



**JASANI CENTRE FOR
SOCIAL ENTREPRENEURSHIP &
SUSTAINABILITY MANAGEMENT,
NMIMS, MUMBAI**

**Annual Report
2012-2013**

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Foreword

From a small Cell in 2005 we have matured to be a full-fledged Center of Excellence in 2011. While the year 2011 was the year of celebration, the year 2012-2013 was a period of growth.

In Jan 2013, the Center received an endowment support from Mr. Uday Indukumar Jasani & Mr. Suresh Kantilal Jasani. This support will enable us to scale up our reach both geographically and in terms of action and research in the areas of social entrepreneurship and sustainability. The institute acknowledges the support extended by the Jasani family.

The Center's engagement with the Bombay Chambers of Commerce and Industry, United Nations Global Compact, Government as well as NGOs at national and international level has made a significant impact on both internal as well as external stakeholders. Two important events need a special mention in this context. Firstly the Center is today recognized as a body to render support to industry in the area of CSR. And, secondly, the Center partnered with United Nations Global Compact Office, Pacific Institute, Tata Steel, HCC, and the Global Compact India Network, to convene a working conference on Corporate Water Stewardship and the Post-2015 Development Agenda: Drawing from the India Experience.

With regard to promotion of Social Entrepreneurship, our students have actively participated both in the in house as well as external B-plan competitions and won laurels for themselves as well as the Center.

To foster inclusivity and develop social sensitivity among MBA students, the Center has redesigned its approach to handle field based projects and pedagogy for class room inputs. These approaches combine perspective and skill building, on the one hand; and value-based and experiential education, on the other. This has given us significant results.

Prof Debashis Sanyal, Dean, SBM as well as Dr. Rajan Saxena, Vice Chancellor, have always supported our work.

My team and I take a great pride in presenting before you the Annual Report for the year 2012-2013.

Regards,
Dr. Meena Galliara,
Director,
Jasani Center for
Social Entrepreneurship
& Sustainability Management
NMIMS

Annual Report 2012-2013

Jasani Center for Social Entrepreneurship & Sustainability Management

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Annual Report 2012-2013

Jasani Center for Social Entrepreneurship & Sustainability Management

About Us

As a responsible University NMIMS believes that we have a vital role to play in shaping the way in which future generations learn to cope with the complexities of sustainable development. We bear the distinctive responsibility for developing the professional and moral quality of future leaders in society and economy. In this context the School of Business Management, NMIMS decided to play a transformational role, from being just providers of education to demonstrate the power of education in the community by scaling up its action. Hence, the Social Enterprise Cell was upgraded as Center for Sustainability Management & Social Entrepreneurship on October 1, 2011 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.

On Jan 12, 2013, the Center received a generous endowment from Mr. Uday Indukumar Jasani & Mr. Suresh Kantilal Jasani in the memory of their grandfathers who actively participated in the freedom movement and closely worked with Mahatma Gandhi. In recognition of the endowment extended, the Center is renamed as the **‘JASANI CENTRE FOR SOCIAL ENTREPRENEURSHIP & SUSTAINABILITY MANAGEMENT’**.



(Announcement of the Jasani Center on Jan 12, 2013)



(Formal Inauguration of the Jasani Center on March 2, 2013)

As a catalyst and innovator, the Center'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 Center'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 Center, connect sustainability focused knowledge and research to students, businesses and the civil society organizations.

The Jasani Center's work is divided in the following areas:

1. Developing academic programmes in Social Entrepreneurship (Diploma/PTMBA in Social Entrepreneurship) and Enterprise Training Programme for Women
2. Knowledge development and dissemination
3. MBA involvement in the social sector
4. Facilitating Social Innovations
5. Disaster Management
6. Research & Documentation

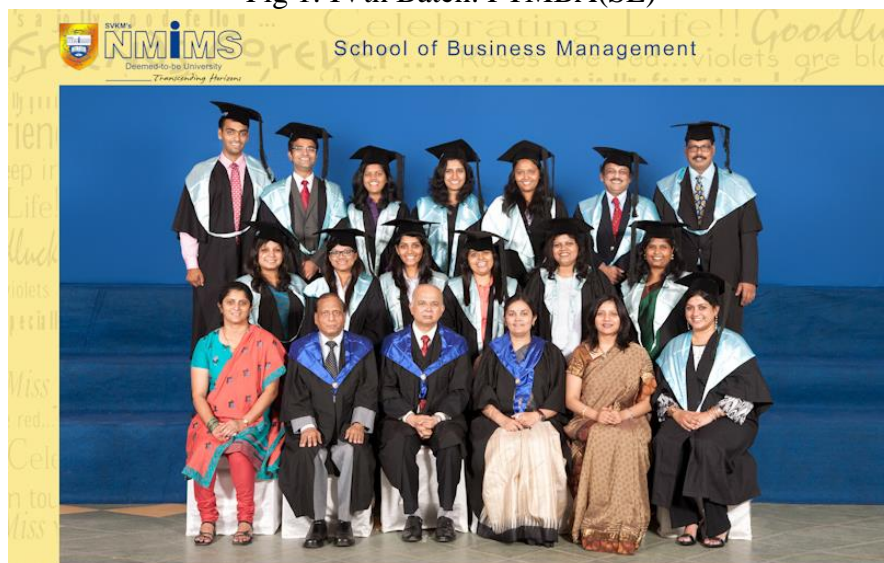
In the year 2012-2013, the major activities undertaken by the Center are enlisted below:

I Academic Programmes

a) Part Time MBA / Diploma in Social Entrepreneurship

The Center offers One Year Diploma Programme and Part time MBA programme in Social Entrepreneurship since 2006. The fourth batch (2009-12) consisting of 14 students (4 men & 8 women) graduated on November 10, 2012. (See Fig 1 below)

Fig 1: IVth Batch: PTMBA(SE)



Fourth Batch of PTMBA (SE) 2009-2012

Current Students:

In all 49 students are currently pursuing the Diploma/ MBA social entrepreneurship programme. Table 1 below shows the distribution of the students over the three years.

Table 1

Particulars	Male Students	Female Students	Number of students
PT MBA Iyr	8	7	15
PT MBA IIyr	7	12	19
PT MBA IIIyr	4	7	11
Diploma Students	-	4	4
Total	19	30	49

Scholarships offered

In order to support the needy students financially, two scholarships i) Loan scholarship ii) Need based scholarship are offered to the students of Social Entrepreneurship Programmes. In 2012, Shroff Family Charitable Trust gave **Rs 1,55,900/-** towards scholarships to six applicants (4 male & 2 Female).

b) Enterprise Training Programme for Women

The XXVIII Batch of the ETW programme was scheduled from November 26, 2012- March13, 2013. There were 17 participants who enrolled for the programme. The 12 weeks Certificate Programme consisted of Modules of varying duration. The Marketing and Finance module were the two major modules. The other modules were in the area of risk management, human resource management and programme scheduling and business planning. The participants had to prepare and present their business plans to a panel of judges invited from the industry. In-house business counseling support provided to the participants enabled them to get more clarity on their business idea. The students of the Batch have opted for varied business in the service and retail sector (Table 2).

Table 2
Type of Business

Type of Business	No. of Students
Service (Spa, homestay facility, confectionary , child care support, exhibition designing & fabrication, financial planning and wealth management, Design studio, interior designing, catering , fast food)	12
Retail (apparel, jewelry, e-store, solar lamps)	5

From the total of 17 students, 16 students successfully completed the programme and received their Certificates of Completion on April 16, 2013. (See Fig 2 below)

Fig 2: ETW Batch XXVIII



II Knowledge Development & Dissemination

The faculty from the Center upgraded the curriculum of various subjects like CSR, Social Marketing, Disaster Management, Management of Micro Enterprises and various other allied subjects in the area of social entrepreneurship & sustainability management.

Students of the final year PTMBA (SE) wrote seminar papers in the area Social Development and Sustainability of Social Enterprises. Specifically students wrote papers in the area of bio diversity, energy, water, agriculture, financial sustainability, HR sustainability, knowledge management & other allied areas. (*See Annexure 1*).

Students also wrote case studies and B-plans in the areas of livelihood support, service delivery systems, waste management system, payroll giving, voluntourism, work from farm and other related areas (*See Annexure 2*).

a) Exposure to Social Enterprises outside Mumbai: Study Tour

From January 2 to January 6, 2013, final year students of 2013 batch of the Part Time MBA programme in Social Entrepreneurship went on a study tour to Gujarat. In total, seven organizations were chosen for the visit keeping in mind their focus and the theoretical concepts learnt by the students in the preceding eight trimesters.

Majority of the organizations visited (see Table 4 below) had livelihood support programs for economic empowerment of their target communities.

Table 4
Study Tour Schedule

Organization	Objectives of the Visit
<ul style="list-style-type: none"> • SAATH 	<ul style="list-style-type: none"> • To understand the Livelihoods Programme being implemented by the organization • To understand the functioning of a Cooperative being run by an NGO
<ul style="list-style-type: none"> • Self Employed Women's Association (SEWA) 	<ul style="list-style-type: none"> • To understand one of the India's largest women cooperative movement from sustainability perspective • To understand the functioning of cooperative bank and its sustenance • To understand the risks and challenges faced by an organization that is started by women and for women to make them self-employed and self-reliant
<ul style="list-style-type: none"> • N M Sadguru Foundation 	<ul style="list-style-type: none"> • To understand implementation of livelihood programmes centered around Natural Resource Management • To study training and capacity building programmes for governmental and civil society organizations.
<ul style="list-style-type: none"> • SAHAJ 	<ul style="list-style-type: none"> • To understand promotion and marketing of tribal art and craft based products through self employment opportunities for artisans. • To understand how SAHAJ has created a strong pro-tribal Fair trade brand for the tribal products.
<ul style="list-style-type: none"> • Shroff Foundation 	<ul style="list-style-type: none"> • To study the interventions carried out by SFT in rural areas for health programs, income and women empowerment • To understand implementation of livelihood programmes centered around Agriculture, especially the individual entrepreneur model of SFT
<ul style="list-style-type: none"> • Tribhuvandas Foundation 	<ul style="list-style-type: none"> • To understand the targeted medical interventions being carried out by Tribhuvandas Foundation in rural areas • To understand the strategies for community sensitization on critical diseases adopted by TF in rural areas
<ul style="list-style-type: none"> • AMUL 	<ul style="list-style-type: none"> • To understand one of the India's largest milk cooperative movement from managerial and sustainability perspective

Each visit was followed by a group discussion to facilitate conceptual clarity and a review of the curriculum for strengthening it further. The study tour enriched the understanding of the students especially in the area "Cooperative Management".

Fig 3(a) Field Visit to Sadguru Foundation,
Dahod, Gujarat



Fig 3(b) Study Tour Group Discussion at
Saath, Ahmedabad



The study tour was planned and executed entirely by the students.

In addition to this the Center took efforts to design workshops, working conferences and meets in the area of Sustainability Management.

a) CSR Workshops in Partnership with Bombay Chambers

Globalization has changed the role of the state in the market and consequently the basis on which business enterprise operates. In this context the Department of Public Enterprises, GOI, of the mandatory guidelines issued by which directs public sector companies to integrate CSR function as an integral part of their business to develop competitive advantage. Simultaneously there has been growth of CSR codes and voluntary standards at the international level like ISO 26000, SA8000, ISO 14001 and others which are influencing the way in which industry operates.

In the above context Bombay Chambers of Commerce and Industry in partnership with NMIMS designed two workshops. The first workshop was arranged on Nov 2, 2012 on ‘Corporate Social Responsibility’ with the objective of orienting and upgrading their CSR knowledge and skill sets. In all there were 49 participants belonging both to public and private sector. Dr. Meena Galliara & Dr. Sujata Mukherjee were facilitators for the workshop.

The second workshop on ‘SROI & Measurement of CSR’ was held on Feb 21, 2013. This workshop was attended by 42 participants. Dr. Meena Galliara & Ms Ananya Prabhavalkar (Visiting Faculty) were facilitators for the workshop See Fig 3(a) & 3(b) below.

Fig 3(a) CSR Workshop (Nov 2, 2012



Fig 3(b) SROI and Measurement of CSR
(Feb 21, 2013)



b) UN Global Compact Network (UNGCN) Western Region Meeting

Eighth meeting of UN Global Compact Network Western Region was held at Mithibai College, Vile Parle (W), Mumbai on December 14, 2012. Attended by 30 participants from the corporate world, civil society and academia, the meeting focused on the theme 'Developing Leaders of Consequence'. Speakers from diverse backgrounds talked about their involvement in social and environmental projects as leaders of consequence.

Fig 4:Dr. Debashish Sanyal, Dean, SBM addressing the Meet.



Dr. Joy Deshmukh Randive, Regional Vice President, Western Region – UNGCN highlighted the relevance of developing sensitive and social conscious business executives and role of B-School in developing sustainability of organizations and communities. Dr. Sanyal, Dean, SBM gave an overview of the institute's commitment and ideology to develop transformational leaders. He highlighted that the University has undertaken field intervention at Shirpur (rural campus) to address the issue of water management in the drought prone region.(See Fig 4)

Dr. Sujata Mukherjee, Faculty, SBM, presented the academic and field based interventions developed by the institute to expose students to the social sector. Dr. Meena Galliara, specifically highlighted the process and the impact of We Care: Civic Engagement internship institutionalized by SBM as compulsory part of the MBA curriculum. Citing various incidences, she highlighted how the students as well as placement organizations benefitted through the internships. Speaking about NMIMS rural intervention, Mr. Khanapurkar, Project Officer, Watershed Management, Shirpur, gave an overview of the work carried out by him in the area of developing ground water resources in Shirpur.

Dr. Anant Pandhare, Medical Director, Hegdewar Hospital, Aurangabad, presented the work of his hospital which has become a nucleus of social change by offering world class treatment to lower income groups at affordable prices and through sensitization of medical fraternity by instilling values such as honesty, teamwork and service.

c) UN CEO Water Mandate

Working Conference on Corporate Water Stewardship and the Post-2015 Development Agenda: Drawing from the India Experience

International water experts including over 150 leaders from business, civil society, UN agencies and other groups gathered to address global crisis in water and sanitation and discuss collaborative approaches to provide solutions. The conference was held at NMIMS from March 5-7, 2013. It was a joint initiative with various partners (Pacific Institute, Tata Steel, HCC, the Global Compact India Network, and Jasani Center, NMIMS) coming together to make it a success. The event was live-streamed to the UN's official website devoted to the formal UN water consultations.

Fig 5: Mr. Gavin Power, Deputy Secretary, UNGC discussing the Future Course of Action at the Conference on Water Stewardship



Stewardship

The main objective of the conference was to explore how the global business community can positively contribute to the growing global and regional water and sanitation challenges – especially with respect to the UN’s Post-2015 Development Agenda.

The conference highlighted the need for urgent action in India and elsewhere where freshwater demand is projected to outstrip supply by a large margin. It was highlighted that in India and elsewhere corporate and agricultural sector need to seek water efficiency by adopting measures to conserve water. Stress was also put on the need for better water governance by public authorities at local and national level. It was concluded that water crisis, is not just affecting India but also other regions of the world. Hence there is a need for collective action from business, government, civil society, academic institutions and others. All the participants reiterated their commitment to developing and implementing policies and practices in relation to six core areas: direct operations; supply chain/watershed; community engagement; public policy; and transparency.

III MBA involvement in the social sector

1. *We Care: Civic Engagement Internship*

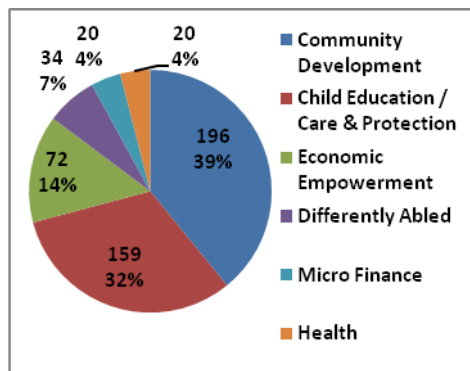
To sensitize students towards social issues and provide them with an opportunity to apply managerial tools relevant to community engagement – **We Care: Civic Engagement** Internship was executed from **4th Feb to 23rd Feb 2013**.

We Care is a unique, student-centered initiative, which aspires to activate the social sensitivity of the students and develop appropriate social perspectives. In all, 501 students were placed across 211 public and private sector organizations, working on diverse issues like child Education / child care and protection, community development, disability, health, economic empowerment, micro finance & micro entrepreneurship, and other related areas (see Chart 1). Students were placed in 22 States, 2 UTs and three international locations such as Mauritius, Malaysia, and USA (see Table 5).

Table 5
Status: Placement Locations

Placement Location	Number of NGOs	Total Students
Outside Mumbai (22 States and 2 UT)	174	387
Mumbai	34	110
International	3	4
Total	211	501

Chart I
Distribution of Students
(Social development sector wise)



The *We Care* internship project commenced in June 2012 with collection of student's personal data, preferences, and skill-sets. The entire placement process involved detailed tasks with regard to establishing contacts with internship agencies over phone/emails, seeking strategic alignment between student's preference and internship organizations, connecting them with students and follow up with students and internship organizations. To familiarize students with ground rules of working in the social sector, 22 orientation workshops were conducted by the Community Development Officer of Jasani Center for Social and Sustainability Management &. Moreover, to equip them further experts were also invited to conduct a few more workshops in the area of Stakeholder Mapping, Disability, Photography and Documentary Making.

The students reported to their respective organisations on 4th Feb 2013. In all, they were expected to work for at least 6 hours per day. Students undertook projects in various domains like Branding, Business Development, Children Education, Disability, Community Development, Disaster Management, Empowerment, Event Management, Financial Management and Resource Mobilization, health, HR, Marketing Strategy, Microfinance, Operational Optimization, Project Monitoring, Right based, Social Media, Social Research and Case Analysis. In total, 40 in- house faculty mentors were appointed to facilitate the monitoring of the project. The students reported to their faculty mentors on a weekly basis about their work progress and further plans. Simultaneously, regular feedback was solicited from the organisations as well about the work undertaken by the students. After 3 weeks of internships, the students completed their projects on 23rd Feb 2013 and submitted their reports to their organisational mentors and faculty Mentors. In all 67% per cent of the organisations appreciated the efforts put in by the students and gave satisfactory feedback regarding their work. Similarly 58% of the students expressed higher level of satisfaction with the internship programme.

Post the internship period, students were given a platform to exhibit their work through various events and competitions like 'We care Poster Presentation Competition' scheduled on 1st & 2nd March, 2013. The poster competition was inaugurated by Mr. Uday Khanna, Chairman,

Lafarge India Pvt Ltd, Mr Vikas Gadre, Director General, Bombay Chamber of Commerce and Industry, Dr. Rajan Sharma, Group Head (EHS), Glenmark Pharmaceuticals, Ms Shweta Shukla, Associate Director & Head – Communications, Procter & Gamble India. Ms Rupali K Shah, Director, Kevin Enterprises Private Limited. The poster presentation competition was judged by 40 eminent dignitaries who have had vast experience in the social sector and government organizations. (See Fig 6-8)

Fig 6: Poster Presentation: Students sharing ‘We Care’ experience



Students interacting with Mr. Uday Khanna, Chairman Lafarge India Pvt Ltd



Fig 7: Poster Presentation in Progress



Fig 8: Students with Faculty Mentor

The ‘We Care Photography and Documentary competition’ scheduled on 11th March, 2013, which was judged by Mr. Kavindra, renowned film writer, editor, director and mass media expert. Students with commendable contributions were awarded prizes as a gesture of encouragement (See Annexure III)

We Care Workshops

The We Care Team in partnership with SRF organized the following workshops to strengthen the skill sets and knowledge base of students.

a) We Care Orientation workshops

From August 2012 to January 2013, 22 workshops were conducted for orienting students to We Care internship. These workshops handled by the Community Development Officer and Senior MBA students helped to set the tone of internship. The workshops clarified expectations from the students and establish their rapport with the We Care team.

b) Stakeholder Mapping Workshop

Ms Ananya Prabhavalkar, Visiting Faculty NMIMS conducted a workshop on Stakeholder Mapping on 19th January, 2013. The workshop helped in enabling the participants to undertake stakeholder mapping exercises in the field.

c) Workshop on Disability

Ms. Simi Vij, Visiting Faculty, NMIMS conducted a workshop on 'Working with the Disabled: Do's and Don'ts on 20.01.2013. The workshop provided an understanding on prevalence of disability, types of disability and the roles of government & NGO's in management of disability. It also provided an interactive and practical training in techniques utilized for interacting with disabled people.

d) Photography workshop

A two day photography workshop was organised on 5th January and 6th January, 2013 to acquaint students with the basics of photography that may help them during their We Care internship. It was conducted by Mr. Virat Singh who is a Senior Correspondent in Mumbai Mirror, Photojournalist and wildlife photography enthusiast. Sixty students enthusiastically participated in the workshop on the first day during which they were introduced to different types of digital cameras, lens breeds and core concepts related to photography. With opportunity to handle DSLRs, students had hands-on training in the use of cameras. Next day around 15 students accompanied by Mr. Virat Singh went on a nature trail to Sanjay Gandhi National park to practise the nature and wildlife photography concepts learnt on the previous day.

e) Documentary Making Workshop

Mr. Joyanto Mukherjee, Director- Harkisan Mehta Foundation; Institute of Journalism and Mass Communication conducted a workshop on documentary making on 13th January 2013. It was titled "Truth Lies in Documentaries". Around 17 students participated in the workshop. The objective was to train students in the basic concepts as well as roles and tasks involved in the pre production, production and post production stages so that they are able to shoot a documentary during their We Care internship. On the whole the workshop was quite informative and interactive. Mr. Mukherjee made the entire session very lively through many interesting videos and anecdotes.

2.Student Engagement in Concurrent Projects

a) NGO Mela

The Social Responsibility Forum (SRF), SBM, NMIMS hosted the NGO Mela on 31st July 2012 at NMIMS. The objective was to provide support to the cause of the participating NGOs by enabling them to exhibit and sell products made by their beneficiaries under their economic empowerment program. In all 12 NGOs, 14 Colleges and 16 Teams participated and made sales of Rs. 93000.

b) Juhu Beach Clean Up Drive

With the 10-day long festival of Ganesha Chaturthi coming to an end, a clean-up drive was organised for citizens at Juhu beach on September 30, 2012. Students of NMIMS volunteered in the drive by helping the municipal authorities in cleaning Juhu Beach and disposing off the waste.

c) Joy of Giving week

The Joy of Giving Week is celebrated every year by millions of Indians from all walks of life who give their time, money, resources or skills back to the society- by creating or participating in "events" of their choice. With the help of ONGC and SBI, 180 students and faculty members from NMIMS celebrated the The Joy of Giving Week during 2 – 8 October, 2012 by mobilizing financial support worth Rs 2,10,964/- (Total contribution from NMIMS students & faculty was Rs. 68000/-). Students participated in the distribution of 205 school bags and medicines to an orphanage (Ambedkar School) and old age home (St. Francis and Assisi Bhavan) respectively.

d) Blood donation

Blood donation is a noble cause as it helps save precious human lives. On 27th November 2012 SRF team organized a major drive to collect blood in association with Think Foundation and two blood banks. The event received enthusiastic support from the students, faculty and the staff. With collection of 208 bottles of blood and creation of substantial awareness regarding Thalassemia among the students the event was a success.

e) Manjunath Candle Light Vigil

On November 19, 2005 Shanmugam Manjunath lost his life in the fight against corruption. Manjunath was an IIM, Lucknow alumnus and worked as a marketing manager for the Indian Oil Corporation at the time of his death. He was murdered for sealing petrol pumps supplying adulterated oil.

Like last year, this year too, NMIMS students along with faculty members took pledge to uphold the values of integrity and work ethics by lighting candles in the memory of Manjunath, the Hero who laid down his life for a noble cause. Totally 65 students participated in the event organized by SRF team on 19th November 2012.

f) Prayatna

During the academic year 2012-13 a monthly newsletter 'Prayatna' was started on the NMIMS campus by SRF. The objective was to initiate a meaningful dialogue amongst the campus community on critical issues impacting society such as water, education, environment, health, women empowerment and financial inclusion. Each monthly issue focused on one particular theme with the intent of initiating a change. It contained information on students' engagement with underprivileged communities through their internship under We Care program. It also brought to the readers programs implemented by various social sector organizations. Furthermore, it kept the students, faculty and alumni updated about commendable activities undertaken by SRF.

g) Self Defense workshop

On 7th November, 2012 SRF team organised a workshop to teach the students basic self defence techniques so that they can protect themselves against a physical attack. The workshop was conducted by Mixed Martial arts Academy.

3. Student led Projects with Social Enterprises and NGOs

Students were encouraged to take up small consultancy projects and extend their support to NGOs. These projects offered students an opportunity to implement in the arenas of Finance, Marketing, Consulting and Operations on a wider scale. Students gained an exposure in the managerial tasks and decision making.

Following were the initiatives of student led consultancy projects:

a. Naandi Education and Services Training Pvt. Ltd. (NEST) Social project

NEST is a social business venture which provides supplemental education to children in government and privately run primary schools. The organization has approximately 60 centers all over Mumbai where they cater to the needs of 700 underprivileged primary school children. NEST aims to plug the gap in the quality of education provided to these children by offering them after school training to improve their knowledge of subjects taught in the school. NEST also helps them improve their communication and interpersonal skills. In September 2012, 20 students from NMIMS volunteered to provide supportive education to approximately 200 underprivileged children at NEST centers located in Mumbai slums. This was a win-win situation as the children received academic inputs from management students while volunteers from NMIMS got sensitized to the needs of underprivileged children living in slum pockets of Mumbai.

b. Leaders of Tomorrow, Goklibai School

Leaders of Tomorrow is an initiative through which NMIMS students volunteer to take interactive sessions on personality development at Goklibai School for the benefit of its secondary school children. During the year 2012-13, 20 volunteers from NMIMS

conducted interactive sessions as per the personality development modules designed by them to facilitate extracurricular learning for the VII standard students. The objective of this initiative is to create awareness regarding various opportunities available to them to develop themselves as Leaders of Tomorrow. The sessions also aimed at providing appropriate inputs to instill confidence by helping the school children to get over their fears and inhibitions which are the major hurdles in their advancement.

c. Bombay Chambers Of Commerce and Industry

Bombay Chambers Of Commerce and Industry offers Civic as well as CSR Awards to encourage its member companies to participate in the promotion of good corporate citizenship and recognize and reward those who have implemented best corporate practices for enhancing the interests of the City. Five management students from NMIMS were asked to redesign the form which the member companies are required to fill up while applying for the awards. It was a unique opportunity for these MBA aspirants to practice their skills by applying the theoretical concepts learnt in the classroom into real life situation.

d. Swadhaar Finaccess (SFA)

SFA is a Mumbai based social enterprise started with an objective of assisting the urban poor, especially women, to enhance their economic capacity by a) providing financial education and training b) facilitating access to savings, insurance and loans. The mission of the organization is to bring the poor women above the poverty line and meet their aspirations for a better future. As a part of its service SFA distributes two micro life insurance products as an agent of Life Insurance Corporation of India (LIC), namely, Jeevan Madhur and Jeevan Mangal. The two plans are specially designed for low income groups, made available at exceptionally low premiums and with the provision of door-step service by SFA for easy accessibility. Three MBA students from NMIMS were offered a project to prepare a report on insurance policy defaults and delinquencies. The findings of the report helped SFA in improving its efficiency by reducing delinquency levels.

e. Srujna

Srujna envisions itself to be a hub for innovation in Sustainable Livelihood Development. It helps the partner organizations by building their capacities and providing holistic solutions for making their Livelihood Development programs sustainable. Two MBA students from NMIMS were offered a project in Human Resource Management of the organization. Under the project students developed a framework for formalizing its HR policies & HR documentation process. These students also developed a marketing plan for the organization for increasing its visibility. The ultimate aim was to attract more donors for fund raising.

4. Sadbhavna 2013

‘Sadbhavna 2013’ was the Annual flagship event of SRF with the theme: ‘Vivartana’ or ‘Changing Mindsets’. Under ‘Sadbhavna 2013’ the following events were successfully organised by the SRF team.

Table 5
Events organized during Sadbhavna 2013

Date	Event Name	Description	Participation	Winners
3.03.2013	Canvass-Tug of Words	Parliamentary Mock Debate	40 teams across B schools in India (80 students)	NMIMS Mumbai
3.03.2013	Samakraman	NGO Skit and Dance Competition	7 NGOs participated in Skit as well as Dance categories	Community Outreach, Mumbai (Dance) & Sujaya Foundation (Skit)
4.03.2013	Samaadhan	Case Study Competition	21 teams across B schools out of which 6 were shortlisted	NMIMS Mumbai
4.03.2013	Anweshan	B Plan Competition	28 teams participated out of which 8 were shortlisted	IIT Kharagpur
4.03.2013	Rang Holi	T shirt Painting for spreading awareness about prevailing social issue	70 students	NMIMS Mumbai
Online	Contemplations	Social documentary Making Competition	10 entries out of which 5 were shortlisted	Jansons Institute of Technology, Chennai
Online	Chitralkhan	Photography Competition	35 entries	MICA Ahmedabad

5. Quizzes and Contests Conducted

- **Aids day contest:**

World AIDS day was commemorated at SBM, NMIMS on 2.12.2012 by conducting an online message writing competition. The competition was won by Nikunj Goenka and Shalini Chaabra who won the cash prizes worth Rs 1000 and Rs 500 respectively.

- **Reflection Article writing competition:**

The editorial team of ‘Reflections’, a magazine launched by SRF, NMIMS with an objective of drawing attentions to things which we seldom think of, conducted a article writing competition on 8.12.2012. The topics of the articles and the winners are as mentioned in Table 4 below. These articles were published in the March 2013 issue of ‘Reflections’. The first and second rank holders were given Rs. 2000 and Rs 1000 cash prize respectively while the third prize winner was given a certificate of merit.

Table 6
Results of Reflection Article writing competition

Name of the Student & Institute	Topic of the Article	Rank
Pallavi Mishra, SCMHRD 2011-13 Pratyush Raj, XLRI 2011-13	‘To Reclaim Humanities’	1st
Moksha Sharma, IIFT Delhi 2011-13	‘How should the Poverty Line be determined? Should Public Welfare Systems be targeted or Universal?’	2nd
Harihara Subramanyam G, IIM-L 2011-13	‘Can Sustainability be Growth Indicator?’	3rd

IV : Faculty Development: Conferences/Seminars/Workshops

a) Invited as Chief Guest, Keynote Speaker, Chairperson of a Session

Dr. Sujata Mukherjee	Chaired a Session on Women Entrepreneurship	April 11, 2012	Indian Merchant Chamber – Women’s Wing
Dr. Meena Galliara	Screening Committee Member	June 9, 2012	Unltd India
Dr. Sujata Mukherjee	Screening Committee Member Spirit of Humanity Awards 2013	Feb 9, 2013	Americares India
Dr. Meena Galliara	Guest of Honor at the Utkarsh Annual Scholarship Award	February 3, 2013	Rangoonwala Foundation India Trust, Mumbai
Dr. Meena Galliara	Chaired a session on “Corporate Environment Citizenship (Promotive Action)	March 14, 2013	UNGC Western Region Annual Conclave, Mumbai
Dr. Meena Galliara	Workplace Business Ethics & CSR	Feb 22, 2013	International Conference on Spirituality at Workplace, Mumbai

b) PAPER PUBLISHED**Papers Published in National Journals**

Sr. No.	Author	Title of the Article	Journal Name	Publishing Inst./Authority	Month & Year
1.	Dr. Meena Galliara	MEMEx Case study in Disaster Management	Emergency Medical Service	Emergency Medical Service (EMS) Journal XIX issue (ISSN 2231-4520)	April 2012
2.	Dr. Meena Galliara and Ms. Aditi Puneekar	‘Disaster Management and Role of Academic Institutions’	Social Work Chronicle	Social Work Chronicle Vol 1, Issue I (ISSN: 2277-1395)	May 2012

c) PAPER PUBLISHED**Papers Published in International Journal**

Dr. Meena Galliara	“Sharing the Blue Resource: Critique on India’s Recent Strategem	Reitaku Journal of Interdisciplinary Studies	Vol. 20, No. 2, September, 2012
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d) Workshops Conducted by Faculty

Name	Workshop	Date & Venue	Partnering Organization
Dr. Meena Galliara & Dr. Sujata Mukherjee	Corporate Social Responsibility: What & How	November 2, 2012	Bombay Chambers of Commerce & Industry
Dr. Meena Galliara & Ms Aditi Puneekar	Measurement of CSR & Social Returns on Investment	February 21, 2013	Bombay Chambers of Commerce & Industry

E) International Conference Organized

Name	Conference	Date & Venue	Partnering Organization
Dr. Meena Galliara & Dr. Sujata Mukherjee	UN CEO Water Mandate Working Conference On Corporate Water Stewardship and the Post-2015 Development Agenda: Drawing from the India Experience	March 5-7, 2013	UN Water Mandate Secretariat, Tata Steel, HCC, UNGC India & NMIMS

f) Papers Presented at International Conference

Name	Title of paper	Date & Venue	Conference Theme
Dr. Meena Galliara	1. Social Entrepreneurship : A Unique Career Voyage 2. Managing the Academic Paradox	April 2-3, 2013	International Academic Conference on New World New Careers, Rouen Business School France

g) Papers Presented at National Conferences/ Seminars

Dr. Meena Galliara	Review of existing models for CSR	CSR for PSUs March, 2012	Dept of Public Enterprises, Mumbai
Dr. Meena Galliara	Review of Maharatna Companies in CSR	PSU and Social Development June 1, 2012	ONGC, Mumbai
Dr. Meena Galliara	Business Case for Sustainability	CSR in India Oct 8, 2012	India Center for CSR, Mumbai
Dr. Sujata Mukherjee	Working with NGOs for Delivering Results	Nov 2, 2012	Bombay Chambers of Commerce and Industry & HPCL, Mumbai
Dr. Meena Galliara	Measurement of CSR: Tools & Techniques	CSR Nov 2, 2012	NMIMS & Bombay Chambers of Commerce and Industry, Mumbai
Dr. Meena Galliara	Sustainability Innovation through New Business Models	Sustainability Landscape in India 30 November, 2012	YBS Global, Mumbai
Dr. Sujata Mukherjee Mukherjee	Academic Interventions and Field Practice for Developing Leaders of Consequence	December 14, 2012	UNGC Global Compact Western Region Meet, NMIMS, Mumbai
Dr. Meena Galliara	Developing Leaders of Consequence: WE Care Experience	December 14, 2012	UNGC Global Compact Western Region Meet, NMIMS, Mumbai
Dr. Meena Galliara	Measurement of CSR Requirement for SROI	February 21, 2013	NMIMS & Bombay Chambers of Commerce and Industry, Mumbai

H) Conference/ Conclave & Workshops Attended

Dr. Meena Galliara	Understanding Sustainability: Tata Power	August 21, 2012	UNGC Western Region Meet: Tata Power
Dr. Meena Galliara	AIMA 39 th National Management Convention	25.09.2012 & 26.09.2012	All India Management Association, Mumbai
Dr. Meena Galliara	Business Case for Sustainability	8 .10 2012	India Center for CSR, Mumbai
Dr. Meena Galliara	Understanding Fair Trade	October 22, 2012	UNGC Western Region Meet: Asha Handicraft
Dr. Sujata Mukherjee	5 th National Conference on Social Entrepreneurship	January 25-27, 2013	XLRI, Jamshedpur
Dr. Meena Galliara	“Greening” the triple bottom line: Environmental Responsibility and Sustainable Development	March 14, 2013	UNGC Western Region Annual Conclave

V Student Achievements PTMBA(SE)

a) Power to Empower

Mr. Gaurav Arora and Ms Anjali Saigal, students of PTMBA (SE) won the Western Region ‘Power to Empower’ competition which was co-organized by India@75 and National Skills Development Corporation. Out of over hundred ideas received from teams across the country, the idea sent by was selected for Western Region. The competition aimed to encourage young students and entrepreneurs to be part of the mammoth business opportunity that exists in Skills Development arena.

Fig 8: Mr Gaurav Arora & Ms Anjali Saigal receiving the Award (Power to Empower- Western Region Winners)



b) Mahindra - Spark the Rise competition

Project 'Animal Angels - Animals for Human Wellness' initiated by First year PTMBA (SE) student Mr. Akash Lonkar has been selected as one of the top 8 best projects in the Mahindra - Spark the Rise competition. The project secured 2320 votes and it stood sixth in the most voted category. The final selection was based on the jury's selection and the most voted projects.

VI-Faculty Achievements:

Dr. Meena Galliara, received the Bharat Jyoti Award on 9 Feb, 2013 in recognition of her Meena Galliara's contribution to the NGO Sector through developing educational programmes and field action. (See Fig 9 below)

Fig 9: Dr. Galliara receiving the Bharat Jyoti Award



Seen in the Photograph are Dr. Balam Jakhar, Former Lok Sabha Speaker, Dr. G VD, Krishnamoorthy, Former Election Commissioner of India, Dr. Bhishma Narain Singh, former Governor of Tamilnadu & Assam, Shri Ram Narayan Meena, Dy Speaker of Rajasthan.

**Annexure I
SVKM's**

Narsee Monjee Institute of Management Studies

Seminar paper on Social Development: 2012-2013

Theme of the paper: Natural Resource Management and Implications on the Poor

Name of the Student	Topic for the Seminar	Guide
Parmar Anil	Rural Water Crisis	Dr. Meena Galliara
Bohade Hrishikesh	Urban Water Crisis	Dr. Meena Galliara
Almedia Elita	Land Degradation and its impact on poor farming households	Dr. Sujata Mukherjee
Dossa Nooren	Urbanization and Land degradation	Dr. Sujata Mukherjee
Mody Tanvi	Food Insecurity in India and its impact on development	Dr. Sujata Mukherjee
D'Costa Ruth	Natural Resource Management and Livelihood Promotion	Dr. Sujata Mukherjee
Luharia Ankita	Common Property Resource and the poor in Rural India	Dr. Sujata Mukherjee
Verma Sonia	Energy crisis and its impact on MDGs	Dr. Meena Galliara
Gaurav Arora	Climate Change and its impact on livelihoods	Dr. Meena Galliara
Saigal Anjali	Role of bio-diversity in poverty alleviation	Dr. Meena Galliara
Supekar Sachin	Governance of bio- diversity	Dr. Meena Galliara

PT MBA IIIyr Trim-IX – 2012- 2013

Seminar on Sustainability of Social Enterprises

Name of the student	Topic	Guide
Almeida Elita A.	Communications Management System (~Branding and Strategy)	Ms. Neera Nundy
Arora Gaurav	Knowledge Management System	Dr. Gita Kumta
Bohade Hrishikesh	Project and Programme Sustainability : Sustainability of Medical Programmes of IRFT	Dr. Sujata Mukherjee

D'Costa Ruth Ressurrection	Volunteer Management Systems	Dr. Meena Galliara
Dossa Nooreen Riyaz	Branding of non profit organization to increase resource mobilization from individual donors	Prof. Gaurav Thapar
Luharia Ankita A.	Volunteer Management Systems	Dr. Meena Galliara
Mody Tanvi Ambrish	Communications Management System	Dr. Gowri Joshi
Parmar Anil Jaykar	Diversification of revenue sources in the non profit sector	Prof. Rajesh Manjrekar
Supekar Sachinkumar V.	Knowledge Management System	Dr. Gita Kumta
Verma Sonia Ashok	Managerial Sustainability - Human Resources	Dr. Sujata Mukherjee
Saigal Anjali Ramesh	Designing financial practices to ensure monitoring of finances in the organization	Prof. Rajesh Manjrekar

Annexure 2

SVKM's
Narsee Monjee Institute of Management Studies
PT MBA IIIyr Trim-IX – 2012 -2013
Topics : Case Study

Name	Case Study	Guide
Bohade Hrishikesh	Problems facing by Dialysis Patients of Mumbai	Dr. Sujata Mukherjee
Luharia Ankita	Urban slums	Dr. Meena Galliara
Mody Tanvi	Effective Ways of Fundraising for Indian non-profit organizations	Dr. Meena Galliara
Verma Sonia	Sanitation in India	Dr. Sujata Mukherjee
Saigal Anjali	Effective Use Of Social Media – Case of Silver Innings Foundation	Dr. Manjari Srivastava

SVKM's
Narsee Monjee Institute of Management Studies
PT MBA IIIyr Trim-IX – 2012- 2013
Business Plan

Name	Business Plan
Almeida Elita	Voluntourism
Arora Gaurav	DRIVE LEASE - Leasing Company for professionally trained commercial vehicle drivers
D'costa Ruth	The Green Room: Combating Stress through Nature-based Activities
Dossa Nooreen	Shop for a Cause
Parmar Anil	Waste Management Centre
Supekar Sachinkumar	Agriculture/ Agribusiness (Fruit)

Annexure 3

Prizes won in Sadbhavna '13 competitions

d) Poster Presentation Competition

Position	NGO Name	City	Prize Money (in Rs)
First	Jan Chetna Sansthan	Abu Road	15000
Second	Akanksha Foundation	Mumbai	12500
	ASHIANA	Panchkula	12500
Third	Social Action for Rural Development (SARDA)	Gondia	10000
	Blinds' People's Association	Ahmedabad	10000
	I-India	Jaipur	10000
Fourth	Aastha Parivaar	Mumbai	7500
	Sankalp Shiksha Prasar Samiti	Meerut	7500
	Sols ARC	Mumbai	7500
	Human Unity Movement	Lucknow	7500
Fifth	Annapurna	Navi Mumbai	5000
	NDFS	Tiruchirapalli	5000
	Swasth India Services Limited	Mumbai	5000
	Gorakhpur Environment Action Group	Gorakhpur	5000
	Saath	Ahmedabad	5000

e) Photography Competition

Position	Students	Prize Money (in Rs)
First	Alok Ranchal	5000
Second	Agni Tripathi	2000

f) Documentary Making Competition

Position	NGO Name	Prize Money (in Rs.)
First	Shroff Foundation Trust (Vadodara)	10000
Second	HPCL (Mumbai)	5000
Third	Sols ARC (Mumbai)	3000

g) Rang Holi-T Shirt Painting Competition

Position	Students	Prize Money (in Rs)
First	Ishneet Kaur & Swati Chandrakar	4000
Second	Anshul Gupta & Rahul Sangani	3000
Third	Ellina Rath & Akanksha Khare	2000
Consolation Prizes	Pragati Krishan & Anuj Kumar Mrinali Kharbanda & Archana Shuchi Arora & Parth Gandhi	1000