



ANNUAL REPORT

JAN 2020 - MAR 2021



Centre for Social Initiative & Management (CSIM)
CSIM is a project of [Manava Seva Dharma Samvardhani](#)





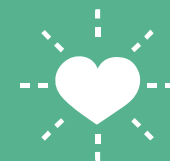
Vision

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

OUR FOUNDER



Shri. P.N. Devarajan



Objectives

- ♦ To orient socially conscious individuals to the opportunities and needs in the social sector through customised training programmes on social entrepreneurship/intrapreneurship
- ♦ To demonstrate the potential of social entrepreneurship amongst the NGO fraternity to address organisational and resource challenges
- ♦ Generate awareness on budding social entrepreneurs through publications and public events
- ♦ Facilitate transparency and professionalism amongst social enterprises through Social Audit and Social Impact Assessment

Council Members



Chairman - Governing Council



Mr. P.N. Subramanian,
Managing Trustee
Manava Seva Dharma Samvardhani

Governing Council Members

01. **Mr. Chandra Sekaran**, Former Executive Vice Chairman, CTS
02. **Dr. C.K. Gariyali IAS**, (Retd.) Former Secretary to Governor
03. **Dr. M. Kandasami FCA, DISA, Ph.D**, Managing Partner, Kandasami & Associates
04. **Dr. Madhukar Shukla**, Professor, XLRI, Jamshedpur
05. **Mr. Narasimhan**, Director, Protech Consultants Pvt. Ltd.
06. **Mr. N.K. Ranganath**, Ex-Managing Director, Grundfos India
07. **Mr. G.S. Sundararajan**, Board Member in the BFSI Industry

Advisory Council



Mrs. Latha Suresh
Director, Social Audit Network, India

Chairperson - Academic Council



Ms. Marie Banu. J
Director, CSIM

Academic Council Members

01. **Ms. Akila R S**, Advocate & Co-Founder, Paarvai Advisors
02. **Mr. Alan Kay**, Co-Founder, Social Audit Network, UK
03. **Dr. Archana Pillai**, Resident Mentor- NSRCEL Social, IIM Bangalore
04. **Dr. L.S. Ganesh**, Professor (Retired), DoMS, IIT Madras
05. **Mr. Jayendra Panchapakesan**, Director, Real Image Media Technologies
06. **Dr. Lalitha Balakrishnan**, Principal, M.O.P Vaishnav College for Women
07. **Dr. K. Prabhakar**, Research Consultant
08. **Mr. Pushpanath K**, Global Consultant -Campaigns & Advocacy
09. **Dr. Raja Samuel**, Principal, Madras School of Social Work
10. **Mr. P.Simmachandran**, President, Federation of TN Differently-abled Association

What we do

Social Entrepreneurship Training

- ◇ Certificate courses/PG Diploma
- ◇ Workshops / Seminars
- ◇ Conferences

Social Intrapreneurship Training

- ◇ Certificate courses
- ◇ Workshops
- ◇ Personalised team coaching

Social Impact Consulting

- ◇ Social Impact Assessment
- ◇ Social Cost Benefit Analysis (SCBA)
- ◇ Social Return on Investment (SROI)
- ◇ ESG Reporting

Social Impact Training

- ◇ Master Class in Social Accounting and Audit
- ◇ Social Impact Practitioner Training
- ◇ SROI Training

Publications

- ◇ Conversations Today
- ◇ Unsung Beacons
- ◇ Books on Social Entrepreneurship/ Social Audit
- ◇ Translation of books on Social Entrepreneurship

Consultancy

- ◇ CSR Needs Assessment
- ◇ CSR Strategic Planning
- ◇ Strategic planning for Social Enterprises
- ◇ Monitoring & Evaluation of ongoing projects



Courses on Social Entrepreneurship



- ◇ **PGDSIM**—Post Graduate Diploma in Social Initiative and Management
- ◇ **SEOP**—Social Entrepreneurship Outlook Programme
- ◇ **BWP - Business with Purpose** Programme
- ◇ **Social Connect Programme** for Colleges
- ◇ **E-SEOP** - Online course in Social Entrepreneurship
- ◇ **Social Entrepreneurship Skill Labs** in Colleges

Impact of CSIM courses

For aspiring Social Entrepreneurs

- ◇ Crystallise your social change idea, focus upon detailing for action
- ◇ Get started with appropriate inputs on legal requirements
- ◇ Help in networking and connecting with resources useful in kick starting your organisation

For NGO volunteers

- ◇ Develop skills to partner with an NGO on a long term basis with the intention of making an impact
- ◇ Develop an understanding of challenges faced by NGOs
- ◇ Become an active partner, seeking and driving performance standards in NGOs where you volunteer

For NGO Staff

- ◇ Develop the aptitude to look at the macro picture of your organisation
- ◇ Help you grow beyond functional limitations
- ◇ Result in professional development-become well informed about changing trends in the social sector

For Social Entrepreneurs

- ◇ Pause, reflect and re-focus priorities
- ◇ Identify strategic solutions
- ◇ Identify newer avenues and resources for the development of the organisation
- ◇ Take the organisation to the next level of growth

Post Graduate Diploma in Social Initiative and Management (PGDSIM)

PGDSIM at CSIM

The 19th batch of the one-year PGDSIM programme was launched on 14th June 2019. The course ended in March 2020. 10 Prospective Social Entrepreneurs enrolled for the programme. The Chief Guest for the inaugural event was Mrs. Archana Raghuram, Executive Director and CEO, United Way Chennai.

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. Until now, 20 batches have been completed and in total 371 participants have received their diplomas. 71 of them have launched NGOs and 46 NGO heads and 68 NGO staff have been oriented on social entrepreneurship.



“I have been practicing time to time the things I learnt from the trainings provided by CSIM. The learnings are very useful for my personal life as well as my career.”
Mr. J. Louis Selva Kumar



“The CSIM training was diverse. It has changed my perspective on how to deal with the community.”
Mr.S. Ruban Chakaravarthy

PGDSIM at Queen Mary’s College

CSIM launched PGDSIM at Queen Mary’s College, Chennai in July 2015. Till date, 172 Students undergoing their III Year UG in Sociology have completed this course. Classes are conducted three days a week for one-year period. The course was customised based on the needs of the department of Sociology. Since 2018, this programme has been revised into a two-year programme.



Course Name/ Duration	Year conducted	No. of Students
PGDSIM (one-year)	2015-16	45
	2016-17	56
	2019-20	38
PGDSIM (two-year)	2017-2019	33



The P.G Diploma programme conducted by CSIM is a rewarding experience for the students of Sociology studying in second year at Queen Mary’s College, Chennai. The students have gained much practical knowledge about N.G.Os and Social Entrepreneurship. The experience and the knowledge gained in the class and in the field visit to N.G.Os and PRA in tribal villages had significant impact in the approach of the students towards society and it will them to become more responsible citizen. The course is very beneficial for the students to compete in the job markets as well as to write various competitive examinations conducted by public and private sectors. I appreciate the entire team of CSIM and the special mention to Mrs. Lakshmi, CSIM Coordinator, for taking sincere efforts to train the government college students to enhance their communication skills, knowledge, personality, confidence and social ethics.” **Dr. S. Sakthi, Associate Professor and Head, Queen Mary’s College**

Social Entrepreneurship Outlook Programme

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, social research, social marketing, project management, fundraising, finance management, and human resource management. Case studies are used extensively throughout the course.

In 2020-21, **34** students pursued this programme at CSIM Centre at Tindivanam during the months of February and March 2021. **20** Participants enrolled for this programme that was organised in the months of December 2020 and January 2021. Till date, **668** participants—**62** NGO heads, **45** NGO staff and **6** transgenders, **2** government staff and **64** students — **34** from Queen Mary's College and **30** from Sri Kanyaka Parameswari Arts and Science College for Women—have benefited from this course.

A virtual training of trainer programme in Social Entrepreneurship was organised for CSIM's Point of Contacts (POC) during the months of August and September 2020. A training on Business Development Plan was also conducted by Dr. K. Prabhakar, Head - Research Initiatives, CSIM on 20th July, 2020.



SEOP class at Tindivanam



"I am running an NGO in Villupuram district. I gained more knowledge about social issues from CSIM. I learnt how to manage the communication needs of my organisation!"

– **Mr.M. Manivannan**



"I am a yoga trainer, I learnt more about NGO sectors and the process of starting an NGO from CSIM. Now, I plan to start my own NGO."

– **Mr. D. Sathiya Murthi**

SEOP – De-addiction Treatment Techniques

The De-addiction Counselling and Social Entrepreneurship programmes enrolls participants who are running de-addiction centres or plan to launch one. The training programme focuses on creating de-addiction counsellors who would provide better and appropriate health care to the addicts who come under their care.

CSIM coordinates this programme in association with Concern, a de-addiction home in Chennai. Training was offered for **26** participants from 22nd to 25th February, 2021. Till date, **85** participants have benefited from this programme.



"CONCERN is an NGO working for De-addiction treatment since 2008. We have an academic partnership with CSIM since inception and conduct the SEOP with de-addiction treatment techniques each year. We are extremely proud to be part of CSIM as our association has helped us gain good recognition in the field of de-addiction."

– **Mrs. Bhanu Suresh, Founder-Director, CONCERN**



"I work for a Multi-national company. During my course, I learnt a lot about one-on-one interaction with patients, communication skills, etc. This changed my counseling style and has led to better results. My heartfelt thanks to Mr. Suresh and Mrs. Bhanu of CONCERN for this magnificent effort!"

– **Mr. Ravishankar**

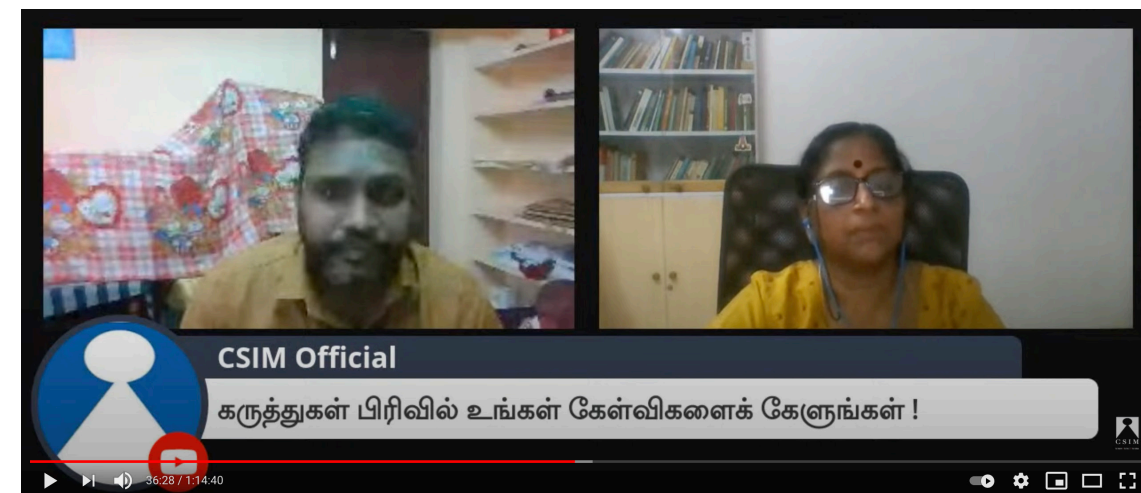
Business with Purpose

CSIM organised a Tamil Webinar Series to guide our Alumni on various business opportunities and resources available. This course enabled participants to evolve businesses that would create deeper connects with their clients, do more for the communities with which they work, and achieve profits thereby impacting society.

21 participants enrolled for this programme that was coordinated in the months of September, October, and November 2020.

Topic	Resource Persons
Need for Socially responsible Business - People Planet Profit	Mrs. Latha Suresh Director, SAN India
Current trends in Entrepreneurship in India	Mr. Pradeep Kumar. N Development Consultant
Case Studies Eco Kitchen, Mirakle Couriers, Lijjat Pappad	Ms. Marie Banu Director, CSIM Mr. Prasanna Founder, Aram Porul
Business Model Canvas	Dr. K. Prabhakar Research Consultant
Incubating a Social Enterprise A view of the current favourable environment in the industry	Mr. C N Prem Kumar Incubation Manager Crescent Innovation and Incubation Council
How to create self-motivation to achieve goals	Dr Radhika Meenakshi Chairperson, BYST Hyderabad

*Click on the hyperlink to watch the video



Business with Purpose (Contd..)

Drishtee

CSIM has partnered with Drishtee, a Business Correspondent for Banks including State Bank of India and Bank of Baroda for expansion of financial inclusion. CSIM has identified **28** alumni who were interested to launch Customer Service Points in urban locations of Tamil Nadu. Their applications are now being reviewed by Drishtee for approval.



"I learnt the process of setting up a business from CSIM. I am now planning to manufacture organic floor cleaners and will be launching an enterprise soon."

– Mr.V.Nagan



"I head an NGO called Mahasakthi in Theni District. Apart from knowledge about many businesses, this course has helped me to motivate my staff to perform better. The online course was beneficial as I would not have been able to attend this programme if conducted in Chennai."

– Dr. Kala

FOLLOW US

"பொறுப்புணர்வுள்ள வணிகம்"
இணையரங்க தொடர்

"நிழலும் நிஜமும்"
வணிக மாதிரி வடிவமைப்பு வார்ப்புரு

வெள்ளி
14th AUG
2020
11.00 AM TO 12.00 PM

பேச்சாளர்கள்

லதா சுரேஷ்

திரு. பிரதீப் குமார்

முனைவர் கே. பிரபாகர்

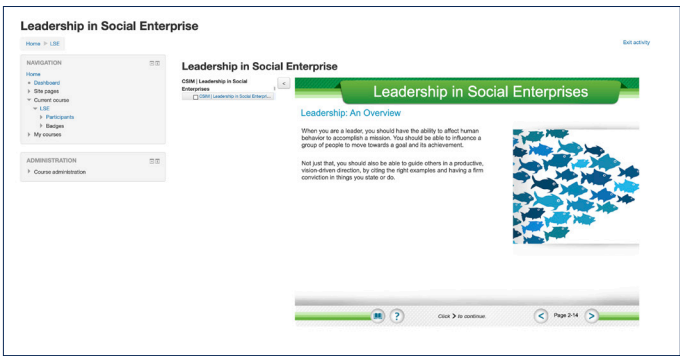
FREE WEBINAR | JOINING LINK IN THE DESCRIPTION BELOW

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 legal aspects, fundraising, social marketing, management tools, project management, finance management, human resource management, and other aspects of social entrepreneurship. Short films and documentaries on successful social entrepreneurs are included as case studies. Webinars are conducted to interact with the participants periodically.

This course has been updated by Cognizant Technology Solutions in 2015, with an additional module of Corporate Social Responsibility. So far, **1672** participants have benefitted from the course, which includes Social Entrepreneurship students from IIT, Madras, Loyola College, M.O.P Vaishnav College, and several other global participants.



"I did my PGDHRM at LIVE- Loyola in 2019 and one of the subjects that I studied there was on CSR. I was provided access to the online course in Social Entrepreneurship (E-SEOP) developed by CSIM. The course content was wholesome and informative. The topics covered everything that a management student should know – from Social Entrepreneurship to Corporate Social Responsibility. I learnt about many companies and how they implemented their CSR projects. You don't need to memorise as it is easy to grasp. I urge all students who wish to work in the social sector to pursue the E-SEOP course." **Prachi Sharma**



Social Intrapreneurship

WHO ARE SOCIAL INTRAPRENEURS?

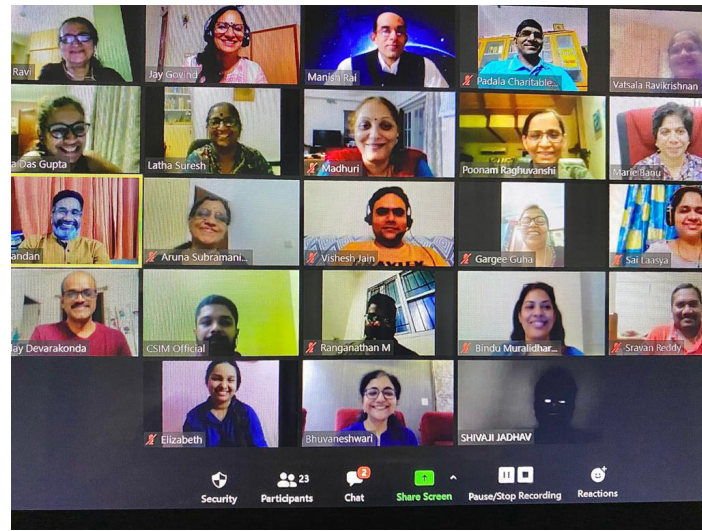
Social intrapreneurs are corporate changemakers – leaders or employees who build their actions on inner values and apply the principles of social entrepreneurship by developing socially innovative solutions that have both ethical fibre and community impact potential for mainstream companies. They drive change from the inside out—at the heart of these innovations, shaping the future of business. Recognising that complex social issues can only be solved through collaborative thinking and an integrated approach towards people, profit and planet, CSIM is now expanding its focus to Social Intrapreneurship training and facilitation in India. The objective of this programme is to drive increased individual social initiatives in business organisations and communities through our mentorship and support.

The **Social Intrapreneurship (SI)-101 programme** was organised for company leaders and enterprising teams to drive transformative solutions within their organisation. **12** participants enrolled for this programme that was conducted in the months of September and October 2020. Online training was provided for 12 hours and two weeks of handholding was also offered.

The following topics were covered:

Topic	Resource Persons
Social Intrapreneurship: Why Every Organisation Needs Social Intrapreneurship	Mr. Manish Rai and Mrs. Usha Ravi
SDGs: Model for social action	Mrs. Latha Suresh and Ms. Marie Banu
Human Centered Design: Strategies for Social Action within your organisation	Mrs. Vatsala Ravikrishnan and Mrs. Jayashree Govindarajan
Measuring Impact: Social Impact Assessment and SROI: measuring what matters	Mrs. Aruna Subramaniam and Dr. Madhuri Ravindra
Emotional Intelligence and Social Intrapreneurship: Be the change you want	Ms. Bhuvaneswari Ravi and Dr. Poonam Raghuvanshi

Social Intrapreneurship (Contd..)



"It is a picture perfect course. The sessions were highly informative and equivalent to that of a post graduate course although conducted for only four weeks"

–Mr. Uday Devarkonda



"The training and study material shared by CSIM has helped me to change my perspectives about the social sector and has enabled me to reflect more on it."

– Mr. Suryaprasad

Short film on Social Intrapreneurship

CSIM has launched a [short-film on Social Intrapreneurship](#). This was created pro bono by Mr. Niranjana, a Documentary Film Maker based in Chennai.

"The Social Intrapreneurship is a new approach emerging in the corporate world that enables the organisation to integrate business outlook with sustainable social development. CSIM is one among the few organisations that has designed a two-level course on Social Intrapreneurship - a basic level which gives an overview of what it is and how one can kick start Intrapreneurship within an organization, followed by a second level which would involve customized handholding in designing the intervention for the respective organisation."

**– Mrs. Vatsala Ravikrishnan,
Lead - SI Course**

Creating capacities during COVID times

CSIM organised webinars in association with the Department of Sociology of M.O.P Vaishnav College for Women, SSS Jain College for Women, Queen Mary's College and Sri Kanyaka Parameswari Arts and Science College for Women. The sessions were handled by experienced faculty who covered a wide range of topics for different audience segments - academicians, students, and general public. All the webinars were streamed live on YouTube and available in CSIM Official YouTube Channel.



Dr. C. Kumarbabu

[Readiness to post Covid Society](#)

[COVID-19: Maximising Motivation During the Crisis Period.](#)

[COVID- 19: Tackling Mental & Emotional Stress.](#)

Dr C.Kumarbabu MD; DPM; Ph.D has more than 30 years of experience in counselling. He held the post of Reader in Psychiatry at the Government Stanley Medical College and Hospital, Chennai. He is also a corporate consultant in Stress management, emotional Intelligence, value based goal setting and work life balance.



Mrs. Girija Kumarbabu

[Cyber safety for women and children](#)

Mrs. Girija Kumarbabu is the Former Secretary of Indian Council for Child Welfare, Tamil Nadu and has over 35 years' experience in the social service sector. She serves as a Member in Juvenile Justice Board Chennai and is the Managing Director of Sankalp, an NGO in Chennai that is committed to the cause of promoting the rights of girl children.

[Virtual Teaching Aid](#)

Prof. Ebenezer is an Assistant Professor in Visual communication Department of Shasun Jain College, T. Nagar and also serves as Director of Media Entertainment & Communication, collaborated with National Skill Development Corporation – India. Prof. B. Kalai Kovan entered the field of Multimedia and heads the Training & Development team at Shasun Jain College through which he coordinates various Media technical courses.



Prof Ebenezer



Prof. Kalai Kovan

[Pandemic and Environmental challenges ahead](#)

Dr. Balaji Srinivasagopalan is the Former Principal Chief Conservator of Forests, Government of Tamil Nadu. As the Director of Environment, he was instrumental in launching of the National Green Corps (NGC) in Tamil Nadu Schools and implementation of CRZ regulations in coastal areas of the state.

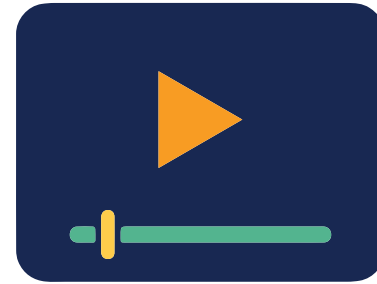


Dr. S. Balaji IFS

Video series

Covid related video series

CSIM Students/Alumni, faculty and counsellors shared short videos on issues related to COVID-19 – awareness, relief and rehabilitation. These videos are published in social media sites as well as in CSIM website.



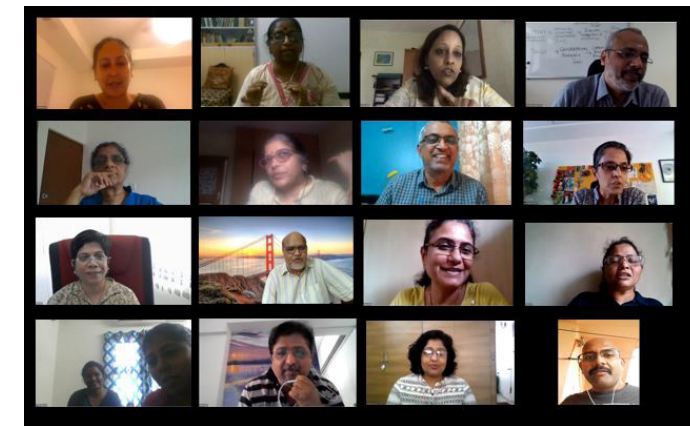
Topic	Presented by:
Need for support for transgender communities during Covid-19 Pandemic.	Ms. Jeeva Founder, Transgender Rights Association & CSIM Alumna
About Tamil Nadu Slum Clearance Board's work for COVID programme and his advice for general public.	Mr. Pradeep Kumar Social Activist and CSIM Alumnus
About COVID relief work coordinated for the migrant communities through his Trust.	Mr. Moraji Desai Founder, Turning Point
How to utilise the lockdown period to develop a hobby and passion.	Ms. Maheshwari Psychotherapist
About Covid relief to 700 families offered through her Trust.	Ms. Sornalatha Founder, Adivasi Social Service Educational Trust, Chengalpattu
How to stay healthy - physically and mentally - and manage the COVID lockdown period effectively. (English) (Tamil)	Dr. C. Kumarbabu Psychiatrist
Utilising the lockdown period to adopt healthy habits and spend quality time with the family.	Dr. Vasanthi Babu Counsellor
Advise for parents on how to spend quality time with their children.	Dr. Vasanthi Babu Counsellor
How parents can utilise the lockdown period to create behaviour modification in their children.	Ms. Sathya Dhanakoti Special Educator and counsellor.
Interesting activities we can engage during the lockdown.	Ms. Soundarya Psychologist
Mental well-being of senior citizens during the lockdown period.	Ms. Gokila Sreenivas counsellor and Psychotherapist

*Click on the hyperlink to watch the video

Social Impact Practitioner Trainings

Social Impact Assessment is a valuable tool that helps organisation's contribute to sustainable development and social change. It provides ways for anyone to identify, analyse, measure and manage the intended and un-intended impacts of their actions and initiatives on people.

The Social Impact Practitioner training was conducted by Social Auditors of Social Audit Network, India and UK during the months of September, October and November 2020. **41** Participants (3 batches) enrolled for this programme. Sessions were conducted by Mr. Alan Kay, Co-founder of SAN UK, and Social Auditors of SAN India and SAN UK – Dr. Archana Pillai, Mrs. Aruna Subramaniam, Mrs. Latha Suresh, Dr. Madhuri Ravindra, Ms. Marie Banu, Mrs. Usha Ravi and Mrs. Vatsala Ravikrishnan.



"The course is designed to enable development sector professionals to plan and execute quick internal assessments to track program success and also evidence impact. It is designed to be used at various stages of the program and is based on established frameworks and protocols in the sector. It also helps professionals widen their impact thinking and reporting lens. We've had a good set of people graduating in the last year and we hope to have added to the professionalising social impact measurement."

– Dr. Archana Pillai, Director, Social Impact Advisory



"As a beginner to learn about the subject, the course was very useful and highly informative. The training gave a lot of insights on how to go about every step of project planning and implementation and how to do the impact assessment. All the resource persons were highly knowledgeable, excellent in handling the course and in their communication. They were very affable too. A big thanks SAN India!"

– Ms. Shashirekha, Scientist, MCRC

Social Audit Trainings

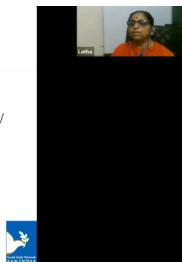
Mrs. Latha Suresh and Ms. Marie Banu handled sessions on for SAN, UK members on 15th July, 9th September and 14th October 2020.

Managing a Virtual Social Audit Panel, SDG Alignment in Social Audit, and innovative approaches in stakeholder consultations were discussed. Over **25** SAN UK and SAN India members participated in these webinars.



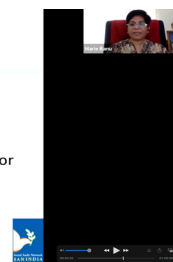
The Trail

- Get the list of secondary data and primary data sources from the client
- Request them to share all data and analysis that is in an electronic form a day before the trail (Audio / video testimonials also)
- Auditor to share the list of documents that he/she wishes to review



Step 1 & Step 2

- Online session to frame VMVOA
- Stakeholder Mapping
- Identifying secondary and primary data sources
- Creation of stakeholder consultation tools for primary data



It was a pleasure to learn from Marie Banu and Latha Suresh from SAN India at the SAN UK online Roadshow about how to hold a virtual social audit panel. The SAN India method is truly ground-breaking, and participants from across the world were able to hear about how social accounting and audit can still be carried out in a robust way, whilst working in a virtual world. Thank you for inspiring us!

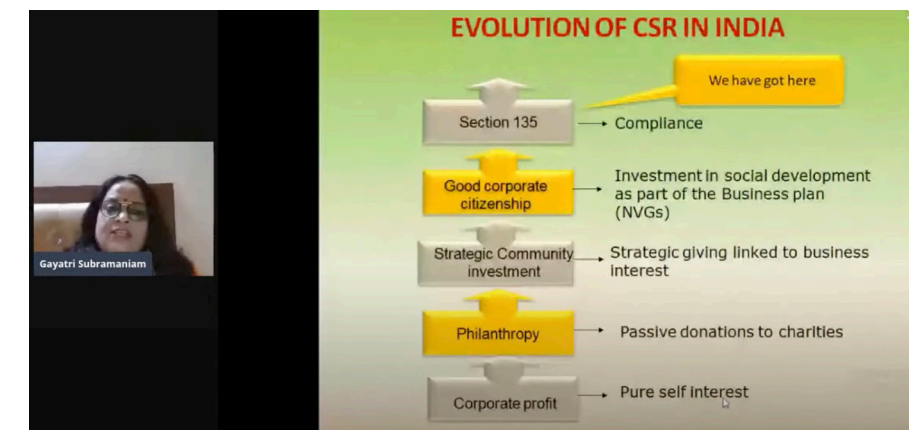
–Anne Lythgoe Treasurer, SAN, UK

Corporate Social Responsibility

A webinar on [Demystifying Corporate Social Responsibility](#) (CSR) was organised by CSIM on Saturday, 27th June, 2020. The programme was designed based on relevant act and rules. It aimed to give practical exposure on CSR to the participants.

- ♦ Regulatory Framework of CSR: Companies Act, 2013 and CSR Rules, 2014
- ♦ CSR Amendment Rules, 2021
- ♦ International guidelines and best practices
- ♦ CSR Implementation: Challenges, risks and learning
- ♦ CSR sectors: energy, health, education, etc.
- ♦ CSR planning and implementation
- ♦ CSR success stories
- ♦ Measuring Social Impact

Ms. Gayatri Subramaniam, Director of Association of Women in Business and one of the leading experts on CSR in the country handled the sessions along with Mrs. Latha Suresh and Ms. Marie Banu. **51** participants attended the session.



“It was great to speak on “Demystifying Corporate Social Responsibility” for the session on 26th June, 2021 organised by CSIM. More than 200 participants attended and it was fun interacting with them. This session was indeed a timely capacity building and knowledge dissemination exercise organised by CSIM. It was fun interacting with such a huge number of participants who were a perfect combination of Corporate, Professionals, Implementing agencies and academics. I would like to acknowledge my deep appreciation and gratitude to CSIM and would like to be a part of all such endeavours in future.”

Mrs. Gayatri Subramaniam, Director, Association for Women in Business and Director, International Centre for Socially Responsible Businesses

Evolutionary Excellence Model for Leadership

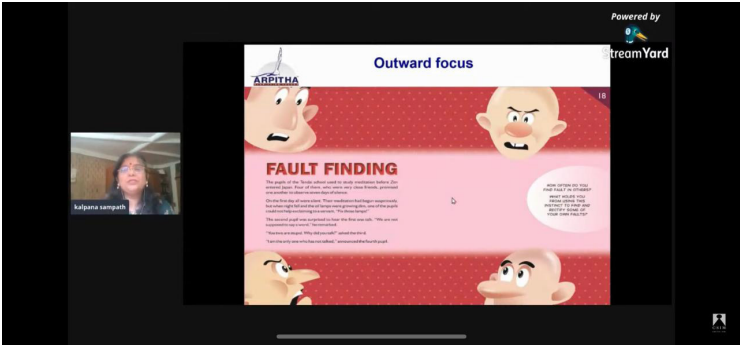
A Critical Role of Leadership in building a High-Performance Organisation after the Pandemic

The primary focus of any business is to excel in whatever it intends to do, for this is a sure way of generating profits and well-being for all stakeholders. To begin this journey towards Excellence, one needs to be clear on understanding what goes into creating a culture of Excellence and the essentials of Excellence. Organisations, while attempting to foster a culture of Excellence, should focus on building its Leadership and Culture on a strong foundation.

This [webinar](#) was organised on 10th July 2020 and focused on:

- ♦ Understanding the essentials of Excellence in the current scenario.
- ♦ Developing the essentials of Excellence model
- ♦ Providing an insight into the cultural elements that restrict and facilitate Excellence within the team
- ♦ Gaining an in-depth insight into the bright side of the model and the implications of the shadow

Dr. Kalpana Sampath, Director of Arpitha Associates and Vaidyagrama, an Ayurveda initiative was the resource person for this programme. There were over **100** participants for the programme.



“CSIM, for me, has been an extended home nurturing my thoughts, ideas and writing for over a decade. The team under the Leadership of Latha and Banu have been supporting me immensely. CSIM sessions are practical, giving scope for social entrepreneurship to blossom in individuals. I have enjoyed the sessions, teaching and learning in the past years. CSIM vision and path is a yeoman service in building entrepreneurship. I wish them the very best in all their future initiatives and will stand to support them in every way that I can.”

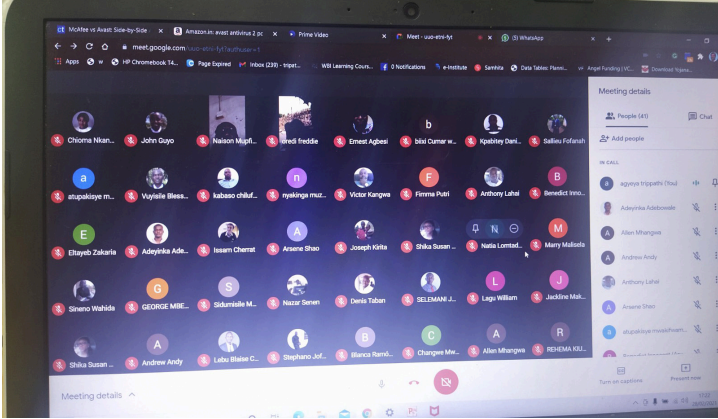
– Dr Kalpana Sampath

International webinar

CSIM and Awaz conducted a three-day international webinar cum training in ‘Monitoring and Evaluation (M&E) of Development Projects’ for mid-level staff working in the development sector. Sessions were conducted by Ms. Latha Suresh and Dr. Agyeya Trippathi. The topics covered were:

- ♦ Introduction to Monitoring and Evaluation
- ♦ Scope and importance of M&E
- ♦ Using M&E for development projects
- ♦ Monitoring &Evaluation Plans
- ♦ Planning Framework
- ♦ Impact Assessments and Social Audits
- ♦ Theory of Change
- ♦ Logframe Analysis

Out of **134** registered participants from **10** countries, **45** attended the training which included assignments on M&E, Logframe and Theory of Change. **22** participants have successfully completed the training conducted on....

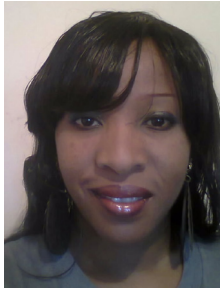


Dr. Agyeya Trippathi



“I am grateful for the opportunity to have participated in the program conducted by CSIM and Awaz. The programme was an eye opener on a whole new level. It further enhanced my understanding of M&E. I am also grateful to Dr. Agyeya who was the trainer and moderator for the workshop.

– Mr. Ericson mawolo



“The program that was conducted by CSIM and Awaz is an excellent initiative and it helped me to acquire very good knowledge of M&E within a short time. Dr Agyeya, is an excellent and tactful trainer and moderator who made me grasp the knowledge without any difficulties.”

– Ms. Nyakinga muzeya

Publications

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. Books on social entrepreneurship, social accounting and audit, and translations of books on social entrepreneurship are also published.

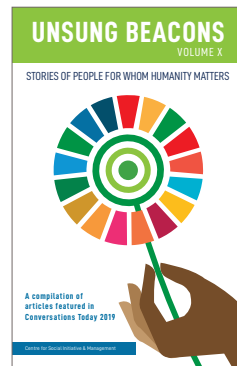
Conversations Today — a monthly tabloid registered with the Registrar of Newspapers for India—focuses exclusively on social issues and has created its niche in the social as well as print media. The tabloid was launched in January 2010 and features NGOs, CSIM alumni, change makers, and celebrities involved in social work. A team of professional editors and writers compile this publication and we have a readership of over 20,000. The printing is sponsored by New Indian Express. This paper is also available [online](#). Conversations Today also features international stories / articles from [Singapore Foundation](#) and [Social Audit Network, UK](#).

[Unsung Beacons](#), a compilation of articles featured in Conversations each year. Vol. 10 of this book will be published in June 2021.



Writing for Conversations has been one of the most enriching aspects of my life. I get to meet amazing people who have turned every single roadblock they met into an opportunity to do good for others. I'm grateful that Conversations continues to give me a medium to engage with the social sector landscape of the country."

- **Archanaa Ramesh**



CSIM has been an important part of my career profile. As a researcher, writing for Conversations has kept my interest in people intact. I strongly believe in building human resources and every interview proved that we had a lot to learn from each other. No matter where we are, we all can be an inherent part of change. The confidence and positivity I realise from my stories have guided my decisions every time. When I see my three year old son's reaction to these stories that I try to simplify and narrate, I feel the strength of human capital."

- **Shanmuga Priya, T**

Events

Battle of the Buffet

CSIM has been associated with the mega fundraiser – Battle of the Buffet – since 2009. This event celebrates the value of giving through entertainment. This annual fundraiser is organised to support NGOs based out of Tamil Nadu and has raised close to 30 crore rupees, benefitting hundreds of NGOs.

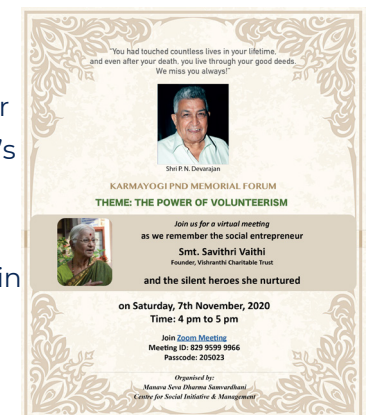
CSIM co-organised the Battle of the Buffet 2020 along with Chennai Mission and Aram Porul. Given the COVID situation, this fundraiser was conducted virtually on 12th and 13th of November 2020. A.R. Rahman Sunshine Orchestra played a musical tribute to Shri S.P. Balasubramaniam, and Shri. TM Krishna performed at the event. 55 NGOs enrolled and raised a total of 1.5 crore rupees. Rs. 50,92,500 was raised by the organisers towards Project Bank Funding and was allocated for 29 NGOs as desired by donors. The BoB event offers sumptuous food sponsored by Chennai's leading star hotels combined with the best of entertainment. Due to COVID regulations, dinner served by Chennai's finest hotels was delivered to the donors homes.



PND Memorial Lecture

Mrs. Savithri Madam launched Vishranthi Old Age Home in 1980 which was the first Old age home for destitute women in South India. She passed away on 6th of October 2020. The theme for the First edition of Shri PN Devarajan's memorial Forum that was organised on 7th November was '[Power of Volunteerism](#)' as this subject was close to PND and he has spoken about the power of volunteering in many forums.

Mrs. Raji Gopalakrishnan - Volunteer & Former Trustee, Vishranthi Mrs. Kousalya Seshadri - Functioning President, Monday Charity Club Mrs. Vanjula Vasanth - DOS Volunteer, MSDS shared their experiences with Smt. Vaithi. Mr. R. Narasimhan - Governing council member, CSIM remembered Shri PND as a volunteer.



International Kindness Festival

CSIM coordinated the International Kindness Festival in Colleges along with The Kindness Foundation from 5th to 7th March 2021.

The Festival was held visually rich virtual environment and set to be a global brainstorm to examine all aspects of Kindness including the insecurities and challenges, the politics and ethics, the science and spirituality, the practicality and also perhaps the prose behind everyday kindness!

Some of the distinguished speakers and panellists are Abhishek Bachchan, Tim Disney, S.Gurumurthy, Stephen McGowan, Nithya Shanti, Kiran Khalap, Payal Kapoor, Basu Shankar, Rajiv Lochan, Lalita Kumaramangalam, and Nicole Dreiske.

The festival was divided into 3 overarching themes - Global, Local & Self and explored Kindness, Compassion, and Empathy through these lenses. Apart from this, there were also gaming sessions, Scavenger hunt, leader boards, end-of-day DJ hours, Auction hours, Speeches on Kindness by children, an Art Gallery, an expo area and much more!

32 inspiring speakers with **3000+** global attendees and **10+** interactive workshops were the highlights of this event.



"IKF 2021 saw the launch of the KINDNESS PILLAR of SUPPORT - a directory of non-governmental support services with direct access to their helplines. CSIM played a pivotal role in curating the 200+ NGOs listed. They also helped us connect with volunteers from MOP Vaishnav College, who were available to guide visitors through the listings to identify the appropriate matches for their requirement." – **Mahima Poddar, Founder, International Kindness Foundation**



"M.O.P, and the Department of Sociology is proud and honoured to have been part of the IKF. The event was truly special as were the exceptional speakers. All of them inspired and empowered us to brainstorm our capabilities as their motto promised to. Our students also gave me very positive feedback about the event. Thank you for making us a part of such an event."

– **Dr Sudha Krishnakumar, Professor, Dept. of Sociology, M.O.P Vaishnav College for Women, Chennai**

Guest lectures/Panelist

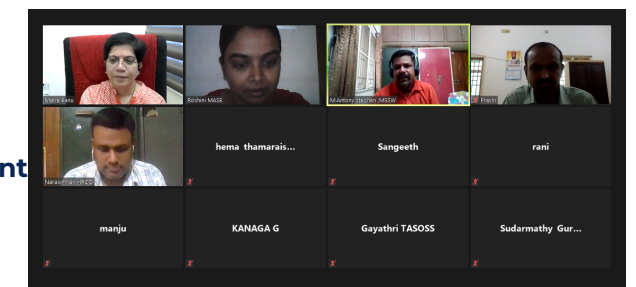
Guest Lectures

Marie Banu handles **an elective paper on Corporate Social Responsibility** for students of Post Graduate Diploma in Human Resource Management of **LIVE-Loyola** each year. **27** students enrolled in the academic year 2020-2021. All students were provided access to CSIM's Social Entrepreneurship on-line course as well.

She handled a session on "Social Entrepreneurship – a new perspective" on 15th December 2020 for students of **Vellore Institute of Technology** who were undergoing a week long Entrepreneurship Learning series. **30** students benefited from this programme.

Marie Banu is an Advisory Committee Member of the Social Entrepreneurship Incubation center at **Madras School of Social Work (MSSW)**. She conducted the **Business Plan workshop** for second year Year MASE students from 2nd to 4th July 2020. **10** participants attended the workshop.

Marie Banu handled a session on "Approaches for Entrepreneurship Development" on 19th February 2020 which was part of **Faculty Development Programme** on Entrepreneurship Development organised by MSSW. **21** participants benefited from this programme. She was also invited as a resource person for a **National level faculty development program** coordinated by MSSW. She handled the session on 'Relevance of Social Entrepreneurship towards SDG'. **19** participants attended this programme.



Panelist

Marie Banu was invited by E-Cell, **VIT Vellore** to judge the **Hult Prize Challenge VIT** on 25th November 2020. **Hult Prize** is an annual international competition that encourages student teams to solve pressing social issues. She was also invited as Jury for final round of **Social Pitch Fest on Covid-19** conducted by **MASE, MSSW**.

Marie Banu was a Panellist for evaluating and encouraging the tenth grade students of Sri Kumaran Institutions (CBSE, Mallasandara) on their Social Action Project (SAP) as a part of the **EQUBE life education programme** on 16th August 2020.

POSH Committee

PREVENTION OF SEXUAL HARRASSMENT AT WORKPLACE

Marie Banu represents CSIM in the capacity of External Member in the 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 leading organisations and adopts a gender-neutral approach.

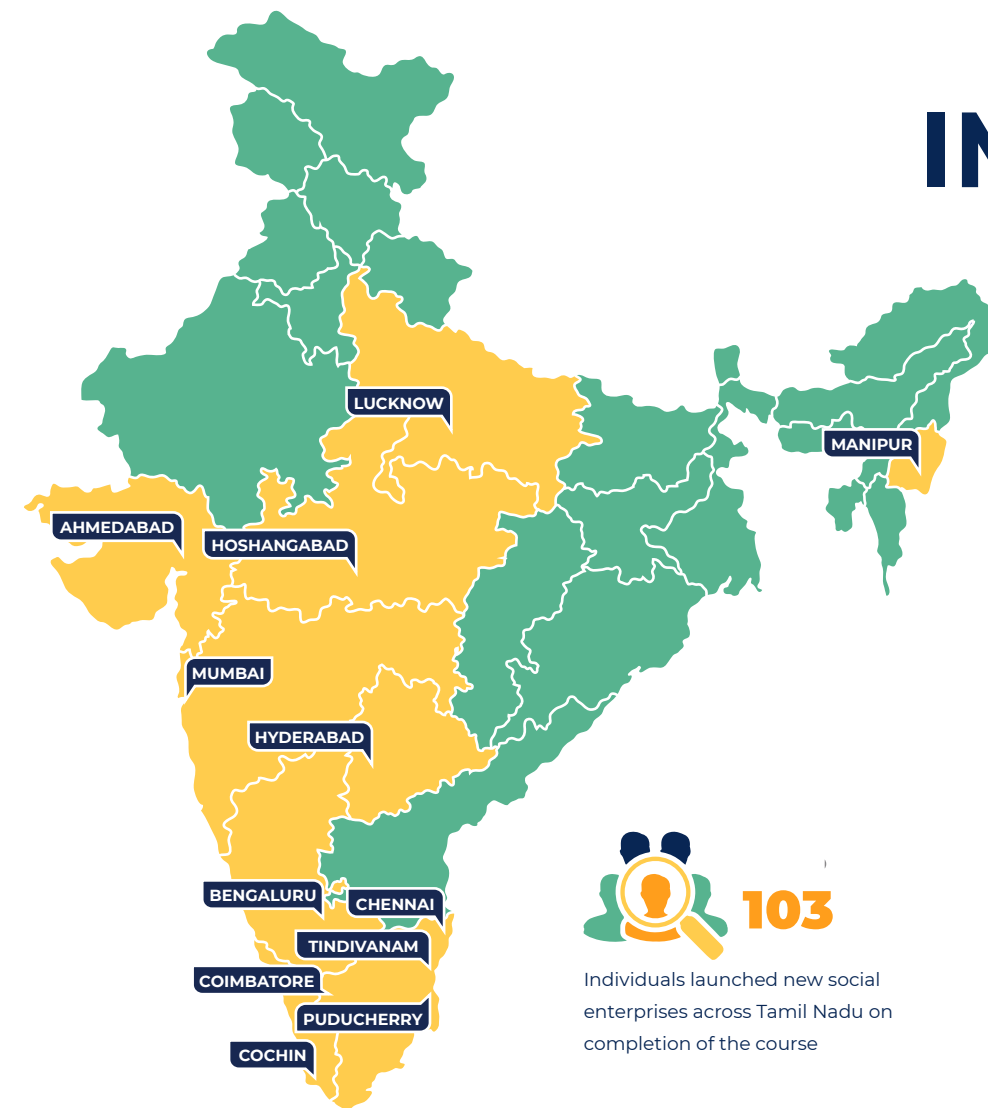


She has served as ICC member in RBI, Chennai, Bosch Electric Drives Ltd, Oragadam, and as RCC member at Reserve Bank of India Staff College. She is presently an ICC member at Tata Institute of Social Sciences, School of Vocational Education, Forbes Marshall, Mahle, Venutra Pranas, Stanley Engineered Fastening, and Borg Warner Morse TEC India Pvt. Ltd.

CSIM - creating a national presence

CSIM has identified Point of Contacts (POC) in seven locations across India. Their major role is to spread the concept of Social Entrepreneurship as well as Social Accounting & Audit in their region. They also direct any enquiries that they may receive on CSIM/SAN India to our Chennai office besides coordinating trainings/workshops in their region. All centres are presently functioning virtually only.

IMPACT



194

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



103

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



117

NGO staff implemented new strategies in their organisations



15

Homemakers are involved in social causes



25

Differently abled change agents



27

Transgender entrepreneurs started 6 social enterprises



24

Women SHG leaders launched innovative enterprises for their group members



3340

Socially conscious individuals oriented to the concept of social entrepreneurship

OUR TEAM



Honorary Director

Latha Suresh



Director

Marie Banu. J



Chief Accountant

Vijayanthe Mala



Senior Coordinator

M.S. Jothi



Coordinator

Lakshmi Kalai



Coordinator

Pauline Reuben



Development Consultant

Pradeep



Development Consultant

Vimal. R



Admin Officer

Karthikeyan

and a host of experienced consultants and resource persons



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