



PRAJYOTH
JANUARY - DECEMBER
2019 | ANNUAL
REPORT



CSIM
to learn • to heal • to raise





VISION

An equitable world through social entrepreneurship.



MISSION

To be a learning hub for social change agents and enable them to ideate and implement their social change ideas / enterprises.



VALUES

- Social consciousness
- Empathy
- Excellence
- Continuous Learning

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 events
- Facilitate transparency and professionalism amongst social enterprises through Social Audit and Social Impact Assessment

OUR FOUNDER



Shri. P.N. Devarajan



GOVERNING COUNCIL

CHAIRMAN



Mr. P.N Subramanian

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

GOVERNING COUNCIL MEMBERS

- **Mr. Chandra Sekaran**,
Executive Vice Chairman, Cognizant
Technology Solutions
- **Dr. C.K. Gariyali**, IAS, (Retd.)
Former Secretary to Governor
- **Dr. M. Kandasami**, Chartered Accountant.
- **Dr. Madhukar Shukla**, Professor,
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- **Mr. Narasimhan**, Director,
Protech Consultants Pvt. Ltd.
- **Mr. NK Ranganath**, Managing Director,
Grundfos India
- **Mr. G.S. Sundararajan**, Board Member
in the BFSI Industry

ADVISORY COUNCIL



Mrs. Latha Suresh

Director, SAN, India &
Trustee, Manava Seva Dharma
Samvardhani

ACADEMIC COUNCIL

CHAIR PERSON



Ms. Marie Banu. J

Director, CSIM &
Social Auditor, SAN, India

ACADEMIC COUNCIL MEMBERS

- **Ms. Akila Ramalingam, Advocate**,
Madras High court
- **Mr. Alan Kay**, Co-Founder,
Social Audit Network, UK
- **Dr. Archana Pillai**, Resident Mentor,
NSRCEL Social, IIM Bangalore
- **Dr. LS Ganesh, Professor**, DoMS, IIT Madras
- **Mr. Jayendra Panchapakesan**, Director,
Real Image Media Technologies
- **Dr. Lalitha Balakrishnan**, Principal,
MOP Vaishnav College for Women
- **Mr. J Prabhakar**, Founder, Ennangalin Sangamam
- **Dr. K. Prabhakar**, Research Consultant
- **Mr. Pushpanath K**, Global Consultant, Trainer,
Motivational Speaker, Mentor
- **Dr. Raja Samuel**, Principal,
Madras School of Social Work
- **Mr. P. Simmachandran**, President, Federation of
Tamilnadu differently-abled Association

POST GRADUATE DIPLOMA IN SOCIAL INITIATIVE AND MANAGEMENT (PGDSIM)

The 18th batch of the one-year PGDSIM - Post Graduate Diploma in Social Initiative & Management - was launched on 23rd June, 2018. 15 Prospective Social Entrepreneurs enrolled for the course. The Chief Guest for the inaugural event was Mr. Hemanth Kumar, CSR Consultant.

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

As part of the orientation programme, PSE's are oriented on the course, taken on field visits to various social enterprises and NGOs, and attend guest lectures delivered by practitioners. They also attend workshops on Group Dynamics and Street Theatre which enables them to function as an effective team 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 experienced faculty who are academicians, social entrepreneurs, and subject experts. The classes for 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 for two days a week and concurrent field work is assigned on the other days.

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, 18 batches have been completed and in total 361 participants have received their diplomas. 71 of them have launched new social enterprises. Many NGO heads and NGO staff hailing from rural areas have been oriented on social entrepreneurship.

CSIM launched PGDSIM at Queen Mary's College, Chennai in July 2015. 132 Students undergoing their III Year UG in Sociology have completed 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 Certificate Course for existing and potential social work professionals and social entrepreneurs. It enables participants to understand the principles of social entrepreneurship.

The following are the topics that are covered: legal aspects, fund development,

social research, social marketing, management tools, project management, finance management, and human resource management. Case studies are used extensively throughout the course. The total instruction time is 40 hours and is conducted over a period of four months (on every Saturday, from 2:00 P.M to 6:00 P.M).

In 2019, 66 students pursued this programme at CSIM Centre at Alapakkam, Kalpakkam, and Acharapakkam. 30 students from Sri Kanyaka Parameswari Arts and Science College for Women also enrolled for this course. One SEOP was conducted in partnership with CONCERN, focusing on De-addiction and Counseling.

Till date, 651 participants have benefited from SEOP course comprising of NGO heads, NGO staff, transgenders, government staff, corporate employees, and college students.

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 involves the intricacies of entrepreneurship, which has been tempered with a social angle.

The online course consists of modules dealing with legal aspects, fund development, social marketing, management tools, project management, finance management, human resource management, 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 the participants during the course period.

E-SEOP has been updated by Cognizant Technology Solutions in 2015, to include an additional module on Corporate Social Responsibility.

So far, 1581 participants have benefited from the course, which includes Social Entrepreneurship students from leading educational institutions and several other global participants.



SOCIAL ENTREPRENEURSHIP SKILL LAB



CSIM - Social Entrepreneurship Skill Lab has a five-pronged approach to enable Colleges take up social entrepreneurship training.

This Learning Centre offers a 30-hour Social Entrepreneurship Outlook Program and 132 students have enrolled so far. As part of the Community Connect module, students visit social enterprises and interact with social entrepreneurs like Mr.M B Nirmal - Founder, Exnora International; Mr.Kamraj - Founder, Vidiyal NGO; Ms.Neelam Jain - Founder and CEO,

Periferry, Mr.Ganesh Kuma r- Co-founder and Operation Lead, Kabadiwalla Connect; Mr.Sivakumar - Founder, Sightcare Foundation; Mr.Sreejith - Co-founder, Rope International; Ms. Shwetha - Founder-Director, Born 2 win; and Mr. Karthick of e-Hands energy. The students present mock business plans as part of Design Thinking. CSIM has been working with Madras School of Social Work since 2016, and is in the process of setting up SE Skill Labs in other leading colleges.

SOCIAL CONNECT PROGRAMME

Social Connect programme was organized for students of **Stella Maris College, SSS Shasun Jain College for Women, and Sri Kanyaka Parameswari Arts & Science College for Women** in Chennai. A maximum of 35 students per batch are enrolled for this programme.

So far, 261 students have participated in this programme. The students are taken on field visits to social work organisations and are provided block placement opportunities at NGOs.



WORKSHOPS

A **Special Lecture by Mr. Alan Kay, Co-founder of SAN, UK** was organised at Madras School of Social Work on 11th February 2019. The lecture aimed to propel discussion around sustainable models of change citing the core elements accrued to social entrepreneurship and the identification of environment factors in which social entrepreneurs operate. Drawing from his rich experience, he discussed evolving roles of Social Entrepreneurship and strategic approaches to attaining sustainable social models.



Mr. Alan Kay also conducted a two-day workshop on **Social Entrepreneurship and Social Enterprise Planning** on 25th and 26th February, 2019 in Chennai.

Mrs. Latha Suresh and Ms. Marie Banu conducted one-day **Faculty Development Programme (FDP) for Madras School of Social Work** on 8th April 2019 on Impact Assessment and Social Audit. Over 30 staff participated.

Two Day Workshop on **Monitoring and Evaluation for Association for People with Disabilities (APD)** programme staff at Bengaluru was organised from 28th to 20th May 2019. 18 members participated. Dr. Archana Pillai, Ms. Latha Suresh, and Ms. Marie Banu were the resource persons. A training manual was also developed as part of the programme.

Ms. Marie Banu handled a session on **'Social Entrepreneurship: Breaking Myths'** for the **Faculty Development Programme** conducted by **Vellore Institute of Technology** on 28th November 2019. This programme was supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB) and Entrepreneurship Development Institute of India (EDII). 20 faculty from various institutes participated.

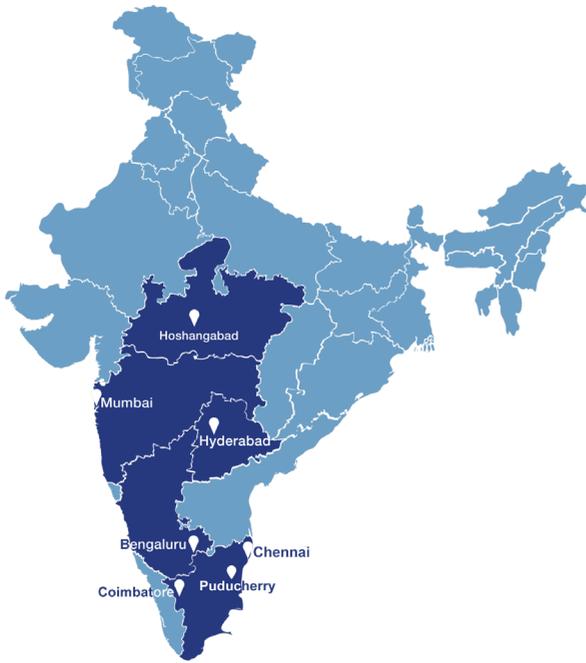
PREVENTION OF SEXUAL HARASSMENT AT WORKPLACE

Marie Banu represents CSIM in the capacity of External Member in the Regional Complaints Committee (RCC) and Internal Complaints Committee (ICC) - Prevention of Sexual Harassment (POSH) at Workplace formed under clause (c) of Sub-Section (2) of Section 4 of the Sexual Harassment of Women at Workplace (Prosecution, Prohibition and Redressal) Act, 2013 in several organisations.

She is a RCC member in Reserve Bank of India, Reserve Bank of India Staff College.

She is also an ICC member at Bosch Electrical Drives India Private Limited, Subros, Borg Warner Morse TEC India Pvt. Ltd, Stanley Engineered Fastening India Private Limited, Forbes Marshall, and Tata Institute of Social Sciences, School of Vocational Education.





Published by:
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IMPACT



Differently abled change agents



Women SHG leaders launched innovative enterprises for their group members



Individuals launched new social enterprises across Tamil Nadu on completion of the course



NGO staff implemented new strategies in their organizations



Homemakers are involved in social causes



Transgender entrepreneurs started 6 social enterprises



NGOs are adopting social entrepreneurial practices in Tamil Nadu. Over 55% of them are rural NGOs working for the empowerment of their villages



Socially conscious individuals oriented to the concept of social entrepreneurship

OUR TEAM

Honorary Director
 Latha Suresh

Director
 Marie Banu. J

Finance & Admin Officer
 Vaijyanthe Mala

Development Consultant
 Vimal. R

Coordinators
 M.S. Jothi
 Lakshmi Kalai
 Pauline Reuben

Admin Assistant
 Karthikeyan