

# Initiatives

## Training

Educational Programmes  
Workshops  
Seminars  
Conferences

## Social Audit

CSR Projects  
For-profit & Not-for-profit Social Enterprises  
Impact Assessment

## Social Action Research

Need Assessment  
Participatory Rural Appraisal  
Social Impact Assessment

## Publications

Conversations Today  
Unsung Beacons  
Translation of publications on Social Issues

## Consultancy

Strategising CSR Programmes  
Registration of Social Enterprises

## CSIM CHENNAI TEAM

Latha Suresh – Honorary Director  
Marie Banu J – Director  
Sundar Jothi – Coordinator  
Lakshmi Kalai - Coordinator  
C. Pauline Sam - Coordinator  
Vimal Ramakrishnan - Development Consultant  
Vaijayanthe Mala – Finance Officer  
Karthikeyan - Administrative Assistant  
*and a host of specialists and resource persons*

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## CSIM CENTRES

Chennai ■ Bengaluru ■ Hyderabad ■ Coimbatore ■ Devrukh ■ Hosangabad

*CSIM is a project of Manava Seva Dharma Samvardhani (MSDS), a Public Charitable Trust launched in 1999.  
Regn. No. 669/4. Donations are eligible for 50 percent tax exemption under Section 80G of the IT Act, 1961.*



# Annual Newsletter 2015-2016

## Vision

Enablers of Social Entrepreneurs

## MISSION

To catalyse social change through Social Entrepreneurship

## CORE VALUES

- ♦ Social Consciousness
- ♦ Empathy
- ♦ Excellence
- ♦ Continuous Learning



**Launchpad for Social Entrepreneurs**

# 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

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

Generate awareness on budding social entrepreneurs through publications and public events

## FOUNDER'S NOTE



CSIM has played the role of a catalyst, in the socio-economic development of the disadvantaged in India. 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.

We believe that by enabling NGOs to evolve into sustainable social enterprises and by encouraging individuals to launch for-profit social enterprises, many social issues can be resolved.

**P N Devarajan**

## Our History

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, it has contributed 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 in India.



## What we do

Specialized courses on social entrepreneurship are offered by CSIM: PGDSIM—Post Graduate Diploma in Social Initiative and Management; PGDSEM—Post Graduate Diploma in Social Enterprise Management; SEOP—Social Entrepreneurship Outlook Programme; E-SEOP — Social Entrepreneurship Online Programme.

These courses promote the concept of social entrepreneurship and creates professionals for the development sector. Besides, CSIM also offers customized workshops for NGOs and educational institutions on concepts of social entrepreneurship, fundraising, media & communications, leadership, and social accounting and audit. CSIM with the support of United of Way of Chennai has launched a Social Enterprise Skill Lab at Madras School of Social Work, Chennai on 2nd August 2016. 25 students have completed this programme.

The Skill Lab provides an opportunity

for the youth to learn about social enterprises and develop ideas that will provide lasting solutions to societal challenges. The lab offers training, placement, and incubation of social enterprises for college students.

Social Connect programme was organized for 35 students of Shankarlal Sundarbai Shasun Jain College for Women; and for 56 students of Sri Kanyaka Parameswari Arts & Science College for Women in Chennai.

CSIM also offers E-SEOP, an online programme on social entrepreneurship which has been developed by Cognizant Technology Solutions. 1035 candidates have enrolled for the course so far.

**Till date, 217 prospective social entrepreneurs have benefited from PGDSIM; 33 from PGDSEM; 345 from SEOP at CSIM Chennai; and 23 from SEOP conducted at Stella Maris College. 69 students have launched NGOs on completion of the course.**

## Where we work

Started in 2001 in Chennai, CSIM has now branches in Bangalore, Coimbatore, Hyderabad, Devrukh, and Hosangabad.



## Governing Council

### 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. M. Mahadevan**, *Chairman, Oriental Cuisines Pvt. Ltd.*

**Mr. Narasimhan**, *Director, Protech Consultants Pvt. Ltd.*

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

**Mr. Suresh Kamath**, *Founder, Patterns Software Design Institute*

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

## ACADEMIC COUNCIL

### CHAIRPERSON

**Ms. Marie Banu**

*Director - CSIM & Social Auditor*

### MEMBERS

**Dr. LS Ganesh**,

*Professor, DoMS, IIT Madras*

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

**Dr. M.B Nirmal**, *Founder, Exnora International*

**Mr. Pushpanath Krishnamurthy**, *Director-Programme & Advocacy, Centre For Social Markets*

**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*



# PROGRAMMES AT A GLANCE

## Post Graduate Diploma in Social Initiative and Management



The 15th batch of the one-year PGDSIM program was launched on 1st July 2015. 20 Prospective Social Entrepreneurs enrolled for the programme. The Chief Guest for the inaugural event was Dr. Udaya Mahadevan, Former HOD, Department of Social Work, Loyola College. Mr. Prem Kumar, Cluster Head of BYST, and Mr. Srinivasan of BYST were also present.

Dr. Udaya drew out the differences between Social Worker and Social entrepreneurs and encouraged the participants to pursue the course with zeal.

PGDSIM 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 enables 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.

The classes for these optional subjects are held on Tuesdays for five weeks, while the rest of the days are dedicated for the core subjects. Contact classes are conducted on two days a week 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, 15 batches have been completed and in total 217 PSEs' have received their diplomas. 69 participants have launched NGOs.

CSIM launched the one-year Post Graduate Diploma in Social Initiative and Management (PGDSIM) at Queen Mary's College, Chennai for students undergoing their III Year UG in Sociology. Classes are conducted three days a week for one-year period.

The First batch was launched in 6th July 2015. 43 students have completed this programme, and the 2016-2017 batch has 45 students. Classes are conducted four days a week from 1:30pm to 3:30 pm.

*"CSIM has given a great opportunity for the students of Sociology to gain deep knowledge on the social sector. Their course has enriched community knowledge, practical exposure and NGO related aspects to our students. It has provided a ground for their holistic development and has created the spirit of self-confidence and self-motivation in them. It has also enabled them to make decisions in solving their personal problems as well as the societal problems."—Dr Shakthi, HOD Sociology, QMC*

*"CSIM is an organization that changed my perspective about the social issues."—Mr. Pradeep.S*

## Post Graduate Diploma in Social Enterprise Management



Loyola College, a pioneer institution situated at Chennai, is managed by the Jesuits and it has been serving the country in the educational field for past 86 years. LIVE-Loyola established in 1996, offers various vocational, socially relevant and employment-oriented courses.

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.

*"PGDSEM is a great insight into Social Entrepreneurship. I have been working with NGOs as well as Volunteering for Social Causes even before this programme, but that was a common sense based approach; now I can give a structure of the execution because of the enriching learning experience and hands on approach. I can focus on sustained operations & growth like a good business does, but with the difference of a mindset to uplift the society. A Big thanks to PGDSEM & CSIM staff!"—Sudha Y.*

The inauguration of the third batch was held on 25th August, 2015 at Loyola College. 12 candidates enrolled for this programme but only 6 candidates completed it.

This programme was held at Loyola College, Nungambakkam, Chennai on Saturdays from 2 PM to 6 PM. and on every second Sunday of the month from 10 AM to 1 PM. So far, 33 have completed this course. Placement opportunities are offered to all deserving students.





## SOCIAL ENTREPRENEURSHIP LEARNING



### Social Entrepreneurship Outlook Programme (SEOP)

Social Entrepreneurship Outlook Programme (SEOP) is a 40 hour part-time Certificate Program for existing and potential social work professionals and social entrepreneurs. 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.

4 batches of SEOP were held this year. The first batch was conducted for 15 lady school teachers in Kadhirvedu, located in the outskirts of Chennai, who were keen to understand the concept of social entrepreneurship. A teacher who had attended a previous SEOP course had initiated this course.

The second batch was organised at Acharapakkam village and was attended by 28 women from this village. The third batch comprised of NGO heads from Dharmapuri who belonged to a NGO network called News Network. They came to Chennai to attend the classes. The fourth batch comprised of young Chennai based college students and a few NGO heads. In total, 60 participants benefited from this programme this year. So far, 28 batches have been held and 345 participants have completed the SEOP.

CSIM launched SEOP at Stella Maris College in July 2016 along with the Department of Sociology. 23 students have enrolled.

### Social Entrepreneurship Online Programme (E-SEOP)

CSIM's online course in Social Entrepreneurship (E-SEOP) was launched by Prof. M.S. Ananth, Director, IIT Madras in September, 2010. Designed and developed in collaboration with Cognizant Technology Solutions, this online course involves the intricacies of entrepreneurship tempered with a social angle.

The course consists of modules dealing with legal aspects, fund development, social marketing, management tools, project management, finance management, human resource management, CSR, and several aspects of social entrepreneurship.

Short films and documentaries on successful social entrepreneurs are included as case studies. Besides, webinars are conducted to interact with participants.

So far, 1035 participants have benefited from this course, including students from IIT, Madras and several other global participants.

*“The course is really helpful and easy to comprehend. Everything is very good in the course.”*  
—Mullikan SVS



## Social Enterprise Skill Labs



68% of the students are young girls who are interested to contribute to the social enterprise ecosystem either by working in a social enterprises or launching a social enterprise after gaining experience in this sector.



CSIM organized a 4-day training programme from 16th to 19th December 2015 at MSSW for 24 students pursuing the second year Master in Social Work degree at MSSW specializing in Medical and Psychiatry and Community Development.

Sessions on Project Management, Monitoring & Evaluation, Fund raising, Public Relations, Effective Project proposal writing, and Documentation needs in NGOs were covered.

CSIM also facilitated a three-day workshop from 21 to 24 January on Social Entrepreneurship for 40 students pursuing II year Development Management at MSSW.

Sessions on Social Issues, Management of Social enterprises, Social Marketing and Public Relations, and Project Monitoring & Evaluation were covered.

25 students of Madras School of Social Work have enrolled for the Social Entrepreneurship Skill Lab that was launched by CSIM in 2nd August 2016. This project is funded by United Way of Chennai.

Participants undergo 40 hours of theory as well as taken on field visits to social enterprises for experiential learning. Projects proposed by the course participants are in the process of being selected for incubation.



*“I am very proud to be part of this course and by seeing the real life social entrepreneurs i got inspired and i really want to work in a social enterprise and after some years i want to start my own social enterprise”* – Ramesh Aravind Raja

*“The SE skill labs was a high value addition activity for our students. Using a variety of methodologies the students were taken through the basic of entrepreneurship. We are glad that a few students are so motivated by the lab that they want to start a social enterprise.”*  
— Mr. Raja Samuel, Principal, Madras School of Social Work.





# Social Connect



Social Connect programme was organized for 35 students of Shankarlal Sundarbai Shasun Jain College for Women and 56 students pursuing III year Sociology at Sri Kanyaka Parameswari College for Women in Chennai.

The programme at SSS Jain College was organized along with the Department of Psychology in which II year and III year students pursuing Psychology, BCA, B.Com, Computer Science, and Visual communications participated.

The programme duration is 60 hours and comprises of contact classes, field visit, and experiential learning at an NGO. Students are oriented on social issues, social entrepreneurship, and NGOs.



# Programme Summary

	Type	Collaborator	Duration	No. of participants
Social Initiative and Management (PGDSIM)	PG Diploma	MOP Vaishnav College for Women	One-year	217
Social Initiative and Management (PGDSIM)	PG Diploma	Queen Mary’s College	One-year	43
Social Enterprise Management (PGDSEM)	PG Diploma	Loyola College	One-year	39
Social Entrepreneurship Skill Lab	Certificate Programme	Madras School of Social Work	One - year	25
Social Connect Programme	Certificate Programme	SSS Jain College	Four months	91
Social Entrepreneurship Outlook Programme (SEOP)	Certificate Programme	None	Four Months	93
Social Entrepreneurship OnlineProgramme (E-SEOP)	Certificate Programme	Cognizant Technology Solutions	Four months	1035

## COLLEGE CONNECT

- ◆ IIT Madras
- ◆ IIM Bengaluru
- ◆ IIM, Trichy
- ◆ ISB, Hyderabad
- ◆ Loyola College, Chennai
- ◆ MOP Vaishnav College for Women
- ◆ Madras School of Social Work
- ◆ RGNIYD, Sri Perumbudur
- ◆ Shri Shankarlal Sundarbai Shasun Jain College for Women
- ◆ Stella Maris College
- ◆ Queen Marys College
- ◆ VIT, Vellore







*“To me, CSIM simply means a place full of new learnings.”—Ms.C.Bagavathy*

# SOCIAL ACCOUNTING & AUDIT

## About Social 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 organization 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.

Understanding the growing need for adopting such tools amongst the development professionals as well as organizations, CSIM facilitated the launching of Social Audit Network, India (SAN, India). It is the Indian chapter of Social Audit Network, UK, founded by Mr. John Pearce and Mr. Alan Kay of Scotland. SAN, India team was personally mentored by the founders and has been carrying out social audits of social enterprises across India from 2011. (Refer [www.san-india.org](http://www.san-india.org) for more details)

Till date, SAN India has conducted social audit for 11 for-profit organisations; 8 CSR Departments/ Organisations; and 26 NGOs. All these organizations drafted their Social Accounts and were audited by the SAN, UK accredited social auditors in India. We are now in the process of writing the social accounts for 9 organizations across India.

## Master Class



Following the Social accounting and audit methodology, SAN-India conducts Social Impact assessment of CSR projects in India. This year, SAN India did the impact assessment of a CSR project of Chalamandalam Investment & Finance Co. Ltd at Karimnagar, Telengana and a CSR project of Indian Oil Corporation at Digboi, Assam. Apart from this SAN India also coordinates Impact Assessment of over ten projects funded by leading Foundations.

In 2015, SAN, India was approached by Coconut Development Board, Kerala under the Ministry of Agriculture & Farmers Welfare, Govt. of India to conduct a social audit of one of its pioneering initiatives the Friends of the Coconut Tree project. Trainees from 4 districts of Kerala, 2 districts of Tamilnadu and Karnataka were interviewed, along with the other stakeholders of the project.

The report was then presented to a panel of IAS and IFS officers at Cochin on 30th January 2016.



*“CSIM is centre which not only hones our Professional skills but also imparts many valuable lessons to our personal life.” — Mr.W. W. Vettri Selvan*

## Social Auditors

Aruna Subramaniam  
Bina Joshi  
Girija Kumarbabu  
Latha Suresh  
Marie Banu  
Madhuri Ravindra Kumar  
Mrinalini Shastry  
Nazneen Mistri  
Radha Jagan  
Ravikularaman  
Sonkee Shah  
Usha Ravi  
Vatsala Ravikrishnan

## Launching Social Audit Network in Dubai

Social Audit Network, India conducted the first international and online social audit for Institute of Chartered Accountants of India (ICAI) - UAE (Dubai) chapter in September 2016. A group of 10 Chartered Accountants working in Dubai were trained in Social Accounting and Audit. Two of them Ms. Karuna Luthar & Mr. Krishnan Ramachandran, drafted the social accounts of ICAI Dubai which was audited by an on-line panel on 3rd December 2016.



*“SAN India has been immensely supportive in helping me achieve my goal of becoming a social auditor. Latha Suresh and Marie Banu visited Dubai (where I am based) to conduct the training for a group of 10 people and immediately after the training I commenced my first assignment to write the social accounts for the Dubai Chapter of the Institute of Chartered Accountants of India.*

*Both Latha and Banu were available at every step and helped us complete the audit in record time. Their support extended to*

*conducting the first -ever panel held over Skype, which demonstrated how willing the team is to think out-of-the- box to help clients as well as aspiring auditors.*

*The next phase of my training was to audit the accounts of another organisation, the Family Counselling Centre of Stree Mukthi Sanghatana, which is based in Mumba. I conducted the audit in December 2016 and was mentored by Marie Banu for this exercise.”*

*—Karuna Luthar  
ICAI (UAE) Dubai*





# EVENTS & SEMINAR

## Madras Day Celebrations

The city witnessed its oldest NGOs being brought into limelight at the event titled 'Charities in Chennai that was Madras' organized by CSIM in association with LIVE – Loyola and CIOA on 25th August 2015.

Presentations were made by CSIM-LIVE students on the oldest social organisations who have been rendering services for more than 50 years in the city namely Andhra Mahila Sabha, Avvai Home, Guild of Service, Madras Seva Sadan, Indian Council Children Welfare, Mercy Homes, Bala mandir, Monegar Choultry, Society for the Prevention of Cruelty of Animals and Voluntary Health Services.

Close to 300 people representing NGOs, social workers and students were present during the event. 6 out



of 10 oldest NGOs who were present during the occasion were presented with souvenirs.

The Chief Guest for the event was Rev Fr Dr. G. Joseph Antony Samy, SJ, Principal of Loyola College, Chennai. Mr. P.N.Subramanian, Managing Trustee of Manava Seva Dharma Samvardhani (CSIM's parent body) highlighted the significance of the Madras Day Celebrations in terms

of various activities that are being initiated, sponsored and conducted by several organizations in the city.

Mr. Prasanna – Programme Director, CIOA spoke about how the concept of the event triggered in him. He appealed to the current generation of NGOs and the budding youth to feel the collective responsibility to protect humanity during distress.

## Status of Children in India

CSIM organized a panel Discussion titled "Children Status in India" on 19th March 2016 from 10 A.M to 5:00 PM at ICSA, Egmore, Chennai. The seminar provided a platform for over 100 NGOs across Tamil Nadu to discuss children related issues as well as clarify legal issues related to child rights. The seminar sensitized participants on Child Health and Education, Environment, Special Children, Child Labor, Child Abuse, Juvenile Justice Act – care and protection, and children in conflict with law.

## Women Safety - Prevention and Reporting



The Department of Sociology, M.O.P Vaishnav College for women and CSIM organized a guest lecture on the topic "Women Safety - Prevention and Reporting" on 17th August 2016 for students of MOP Vaishnav College for Women. The lecture was delivered by Dr.Prateep V Philip IPS, Additional Director General of Police, Chennai followed by an interactive session.

## Battle of the Buffet

CSIM participated in the Annual Fundraiser - Battle of the Buffet, organised by the United Way Chennai and the Confederation of Indian Organisations for Service and Advocacy on organised on 1st October 2016. This event is part of the Joy of Giving Week (Dhan Utsav) celebrations and raises a incredible amount of funds for several NGOs.

## Capacity Building Programme for NGOs



Confederation of Indian Industries, Bengaluru and CSIM organised an extensive two-month capacity building programme for NGOs. This programme was inaugurated on 11th March 2016, at Fortune Park JP Celestial Hotel by Padma Vibushan Justice M.N. Venkatachaliah Former Chief Justice of India and Dr. H. Sudarshan Founder, Vivekananda Girijana Kalyana Kendra.

Justice M.N. Venkatachaliah lauded the CII initiative and emphasized on the need to close the gap in the expectations between the Corporates and NGOs and learn from each other.

A panel discussion on Government Social Responsibility, Corporate Social Responsibility and Individual Social Responsibility was held with eminent speakers - Dr. Kalpana Gopalan IAS, Principal Secretary to Government of Karnataka, Mr. R. Basavaraju, Grassroots Research And Advocacy Movement (GRAAM), Mr. Murali Vullaganti, Rural Shores, Mr. Rajan Narayanan - India Cares Foundation and Dr H. Sudarshan and moderated by Mr.S.Deenadayal. The first session of the programme was on 'Journey of CSIM Alumni Entrepreneurs' in which Mrs. Akhila Ramesh of Nivasa, Mr. Ramesh Balasundaram of Balutsav, and Mr. Shanmugham of Jude Felix Hockey Association shared their experiences.

*"There is a big gap between corporate expectations for CSR and the NGO's ability to deliver. Corporates have a lot to learn from non-profits and vice versa. The objective of this program is to find a good common middle ground to bridge this gap. CSIM has put together excellent curriculum and carefully chosen faculty, experts in their field, for this program"*

—Mr Aroon Raman, Past Chairman – CII, Karnataka State Council and Convener – CII CSR Panel.



## Guest Lectures

Members of Confederation of Indian Organisations for Service & Advocacy (CIOA) were trained in proposal writing in Chennai by Ms. Marie Banu in May 2016.

A one-day training programme in Corporate Social Responsibility was conducted for NGOs in Madurai on 25th June 2016. Ms. Marie Banu handled the sessions and provide insights on how to raise funds from the Corporate sector.

The Department of Sociology of Stella Maris College in Chennai organised a talk on Social Entrepreneurship on 28th of July 2016. Ms. Marie Banu addressed the students and encouraged them to pursue social entrepreneurship.

Mrs. Latha Suresh and Ms. Marie Banu handled sessions for students of RGNIYD who are pursuing the Masters in Social Entrepreneurship during September and October 2016.

Mrs. Latha Suresh handled sessions on Impact Assessment and Social Accounting and Audit for Students of IIM, Trichy in October 2016.



# Communicate for Change



Training in Photographs, and writing Human Interest Stories was conducted for CSIM Students and NGO staff on 4th and 5th of November 2015. Ms. Marie Banu handled the sessions and organised mock interview sessions for the participants.



Centre for Media and Development Communication (CMDC), 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.

Conversations Today—a monthly tabloid registered with the Registrar of Newspapers for India—focuses exclusively on social issues and has created its niche in the social as well as print media.

The tabloid features NGOs, CSIM alumni, changemakers, and inspiring personalities involved in social work. A team of professional editors and writers compile this publication and we have a readership of over 20,000.

Printing 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” every year.

In October 2015, an authorized Biography of Shri PN Devarajan, Founder of CSIM was published by CSIM. The book was released by Shri Bhaskar Ramamurthi, Director, IIT Madras.

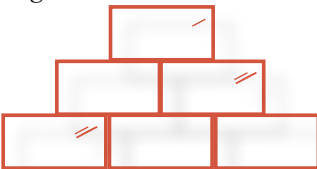


# KEY FINDINGS



CSIM programmes stands out both for the breadth of social issues addressed and range of beneficiary groups supported. The major social objectives that the participants are involved include:

- Rural Development
- Providing Better education and learning to children
- Women empowerment
- Improving health and wellbeing through Naturopathy
- Supporting the Disabled
- Promoting Organic farming



participants hail from rural areas and 42% are from urban and semi-urban areas



are graduates while the rest have completed school education



55% are less than 25 years old 42% are between 25 to 45 years.



found the theoretical inputs, resource materials and the case studies to be very good



opined that the proposal writing session enabled them to have a clear understanding of their social change idea



participants found that the resource persons were very effective in communicating their views

CSIM puts people in the lead, empowering social entrepreneurs to create sustainable solutions to the social or environmental challenges they care most passionately about. It helps to build their capabilities in relation to their personal development, business skills, social impact and networks. CSIM also enables them to build stronger communities thus, making a lasting benefit to society.