



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

Annual Report 2014-2015

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Foreword

We are living in times of unprecedented change. Forces of economic reforms promise to change the face of our nation. These forces also present unprecedented opportunities, which can significantly raise the level of living of our people within our lifetime and ensure that all our people can look forward to leading useful, healthy, and productive lives. It is in this context the incorporation of Section 135 and schedule VII in the New Companies Act 2013 has triggered a new hope to address the social agenda. To address the burgeoning demand to create CSR professionals both from the corporate as well as NGO sector the Centre partnered with the Indian Institute of Corporate Affairs (IICA) to offer a nine month Online Certificate Programme in CSR. The programme commenced from October 2014 and received an encouraging response.

We have reached a time when we can confirm that what is needed today to resolve our intractable challenges are solutions that foster sustainable and inclusive growth. Social innovation is helping to solve some of the world's most pressing problems with new solutions such as fair trade, distance learning, mobile money transfer and so on. Based on the We Care: Civic Engagement experience of our FT MBA students the Centre published a Coffee Table book: *'Osmosis – Small Ideas for Big Impact.'* The document comprises of thirteen innovative ideas which address the issue of quality education, vocational training, livelihood support, farm productivity, access to eco fuel, assurance of legal rights and access to development schemes. The collection highlights that social innovation is not merely an act of making available 'appropriate' technologies for poor people. But, is a social and systemic process of developing and introducing new products, processes, technologies and organizational practices within society that are effective solutions for social change.

The Centre continues to use the creative talent of the SRF Team to execute field action projects. While continuing with the old projects every year a new project is added. This year the SRF team planned and executed Inter NGO Sports Day. The initiative was lauded by the beneficiaries of the participant NGOs as well as the NGO staff.

We are thankful to Dr. Rajan Saxena, Vice Chancellor, Prof Debashis Sanyal, Vice-Provost Management Education & Dean, SBM as well all the faculty members and staff for extending their cooperation to us.

My team and I take a great pride in presenting before you the Annual Report for the year 2014-2015.

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

Annual Report 2014-2015

Jasani Center for Social Entrepreneurship & Sustainability Management

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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. In this context NMIMS set up a Social Enterprise Cell in 2003, which was subsequently 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 recognition of the endowment extended, the Center is renamed as the 'JASANI CENTRE FOR SOCIAL ENTREPRENEURSHIP & SUSTAINABILITY MANAGEMENT'.

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. Research & Documentation

In the year 2014-2015, 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. Three students completed their Diploma Programme. The seventh batch of PTMBA (SE-2011-14) consisting of 17 students (7 men & 10 women) graduated on October 18, 2014.

Current Students:

In all 43 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	6	8	14
PT MBA IIyr	5	9	14
PT MBA IIIyr	6	4	10
Diploma Students	3	2	5
Total	20	23	43

b) Enterprise Training Programme for Women

The XXX Batch of the ETW programme commenced from November 17, 2014. This twelve week certificate programmes had an enrollment of 18 students. The programme comprises of various modules of varying duration. The marketing and finance module are the two major modules in the programme. The other modules are in the area of risk management, human resource management and programme scheduling and business planning.

The students of the Batch have opted for varied business in the service and retail sector. The students have successfully completed the programme and received their 'Certificate of Completion' on March 27, 2015. **(See Group Photo)**



II a) 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. Students wrote papers in the areas of gender, education, livelihood, poverty, social investment and so on.

Students also wrote case studies on social enterprise start up and B-plans in the areas of livelihood support, service delivery systems, legal aid to the poor, school for disabled and couple of other ideas.

II b) Training & Workshops

The Centre partnered with IICA to offer a nine month Online Certificate Programme in CSR to meet the burgeoning demand for trained CSR professionals from the corporate, public and NGO sectors. The programme commenced from October 13, 2014. In all 35 executives from corporate and NGO sector attended the programme. In addition to online inputs, lectures were scheduled on every Saturday in the campus.

III MBA involvement in the social sector

1. *We Care: Civic Engagement Internship*

We Care: Civic Engagement Internship Project was initiated by NMIMS in the year 2010 to socially sensitize MBA students.

In the current year 571 students were placed in 223 organizations which consist of NGOs, social enterprises and CSR departments across twenty two states and two union territories. To further break it down, there were sixteen government organizations, fourteen private corporates and the rest were NGOs.

The students contributed total 65609 man-hours during the internship period.



Student Interacting with a SHG Member



Student with a Woman Stitching Sala Leaf Plates in Odisha

During the internship students undertook projects in various spheres like animal rights, child welfare, community development, corporate social responsibility (CSR), differently abled, disaster management, environment management, health, livelihood support, micro finance, management of NGO/social enterprise, resource mobilization, rural development, skill development, women's empowerment and others.

We Care Workshops:

a) We Care Orientation workshops

To orient the students to We Care internship 39 workshops were conducted from October 2014 to January 2015. These workshops were handled by the Director, Jasani Centre with the help of SRF volunteers. During the workshops



Student helping the differently abled students to learn

the students were familiarized with the ground rules of the internship and orient them to work in the social sector.

b) Stakeholder Mapping Workshop

Stakeholder Mapping Workshop was conducted by Ms. Ananya Prabhavalkar, Visiting Faculty NMIMS on December 20, 2014. The workshop helped the participants to understand the various stakeholders that might be affected, complete overview of the stakeholder mapping process and a brief way of achieving it. The participants were also informed about objectives and tools for conducting Need Assessment survey.

c) Workshop on Disability

Ms. Simi Vij, Visiting Faculty, NMIMS conducted a workshop on 'Working with the Disabled: Do's and Don'ts on January 14, 2015. The interactive session, activities and presentation during the workshop provided participants an understanding about types of disability, difficulties of disabled or differently abled people and how to deal with them.

The feedback generated post We Care 2015 project reveals that 47% per cent of the organizations rated students' conduct as excellent and 43% as good. On the other hand, 42% of the students rated organizations as excellent and 39% as good, which helped them in successful completion of their internship projects and enhanced their knowledge of the social sector.



Osmosis – Small Ideas for Big Impact

Based on the We Care experience of students the Centre published a Coffee Table book: '*Osmosis – Small Ideas for Big Impact.*' The document comprises of thirteen innovative ideas

which address the issue of quality education, vocational training, livelihood support, farm productivity, access to eco fuel, assurance of legal rights and access to development schemes. The collection highlights that social innovation is not merely an act of making available 'appropriate' technologies for poor people. But, is a social and systemic process of developing and introducing new products, processes, technologies and organizational practices within society that are effective solutions for social change.

2. Student Engagement in Concurrent Projects

Established in 2003, the Social Responsibility Forum (SRF) is a student body of SBM, NMIMS which strives to promote social sensitivity amongst MBA students by involving them in various campaigns pertaining to social causes and societal welfare. Various short term and long term civic engagement activities are executed by the SRF around the year to that end.

In 2013-2014, the activities undertaken by SRF ranged from conducting one day events like Sports Day, Blood Donation Drive and fund raising activities, to delivering modules to some NGOs. A few highlights of this year are:

- SRF – NMIMS students volunteered for the **Parivartan Crafts Mela** jointly organized by **International Resource for Fairer Trade (IRFT)** and **Tata Capital**. This diwali sale for handmade and homemade products was organized on 12th October, 2014 at Vishwakarma Baug Hall.
- A new initiative, **Annual Inter-NGO Sports Day** in association with NetApp was organized on 9th January, 2015 at Juhu Bharat Scouts and Guides Ground. It was an initiative to bring together the underprivileged kids from NGOs by providing them a platform where they can display their sportsmanship as well as have fun. Children from six NGOs participated in box cricket, football and athletics. The trophy for “Outstanding NGO” was won by “My Helping Hands”.



NGO Sports Day: Jan 9, 2015

Flagship Events Conducted During the Year

1) Major Events

Sr. No.	Name of Event	Date	Venue	About Event	Output
1	NGO Mela	August 4, 2014	NMIMS	Promotion of the NGO cause and marketing of the products developed by the beneficiary NGO	80 students participated in 22 teams and made sales of INR 1.66 lakh
2	Joy of Giving Week	October 09 to 16, 2014	Jeevan Asha Old Age Home, Andheri & Samaj Parivarthan Foundation, Dharavi	To celebrate the joy of giving, visits to an old age home and orphanage were made with active involvement of NMIMS students	30 students volunteered for 16 hours and spent time with aged people and under privileged children to bring a moment of happiness in their lives
3	Blood Donation Drive & Thalassemia Check Up	November 21, 2014	NMIMS	Major drive conducted to collect blood in collaboration with Lion's club of Juhu, supported by Reliance Mart and Local Banya	233 units of blood were collected, 347 Thalassemia checkups were conducted and 211 individuals registered for stem cell donation



NGO Mela, Aug 4, 2014



Blood Donation Drive, Nov 21, 2014

- **‘Sadbhavna’** which means ‘Empathy’, epitomizes the SRF religion – ‘Social Responsibility’. Over the years, through eloquent participation from society, it has evolved into a strong scaffold for building long- standing and mutually beneficial relationship between the society and the student community.

The theme for Sadbhavana was **‘Samavesh’**. Who does not want a society where all people feel valued, their differences are respected and their basic needs are met so that they can live with dignity? One aspect of Samavesh was social inclusion aimed at creating conditions which enable full and active participation of every member of the society in all aspects of life, including civic, social, economic, and political activities, as well as participation in decision making processes. Another aspect of Samavesh was financial inclusion aimed at empowering individuals and families by providing them access to credit thereby plugging gaps and leaks in public subsidies and welfare programs.

Samavesh, therefore, was an attempt to understand the socio-economic issues of financial and social inclusion from a holistic perspective. We sought to do this through our plethora of events as follows:

Vagyuddha (Parliamentary Debate)

This event was focused on discussing key socio-economic issues that have been affecting people at large. The debate competition was open for all B-Schools across the country and was primarily focused on fostering a lively exchange of ideas among the participants. The focus was on the quality of debate and not quantity and the event resulted in fruitful dialogue among the participants.

We Innovate (Business Idea Competition)

An online competition inviting business plans from all B Schools. The event was judged by a panel of three judges with in-depth industrial knowledge and experience. This event aimed to attract and highlight the managerial capabilities of the budding managers across B-schools of the country.

Pratibha (NGO Skit and Dance Competition)

Empowerment today is becoming synonymous with holistic growth. This event was about helping NGOs, especially those connected to children, find their ground and in the process empower themselves. The event provided these NGOs with a platform to showcase how they have helped change lives for good and nurtured talent within their

organization. We had many scintillating performances presented by children which warmed our hearts.

Samadhaan (Case Study Competition)

Samadhaan aimed to provide a platform to young bright minds to come up with innovative solutions for real life problems of NGOs. The competition would also highlight the future scope of the initiative proposed about in the case study and the drawbacks if any. The competition was aimed at not only challenging the upcoming MBAs but in the process aiding an organization tackles real life managerial problems.

Sadbhavana 2015 was sponsored by BHEL, ONGC, NETAPP

2) Major Projects

Sr. No.	Project Name	Project Type	Project Description	No. of Volunteers	Output
1	ACH Consultancy	Marketing	To draft a go-to market strategy for the nurturing talent. It included working on aspects like counseling, content development, visiting organizations and building network	3	Go-to market plan for the next one year, worked on the database with the status of schools who will be partnering with the organization
2	JA WoW	Social	To develop a program for school students to give an idea of professions in various sectors and different companies	3	Opportunity provided for management students to do sector analysis and company analysis and to provide information about various professions to school students
3	Sanskriti Samvardhan Pratishthan	Marketing and Finance	To draft a strategy plan for the expansion for next three years. The plan was limited to revamping of the books, fund raising and communications activities. Financial analysis of the audit reports of last three years	4	Provided the organization with excel and word document containing financials data and financial analysis of SSP including projections for upcoming years, presentation to be used for corporate purposes and developed content for the website

3) Guest Lectures

Sr. No.	Name(s) of the Event	Date	Venue	Topic of Guest Lecture
1	Muskan Foundation	December 3, 2014	NMIMS	Awareness program consisting of a session on Braille and sign language and the right techniques to assist the visually impaired.

4) Prayatna

We continued with the Newsletter Prayatna. It is an earnest attempt to initiate a meaningful dialogue within the community on issues that need immediate attention and keep the students, faculty and alumni updated about activities undertaken by SRF. The newsletter is also a medium to showcase the commendable work done by students during their *We Care* internship. Acknowledging the criticality of various issues in question and the consideration they warrant, we choose different themes of the newsletter for every issue. In 2014-2015 the following issues of Prayatna were published.

Month of Issue	Theme
July 2014	Diversity
September 2014	Transition

5) Major Workshops

Sr. No.	Name(s) of the Workshops	Date	Venue	Topic of Workshops/ Cultural Activities	Speakers details
1.	Quality of Life	June 7, 2014	Crisil Udaan Ghar, Powai	Importance of Savings and Pollution Control	SRF students of 2014-16 batch conducted the workshop
2.	Basic Computer Workshop	October 07, 2014	St. Jude Child Care Centre, Parel	Basic of a Computer, daily functions and their applications	First year students of 2014-16 batch conducted the workshop

6) Contests Conducted

Sr. No.	Name of the Contest	Date	Venue	Awards
1.	Independence Day Connect – Caption Writing	August 15, 2014	Online	Shantanu Singh won the competition
2.	AfterTaste Case Study Challenge	Final Round- November 10, 2014	NMIMS	Participation from 7 teams from various B-Schools in the Final round. Won by Team Cyborg, NMIMS

7) Awareness through Social Media

- Post on social media on 27th June, 2014 which is celebrated as Helen Keller Day worldwide. Helen Keller who is as an undying inspiration was the first woman to receive an honorary doctorate from Harvard University despite being a deaf blind.
- Post on social media on 19th August, 2014 which is celebrated as World Humanitarian Day. This day commemorates people who lost their lives in humanitarian service. A day that marks the horrific bombing of the UN headquarters in 2003. It celebrates the spirit that inspires humanitarian work around the world.
- On 10th December, 2014, World Human Rights Day, SRF released a video on YouTube about the thirty human rights to encourage people to take a pledge to be more aware of their rights and responsibilities.

Event Launch

- SRF students played an instrumental part in organizing an event to launch **aqua SWACHH & equal SWACHH**, initiatives taken by **AQUAKRAFT** in association with **SVKM's NMIMS** and **ISKCON Food Relief Fund at a Kids Mela** on 26th January, 2015 at Jashoda Rang Mandir, Vile Parle West. Aqua SWACHH is an initiative which is aimed at powering schools in general and rural schools in particular with Drinking Water Systems and Toilet Set based on their requirement. Equal SWACHH is aimed at providing a rural child with an urban mentor.

IV) Student's Achievements

Mr. Adesh Gurav, our student from PTMBA (II) was selected among top 40 global social enterprises to become part of YSE competition held in Singapore during 18 March 2015 to 21 March 2015. His B-plan was selected amongst the top ten B-Plans of the R-Idea Business Plan Competition organized by Raisonni Institute of Management, Nagpur. He was selected to be a part of Starting Bloc fellowship programme held in Los Angeles in the year 2016. He was the winner NMIMS University elocution competition organized by Indian Oil Corporation on October 29, 2016 as part of their vigilance week.



Mr. Adesh Gurav, YSE, Singapore International Foundation

V Faculty Contribution

The Centre's faculty were actively involved in advancing the Centre's objectives besides their academic contribution

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

Sr. No.	Name of the Faculty	Name of the Program	Date & Place	Organizing Body/Institution & Details of the sessions chaired, if any
1.	Dr. Meena Galliara	Corporate Social Responsibility Committee of Directors of the Company	11 th June, 2014, Mumbai	Excel Corp Care Ltd., (As an Advisor to the Directors of the company).
2.	Dr. Meena Galliara	UNGC Meeting	11 th July, 2014, Mumbai	Mahindra Group Sustainability
4.	Dr. Meena Galliara	Corporate Social Responsibility Committee of Directors of the Company	24 th December, 2014, Mumbai	Excel Corp Care Limited attended the meeting as one of the member of the committee.
5.	Dr. Meena Galliara	Tata Power Arpan Award Ceremony	16-Dec-14, Mumbai	Tata Power Company Ltd., as one of the jury member of the award committee.

b) PAPERS PUBLISHED

Sr. No.	Name of the Faculty	Title of the Article	Journal Name	Publishing Inst./Authority	Month & year
1.	Dr. Sujata Mukherjee	The 'Invisible' Worker: Women and Work in the Informal Economy	ZENITH INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH Vol. 4		September, 2014

Sr. No.	Name of the Faculty	Title of the Article	Journal Name	Publishing Inst./Authority	Month & year
2.	Dr. Sujata Mukherjee and Gita A. Kumta	Knowledge Management in Indian SMEs: Tools for Sustainability	Int.J. of Process Management and Benchmarking		2014
3.	Dr. Meena Galliara	From Arid to Oasis Case Study on Shirpur Pattern of Water Conservation	UNGC Global Compact, New York	UN Global Compact Best Practice Case Series	August 2014
4.	Dr. Sujata Mukherjee & Sharon Pande	Women- Owned Micro Business and Stress: An Indian Perspective	Smart Journal of Business Management Studies	Scientific Management and Advanced Research Trust, India	Jan-June 2015
5.	Dr. Meena Galliara	Osmosis: Small Ideas to Big Impact	Coffee Table Book	NMIMS	Jan 13, 2015
6.	Dr. Sujata Mukherjee	Women Owned Micro Business and Stress: An Indian Perspective	SMART Journal of Business Management Studies		January, 2015
7.	Dr. Sujata Mukherjee	Knowledge Management in Indian SMEs: Tool for Sustainability	International Journal of Process Management and Benchmarking	1741-816X	February, 2015

C) Training Programme/Workshops Conducted by Faculty

Name	Workshop/Training	Date	Partnering Organization
Dr. Meena Galliara & Dr. Sujata Mukherjee	ICP in CSR	13 Oct, 2014 to 30 July 2015	Indian Institute of Corporate Affairs

d) Papers Presented at National Conferences/ Seminars

Sr. No.	Author	Title of the Paper	Name of the Conference	Month/year & Place	Organizing Body/Inst.
1.	Dr. Meena Galliara	Social Innovation: Prospects & Challenges	Inclusive Innovation: Shaping our Future	January 19 , 2015 Singapore	National University of Singapore

Sr. No.	Author	Title of the Paper	Name of the Conference	Month/year & Place	Organizing Body/Inst.
2.	Dr. Meena Galliara	Strategic Partnerships for Social Enterprises	International conference on social Entrepreneurship and sustainable Development: Innovation and Solutions to Pressing Social issues in south Asian countries	February 7, 2015 Mumbai	TISS
3.	Dr. Sujata Mukherjee	Women Entrepreneurship Development in India: Contributing and inhibiting Factors'	Eleventh Biennial conference on Entrepreneurship	February 18-20, 2015	Entrepreneurship Development Institute.
4.	Dr. Meena Galliara	Social Innovation: Prospects & Challenges	Inclusive Innovation: Shaping our Future	January 19 , 2015 Singapore	National University of Singapore

d) Research Projects

Sr. No.	Name of the Faculty	Title of the project	Name of the Client	Period, amount if any.
1.	Dr. Meena Galliara	Impact Assessment Study for Samavedana	Samavedana	March 13, 2015
2.	Dr. Meena Galliara & Dr. Vidya Naik	Social Audit of ADAPT- HPCL Project HPCL	HPCL Project	March 3, 2015

Annexures

SVKM's NMIMS University
PTMBA – SE III year-Trim VIII
Academic Year: 2014-15 (Batch 2012-15)
List of Students for Seminar on Social Development

S.N	Name of the Student	Title of the Paper	Guide
1	Mr. Aakash Lonkar	Public private partnerships in promoting vocational training centres for people with disabilities	Ms. Simi Vij
2	Ms. Sneha S.	Businesses Promoting Vocational Training for Rural Indian Women, Fostering Entrepreneurship	Dr. Vidya Naik & Dr. Meena Galliara
3	Ms. Shabdghandha Kulkarni	NSDC's efforts to address the skills requirement of Maharashtra's Construction sector	Ms. Chandrani Ganguli
4	Mr. Alok Kadam	Initiatives by GOI and NGOs in Vocational Training Post Liberalization	Dr. Meena Galliara
5	Mr. Sunny Pawar	Study of Up-Gradation Scheme for Industrial Training Institutes	Ms. Ananya Prabhavalkar
6	Ms. Archana Phadke	eLearning for Skills Training	Dr. Vidya Naik
7	Ms. Poonam Bhosale	Impact Sourcing Model: Strategy for Skill Development.	Dr. Vidya Naik
8	Mr. Chandrakant Samudre	Vocational Training Programme & National Skill Development Corporation in India	Ms. Chandrani Ganguli
9	Mr. Chandrakant Tambe	Vocational training under "Mahila Bal Kalyan Yojana" of MCGM in Mumbai	Dr. Meena Galliara
10	Mr. Umesh Tandel	The study of NGOs initiative for empowerment of women through the vocational training in Mumbai	Dr. Meena Galliara

SVKM's NMIMS University
PTMBA – SE III year-Trim VIII
Academic Year: 2014-15 (Batch 2012-15)
List of Students for Seminar on Sustainability of Social Enterprises

S.N	Name of the Student	Title of the Paper	Guide
1	Mr. Aakash Lonkar	Improving Operational Efficiency through Volunteer Management	Self study
2	Ms. Sneha S.	'Corporate Fundraising - Strategy to Achieve Financial Sustainability'	Self study
3	Ms. Shabdgandha Kulkarni	Volunteer Management System of ATMA (NGO)	Dr. Simi Viz
4	Mr. Alok Kadam	Retention Strategies in NGOs	Dr. Simi Viz
5	Mr. Sunny Pawar	Volunteer Management System	Dr. Simi Viz
6	Ms. Archana Phadke	Creating Value With Words	Dr. Simi Viz
7	Ms. Poonam Bhosale	Study of Knowledge Management Practices of Door Step School	Dr. Gita Kumta
8	Mr. Chandrakant Samudre	Financial Sustainability model of Seva Mandir	Prof. Smita Mazumdar
9	Mr. Chandrakant Tambe	Communication Management System in ALM	Dr. Meena Galliara
10	Mr. Umesh Tandel	Financial Management System	Dr. Meena Galliara