



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

Annual Report 2015-2016

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Foreword

The Jasani Centre for Social Enterprises and Sustainability Management's work is directed towards changing lives, and specifically helping our young MBA graduates to become socially sensitive managers. Besides strengthening our academic courses the Centre extends its support to corporate world and NGOs. In the current year the Centre undertook special workshops and research studies in the area of CSR.

The Centre makes all efforts to create a conducive environment to motivate students to undertake field projects and develop analytical thinking in analyzing public policies. In this context this year we organized 'Freedom Caravan' in partnership with Centre for Civil Society, India's top think-tank, fountainhead of social change through public policy. The Caravan discussed and debated on Why is India Poor? Similarly the mock parliamentary debate on socially relevant topics ranging from Uniform Civil Code to Aadhar as a Money Bill helped us to understand the perspectives of the younger generation. The live projects undertaken by students to help NGOs to develop their future strategies has given them a highly enriching experience along with developing their empathy for the marginalized sections of the society. Specific mention needs to be made about our students' contribution for assisting the victims of Chennai Floods. Our SRF volunteers dispatched more than 700 kgs of consignment to Chennai NGOs and set up a helpline to extend support to the victims.

I am pleased to share that our students have brought laurels to the Centre as well as to the institute by winning competitions both at local and global level. I am also happy to share that for the first time we introduced Alumni Awards to recognize the contribution made by the alumni to the social sector.

In appreciation of our efforts in the area of capacity building for CSR, in July 2015, the Centre received Partner's in Excellence Commendation from the Indian Institute of Corporate Affairs for delivering the ICP in CSR successfully. In recognition of the work undertaken by the Centre, we were awarded a Special Jury Recognition for Social Excellence by FICCI in October 2015.

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 2015-2016.

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

Annual Report 2015-2016

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 2015-2016, 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 eighth batch of PTMBA (SE-2012-15) consisting of 10 students (6 men & 4 women) graduated on October 31, 2015. (See Fig 1 below)



Current Students:

In all 50 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	11	16	27
PT MBA IIyr	5	7	12
PT MBA IIIyr	5	9	14
Diploma Students	1	2	3
Total	22	34	56

b) Enterprise Training Programme for Women

The XXXI Batch of the ETW programme was scheduled from September 14- December 31, 2015. There were 12 participants who enrolled for the programme. The 12 weeks Certificate Programme consisted of Modules of varying duration (See Exhibit 1).

Exhibit 1 Modules of the Programme

Module 1: Class room inputs
Module 2: Hands-on experience in preparing a Business Plan
Module 3: Internship

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. A field visit to Aalaya Designs and Interiors was organized to give students a real life experience about starting a business. 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 (See Exhibit 2).

Exhibit 2 Type of Business

Type of Business	No. of Students
Service (Spa & Yoga Clinic, Preschool, Photo Studio, Dental Super speciality Hospital, Computer Graphics, Luxury weddings)	9
Retail (Fashion accessories, jewelry)	2
Manufacturing (Industrial heating elements)	1

All the 12 students successfully completed the programme and received their Certificates of Completion on February 9, 2016 .

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 and Sustainability of Social Enterprises.

Seminar paper in social development aimed at helping students to reflect on the theme of corporate social responsibility (CSR) and “inclusive growth.” Specifically students wrote papers in the area of various aspects of CSR like creating shared value through CSR; role of corporations in rural development/education/skill development/livelihood promotion/promotion of health and responsible capitalism.

Seminar papers in the area of Sustainability of Social Enterprises comprised of papers in the area of volunteer engagement, social media communication, financial sustainability, programme sustainability and so on.

Students also wrote case studies on social enterprise start up and B-plans in the areas of livelihood support, legal aid to the poor, disability services, organizational development of NGOs and couple of other ideas.

II b) Workshops, Trainings & Research

i) Workshop

The Centre in partnership with the CSR Committee of Bombay Chamber of Commerce & Industry conducted a One Day Certified Training on CSR: Policy to Practice. This training aimed at training managers from small, medium and large corporates to execute CSR as per the guidelines in the Companies Act. The objective of the training is to fill the gap and clarify the issues between policy and implementation of CSR by organisations and implementing partners in the country. Apart from the faculty from the Centre other resource persons were Ms. Gurvinder B Parmar, KPMG; Ms. Sonal Desai, General Manager CSR, HPCL, Ms. Seema Tiwari, CSR Manager, Godrej & Boyce Mfg. Co. Ltd, Mr. Alok Chandra, Rallies India Ltd and Mr. Suresh Rao, Tata Power Co. Ltd.



ii) Training: ICP in CSR

The Centre partnered with National Foundation in CSR to offer the **IICA Certificate Programme in CSR** to meet the burgeoning demand for trained CSR professionals from the corporate, public and NGO sector. The course commenced in October 2014 and was completed on July 2015. The

batch consisted of 34 students who were senior managers in public and private sector corporates as well as NGOs.

iii) Research Studies Conducted

a) Samavedana Impact assessment study

In March 2015, the Centre submitted the final report of the impact assessment study conducted on Samavedana, a Pune based NGO. The NGO has been instrumental in providing financial and non-financial assistance to resource deficit patients to facilitate their access for availing health care treatment. In association with Sahyadri Hospital it provides low cost or free treatment to the needy patients for the complex and expensive treatments. As a learning organization, Samavedana has always made efforts to reflect at its approach to map its future course of action. It is in this context, Samavedana had requested the Centre to commission an impact study to map key stakeholder's perspectives with regard to their association with Samavedana, their opinion about its current functioning and future course of action.

b) Impact Assessment Study of ADAPT-HPCL Corporate Social Responsibility (CSR) projects

In March 2015, the Centre submitted the final report of the impact assessment study of ADAPT¹-HPCL CSR project. ADAPT is a disability NGO has been a pioneer in providing integrated services to children with disability(CWD) and ensuring development of independent life skills as well as cogent academic and vocational training acumen to lead a healthy and fulfilling life. ADAPT provides range of services including assessment, infant stimulation, therapy, counselling, inclusive education, skills training, job placement, continuum of support services and home management programs for children and young adults with disability. HPCL has been supporting ADAPT in its endeavors since 2011. In this context HPCL requested to commission a study to assess the impact of its partnership with ADAPT on the beneficiaries, map key stakeholders' perspectives regarding their contribution to the project, collate stakeholder opinions about the prevalent standing of ADAPT's services and their suggestions for future course of action.

III MBA involvement in the social sector

1. *We Care: Civic Engagement Internship*

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

In the current year 586 students were placed in 247 organizations which consist of non-governmental organisations (NGOs), social enterprises and CSR departments across twenty three states and two union territories. To further break it down, there were six PSUs, eighteen public and

¹ Able Disable People Together (ADAPT) formerly known as Spastic Society of India.

private corporations and the rest were NGOs. The students contributed total 71,317 man-hours during the internship period.

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

The students reported to the organizational mentor (a person nominated by the organisation) and were also assigned faculty mentors who continuously guided them. This helped them in successful completion of their internship projects and enhanced their knowledge of the social sector.

The feedback generated post We Care 2016 project reveals that 47% per cent of the organizations rated students' conduct as excellent and 40% as good. On the other hand, 52% of the students rated organizations as excellent and 37% as good.



Happy Moments for Special Children



Women Empowerment Survey at Faridabad

To facilitate students' social internship following workshops were organized :

1) We Care Orientation workshops

From August 2015 to January 2016, 58 workshops were conducted for orienting students to We Care internship. These workshops were handled by the Community Development Officer and Senior MBA students. The workshops helped to set the tone of internship, clarified expectations from the students and establish their rapport with the We Care team.

2) Workshop on Stakeholder Mapping

Ms Ananya Prabhavalkar, Visiting Faculty NMIMS conducted a workshop on Stakeholder Mapping on January 16, 2016. The workshop helped in enabling the participants to undertake stakeholder mapping exercises in the field.

3) Workshop on Disability Management

Ms. Simi Vij, Visiting Faculty, NMIMS conducted a workshop on 'Disability Management' on January 6, 2016. During the workshop various activities were conducted to familiarize the participants towards different disabilities. They were sensitized about how our actions can impact



someone who is differently abled. The workshop also provided an understanding on the roles of government & NGO's in management of disability.

To provide an opportunity to the students to showcase their learning and contributions during their internship, Poster Presentation was organized on 12th March, 2016 at B. J. Hall, Vile Parle. The event was inaugurated by Mr. Ajit Gupte, Executive Director, ETA Technologies, Mr. Ashley Dsilva, Sr.Vice President & Practice Leader, AON Global Insurance Brokers Pvt. Ltd., Ms. Swati Gurukrishnan, Vice President, Nomura and Mr. Uday Sodhi, Executive Vice President and Head Digital Business - Sony Pictures Networks India. The Poster Presentation Competition was evaluated by 49 distinguished judges from the industry, academia, government organizations and social sector.



To augment the We Care internship the Student Responsibility Forum (SRF) organized various competitions like 'We Care Photo-Story', 'Documentary Competition' and 'B-Plan Competition (We Innovate)' through Sadbhavana event.

The Centre published We Care: Civic Engagement Anthology Vol 2 titled 'Brand India's GenNext: Bridging the Gap for Equity and Inclusion' & Volume 3 titled 'Business that Cares.' Vol 2 articles concentrated on issues related to children in India and Vol 2 articles concentrated on corporate social responsibility practices.

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 with the support of the Jasani Centre.

In 2015-2016, the activities undertaken by SRF ranged from conducting one day events like Marathon, Inter-NGO Sports Day, Blood Donation Drive and fund raising activities, to specific delivering need based modules to some NGOs. A few highlights of this year are:

a) NGO MELA

SRF members organized 'NGO Mela' at NMIMS Mumbai campus on 3rd August, 2015. The event was one of the pioneer efforts of its kind to establish a common platform for the student community and NGOs working for various social causes in the city. The event offered NGOs an opportunity to spread awareness among the students about the social cause that they worked for and to showcase their products and raise fund directly by selling the products to everyone present at the campus. The occasion facilitated a fruitful interaction between the voluntary organizations and the students and faculty present in the campus. It also broadened its scope by including students from other colleges under the NM banner, like Mithibai.

The event was a great success, with participating NGOs witnessing a whopping sale of INR 2.37 Lakhs. It saw the active participation of 29 NGOs, 46 teams and 100 product categories to shop from. Some of the participating NGOs were Sound of Silence, Navjeevan Centre, Shanti Hastkala, Kaladarshini, Aseema, Touching Lives, among others. These NGOs work in a variety of fields such as child rights, support for elders, education, nutrition and other noble causes. The NGOs put up exhibitions consisting of stalls in three different lounges in the campus premises. The products on display included an eclectic mix of art work ranging from hand crafted bags, painted T-shirts, jute footwear, environment friendly notebooks, boutiques jewellery and other decorative items. Sound of Silence deserves a special mention for its delicious cupcakes and muffins.

The NGO Mela has seen an ever increasing trend in rise of the sales dating back from 2011. In 2011, only eight NGOs participated and the sales amount was INR 35,899. This year, in 2015, it reached a figure of INR 2.37 Lakhs. The event succeeded in creating awareness among students about different social issues and sensitizing them on the problems faced by indie manufacturers in getting a good response from the market. It also aided to networking between students and NGOs for prospective future benefits.

Snapshots from the event:

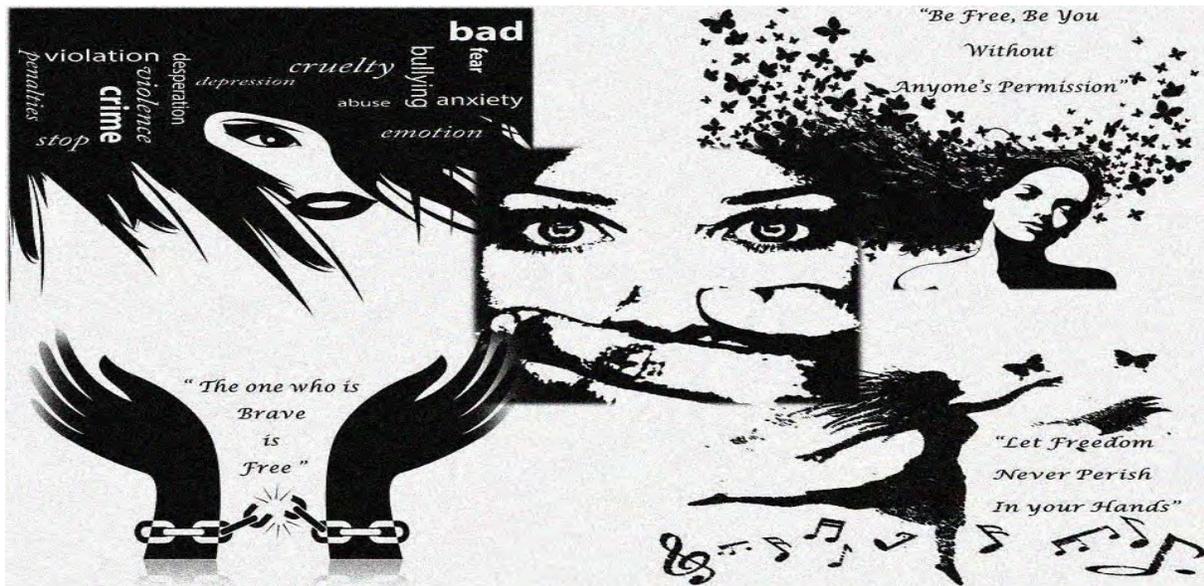




b) FREEDOM THINKERS

An online event was organized by SRF from 13th-15th August, 2015 where individuals or teams of two from the campus needed to describe what “Freedom” means to them. Entries were accepted as PPTs not exceeding two slides, and even as image files. The entries were uploaded on the SRF’s Facebook page to enable traction and best entries were graded on different criteria.

Snapshot of the entries on Facebook:





c) TOY BANK CELEBRATION

On 68th year of independent India, 15th August, 2015 SRF a mega toy distribution event at Shree Geeta Vidyalaya, Govandi. Snapshots from the event:



d) SAMVAAD – PANEL DISCUSSION

A Panel Discussion event was organized by SRF on 22nd August, 2015 at the Juhu Jagriti Hall in Mithibai Campus. Industry experts from various fields shared their opinions and conversed on ‘Responsible Marketing’, a topic that is gaining increasing relevance in today’s world of cut throat competition. The event was prominently graced by Mr Saji Abraham (EVP of Lowe Lintas), Mr Saket Gokhale (Group Head, Digital Services at HT Media), Ms Neha Singh (Youth Head, PETA) and Mr Srikanth. The panel discussion was moderated by Ms Sarmishtha Chaudhary, who is currently a Senior Correspondent for The News Week.

Snapshot of the poster:



e) JOY OF GIVING WEEK and GIFT A WISH

A week long initiative was organized by SRF amidst 02-08 October, 2015 for sensitizing students to current condition of society, termed as the Joy of Giving Week. Student volunteers spent the better part of 16 hours in getting to know inmates of Jeevan Asha Old Age Home as well as of Drona Foundation Orphanage. 35 volunteers from NMIMS interacted with the elderly and senior citizens, while more than 50 volunteers spent time with under-privileged children to know them and bring happiness in their lives.

The volunteers engaged residents of Jeevan Asha and Drona by organizing various activities for them throughout the day. Two programs, ‘Samman’ – for the elderly, and ‘Khushian’ – for the children, were also initiated and brought to momentum.

A new initiative, ‘Gift a Wish’ was also introduced where students volunteered to fulfil a wish of children assigned to them. This was an event that struck a chord with the students of the entire NMIMS student fraternity. The visits were marked by enthusiastic participation from SBM students who volunteered without requiring any persuasion for the visits. Joy of Giving Week truly turned out to be an event to celebrate the art of giving and fulfilling wishes.

Snapshots of the visits:



f) INTRA COLLEGE ELOCUTION COMPETITION

Indian Oil Corporation Ltd., in association with Jasani Centre for Social Entrepreneurship and Sustainability Management, SRF and Toastmasters Club organised an Intra-College Elocution Competition to celebrate Vigilance Awareness week for the first time at the campus of SBM, NMIMS on 27th October, 2015.

There were 54 participants in the preliminary round, out of which 16 were selected for the final round which was held at Juhu Jagriti hall. Judges included Mr. Chellam Ganesh, General Manager-Vigilance of Indian Oil Corporation, Mr Satish and Mr Subroto Chatterjee, both full-time faculty at School of Business Management, NMIMS Mumbai.

The participants spoke about how corruption finds its roots in a society and that remedial measures have to be incorporated today to save innocent common men from being victims of such acts and to give our country a better future.

The event served as a platform to raise awareness about corruption and its ill effects and delivered the very important message that unless we don't raise our voices, corruption will continue to rear its ugly head in our society.

Snapshot from the event:



g) PARIVARTAN CRAFTS MELA

SRF members volunteered for the Parivartan Crafts Mela, jointly organized by International Resource for Fairer Trade (IRFT) and Tata Capital. The Mela was a special Diwali Sale organized on 31st Oct, 2015 at Goregaon Sports Club, for hand-made and home-made products. It provided an excellent platform for small producers of traditional handicrafts to showcase their talent and sell indie goods. 40 SRF volunteers ably supported the event and helped in its end to end execution. They also played a vital role in organising and managing the event, helping not only in setting up the stalls but also in marketing the wide array of products to customers.

Snapshot from the event:



h) UNNATI – CASE STUDY COMPETITION

SRF in association with Vivekananda Youth Forum(VYF), conducted an innovative challenge in a case study format, termed UNNATI. SRF developed a problem case revolving around on Vivekananda Youth Forum’s problems and asked for solutions from Management students. The competition’s campus round was held on 1st November, 2015.

The event saw participation of teams formed by students from across B-schools in India. The most feasible and unique ideas were shortlisted. The selected teams presented their solution to the judges and Ms Jayshree from VYF. The event witnessed a lot of knowledge sharing as well as facilitated peer to peer learning and the participants were advised on many fronts by the judge.

The event was a huge success not only in form of huge participation response but also in the sense that Ms Jayshree was able to take home solutions which were very practical and implementable for her NGO. SRF team continues to hope to be able to collaborate with institutions like VYF and warrant innovative challenges for the students of B-schools across India.

Snapshots of the campus round:



i) BLOOD DONATION DRIVE and THALESSEMIA CHECKUP

SRF organized a Blood donation drive at Mithibai College on 4th November, 2015. The event was organized in association with MDRI (Marrow Donor Registry India), which also conducted tests for thalassemia checks and stem cell donation. The event offered an opportunity to spread awareness among the students about the benefits of blood donation, thalassemia checks and stem cell donation. It registered a broad scope by including students from other SVKM colleges including Mithibai.

The event was a great success with over 300 students registering for blood donation, out of which 224 blood units were successfully collected.

Snapshots from the event:



j) AID TO CHENNAI

SRF contributed its mite by collecting relief funds from different sources in order to help its Chennai brethren. The entire activity from collection to relief required three days, from 4th to 7th November, 2015.

SRF called out for collection of relief material from NMIMS students for this calamity. The material consisted of dry staples like rice and dal, biscuits, milk powder and more, which were urgently requested for. It also included other necessities such as clothing, saris, dhotis, blankets, utensils, candles and match boxes. The relief material collected from students was handed over to

the collection centres all across the city to be sent to Chennai. Social media was also leveraged with various helpful Tweets and Facebook posts, in an attempt to call out for contribution from students and their friends across different colleges. SRF successfully collected more than 700 kilograms of consignment as contribution for the relief fund.

A team of young volunteers helped wilfully to speed up the process. It is notable that these volunteers were natives of Chennai who were self-motivated and kept the SRF team updated with live news and status updates. The committee received an overwhelming response from students across all specializations at NMIMS.

Snapshot of the Poster for collection efforts:



k) MARATHON

SRF kick-started Marathon '16, its annual mega road event. The theme this year was 'Road etiquettes: Running for cleaner roads'. The focal point of the marathon was to inform citizens to refrain from littering, spitting on and in general behaving responsibly on roads. The event was held on early morning, 10th January, 2016. The event was a grand success with close to 400 registrations for the run, out of which a hefty 228 participants ran the Marathon.

The entire track was divided into 5 check-posts to ensure fairness and timely provision of water and glucose to the runners. New records were set by runners completing the Marathon. The entire length of 7.5 KM track was completed in mind-boggling 22.3 minutes and 30.59 minutes by winners in the male and female category respectively. Runners up and second runners up were also awarded trophies. Special list of top 3 campus winners from NMIMS in both categories was also announced. Performance of the student runners was spectacular. Further, the campus winners received vouchers by Absolute Spa and Salon, while every participant completing the Marathon received an e-certificate of participation.

Snapshots of the event:



I) INTER-NGO SPORTS DAY

SRF organised its second annual Sports Day on 20th January, 2016 for children of lesser privileged sections of society. The event saw participation of nearly 100 children from six NGOs based in Mumbai, namely, My Helping Hands, Aseema, Door Step School, Angel Xpress, Akanksha Foundation and Anstrengung United. The event was held at Scouts and Guides ground, Juhu.

The focal point of this year's Sports Day was to sensitise such children who might not have had a first-hand experience on how a regular sports match is played. The event was organised in association with Vijaya Bank and Help Shape India.

Snapshots of the event:



m) Flagship Event – Sadbhavna

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

This year the event was declared open with a theme of ‘Sanrakshan’, which was decided after a lot of thought. Sanrakshan means conservation, or to protect, save and persevere that which is

depleting fast. Sadbhavna '16 was amply supported by our sponsors Indian Oil Corporation Limited, Shell Hair and Beauty Salon, travel partner Just Ride and health partner KLS Memorial Hospital.

Details of all the events:

1) PARIVARTA – SOCIAL CAMPAIGN INITIATIVE

Parivarta – a social campaign initiative was an entirely new event conceived and implemented this year. Participants had to specify a social issue they wanted to resolve or a cause that their campaign wanted to support. This involved in-depth research on what had been done so far on that issue by the government or NGOs, including its impact so far. For consistency between entries, general topics were given pre-hand to the participant, as below:

1. E-Waste / Waste Management
2. Energy Consumption / Go Green
3. Women Empowerment / Protection
4. Financial Inclusion

Participants had to prepare a write-up on their campaign. 36 entries were received across India for the initial round. In the second round, six teams were shortlisted. The participants presented their ideas in person or via Skype, to an esteemed panel of judges. Cash prizes worth INR 7000 and INR 5000 were given to the winners and first runners up respectively. Total prize money was pegged at INR 12,000. The event in its first year of inception was a grand success with final presentations from prominent B-schools like IIM Calcutta, SPJIMR Mumbai and XIM Bhubaneswar.

Snapshots from the event:



2) VAGYUDDHA – MOCK PARLIAMENTARY DEBATE

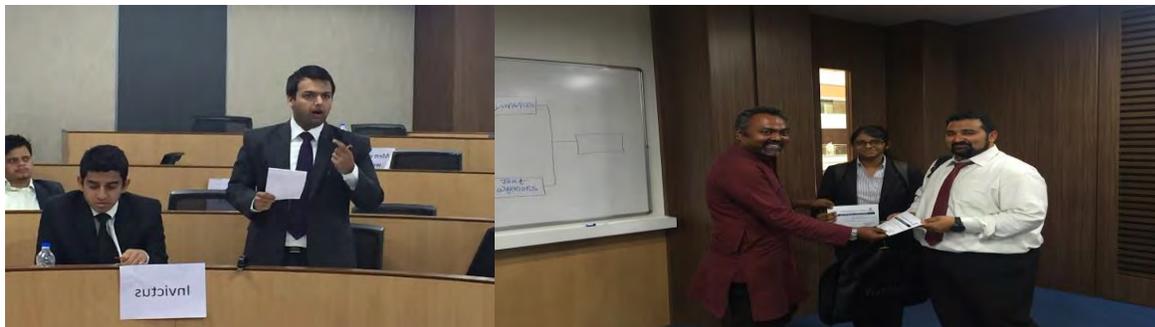
Continuing its tradition from the last year, Vagyuddha – a mock parliamentary debate, was held amidst fast-changing social scenarios and trends in the country. The event invited participants to prove their mettle in speaking on ideas on a plethora of social and economic topics, currently being witnessed by the nation. In the first round, online applications written views were invited on the following topic:

“Government is over-protecting the start-up culture by creating liberal business rules for them.”

In all 49 entries were received for the initial round. In the second round, eight shortlisted teams from the preliminary round faced a full-blown mock parliamentary debate, where they acted either as government or opposition to speak up on pre-decided topics. The topics ‘of the House’ were a list of socially relevant issues ranging from Uniform Civil Code to Aadhar as a Money Bill.

Cash prizes worth INR 25,000 and INR 15,000 were given to the winners and first runners up respectively. Total prize money was pegged at INR 40,000. All the finalists were awarded a certificate of appreciation. The event was a grand success with the final round contested by participants from prominent B-schools like IIM Calcutta and SIBM Pune. It saw phenomenal popularity with registrations from premier B-Schools and colleges all across the country, including XLRI Jamshedpur, IIM Calcutta, SPJIMR Mumbai, XIM Bhubaneswar, GIM Goa, Welingkar Mumbai, KJ SIMSR Mumbai, NITIE Mumbai, St. Philomena’s Mysore, NMIMS ASMSOC Mumbai, Banasthali Vidyapith Vanasthali, SDMIMD Mysore, Nirma Institute of Management Ahmedabad, SIBM Bangalore, among others.

Snapshots from the event:



3) ANUGOONJ – NGO SKIT AND DANCE

Anugoonj – a skit and dance competition for NGOs, was held at Juhu Jagriti Hall. Nine registrations were received from NGOs, for one round each of Skit and Dance. Six shortlisted NGOs were present for the final round, namely Door Step School, Angel Express, Oscar Foundation, Sujaya Foundation, Spandan Holistic Institute and Sankalp Foundation. Each of these NGOs are well-known for their social service towards humanity in the city.

Ms Bhavna Bajaj, a prominent personality from the dance (ZUMBA) and fitness sector; and Mr Abhinav Ghusain, an asst. choreographer for various dance shows like Jhalak Dikhla Jaa, Nach Baliye etc. as well as winner of Airtel Krazzy Kiya Re 2, were our esteemed panel of judges for the event.

Cash prizes worth INR 9000 and INR 6000 were given to the winners and first runners up for the Dance round respectively. A special cash award worth INR 4000 was also awarded to differently

abled child performers of NGO Spandan, for taking part in the event. For the Skit round, cash prizes worth INR 8000 and INR 5000 were given to the winners and first runners up respectively. Total prize money was pegged at INR 32,000. More than a hundred gifts were given in combination to the kids of the NGOs.

The event was a huge success with all the NGOs lauding the Forum for excellent work and organization of the event.

Snapshots from the event:



4) SAMADHAAN – CASE STUDY COMPETITION

In line with its parent theme for Sadbhavna, SRF partnered with World Wildlife Fund for Nature (WWF India), to bring out a case study competition for students of B-Schools across the country. The said case was picked up as a live challenge faced by WWF.

For the first online round, the participating teams of two or three members needed to study the cases and submit a relevant solution the form of a PPT and word report containing the summary. A mind-boggling 232 teams registered for the event.

For the second round, six top shortlisted teams were invited to campus to present their solutions to a panel comprising of WWF representative. Presentations were followed by a Q&A round by the judges to get better insights on the solutions and know their veracity. It is notable that out of the shortlisted teams, there was no movement in the waitlist for the campus round.

Our panel for the event comprised of Ms. Vaibhavi Shitut, WWF India's Maharashtra Head. The solutions were judged based on a focus on building a future in which humans could live in harmony with nature.

Cash prizes worth INR 25,000 and INR 15,000 were given to the winners and first runners up respectively. Total prize money was pegged at INR 40,000.

The event was a grand success with the final round contested by participants from prominent B-schools. It saw stupendous popularity with registrations from premier B-Schools including IIM Calcutta, SPJIMR Mumbai, GIM Goa, Great Lakes Chennai, IIFT Delhi, SIBM Pune, NITIE Mumbai, IMT Ghaziabad, XIM Bhubaneswar, among others.

Snapshots from the event:



n) WE CARE COMPETITIONS

Budding managers and leaders at SBM, NMIMS undergo a special WeCare Civic Engagement for three weeks, in which the students are sent to different parts of the country to be placed under NGOs and to work with them. The internship sensitizes them to the problems plaguing the country and encourages them to provide creative ideas / solutions to these social problems, as future MBAs. In continuation with this program, we organized three competitions meant specifically for the students of SBM, NMIMS to showcase their learnings from the social internship and present their creative ideas in a variety of ways.

1) We Care Photo-Story

Participants had to present their WeCare internship learnings entirely through photographs built in a presentation. It is rightly said that a picture speaks a thousand words; and what better way to portray India's social variety than a collection of pictures! The event's campus round saw 20 final presentations. Cash prizes worth INR 25,000 were awarded in total to the top three campus winners. The event was judged by an expert panel of well-known photographers: Mr Fanil Rajgor, a top-20 finalist of NatGeo's Mission CoverShot; and Mr Ajay David, a filmmaker with two production houses who has directed more than 250 short films, corporate films, promos, documentaries both nationally and internationally.

Snapshots from the event:



2) We Care Documentary

Post We Care internship students had the option of presenting real-life issues faced by their NGOs, or making a video on a cause, through a five minutes documentary. In all 16 teams participated. Cash prizes worth INR 30,000 were awarded in total to the top three campus winners. The expert

panel of judges for the event consisted of Mr Amey Ranadive, a cinematographer plus chief asst. director for “Into the Lights”, 2013; and Mr Ambernath Sinha, ex-creative director of ETV Network and ex-brand head, Saam TV.

Snapshots from the event:



3) We Innovate

Post We Care internship students having innovative idea to resolve a social problem participated in We Innovate competition. 29 teams participated in the event. Students presented their entrepreneurial ideas in the areas of employment generation, skill development, education, financial inclusion and CSR

Cash prizes worth INR 25,000 and INR 15,000 were given to the winners and first runners up respectively. Total prize money was pegged at INR 40,000.

Snapshots from the event:



o) Workshops

A special focus this year was in organizing social workshops for in-house students at SBM, NMIMS so as to keep them abreast of changes and focal trends in the socioeconomic sector. The workshops were organized in partnership with reputed organizations pursuing social thought leadership and change. A brief description of the same is given below.

1) FREEDOM CARAVAN

Setting in motion the wheels of the Caravan was the ‘World’s Smallest Political Quiz’, a platform where students’ attitudes towards freedom are identified on two scales, personal and economic. Participants’ answers were used to categorize them into five divisions: Authoritarian, Leftist, Conservative, Centrist, and Liberal. The quiz made the audience realize their stance on freedom and thus ignited their thought processes.

The event was conducted by India’s top think-tank, **Centre for Civil Society**, a fountainhead of social change through public policy. Guest speaker Amit Varma, a maverick in the field of journalism best known for his blog *India Uncut*, threw light on the chief topic for the day: **Why is India Poor?**

The Caravan covered all aspects of the journey to find an answer – halting briefly on areas like illiteracy, unemployment, corruption, politics, colonialism and globalization. This was facilitated by an open and interactive discussion with the audience. Various facts and figures were put forth by the speaker through an informative presentation, to support his views and remove general misconceptions. He used ample and apt examples to compare India with countries facing the same problem. Towards the end of the journey the answer was brought out loud and clear – **India is poor due to lack of economic freedom.**

Re-fuelling the Caravan were two activities, conducted to drive home the importance of a free market and free trade between countries. Initially, different varieties of resources (chocolates) were distributed unequally amongst the participants. In the first activity, they were allowed to trade their resources only with their neighbours. This resulted in a negligible amount of trade and a disconcerted audience. In the latter activity, everyone was allowed to trade freely without any restrictions. This approach proved more profitable to everyone and resulted in greater social benefit – a win-win all around. The activities proved that free markets do not necessarily result in ‘rich getting richer, poor getting poorer’ mechanisms. In fact, they refute it.



2) SAFECITY: WOMEN SAFETY AND SEXUAL HARASSMENT

RedDot Foundation, an NGO working for women safety and sexual harassment, conducted a workshop on the same topic on 4th November, 2015.

The speakers for the event included Ms ElsaMarie D'Silva who is the co-founder and director of SafeCity, an experienced aviation professional, an Aspen New Voices Fellow, a Vital Voices Lead Fellow and a Cherie Blair Foundation Mentee in the Women Leadership programme. Another notable speaker was Ms. Riddhima Sharma who is the communications officer of SafeCity, founder of FemPositive which is a movement to promote inclusiveness and positivity in feminism, and also an advisor to The Centre for Women empowerment, Law for Aid and Welfare.

The session was attended by 30 female students of School of Business Management, NMIMS. It was an enriching session which laid bare before us some startling facts, which more than not people choose to ignore. It was highlighted brilliantly through facts and figures that incidences of sexual harassment go down only when such incidents are reported.

p) PROJECTS

1) SOUNDS OF SILENCE

Sounds of Silence (SOS) is India's first technology-oriented NGO, which empowers the hearing impaired with the help gadgetry to overcome communication barriers and lead a self-sustaining life. SOS has setup **India's first chat based BPO**, driven by the hearing impaired, providing chat assistance and basic digital marketing activity assistance to clients.

SOS offered projects to SBM students in the fields of Marketing, Finance and Human Resource. Selected students of NMIMS are helping them to take this initiative ahead with their management skills.

2) GREENBATTI

The GreenBatti Project is India's largest one-on-one mentoring program that brings together young professionals and children from under-privileged communities. The idea is to enable an exchange of life skills, social skills, and basic financial literacy to the children, as well as to provide them essential exposure to technology. Twenty SBM students became mentors of the Green Batti project. It helped our students to gain insights of a world outside their own, study and practice of an activity based curriculum designed to enable self-introspection, making small but significant changes in the lives of their mentees within available time and developing leadership skills.

3) LIGHTHOUSE

The Lighthouse Project is a one-on-one mentoring program that brings together young professionals and children from under-privileged communities. A large number of students have committed fixed hours to guide these children in a way that they benefit the most. This is a program that pairs professionals and college students with children from under-resourced communities. Mentors commit to 4 hours a month for a period of 8 months of one-on-one mentoring, where the Lighthouse team closely handholds each relationship. Mentors work on building the children's life skills and social skills while exposing them to the world outside their communities through the course of the programme. In all 50 students participated in this project.

4) Ivolunteer

SRF students developed case-studies of iVolunteer finalists. iVolunteer is a social enterprise that brings volunteers and organisations together to share time, skills and passion to promote India's social development. I-Volunteer awards aim to celebrate, reward & promote volunteering in India.

5) FIREFLIES PROGRAM

The Fireflies program is a long term SRF initiative from October 2015 to March 2016. It consisted of 12 sessions of minimum two hours support sessions by NMIMS students to less-fortunate kids. Thus it was a 6 month long mentorship program, with one student mentor assigned to every child. In all 20 students participated in this project.

IV Student Achievements PTMBA (SE)

Mr. Prathamesh Raorane & Ms. Snehal Kulkarni were selected for the Young Social Entrepreneurs programme by the Singapore International Foundation for their social innovation idea on Renovate

India. The students were invited to Singapore to present their idea and attend a B-plan training workshop between March 16-19, 2016.



A short documentary produced and directed by Mr. Smriti Ranjan Dora our FTMBA student on '*I will*' got selected amongst the top 20 social documentaries for YES! I am the CHANGE, World's Largest Social Film Movement. The film was based on Oscar Foundation's work. Oscar Foundation was cofounded by Suraj Patro our PTMBA (SE) student. Oscar uses football as a mechanism to get children back to school.

V Alumni Award

Dr. Paresh Navalkar, Ms Jyotika Bhatia (Batch of 2008-2011), Ms Vaishali Gandhi Shah (Batch of 2009-2012) were awarded Best Alumni Award 2015-16 on March 17, 2016. Dr. Navalkar was awarded for his contribution in the area of Emergency Preparedness and Disaster Management.

Jyotika & Vaishali have set up Srujna a social enterprise for creating livelihood support opportunities for economically deprived women. The Award was given at the first NMIMS Business School - Industry Interaction Conference 2016 held on March 16-17 at Hotel Grand Maratha in Mumbai.



Jyotika & Vaishali Receiving Best Alumni Award

Dr. Paresh Navalkar Receiving Best Alumni Award

VI 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	DBS-NUS Social Venture Challenge Asia Finale	April 6-16, 2015	National University of Singapore
2.	Dr. Meena Galliara	iVolunteer Awards	18 th June, 2015 Mumbai	iVolunteer is hosting the third annual 'iVolunteer Awards', India's premier recognition of volunteering. Invited as one of the member of Grand Jury at the iVolunteer Awards.
3.	Dr. Meena Galliara	Final selection round of new cohort of investees.	5 June, 2015 Mumbai	Unltd India Incubation which is an angel investment firm as a panelist to select investees for 2015.
4.	Dr. Meena Galliara	Session on "Framing CSR Policy and Strategy".	2 July, 2015	National CSR Hub of TISS is organizing CSR Workshop that "CSR Management Strategic Integration" for CSR Professionals.
5.	Dr. Meena Galliara	ESOP CSR Award	12 August, 2015	Mahindra & Mahindra Ltd., invited to be as a Jury Member.
6.	Dr. Meena Galliara	Pragati 2015 CSR Meet	1 October, 2015	VIBHA, international NGO, Keynde: CSR Reality Check & Scope for NGO partnership, Presented Paper on: Impact Assessment as Strategy Tool.
7.	Meena Galliara	FICCI Higher Education Excellence Awards-2015	10 October, 2015	Paper presentation in the category "Excellence in Employability" organized by FICCI.
8.	Dr. Meena Galliara	Aspee L.M. Patel Farmer of the Year Award 2013 and 2014	20-21 November, 2015	To screen the videos and short list the nominations to recommend to the Governing council of Aspee as a Selection committee member

b) Papers/ Books/Book Chapters/Case studies published.

Sr. No.	Name of the Faculty	Title of the Chapter	Name of the Book	Publisher	Year
1.	Dr. Sujata Mukherjee and Arunavo Mukherjee	Sustainable Business Development by Responding to Climate Change: A Case of the Tata Group	Handbook of Research on Strategic Management of Sustainable Manufacturing Operations	IGI Global	2015
2.	Dr. Sujata Mukherjee & Dr. Sharon Pande	Woman – Owned Micro Business and Stress : an Indian Perspective	Smart Journal of Business Management Studies	Scientific Management and Advanced Research Trust, India	Jan –June 2015
3.	Dr. Sujata Mukherjee and Gita A. Kumta	Knowledge Management in Indian SMEs: Tool for Sustainability	Int. J. Of Process Management and Benchmarking	Inder Science	January, 2015
4.	Sujata Mukherjee and Sharon Pande	Women Owned Micro Business and Stress: An Indian Perspective	SMART Journal of Business Management Studies	Scientific Management and Advanced Research Trust (SMART)	January, 2015
5.	Sujata Mukherjee	‘Contributing and Constraining factors faced by women entrepreneurs in the informal sector : a study of Mumbai Metropolitan’	International Journal of Entrepreneurship and Small Business	Inderscience Publishers	2016
6.	Dr. Meena Galliara	Brand India’s GenNext: Bridging the Gap for Equity and Inclusion	We Care Anthology Volume 2	NMIMS	Sept 5, 2015
7.	Meena Galliara	Business that Cares (Edited)	We Care Anthology Volume 3	NMIMS	Jan 13, 2016

c) Training Programme/Workshops Conducted by Faculty

Sr. No.	Name of the Faculty	Training Programme/Workshops	Date & Venue
1.	Dr. Meena Galliara	Workshop on 'Building Bridge between from CSR planning to Implementation (in partnership with Bombay Chambers)	September 29, 2015, Bombay Chamber of Commerce & Industry

d) Sponsored Research Study

Sr. No.	Name of the Faculty	Research Study	Organization
1	Meena Galliara & Ananya Prabhavalkar	Samavedana: Impact Assessment Study	Samavedana
2.	Meena Galliara & Vidya Naik	Impact Assessment Study of ADAPT-HPCL Corporate Social Responsibility (CSR) projects	HPCL

e) Papers Presented at National Conferences/ Seminars

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	iVolunteer Awards	18 th June, 2015 Mumbai	IVolunteer is hosting the third annual 'ivolunteer Awards', India's premier recognition of volunteering. Invited as one of the member of Grand Jury at the iVolunteer Awards.
2.	Dr. Meena Galliara	Final selection round of new cohort of investees.	5 June, 2015 Mumbai	Unltd India Incubation which is an angel investment firm as a panelist to select investees for 2015.
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7.	Dr. Meena Galliara	Aspee L.M. Patel Farmer of the Year Award 2013 and 2014	20-21 November, 2015	To screen the videos and short list the nominations to recommend to the Governing council of Aspee as a Selection committee member

VII Faculty & Staff Achievements

Dr. Galliara was appointed as an Independent Director on the Board of Excel Crop Care from April 1, 2015.

VIII Awards for the Centre

In July 2015, the Centre received Partner’s in Excellence Commendation from the Indian Institute of Corporate Affairs for delivering the ICP in CSR successfully.

In recognition of the work undertaken by the Centre, the Centre was awarded a Special Jury Recognition for Social Excellence by FICCI in October 2015.

Annexures

SVKM's NMIMS University

PTMBA SE II yr. Trim VI

Academic Year: 2015-16 (Batch 2013-16)

List of Students for Seminar Paper on Social Development

Sr. No.	Name of the Student	Topic	Guide
1.	Aishwarya A	Exploring a viable adopt-a-school CSR model to improve quality and functioning of NCLP schools	Dr. M.K. Satish
2.	Archana Rao	Role of Corporates in fostering Inclusive Education	Dr. Satish M.K.
3.	Darshana Shelar	Role of Corporates in promoting health with specific reference to womens health in India.	Dr. Meena Galliara
4.	Dalani Kiran Rakshet	Help us to help you? Indian CSR mandate abducts shared value	Dr. Satish MK
5.	Elsa Varghese	Role of pharmaceutical companies in improving the healthcare scenario in India	Dr. Meena Galliara
6.	Kailash P. Lalchandani	Role of Cement Corporations in Community Development	Prof. Simi Viz.
7.	Nikita Narvekar	Comparison of Trends in Corporate Social Responsibility Reporting between India and China.	Dr. Satish MK
8.	Patel Tina Kanchanbhai	Seminar Paper on Role of Corporates in India Skilling potential learners in hospitality and tourism sector: Bridging jobs available and skill shortage	Dr. Meena Galliara
9.	Pramod Shinde	Role of Corporates in Promoting Health in Communities	Dr. Meena Galliara
10.	Prathamesh Raorane	The practices of corporations in Creating Shared Value (CSV) through CSR in India	Prof. Simi Viz.
11.	Richika Padubidri	Role of Corporates in Achieving an Open Defecation Free India	Simi Viz
12.	Rohan Chavan	A Study of Role of Indian corporates in achieving zero open defecation in India.	Simi Viz.
13.	Virgil Sequeira	Responsible Capitalism -Capitalism for Social Development	Dr. Satish M.K.
14.	Zoha A. Karmali	Role of Corporates in Sustaining Agriculture in India	Dr. Meena Galliara

SVKM's NMIMS University

PTMBA – SE III year-Trim VIII

Academic Year: 2015-16 (Batch 2013-16)

List of Students for Seminar on Sustainability of Social Enterprises

Sr. No.	Name of the Student	Topic	Guide
1.	Aiswarya A	Knowledge Management Sustainability Managing knowledge resources in grassroot Non-Government organizations	Dr. Geeta Kumtha
2.	Archana Rao	Moving From Volunteer Engagement Towards Volunteer Management	Ms.Simi Vij
3.	Darshana Shelar	NGO's Financial Sustainability in India	Dr. Meena Galliara
4.	Elsa Varghese	To stay or not to stay: A study on sustaining the human capital in social enterprises	Ms.Simi Vij
5.	Kailash Lalchandani	Financial Sustainability of Social Enterprises in Mumbai	Dr. Satish M.k.
6.	Kiran Dalani	Study of Communication Strategies of NGO's (With specific reference to Human Right Organizations.)	Dr. Meena Galliara
7.	Nikita Narvekar	Study on Knowledge Management Process and Practices in a Community Based Organisation in Mumbai	Dr. Geeta Kumtha
8.	Pramod Shinde	Office Administration for Management Sustainability	Dr. Meena Galliara
9.	Prathamesh Raorane	The Models and Practices of Funding Agencies (Nonprofit Arm of Corporate) to Promote Organisational Sustainability amongst NGOs in India	Dr. Satish M.k.
10.	Rohan Chavan	A study of the effects of funding agencies changing needs on the functioning of partner non-profit organisations	Prof Ananya Prabhavalkar
11.	Zoha.Aqil.Karmali	Sustainability of Livelihood Generation Programs in Maharashtra	Dr. Satish M.k.
12.	Richika Padubidri	Sustainability of Volunteer Management systems in Indian Non-Profit organizations.	Dr. Meena Galliara
13.	Tina Patel	Financial sustainability of Social Enterprises under livelihood sector	Dr. Satish M.k.
14.	Virgil Sequeira	Sustainability of Primary Education Programs in Mumbai	Dr. Meena Galliara