

ANNUAL REPORT

JANUARY 2018 - DECEMBER 2018



LAUNCHPAD FOR SOCIAL
ENTREPRENEURS

MESSAGE FROM THE TRUSTEE

Dear Friends,

As a learning centre, CSIM has contributed a lot to the social entrepreneurship ecosystem in India. We, at CSIM, enable social Change agents, who are in a constant pursuit of positively transforming societies, to understand the root cause of the social problems they wish to address, shape their solutions into a vision and then create an action-oriented path forward. We ask them the right questions, connect the dots, form the relationships, make them understand the impacts of making a change and the consequences of not. CSIM has given hundreds of young innovative change makers, both rural and urban, the opportunity to innovate and to move forward with purpose, to create new socially viable and impactful enterprises.

CSIM has also sown the seeds of empathy among the college students in Chennai through the Social Connect programs, which would be a life-long trigger for them in being socially conscious.

We would be two decades old shortly and the dream of our Founder, Mr. P N Devarajan in triggering the social consciousness of each individual continues...

Latha Suresh

GENESIS



Manava Seva Dharma Samvardhini Trust is a registered Public Charitable Trust established in 1999 by Shri PN Devarajan. Centre for Social Initiative and Management (CSIM) is a project of MSDS.

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.

CSIM 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.



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



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 Audit and Social Impact Assessment

COUNCIL MEMBERS

CHAIRMAN

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

GOVERNING COUNCIL

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

CHAIRPERSON

Ms. Marie Banu, Director, CSIM & Social Auditor

ACADEMIC COUNCIL

- Ms. Akila. R.S, 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 TN Differently Abled Association

ADVISORY COUNCIL

- Dr. K. Nirmala Prasad, Former Principal, MOP Vaishnav College for Women
- Mrs. Latha Suresh, Director, Social Audit Network, India

INITIATIVES



SE TRAINING

Educational programs
Workshops
Seminars
Conferences



SOCIAL IMPACT ASSESSMENT

Social Accounting & Audit
Government
Corporate Social Responsibility (CSR) Programmes
For Profit & Non Profit Social Enterprises
NGOS
Impact Assessment
Needs Assessment
Social Cost Benefit Analysis (SCBA)
Social Return on Investment (SROI)
GRI - G4 Sustainability Reporting
SDG Impact Metrics Reporting
CSR Reporting



PUBLICATIONS

Tabloid on social issues
Books on social entrepreneurship/
social audit
Translation of books on social
entrepreneurship



CONSULTANCY

Registering a for-profit or non-profit
Social Enterprise
Strategic Planning for Social
Enterprises and CSR projects
Annual Monitoring & Evaluation of
projects



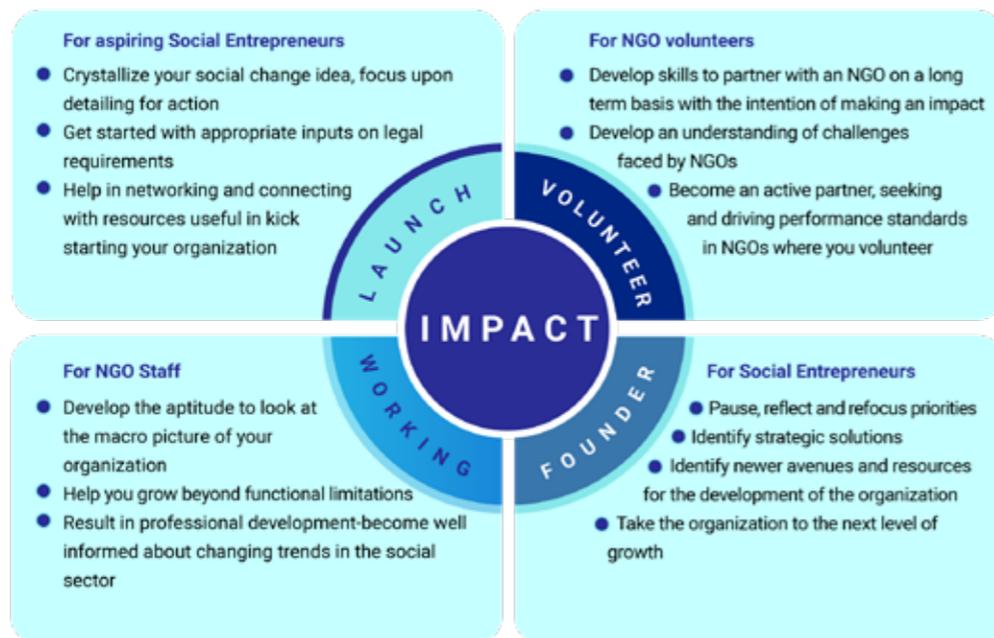
COURSES ON SOCIAL ENTREPRENEURSHIP

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
 Social Entrepreneurship Skill Lab and Social Connect Programme

PGDSIM COURSE 437 	PGDSEM 33 	E-SEOP 1354 
SEOP 521 	SE-SKILL LAB 101 	SOCIAL CONNECT 212 

These courses promote the concept of social entrepreneurship and create professionals in the development sector. Besides, CSIM also offers customized workshops for NGOs and educational institutions on social entrepreneurship, fundraising, communications, media, leadership, and social accounting and audit.

IMPACT OF CSIM COURSES



POST GRADUATE DIPLOMA IN SOCIAL INITIATIVE AND MANAGEMENT (PGDSIM)

The 17th batch of the one-year PGDSIM program was launched on 16th June, 2017. The course ended in May 2018. 21 Prospective Social Entrepreneurs enrolled for the programme. The Chief Guest for the inaugural event was Dr. Rosy Fernando, Founder, StartUp Solutions. Chennai.

PGDSIM 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.

As part of the orientation program, participants are oriented on the course content, taken on field visits to various social enterprises and NGOs, and attend guest lectures delivered by practitioners. Contact classes are conducted on two days a week and concurrent fieldwork is assigned on other days.

CSIM launched this course in Tindivanam on

21st July 2018 and 10 participants enrolled. Mr.Vaithiyanathan, Professor and Head of Oilseeds Research Station, KVK was the Chief Guest for the inauguration. Mr. Sankar, founder of Tribal society and Mr. Mr.Chandrakanth of Uyir Foundation were the Guests of Honor.

Until now, 17 batches have been completed and in total 338 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.

CSIM launched PGDSIM at Queen Mary's College, Chennai in July 2015. 99 Students undergoing their III Year UG in Sociology have completed this course. Classes are conducted three days a week for one-year period. Since 2018, this programme has been revised into a two-year programme and 33 students have enrolled.

"Learning at CSIM has been a turning point in my life. It showed me the way to launch my own organisation."

– Sakhivel, PGDSIM, 17th Batch student



"CSIM class was very useful to me. I gained both theoretical and practical knowledge through this course. My experience during internship was totally different from others. While most of my friends interned in NGOs, I had an opportunity to intern in a lawyer's office. It was a new experience to me! I was involved in creating awareness about the basic laws to the people living in Ambattur and also interviewed few human rights activists. I visited the Poonamalle court, and it was hands on learning experience. I thank CSIM for giving me this opportunity."

– Kalaivani.K, 3rd BA Sociology, QMC

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, and management tools, project management, finance management, human resource management, and accountability. 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 2018, 80 students pursued this programme at CSIM Centre at Alapakkam, Tindivanam, and Acharapakkam as well as in Queen Mary's



College, Chennai. Two of these SEOP were done in partnership with CONCERN, focusing on De-addiction and Counseling.

Till date, 521 participants have benefited from this course. They include 23 NGO heads, 25 NGO staff, 6 trans genders, 2 government staff and 23 College students.

"The SEOP programme was compact and taught me what I would have probably learnt over one year period. It has been a great learning opportunity for me."

– D.Shiloh Annies (34th batch, SEOP Alapakkam)

"After pursuing the CSIM's SEOP programme, I am able to work with HIV affected persons without any inhibition."

– Meena (36th batch, SEOP Acharapakkam)

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, 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.

This course has been updated by Cognizant Technology Solutions in 2015, with an additional module of Corporate Social Responsibility.

So far, 1354 participants have benefitted from the course, which includes Social Entrepreneurship students from IIT, Madras and several other global participants.

SE SKILL LABS

CSIM is in the process of setting up Social Enterprise Skill Labs in Colleges. The CSIM - SE skill lab Ecosystem has a five pronged approach to enable colleges take up social entrepreneurship training. Currently, **we are working with the Madras School of Social Work, in setting up this skill lab.**

The SE Learning Centre has offered a 30-hour Social Entrepreneurship Outlook Program and 101 students enrolled in it. As part of the Community Connect module, the students visited social enterprises like Eco kitchen, eHands energy, Can-Do, Panchayat Academy. They also interacted with social entrepreneurs like Mr.M B Nirmal, Mr.Kamraj, Ms.Neelam Jain, Mr.Ganesh Kumar, Mr.Sivakumar, Mr.Sreejith and Ms. Shwetha.

The students presented mock business plans



as part of the Idea development module.

Till date, no student has expressed a desire to launch a social enterprise and hence no social enterprise has been incubated by CSIM for the MSSW students.

SKILL LAB ECOSYSTEM



"This course gave me a lot of insights about what a social enterprise is and propelled me in such a way that I want to start a SE of my own or at least be a part of one."

– Dorothy Selvam.M, MSSW

"The sessions were very knowledgeable as it gave a wide view about what a social enterprise is and how to make it sustainable."

– Madhumitha. P, MSSW

SOCIAL CONNECT

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, 212 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.



"I joined CSIM program this year as my senior said that it was good. During the field visit I was really moved to see people living without any basic needs. I did my internship at Anew at Anna Nagar, where they provide free training for women. CSIM taught me how to talk with confidence and I learnt to multitask. This has been entirely a new experience for me and I'm very much thankful to CSIM and my college professors for supporting and guiding me through the programme."

–Durga Sekar, SSS Jain College for Women

COMMUNICATE FOR CHANGE

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.

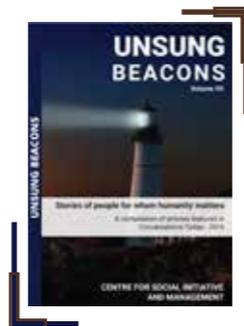
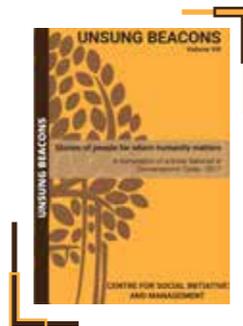
Conversations Today – a monthly tabloid registered with the Registrar of Newspapers for India—focuses exclusively on social issues and has created its niche in the social as well as print media. The tabloid features NGOs, CSIM alumni, change makers, and celebrities involved in social work. A team of professional editors and writers

compile this publication and we have a readership of over 20,000.

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.

Unsung Beacons - Volume 7 & 8, a compilation of articles featured in Conversations Today 2016 and 2017 was released by Shri Vasudevan and Smt. Latha Pandiarajan.

These books are available online at <http://csim.in>.



SOCIAL IMPACT MEASUREMENT

Social Audit Network, India is a social impact consultancy which specialises in social impact measurement, strategy and evaluation. Social Impact Measurement is a process of understanding how much social change occurred and can be attributed to an organization's activities.

Social Audit Network, India along with its subsidiary – Social Impact Advisory - offers a wide range of assessments and services to CSR projects and Social Enterprises (for-profit & non-profit) based on the Social Accounting and Audit methodology. By facilitating social enterprises / CSR to understand their impact, we hope to achieve and subsequently develop the right skills among them to deliver greater impact through their initiatives that can change lives and communities for the long term.

Presently, there are 20 Social Auditors registered with SAN India and SAN UK.

Till date, **SAN India has conducted social audit for 10 for-profit organisations (NBFCs and SEs); 8 CSR Departments/Organisations; 42 NGOs, and 3 Government projects, and 3 International projects.** We are now in the process of writing the social accounts for 12 organisations across India.

SAN, India conducted the Social Audit for Equitas Development Initiatives Trust (EDIT) in April 2018. Dr. Prabhir Vishnu Poruthiyil, Professor at IIM,Trichy and Social Auditor was the Chair of the Panel and audited the Social Accounts. Ms. Perna Saxena, Inclusive Banking Advisory, Financial Institutions Group, IFC, and Mr. Karthik Ramaswamy- CSR & Sustainability Head of S.India, KPMG were the panel members.



MASTER CLASS IN SOCIAL ACCOUNTING & AUDIT

SAN, India conducts periodical training programmes in Social Accounting and Audit across the country. So far, **SAN India has trained 180 participants in Social Accounting.**

Master Class in Social Accounting and Audit was organized in Bengaluru on March 2018 and in Delhi on December 2018. 22 participants enrolled

and are in the process of writing their social accounts.

Ms. Latha Suresh, Ms. Marie Banu, Dr. Archana Pillai, Dr. Madhuri Ravindra Kumar, Mrs. Vatsala Ravi, Ms. Nazneen Mistri – Social Auditors registered with SAN India and SAN UK—were the resource persons.

SOCIAL VALUE & SROI PRACTITIONER TRAINING

SAN, India along with KPMG, has launched Social Value, India the Indian Associate partner of Social Value International. The purpose of this affiliation is to: Increase recognition of social impact analysis as a useful practice among various groups including NGOs, government, local authorities, donors and businesses; Organise training for professionals; and Share successful practice, case studies, materials and training among professionals.

Social Value International has trained a few Social Auditors at SAN, India, and on assessment, Ms. Marie Banu, Dr. Madhuri Ravindra, and Ms. Vatsala Ravi has been recognized as Accredited SROI and Social Value Trainers.

SAN, India organized a 'Social Value & Sroi Practitioner Training' in Chennai in January 2018 and in Hyderabad on August, 2018. 42 participants enrolled for this programme. Dr Adam Richards of Social Value, UK, and Ms. Marie Banu conducted the sessions.



SOCIAL IMPACT MEASUREMENT - WORKSHOP

Understanding the Social Impact created by CSR projects helps the organisation to evolve and strategize policies and practices that promotes social capital and harmonious relations between business and other segments of society.

Social Audit Network (SAN) India conducted a two-day workshop on Social Impact Measurement in Chennai on 27th and 28th of April, 2018. 12 participants enrolled in this programme.

Dr. Archana Pillai, Mrs. Latha Suresh, and Ms. Marie Banu handled the sessions.

Participants were oriented on the benefits of measuring social impact and sessions on logical Theory of Change, techniques used in data analytics, communicating impact stories, stakeholder consultation tools, and social return on investment were covered.

GUEST LECTURES

Ms. Latha Suresh is a Guest Lecturer at IIT, Madras. She handled the summer and winter sessions on Social Entrepreneurship conducted by IIT, Madras in December 2018.

Ms. Marie Banu is a Member of Board of Studies in Management at Madras School of Social Work, Chennai. She handles the Corporate Social Responsibility paper for the one-year Diploma programme –PGDHRM– offered by LIVE-LOYOLA and MAFor Foundation.

She conducted a session on Fundraising at the Winter Session in IIT Madras. She also handled a session on Social Entrepreneurship for the Faculty Development Programme conducted by VIT in December 2018. This programme was supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB) and EDII where 20 faculty from various institutes participated.

POSH COMMITTEE

Marie Banu represents CSIM in the capacity of External Member in the Internal Complaints Committee (ICC) 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.

She is an ICC member at Bosch Electrical Drives India Private Limited, Borg Warner Morse TEC India Pvt. Ltd, Stanley Engineered Fastening India Private Limited, Forbes Marshall, Reserve Bank of India, and Reserve Bank of India Staff College.

EVENTS

A TALK BY MS. CYNTHIA HELLEN

CSIM in collaboration with in collaboration with the U.S. Consulate General, Chennai and Madras School of Social Work organized a Talk on Social Entrepreneurship in Emerging Markets by U.S. social entrepreneur Cynthia Hellen, Founder and CEO, SMPLCT Lab.

Cynthia is a Peruvian-American, entrepreneur, writer, producer, director, and speaker. In her role as Founder and Chief Executive Officer, at SMPLCT Lab, Hellen is involved in all aspects of the company's social and environmental impact. Around 300 students attended the programme and interacted with the speaker.

PITCH FEST



CSIM organized 'Social Enterprise Pitch Fest' for CSIM Alumni on 22nd December 2018. The CSIM coordinators reviewed 71 proposals and shortlisted 15 from them. The final nominees made their last pitch to the jury members. 6 have been selected for support.

The winners of the Pitch fest will be provided a grant for setting up income generation activities within their NGO.



PATHFINDER AWARDS

The PND Pathfinder Distinguished Alumnus Awards and Distinguished Faculty Awards were launched in 2018. These Pathfinders are role models and trailblazers – aspiring social entrepreneurs who are using, and have used, the knowledge acquired at CSIM in a variety of ways. The PND Pathfinder Distinguished Alumnus Awards are offered to those who have launched their pioneering and innovative social change ideas on completion of the CSIM course. The Award consists of a plaque and a cash award of 7,500 rupees. The recipients of the 2018 awards were:



Mr. J. Prabhakar

who has launched **Enngangalin Sangamam** in 2005, a NGO Collective, on completion of CSIM Course in 2005. Enngangalin Sangamam networks with around 128 NGOs in Tamil Nadu.



Ms. Jeeva

has founded **Transgender Rights Association of India** in 2007 along with a CSIM Alumnae Dr. Shabina Francis. They work for the empowerment of transgenders and are engaged in advocacy.



Ms. T. Kumari

has established **NEST**, an NGO in Arakonam working for the cause of Women Empowerment by enabling women entrepreneurs and providing training and placements for women

The **Distinguished Faculty Award 2018** was conferred upon **Ms. Girija Kumarababu**. She has been associated with CSIM since its inception in 2001. She handles the following sessions at CSIM – NGO Management with specific reference to NGOs working with children and Education, Project Monitoring, Proposal writing and Child rights & Child Protection.

AWARDS AND RECOGNITIONS OF OUR ILLUSTRIOUS ALUMNI



I.H. Sekar - Nambikai viruthu 2018 by Ananda Vikatan



Egambaram - Uzhavan viruthugal by NEWS 18 Tamil Nadu

ALUMNI PROGRAMS

“UNLEASHING VOICES OF THE UNHEARD PROGENIES”

“Unleashing voices of the unheard progenies” was coordinated by CSIM Alumnae **Ms. Logammal** on 29th December 2018 along with the State Children Parliament President Smt. Swarnalakshmi and Vice president Mr. Gnanasekar.

62 children from Thiruvallur, Chennai, Kanniyakumari, Villupuram, Dharmapuri and Krishnagiri Districts participated in this programme.

HEALTH CAMP

Ms. Sivagami, CSIM Alumnae and Founder of Jansi Rani Rural Trust organized a health camp in Vellore along with Apollo Hospital. The camp conducted free health checkups for 202 persons and identified 35 with cholesterol, 53 with diabetes, and 3 with heart ailments.

CSIM & SDG ALIGNMENT



CSIM facilitates the change agents who enrol in the courses, to start income generation activities within their organisations. This leads to the creation of micro entrepreneurs, who employ the disadvantaged people and lift them out of poverty by improving their economic condition.



The social entrepreneurship training modules are all designed to improve the skill sets of the participants in the fields of Social Diagnosis, Management, Law & Human Rights, Communications & Fundraising, and Social Research. Apart from this CSIM conducts Training of Trainers to create qualified resource persons in social entrepreneurship.



The Social Entrepreneurship Training programs at CSIM have led to 103 participants launching social enterprises, career advancement to 177 staff of NGOs, 194 NGO Heads to scale up their organisation. Several college students have been placed in NGOs on completion of the course.



Most of the participants hail from Scheduled Caste and Scheduled Tribe communities. A few of the tribal participants have launched their NGOs and are also involved in the lobbying and advocacy of their communities. Some are also working with the government to include their community in all government schemes and policies.



The main focus of the PGDSIM and SEOP courses is to professionalise the development sector and enable social change agents to develop effective, accountable and transparent institutions.



The Deaddiction Counselling and Social Entrepreneurship programs enrolls participants who are running deaddiction centres or plan to start one. The training program focuses on creating professionals deaddiction counsellors, who would provide better and appropriate health care to the addicts who come under their care.



CSIM promotes women enrolment in all the courses. Most of the partnering colleges are women's colleges – MOP Vaishnav College, Stella Maris College, SSS Shasun Jain College for women, Sri Kanyaka Parameswari College of Arts and Science, and Queen Mary's College. CSIM has also enrolled 27 transgenders in the courses and has enabled 6 of them to launch their own social enterprises.



The e-learning module developed by Cognizant Technology Solutions, enables socially conscious people from all over the world to understand the nuances of social entrepreneurship. Many participants of the part time courses, college students are offered this module as an add-on course.



A module on environment management is offered in all the CSIM courses. A new course Organic farming and Social entrepreneurship has been launched which focuses on sustainable agricultural practices and methods.



By partnering with International organizations like Social Audit Network, UK and Social Value International, CSIM is an active enabler of the social impact ecosystem in India. CSIM also facilitates social enterprises, CSRs and Foundations to deliver sustainable and impactful social initiatives.



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IMPACT



Differently abled change agents



Women SHG leaders launched innovative enterprises for their group members



Individuals launched 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

Field Coordinator
Logammal. A

and a host of experienced consultants and resource persons