

2013-2014 Annual NEWSLETTER

VISION

Learn, Heal, and Raise to Build Social Equity

MISSION

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

CORE VALUES

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

OBJECTIVES

- To orient socially conscious individuals to the opportunities and needs in the social sector through customized training programs on social entrepreneurship
- To demonstrate the potential of social entrepreneurship amongst the NGO fraternity to address organizational and resource challenges
- Generate awareness on budding social entrepreneurs through publications and public events
- Facilitate transparency and professionalism amongst social enterprises through Social Accounting and Audit



CSIM

to learn • to heal • to raise



About CSIM

Centre for Social Initiative and Management creates opportunities for social change agents to launch or strengthen their social initiatives. Started in 2001 in Chennai, CSIM has now branches in Mumbai, Hyderabad, Bangalore, and Coimbatore.

The three specialized courses on social entrepreneurship offered by CSIM are: PGDSIM—Post Graduate Diploma in Social Initiative and Management; PGDSEM—Post Graduate Diploma in Social Enterprise Management; and SEOP—Social Entrepreneurship Outlook Programme. These courses promote the concept of social entrepreneurship and helps create professionals in the development sector.

Till date, 144 prospective social entrepreneurs have benefited from PGDSIM course and 256 participants from the SEOP course at CSIM Chennai. 44 students have launched NGOs on completion of the course. The SEOP module is also offered online, and has sought 110 global participants so far.

Apart from training, CSIM offers customized workshops for NGOs and educational institutions on the concept of social entrepreneurship, fundraising, communications, media, leadership, and social accounting and audit.

FOUNDER'S NOTE

Dear Friend,

It gives me a great pleasure in sharing some thoughts with you on this occasion.

Being socially motivated to care and share with fellow citizens is the theme. It arises out of an attitude of 'Give a little of your little' to fellow citizens who are in need. This 'giving' can be in the form of Time, Talent, and Treasure with a deep Touch.

'Giving' leads to more of 'giving' and results in 'getting' to 'giving' as a way of life. Thus, in the above practice, you should become a role model for all to emulate, enjoy and enliven with self respect and humility. This is the only way for 'growing' into 'happiness' at all times and space. Enjoy eternal giving!

The 'giving' theme is the bed rock, back bone for achieving Equity, Economy and Ecology balanced in a way to stabilize 'happiness' for all. If this attitude of 'giving' gets rooted in the family, it gets the 'nourishment' and 'growth' in the society. 'Giving' is not charity but it is a noble act of equality and respect for all, as creation of the Supreme who leads kindly the light to tranquility.

Hail glory to social Entrepreneur!

**Your Servant Leader,
PN Devarajan**

OUR PILLARS OF SUPPORT

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Director, CSIM

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Post Graduate Diploma in Social Enterprise Management (PGDSEM)

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

At the end of the course, a one-month internship in a social enterprise is offered to each candidate to facilitate project report preparation. Besides, hand-holding support are offered to participants who wish to launch their own social enterprise, and scholarships are offered to deserving candidates. The programme is being held at Loyola College, Nungambakkam, Chennai on Saturdays from 1 PM to 6 PM. and on every second Sunday of the month from 10 AM to 1 PM.

The inauguration of the second batch was held on 6th September, 2014 at Loyola College. 14 candidates from varied backgrounds enrolled for this programme.



POST GRADUATE DIPLOMA IN SOCIAL INITIATIVE AND MANAGEMENT (PGDSIM)

The 13th batch of the one-year PGDSIM program was launched on 15th July, 2013. 6 Prospective Social Entrepreneurs enrolled for the programme. All were fresh graduates from Sociology, Psychology and Commerce background. With an intention to launch their own charity, they have enrolled for the one year program to gain adequate knowledge about the development sector. The Chief Guest for the inaugural event were Mr. Sachidev Kumar, Former COO, TVS Sundaram Industries. He motivated the students to pursue the course with zeal.

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



- Three-week Orientation Program.
- Theory classes on Monday, Tuesday & Wednesday
- Concurrent Field work on Thursday, Friday, and Saturday
- One-month Block Placement
- Project Presentation

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.

Till date, 13 batches have been completed and in total 144 PSEs' have received their diplomas. 44 of them have launched NGOs and 14 NGO heads and 55 NGO staff have been oriented on social entrepreneurship.



Social Entrepreneurship Outlook Programme (SEOP)

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

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

The course duration is for a period of four months (on every Saturday, from 2:00 P.M to 6:00 P.M). NGO founders, volunteers, and social change agents are eligible to enroll for the programme.

Till date, 256 participants—2 NGO heads, 62 NGO staff and 21 transgenders—have completed this programme.

Centre for Media and Development Communication

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.

A workshop on 'Communication and Fundraising' was organised for NGOs in Chennai on December 2013. Marie Banu handled the sessions and NGO staff and CSIM students benefited from this workshop.

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 50,000.

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.



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.

So far, 110 participants have benefitted from the course, which includes Social Entrepreneurship students from IIT, Madras and several other global participants.

Social Accounting & Audit



Social Accounting and Audit (SAA), is a framework which allows an organisation to build on existing documentation and reporting to develop a process whereby it can account for

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

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

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

Till date, SAN India has conducted social audit for 10 for-profit organisations; 6 CSR programmes; and 17 NGOs.

WORKSHOPS/SEMINARS

CSIM and BCF (Business & Community Foundation) conducted a two-day Management Development Programme on 'Corporate Social Responsibility' in January 2014 at YWCA International Guest House. Eminent speakers were invited from across India. They were: Prof. Sriram Khanna from Delhi School of Economics, Mr. Birjendra from Emergent Ventures, Prof. Prabhakar from SRM, Dr Abraham from Binani Kerala, Ms. Bina Joshi from Forbes Marshall, Ms. Amita Joseph from BCF, and Ms. Latha Suresh from SAN, India.

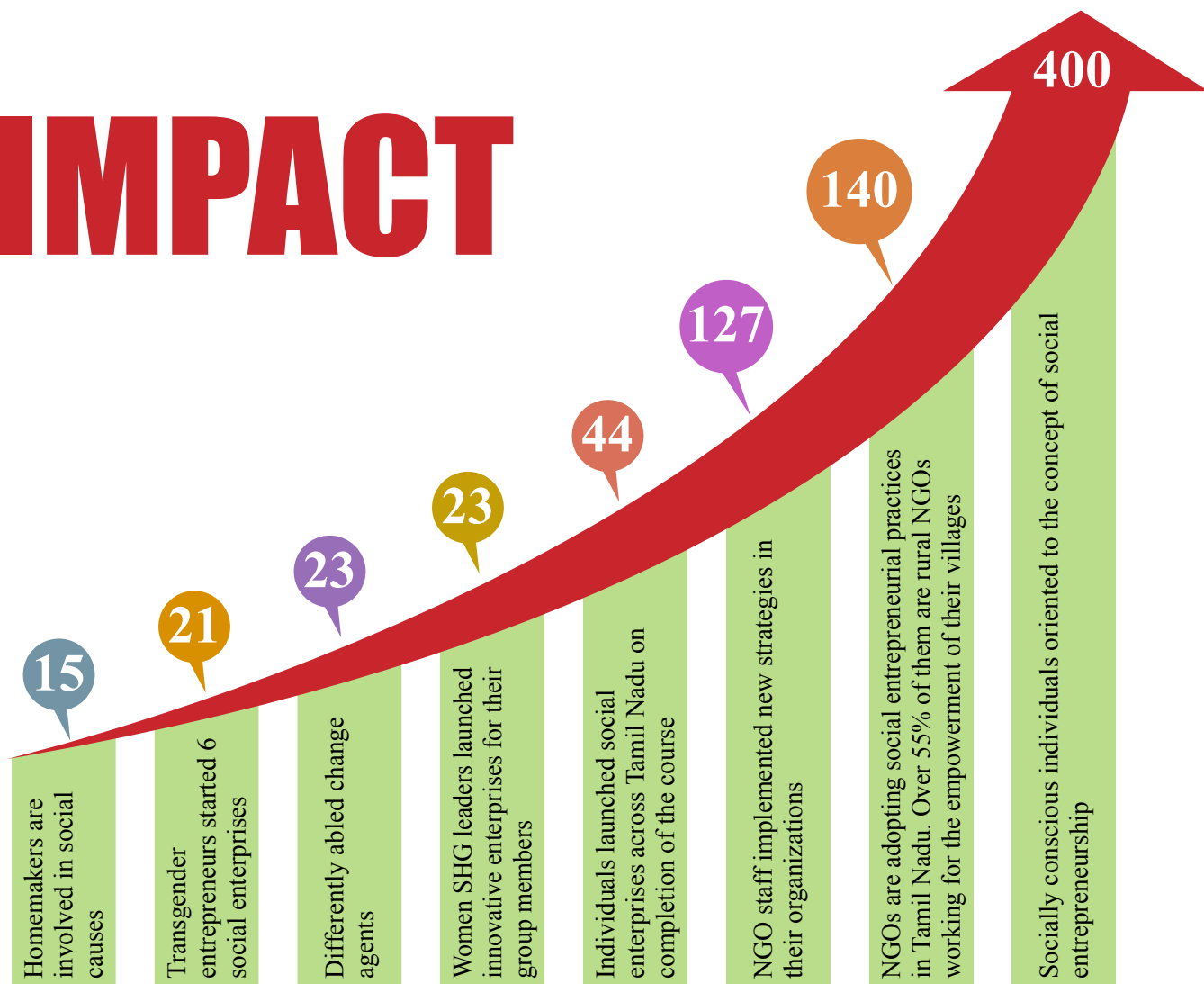
CSIM and LIBA organized a 'Social Accounting and Audit Master Class' in Chennai on 5th and 6th of May, 2014 at LIBA Campus. The resource persons for the Master Class were Mr. Alan Kay, Co-founder of the Social Audit framework, Mrs. Mrinalini Shastri and Mrs. Latha Suresh - Social Auditors from Social Audit Network, UK. 33 participants enrolled for the programme and are now in the process of becoming Social Accountants/Social Auditors.

CSIM and Child, an orphanage that provides care and shelter to children of HIV affected people in Chennai, organized a two-day workshop on 'Effective Care and Protection for Children' at Hotel Bay Leaf, Chennai in January 2014. Mrs. Girija Kumarababu facilitated the sessions and over 20 NGOs benefited from this workshop.

Marie Banu facilitated a session on 'Social Entrepreneurship & CSIM' at VIT, Vellore in June 2013 in which 16 Assistant Professors from across the State of Tamil Nadu participated. She also handled sessions on 'Work Life Balance' for participants of Young Women Social Entrepreneurship Training Programme during June and July 2014. This programme is coordinated by RGNIYD along with British Council.



IMPACT



INITIATIVES

Training	Social Audit	Research	Publications	Consultancy
Educational programs Workshops Seminars Conferences	CSR Projects For Profit & Non Profit Enterprises NGOS	Need Assessment Participatory Rural Appraisal Impact Assessment	Tabloid on social issues Translation of books on social issues	Strategising CSR programmes Registering a for profit or non profit organisation

CSIM CHENNAI TEAM

Honorary Director: Latha Suresh

Director: Marie Banu J

Consultant - Corporate Networking: Sanoj Herbert

Coordinators: M.S. Jothi & Lakshmi Kalai

Finance & Admin Officer: Vaijayanthi Mala

and a host of experienced consultants and resource persons

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for Centre for Social Initiative and Management

391/1, Venkatachalapathi Nagar, Alapakkam, Chennai - 600116

Phone: 044-42805365 Email: chennai@csim.in Web: www.csim.in

CSIM CENTRES

Chennai, Bengaluru, Hyderabad, Mumbai, and Coimbatore

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