBA (Social Entrepreneurship). The study tour aims to equip students with field exposure pertaining to innovative and sustainable social enterprises; the study tour exposes the students to various models of existing social enterprises. This year the final year batch of 17 students visited social enterprises between Jan 17-23, 2011 to



Anand, and Ahmedabad in Gujarat. The tour included the cooperative, trade union, project based as well as other self-sustaining revenue based models. Endeavour was also made to cover the models of social enterprise working for emerging challenges like disaster management and promotion of innovation. The social enterprises visited in these context-included visits to Kaira District Milk Producers Union Ltd (AMUL), SEWA Union, SEWA Bank, SEWA Mahila Housing Trust, Vanlakshmi Mahila SEWA Vriksh Utpadan, SEWA Kalakruti/Hansiba, SRISTEE, National Innovation Foundation, All India Disaster Mitigation Institute and SAATH.

### *Study Tour: Group Discussions in Progress*



### **VI Visitors to the Cell**

Prof. Hiroyuka Oba from Reitaku University, Chiba (Japan) visited the School of Business Management on February 13 and 14, 2011. During his visit he interacted with the Dean, SBM, the Vice Chancellor and Faculties In-charge of International Relations. The discussions ranged from collaboration in academic research to exchange of faculty and students. As a part of his agenda to learn more about the social entrepreneurship models, he has a special interactions session with three major social enterprises based in Mumbai. Prof. Oba expressed his desire to have more discussions on the issue of social entrepreneurship in the future with both the SE Cell and the enterprises.

Prof. Oba also conducted a special Workshop on ‘Exploring the Sources of Joy’ for both students and faculty members. Using his co-creative concept, Prof. Oba highlighted the basic features of Japanese management and the challenges of implementing the same in the changing profile of workplace. He highlighted that often the methods of improvement can turn joyless and hence there is need to look beyond process and shift to a more creative and involvement based learning environment. In all eight faculty members and 32 students from School of Business Management and School of Pharmacy and Technology participated in the workshop.

*Prof Hiroyaki Oba conducting workshop on 'Exploring the Sources of Joy'*



### **VII Sadbhavana '11:**

SRF in partnership with the Cell organized Sadbhavana on 25<sup>th</sup> and 26<sup>th</sup> of February 2011 on the theme of "Aavahan- a call for action". Aavahan was an urge to the youth to create a Utopian Society, contribute in inclusive and sustainable growth and conquer the devils of poverty, corruption and unemployment through myriad of competition and challenges including: WE CARE Poster Presentation, 'Laasya' - Inter NGO Dance Competition, 'Prayaas- The Socio B-plan', 'Mela – Celebrating Creativity', 'Paricharcha – Clash of the Titans', 'Chित्रलेखन – Capture the moment', 'Rang-Holi – T- Shirt Painting' and 'Abhivyakti' – the interdivisional Graffiti War.

*Activities held at Sadbhavana*



## **VIII Conferences/Seminars/Workshops Attended and Papers Presented**

Dr. Sujata Mukherjee attended the National Conference on Disaster Risk Reduction: September 8, 2010. The workshop was organized by Focus Humanitarian Assistance in partnership with the European Commission Directorate-General for Humanitarian Aid-ECHO organized a one day National Conference on Disaster Risk Reduction (DRR) at Ahmedabad. The focus of the conference was on best practices in school based DRR, community based disaster risk reduction and knowledge management and sharing.

Dr. Sujata Mukherjee attended the 37th National Management Convention was organized by All India Management Association in Kolkata on September 22 and 23, 2010. The theme of the convention was “Managing India: Opportunities and Challenges”. The Convention focused on this dichotomy of development and deprivation coexisting and this situation providing an opportunity for corporate India to partner with the government in creating physical and social infrastructure that would spur an inclusive growth and in turn create a new consumer class at the bottom of the pyramid.

Dr. Meena Galliara attended the ‘2010 International Peace and War Summit’ scheduled from October 25- 30, 2010 at the Inamori Center of Ethics, Case Western University, USA. She presented a paper on “For Profit and For Peace? The Corporate Role in International Conflicts.” Participants from 56 nations and disciplines, including military ethicists and those who work in peace studies or conflict resolution attended the Summit. These participants were joined by veterans and currently serving military personnel, as well as a broad cross-section of practitioners, including psychologists and psychiatrists, doctors, nurses, lawyers, engineers, business men and women, elected officials, civil servants, non-profit sector workers.

Dr. Galliara presented a paper on ‘Strengthening Nehru Yuva Kendras (NYK) through use of PERT & CPM Techniques’ at the Training Programme for NYK Project Directors scheduled from August 1-5, 2010 at the Tata Institute of Social Sciences. On Feb 9, 2011 she presented a paper on ‘Role of B-Schools in Promoting Fair Trade, at the launch of Pro-Sustain, organized by the European Union, IRFT, Fair Trade Forum and IBDRO. On March 23, 2011 Dr Galliara was invited to present a paper on ‘Use of Project Planning Techniques in Social Enterprises’ at the Training Programmes organized by TISS for the Tata Chemicals Society for Rural Development project officers.

## **XI Agenda for Future**

In order to strengthen the academic programmes and consultancy work the Social Enterprise Cell aims to develop a research team called the Sustainable Enterprise Research group (SERG) with the help of cross functional faculty members and MBA students to investigate the crucial areas of governance, sustainability and strategic management issues pertaining to social enterprises.

**Annexure I**  
**List of Organizations- We Care**

<b>Types of NGOs</b>		<b>Names of NGOs</b>
1.	Community Business Support ( 4)	Asha Handicrafts, Share, IRFT & Dasra
2.	Differently Abled (6)	Advitya, Hi Tech Family Enrichment Foundation, NASEOH, ADAPT, Cheshire Home & AK Munshi Yojana
3	Children in Need for Education, Care and Protection (15)	Teach for India, Life Trust, ATMA, Kotak Education Foundation, K C Mahindra Education Trust, Aseema, Chip Mumbai, Salam Bombay, Each One Teach One, Hamara Foundation, Save the Children India, Masoom, NavNirmiti Sujaya Foundation & Railway Children
4	Funding Agency (3)	Rotary Club of Bombay West, Rotary Club of Parleshwar, & Rangonwalla Foundation
5.	Green Initiatives (2)	Goonj & I initiate
6.	Health (8)	LIHS, Sneha♀, ICON Trust, Indian Cancer Society, Americares Foundation, Family Welfare Agency, Rahul Netralaya & Think Foundation
7.	Media (1)	Comet Media
8.	Multi Disciplinary (3)	New Life Medical & Education Trust, Apnalaya, KSWA & Focus Humanitarian
9.	Microfinance (2)	Swadhar♀ & MHFC
10.	Rights based ( 2)	Majlis♀ & Mumbai Votes
11	Senior Citizen (2)	Dignity Foundation & Harmony
12	Women (4)	Stree Mukti Sanghatana & YWCA, Rajasthani Mahila Mandal & SOS,

Organizations having symbol ♀ are basically women's organizations but are listed in the specific functional domain