



2014-2015 Annual Newsletter

VISION

Learn, Heal, and Raise to Build Social Equity

MISSION

- Nurture Social Entrepreneurship
- Build Learning Communities
- Accelerate Social Citizenry
- Catalyze Social Change
- Professionalize Social Sector
- 100 CSIMs by 2020

CORE VALUES

- Integrity
- Conviction
- Transparency
- Discipline
- Dignity
- Unconditional Love

OBJECTIVES

To orient socially conscious individuals to the opportunities and needs in the social sector through customized training programs on social entrepreneurship

To demonstrate the potential of social entrepreneurship amongst the NGO fraternity to address organizational and resource challenges

Generate awareness on budding social entrepreneurs through publications and public events

Facilitate transparency and professionalism amongst social enterprises through Social Accounting and Audit



CSIM

to learn • to heal • to raise

Launchpad for Social Entrepreneurs

Learning | Social Entrepreneurship | CSR | Social Audit

- Work-based practice with accredited qualifications
- Innovative and practical learning approaches
- Developed and delivered by social entrepreneurs and specialists



Founder's Note

Dear Friend,

Reflecting on the last fifteen years, we at CSIM are proud to be a part of the ecosystem supporting the social enterprise sector in India. As a launchpad for prospective social entrepreneurs, CSIM's main focus has been to develop the hidden talents of budding social change agents through its varied training programs.

The experience-sharing and the life-stories that have been exchanged among the participants of our varied courses have created a platform for peer-learning in the classroom, which has been pivotal in their evolving social change ideas. By enabling the NGOs to evolve into sustainable social enterprises and by encouraging a few individuals to launch for-profit social enterprises, CSIM has played the role of a catalyst, in the socio-economic development of the disadvantaged in India.

The focus given on innovation, strategic planning, replication and scale by our experienced resource persons have made the participants find insights and solutions to aim for larger social change.

May the tribe of social entrepreneurs multiply exponentially and create a joyful world for the future generations!

P N Devarajan

Governing Council Members

CHAIRMAN

Mr. P.N Subramanian

Global VP-HR, Utopia Global & Managing Trustee, Manava Seva Dharma Samvardhani

MEMBERS

Mr. P.N Devarajan, Founder - CSIM & Ex-Group President Corporate Planning, Reliance Industries Ltd

Mr. Chandra Sekaran, Executive Vice Chairman, Cognizant Technology Solutions

Mr. M. Kandasamy, Chartered Accountant

Dr. Lalitha Balakrishnan, Principal, MOP Vaishnav College for Women

Mrs. Latha Suresh, Director, Social Audit Network India

Mr. Narasimhan, Director, Protech Consultants Pvt. Limited

Mr. R. Nataraj IPS, Former Chairman, Tamil Nadu Public Service Commission

Mr. Pushpanath Krishnamurthy, Director Programme and Advocacy, Centre For Social Markets

Mr. Suresh Kamath, Founder, Patterns Software Design Institute

Mr. G.S Sundararajan, Group Director, Shriram Group & Managing Director, Shriram City Union Finance

Academic Council Members

CHAIRPERSON

Ms. Marie Banu

Director, CSIM

MEMBERS

Dr. LS Ganesh, Professor, DoMS, IIT Madras

Dr. G. Joseph Antony Samy SJ, Principal, Loyola College

Dr. M.B Nirmal, Founder, Exnora International

Dr. K. Nirmala Prasad, Former Principal, MOP Vaishnav College for Women

Dr. K. Prabhakar, Professor, School of Management, SRM University

Mr. Senthilathiban, Founder, Sparks Development Group

Ms. Shabina Francis, Research Scholar, Tata Institute of Social Sciences

Mr. Sriram Ayer, Founder, Nalandaway

Mr. Vijay Xavier, Former Executive Vice President, RK Swamy BBDO

Approach

Learning

- Real life experience sharing
- Stimulate change
- Goal Setting
- Specialists as tutors

Innovation

- Creative, productive thought and action
- Mission centric

Networking

- Between learners
- Link learning with outcomes
- Collaboration

Social Audit

- Impact Assessment
- Independent Evaluation
- Participatory Rural Appraisal

Who We Are

Centre for Social Initiative and Management (CSIM) is a pioneer in offering social entrepreneurship training programs in India that ensures and enhances the quality of delivery in social change agents. CSIM pursues this mission by offering a wide range of training programs that advocates the principles and practices of social entrepreneurship.

Established in 1999, as a project of Manava Seva Dharma Samvardhani Trust, the organisation contributes in the areas of training, research, capacity building, and social audit for development organisations as well as corporate houses all over India. Over the years, CSIM has emerged as the leading institution, especially in the field of Social Entrepreneurship and Social Audit.

CSIM was launched in Chennai in 2001, and has now branches in Bangalore, Hyderabad, and Coimbatore. Our centres at Mumbai, Delhi, Devrukh, Guwahati and Hosangabad are in the pipeline.

159 prospective social entrepreneurs have benefited from PGDSIM, 262 from SEOP, 36 from PGDSEM and 766 from E-SEOP. 52 participants have launched NGOs on completion of the course.

Apart from training, CSIM offers customized workshops for NGOs and educational institutions on the concept of Social Entrepreneurship, Fundraising, Media and Communications, and Social Accounting & Audit.

Our Tutors



We have a network of highly experienced, social entrepreneurs and specialist tutors who are central to making our training programmes succeed. They guide learners through a proven approach that uses the experience and insights of all participants.

Diploma and Certificate Programmes in Social Entrepreneurship

Three specialized courses on Social Entrepreneurship are offered by CSIM through contact classes and experiential learning. They are:

PGDSIM—Post Graduate Diploma in Social Initiative and Management; PGDSEM—Post Graduate Diploma in Social Enterprise Management; and SEOP—Social Entrepreneurship Outlook Programme. All these courses promote the concept of social entrepreneurship and helps create professionals in the development sector.

CSIM also offers E-SEOP, an online programme on social entrepreneurship which has been developed by Cognizant Technology Solutions.

“CSIM has been very instrumental in bringing me to establish my NGO R-Safe Charitable Trust in September 2014. The course provided me with all appropriate information and guidance on establishing an NGO, its registration, mobilizing resources to ensure sustainability, and liaisoning with the present networks to be able to have a concrete impact”.

—Krishnamurthy



Post Graduate Diploma in Social Enterprise Management (PGDSEM)

LIVE-Loyola and CSIM launched a one-year weekend programme—Post Graduate Diploma in Social Enterprise Management (PGDSEM) in 2013. This is a cross-disciplinary programme that combines both business and social sciences. PGDSEM equips the participant with broad-based business skills, empowers them with key innovation strategies and tools, and provides exposure to underlying global and local social concerns.

At the end of the course, a one-month internship in a social enterprise is offered to each candidate to facilitate project report preparation. Besides, hand-holding support are offered to participants who wish to launch their own social enterprise, and scholarships are offered to deserving candidates.

The programme is being held at Loyola College, Nungambakkam, Chennai on Saturdays from 2 PM to 6 PM and field work is assigned on Sundays. Placement is offered to all deserving students.

The inauguration of the third batch was held on 6th September, 2014 at Loyola College and 11 candidates enrolled for this programme.



Post Graduate Diploma in Social Initiative and Management (PGDSIM)

The 14th batch of the one-year PGDSIM program was launched on 1st July, 2014. 15 Prospective Social Entrepreneurs enrolled for the programme. The Chief Guest for the inaugural event was Mr. PN Devarajan, Founder, CSIM. Mrs. Bhanu Suresh Babu, Founder of CONCERN, a deaddiction rehabilitation centre in Chennai was also present.

This course is a good combination of rigorous theory with fieldwork practice. It includes dynamic workshops and skill development programs on issues related to the development sector. Prospective Social Entrepreneurs (PSE) present their dream project proposal to a panel of experts who critically assesses the proposal and guide the PSEs.

During the orientation program, the PSEs' are oriented towards the course content, taken on field visits to various NGOs', and attend interesting guest lectures on various social issues. They also attend workshops on Group Dynamics and Street Theatre which enable them to function as an effective group during the course period.

Six core subjects and two optional subjects are handled during each semester. Both theoretical inputs and

practical insights to all these subjects are provided by well-trained faculty who are academicians, social entrepreneurs, and specialized trainers.

Contact classes are conducted on every Wednesday and concurrent Field work is assigned on other days of the week. At the end of the course, each student is assigned to an NGO for one-month to serve as an intern and understand its day-to-day functioning.

Until now, 14 batches have been completed and in total 159 PSEs' have received their diplomas. 44 of them have launched NGOs and 22 NGO heads and 57 NGO staff have been oriented on social entrepreneurship.

CSIM launched PGDSIM at Queen Mary's College, Chennai on 6th July 2015 in the presence of the Dr. R. Akthar Begam, Principal, Queen Mary's College. 44 students who are presently undergoing their III Year UG in Sociology are pursuing this course. Classes are conducted three days a week for one-year period.



Social Entrepreneurship Outlook Programme (SEOP)

Social Entrepreneurship Outlook Programme (SEOP) is a Part-time Certificate Program for existing and potential social work professionals and social entrepreneurs. It enables the participants to understand the principles and criteria of social entrepreneurship and to adopt an entrepreneurial approach in their work.

SEOP consists of a total instruction time of about 60 hours. The course deals with concepts of social entrepreneurship (legal aspects, fund development, social research, social marketing), and management tools (project management, finance, human resource management, accountability). Case studies are used extensively throughout the programme.

The duration of this course is four months. Contact classes are conducted on Saturdays between 2 to 6 PM. NGO founders, volunteers, and social change agents are eligible to enroll. Till date, 262 participants have completed this course.

"The course allowed me to institutionalise my ideas and events through formal registration and establishing networks. It made me aspire for more!"

—Prabhakar, NDSO Trust

Social Entrepreneurship Online Programme (E-SEOP)

CSIM's online course in social entrepreneurship was launched by Prof. M.S. Ananth, Director, IIT Madras in September, 2010. Designed and developed in collaboration with Cognizant Technology Solutions, the online course in Social Entrepreneurship offered by CSIM involves the intricacies of entrepreneurship which has been tempered with a social angle.

The online course consists of modules dealing with Social Issues, Social Entrepreneurship, Legal Issues, Financial Management, Human Resource Management, Social Marketing, Communication And Fundraising, Social Accounting & Audit, Proposal Writing, and Corporate Social Responsibility. Short films and documentaries on successful social entrepreneurs are included as case studies. Besides, webinars are conducted to interact with the participants.

So far, 766 participants have benefitted from the course, which includes students from IIT Madras who have chosen Social Entrepreneurship as an elective, and several other global participants.

PROGRAMME SUMMARY

	Social Initiative and Management (PGDSIM)	Social Initiative and Management (PGDSIM)	Social Enterprise Management (PGDSEM)	Social Entrepreneurship Online Programme (E-SEOP)	Social Entrepreneurship Outlook Programme (SEOP)
Type	PG Diploma	PG Diploma	PG Diploma	Certificate Programme	Certificate Programme
Collaborator	MOP Vaishnav College for Women	Queen Mary's College	Loyola College	Cognizant Technology Solutions	None
Duration	One-year	One-year	One-year	Four Months	Four months
No. of participants	159	44	36	766	262

COLLEGE CONNECT

Indian Institute of Technology, Madras

Loyola College

Madras School of Social Work

MOP Vaishnav College for Women

New College

RGNIYD, Sriperumbudur

Shri Shankaralal Sundarbai Shasun Jain College for Women

Stella Maris College

Queen Mary's College

Vellore Institute of Technology

Centre for Media and Development Communication

Centre for Media and Development Communication, the communication wing of CSIM, was launched in 2009 with an objective to train development professionals as well as social entrepreneurs on media and communication skills.

Periodic workshops are conducted for NGO staff and CSIM students on media and communications.

Conversations Today — a monthly tabloid launched in January 2010 and registered with the Registrar of Newspapers for India in September 2013—focuses exclusively on social issues. It has created its niche in the social as well as print media and has a readership of over 50,000 across the

globe. The tabloid features NGOs, CSIM alumni, Change Makers, and celebrities involved in social work.

A team of professional editors and writers compile this publication and is shared widely amongst corporates, NGOs and educational institutions free of cost.

Printing of this tabloid is sponsored by New Indian Express and corporate and individual sponsors help CSIM to meet the distribution and overhead costs.

The compilation of articles featured in this tabloid are published as a book titled “Unsung Beacons” each year. The e-version can be read at www.csim.in/conversations.php





Social Audit Network
SAN INDIA

Social Auditors

Aruna Subramaniam

Bina Joshi

Girija Kumarbabu

Latha Suresh

Marie Banu

Mrinalini Shastry

Radha Jagan

Vatsala Ravikrishnan

Social Accounting & Audit

Social accounting and audit allows an enterprise to build on its existing monitoring, documentation and reporting systems to develop a process whereby it can account fully for its social, environmental and economic impacts, report on its performance and draw up an action plan to improve on that performance. Through the social accounting and audit process it can understand its impact on the surrounding community and on its beneficiaries and build accountability by engaging with its key stakeholders. In this way it can prove its value and improve its performance

Social Accounting and Audit framework allows an organisation to build on existing documentation and reporting to develop a process whereby it can account for:

- social performance
- report on that performance
- draw up an action plan to improve
- understand its impact on the community and
- be accountable to its key stakeholders.

Simply put, Social Accounting systems analyse the Social, Economic, and Environmental impact of an organization and report upon it. This report is then presented to and verified by a representative Social Audit Panel, which then certifies the social accounts.

Understanding the growing need for adopting such tools amongst the development professionals as well as organizations, CSIM is working in partnership with Social Audit Network, UK as its knowledge partner in India, and has established SAN India chapter. www.san-india.org

Till date, SAN India has conducted social audit for 10 for-profit organisations; 6 CSR programmes; and 21 NGOs SAN India also coordinates Impact Assessment for projects funded by leading Foundations.

The following Organizations have drafted their social accounts with facilitation from CSIM - Social Audit Network, India. They were all audited and certified by SAN UK / SAN, India.

1. The Community restaurant, Mumbai
2. Creative Handicrafts, Mumbai (Fair Trade)
3. Desi Crew, IIT Madras (Rural BPO)
4. Fullerton India Credit Company, Mumbai (an NBFC)
5. IndusTree, Bangalore (Social Enterprise)
6. Rang De, Bangalore (Social Enterprise)
7. Saraplast Private Ltd, Pune (Social Enterprise)
8. Servals Automation Private Ltd., Chennai (Social Enterprise)
9. Shriram City Union Finance Ltd., Chennai (an NBFC)
10. Shriram Transport Finance Ltd., Mumbai



CSR Departments /

Organizations

1. Cognizant Outreach, Chennai
3. Department of Social Initiatives – Forbes Marshall, Pune
4. Dr Reddys Foundation for Health & Education, Hyderabad
5. Larsen & Toubro, Mumbai
6. Mafoi Foundation, Chennai

Non-Profits

1. Centre for Social Initiative & Management (A business school for social entrepreneurs)
2. Confederation of Indian Organizations for Service & Advocacy, Chennai (NGO network in Tamilnadu)
3. Sri Arunodayam Charitable Trust, Chennai (A Home for the mentally challenged destitute children)
4. Centre for British Teachers, Hyderabad
5. Madhuram Naryanan Centre, Chennai (An early intervention centre for children with mental retardation)
6. Industree Foundation, Bangalore (training and empowerment of rural artisans)

7. Sevalaya, Tiruvallur (A free school for rural children)
8. Manava Seva Dharma Samvardhani, Chennai (An NGO promoting social consciousness amongst society)
9. Concern De-addiction centre, Chennai (Rehabilitation of alcoholics)
10. Smile Train Foundation, Hyderabad (working for children with cleft lip)
11. Enable India, Bangalore (Providing employment opportunities for the disabled)
12. ICCW, Srivilliputhur (Community college and rural tuition centres)
13. Single Teachers School, Chennai (rural supplementary education centres)
14. Sri Ramacharan Trust, Chennai (Montessori education for Corporation schools)
15. Bro.Siga Animation Centre, Chennai (Children groups in urban slums)
16. BESSO Home for Children, Hosur (An orphanage and primary school)
17. Chennai Mission, Chennai (Social enterprises in institutions)
18. RASA, Chennai (Centre of arts for special children)
19. SEA, Mamallapuram (Community development and women empowerment)
20. Gram Shilpi, Gujarat (Grooming village change agents)
21. Newlife Charitable Trust, Chennai (Home for the elderly)

Workshops & Seminars

Building ecosystems of support for Social Entrepreneurs

A talk by Nickala Torkington, UnLtd, UK on ‘Supporting Social Entrepreneurs to Start well and Thrive’ was organised by CSIM, LIBA, and British Council on 23rd September, 2014 at LIBA Auditorium. Around 240 students from LIBA, CSIM, and IIT participated in this programme.



Ms Mei-kwei Barker, Director, British Council South India gave an overview of the British Council programmes and the Social Entrepreneurship training programmes which is done in collaboration with CSIM.

Ms Nickala Torkington shared her insights on: what is social entrepreneurship, the approach of UnLtd, UK, the awards offered to social entrepreneurs, and the support offered for social ventures. She shared interesting examples of social enterprises and also answered queries raised by participants on social entrepreneurship.

Creating a CSR Road Map

IICA and CSIM jointly organised a two-day Management Development Programme titled “Creating a CSR Road Map” on 9th and 10th of January, 2015 at Hotel Savera in Chennai. Dr. Bhaskar Chatterjee, Director General &



CEO, Indian Institute of Corporate Affairs, Ms. Gayatri Subramaniam, Convener & Chief Programme Executive, National Foundation for Corporate Social Responsibility, IICA, and a team of resource persons from CSIM handled the sessions.

30 participants –Senior Managers from Corporate houses, NGO Heads, and academicians registered for this programme.

CSR Opportunities for NGOs

A Taster Session on CSR Opportunities for NGOs was organised by The Indian Institute of Corporate Affairs (IICA), established by the Ministry of Corporate Affairs for capacity building & training in corporate regulation and governance, along with CSIM and Confederation of Indian Organisations for Service and Advocacy (CIOA) on 25th March 2015. 87 NGO representatives participated in this event.

Mrs. Gayatri Subramaniam, Convener & Chief



Programme Executive- National Foundation for Corporate Social Responsibility (NFCSR), IICA and Ms. Latha Suresh, Director, Social Audit Network, India & Honorary Director, CSIM handled the sessions and a joint certificate was issued by IICA and CSIM to all participants.

Master Class in 'Social Accounting and Audit

SAN, India, organised a Social Accounting and Audit Master Class in April 2015 in Chennai. Over 20 participants enrolled for this Master Class.

Shri PN Devarajan, Founder, CSIM; Ms. Girija Kumarababu, Social Auditor & Honorary Joint Secretary, ICCW; Mr. Pushpanath Krishnamurthy, Director, Programme and Advocacy, Centre For Social Markets; Ms. Latha Suresh, Director - SAN, India, Ms. Marie Banu, Director - CSIM were the resource persons. The participants were also taken for a live social audit of an NGO at Mamallapuram.

Global Summit on CSR

A Global Summit on CSR was organized jointly by Indian Institute of Management, Raipur, Indian Institute of Corporate Affairs, Delhi and National Law School of India University, Bangalore. on 15th and 16th of May, 2015 at India International Centre, New Delhi.



The Chief Guest for the Conference was Smt. Maneka Gandhi, Honourable Union Cabinet Minister for Women and Child Development, Govt. of India. Dr. Bhaskar Chatterjee, DG & CEO, IICA delivered the welcome address. The conference covered areas like Promote the balanced integration of the three dimensions (people,

planet and profit) of CSR; Give an action- and result-oriented approach paying due regard to all relevant cross-cutting issues with the aim of contributing to the implementation of CSR.

Ms. Latha Suresh, Director, SAN India participated in the plenary session on Return on Social Investment and shared her thoughts on Social Accounting and Audit.

Legal and Regulatory Frame work for Not-for-Profit-Organizations

CSIM launched a Certificate Course in Legal and Regulatory Frame work for Not-for-Profit-Organizations in May 2015.

Sessions on Legal form of NPOs in India, Drafting Skills, FCRA 2010, Service Tax and TNVAT on NPOs, Income Tax on NPOs were covered. The resource Persons were CA Preethi Kandasami, CA Gopal Krishna Raju, CA M Kandasami, Mr Ajay Francis, Dr Vandana Zachariah of LIBA and Mrs Latha Suresh, Director, San India.

Skill Labs

CSIM facilitated a 4 day training programme in December 2014 for 25 students pursuing the second year Master in Social Work degree at MSSW.

Sessions on Project Planning & Proposal Writing, Social Audit, Social Impact Assessment, Fund Raising, Documentation skills for Development work were covered.

A two-day Interview Skills workshop was organized for MSSW students on interviews and presentation skills in June 2015. Mr. Amit Kumar, Corporate Communication Specialist. Ms. Jayashree Naidu, Social Worker, and Marie Banu handled the sessions.

Spreading Social Entrepreneurship

Marie Banu, Director, CSIM conducted an orientation session on Social Entrepreneurship for students of Mohammed Sathak College of Arts & Science in October 2014.

She delivered a lecture on Social Entrepreneurship on the occasion of Stella Job Zip 2015, a career fair organized by the department of Social Work in February 2015.

A session on Faculty Development Programme on Entrepreneurship, Innovation and Incubation was

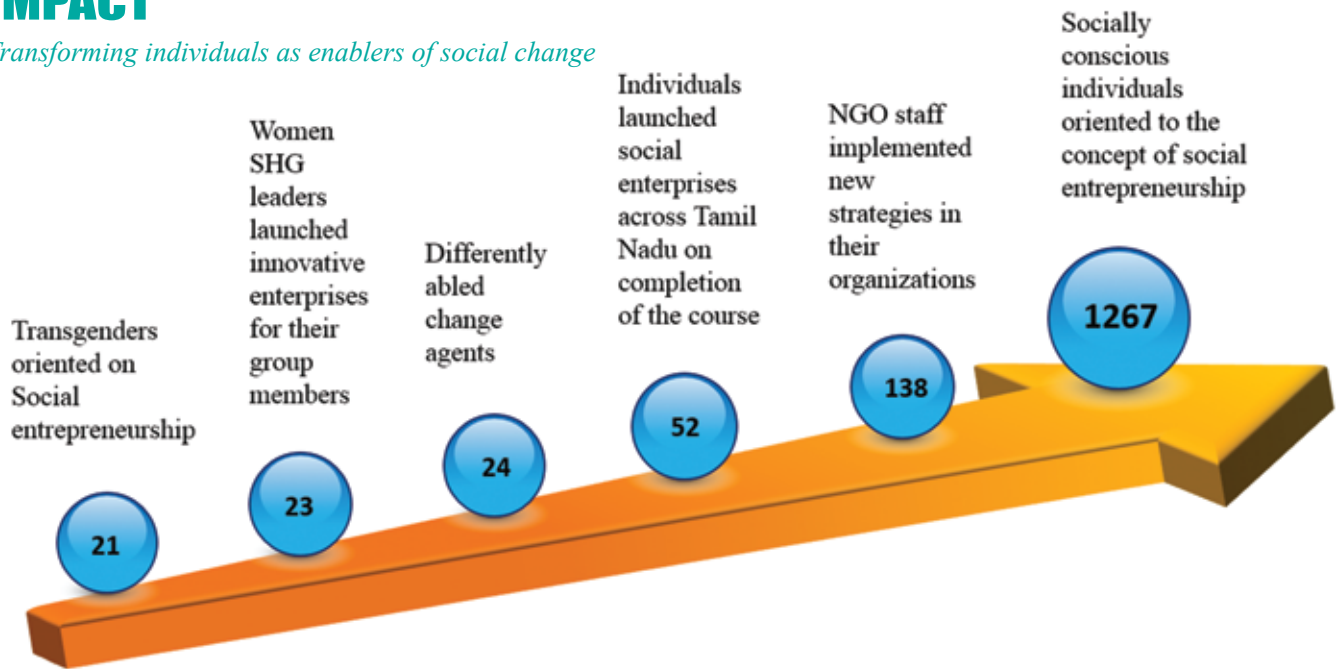
facilitated by her on 8th June 2015 at Vellore Institute of Technology.

A session on Social Accounting and Audit was conducted by her for students of IIM Trichy in July 2015. 20 students who have chosen business ethics as an elective attended the lecture.

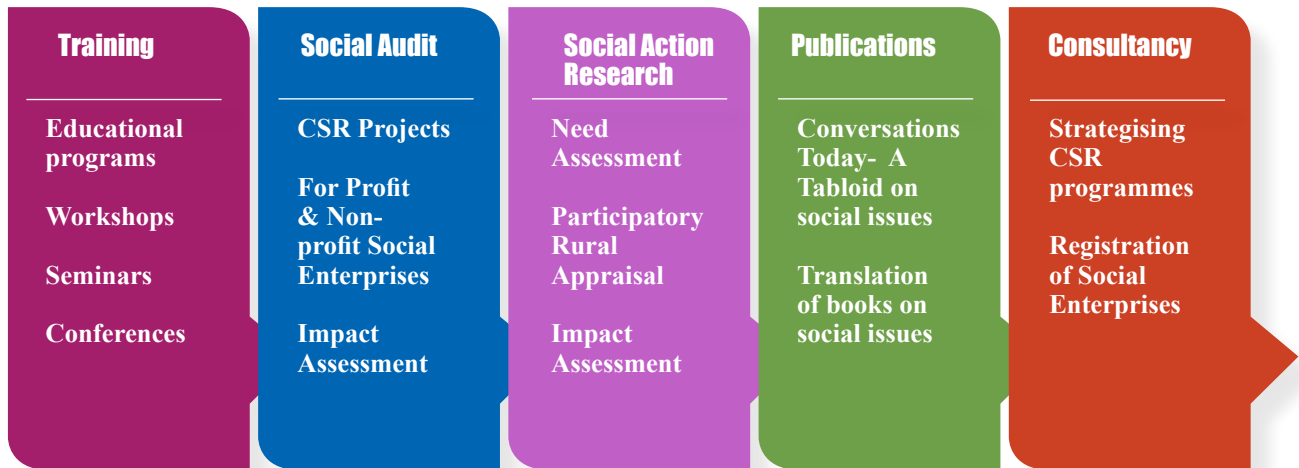
She participated in the consultation workshop at RGNID in June 2015 for curriculum development of M.A. Social Innovation and Entrepreneurship programme.

IMPACT

Transforming individuals as enablers of social change



INITIATIVES



CSIM CHENNAI TEAM

Latha Suresh – Honorary Director
Marie Banu J – Director
Sundar Jothi – Coordinator
Lakshmi Kalai – Coordinator
Vaijayanthe Mala – Finance Officer
and a host of specialists and resource persons

PUBLISHED BY: P. N. SUBRAMANIAN

for Centre for Social Initiative and Management
391/1, Venkatachalapathi Nagar, Alapakkam,
Chennai - 600116 . Phone: 044-42805365
Email: chennai@csim.in Web: www.csim.in

CSIM CENTRES

Chennai ● Bengaluru ● Hyderabad ● Coimbatore

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All donations made towards the MSDS corpus fund are eligible for 100 percent tax exemption under section 35 AC of the IT ACT, 1961.
Other Donations are eligible for 50 percent tax exemption under Section 80G of the IT Act, 1961.*