

# Annual Report

April 2023 to March 2024



**Centre for Social Initiative & Management**

*CSIM is a project of Manava Seva Dharma Samvardhani*

# NOTE FROM MANAGING TRUSTEE



At CSIM, we remain steadfast in our mission to create a social entrepreneurship ecosystem that empowers individuals and organisations to address pressing societal challenges. Our awareness and training programs are designed to inspire action, foster innovation, and equip aspiring social entrepreneurs with the tools they need to succeed.

Through initiatives that focus on capacity building, mentorship, and sustainability, we nurture social ventures from their inception to their growth and long-term impact.

By adapting to evolving needs, such as specialised programs for students, natural farmers, and for-profit social entrepreneurs, we ensure our efforts align with our commitment to fostering meaningful and lasting change. We are proud to uphold our founder Shri. P.N Devarajan’s vision of embedding sustainability and social consciousness at the heart of social entrepreneurship, creating a future where enterprises drive both economic and social value. Together, we continue to build a vibrant ecosystem that supports impactful and sustainable social ventures. —**P.N. Subramanian**

## ABOUT CSIM

Since 2000, the Centre for Social Initiative & Management (CSIM) has pioneered Social Entrepreneurship training in India, guiding charity-based organisations and individuals to adopt entrepreneurial approaches for advancing social causes. CSIM has trained over 3,000 aspiring social entrepreneurs and helped establish 200+ social organisations through dedicated mentorship and support programs.

Emphasising sustainability and social consciousness, CSIM’s vision, inspired Shri PN Devarajan, Founder, remains at the heart of its mission to nurture social entrepreneurs. This commitment empowers individuals to create lasting social impact through innovative, responsible, and sustainable approaches to development.



### Vision

An equitable world through social entrepreneurship



### Mission

To create a social entrepreneurship ecosystem that offers awareness and training programs while supporting the growth, sustainability, and impact of social ventures



### Values

- » Social Consciousness
- » Empathy
- » Excellence
- » Continuous Learning

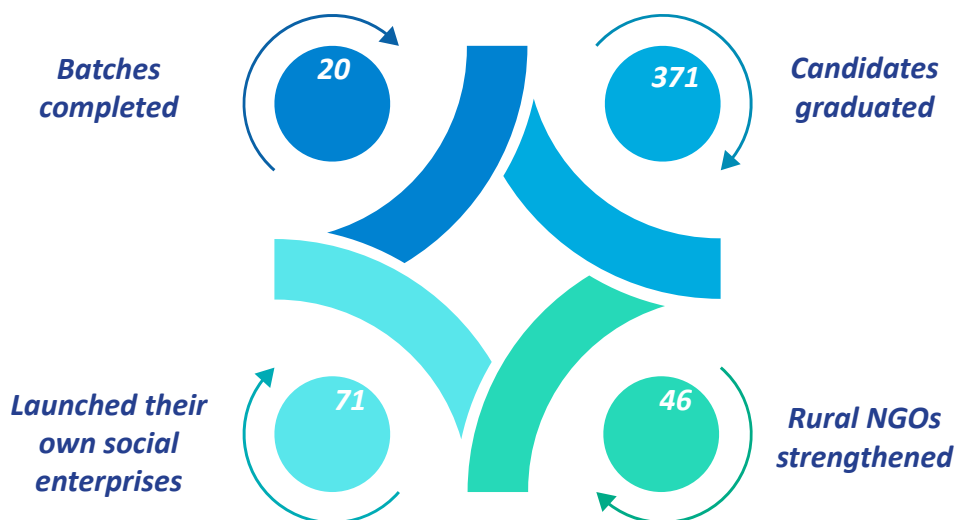
## FACILITATING SOCIAL ENTREPRENEURSHIP LEARNING ACROSS DIVERSE GROUPS TO HELP THEM DEVELOP AND IMPLEMENT THEIR SOCIAL CHANGE IDEAS OR ENTERPRISES

CSIM equips individuals with the skills and knowledge to address social challenges through entrepreneurship. CSIM offers specialised training programs, resources, and mentorship to cultivate impactful leaders dedicated to driving positive social change.

### Post Graduate Diploma in Social Initiative and Management (PGDSIM)

Since **2001**, the Post Graduate Diploma in Social Initiative and Management (PGDSIM) served as CSIM's flagship course, combining academic rigour with fieldwork to prepare future social entrepreneurs. PGDSIM emphasised both theory and hands-on experience, featuring workshops, skill-building, and expert-led project reviews.

In **2015**, CSIM introduced PGDSIM at **Queen Mary's College**, Chennai, where second and third-year Sociology undergraduates attended classes thrice weekly, with **172** students completing the program.



*In 2020, the course was paused as CSIM shifted focus to specialised trainings tailored for students, farmers, and for-profit social entrepreneurs, evolving to meet diverse needs in social entrepreneurship education*

## Social Entrepreneurship Outlook Programme (SEOP)

The **Social Entrepreneurship Outlook Programme (SEOP)** is a certificate course designed for both current and aspiring social work professionals and social entrepreneurs, offering foundational insights into social entrepreneurship. Launched in 2006, SEOP has enrolled **651** students to date, providing them with a deeper understanding of the social entrepreneurship landscape and its role in sustainable development.

### Learning Objectives:

Participants gain a comprehensive understanding of social entrepreneurship principles, strategies for building sustainable business models, and approaches for effective fundraising and resource mobilisation, equipping them with skills to create and sustain impactful social ventures.

### Course Structure and Topics:

- » **Duration and Schedule:** This 40-hour program is conducted over four months, with classes held every Saturday from 2:00 P.M. to 6:00 P.M. at CSIM's premises.
- » **Core Topics:** SEOP covers essential areas, including legal aspects, fund development, social research, social marketing, management tools, project and finance management, human resource management, and accountability.
- » **Instructional Approach:** The course extensively utilises case studies to provide practical insights and applications.

SEOP has benefited a wide array of individuals, including NGO leaders and staff, transgender individuals, government and corporate employees, and college students, expanding the reach of social entrepreneurship education across sectors.



## Social Entrepreneurship Outlook Programme for NGOs

Launched in **2006**, the course has enrolled **369** students, providing them with a comprehensive understanding of social entrepreneurship and its role in promoting sustainable development. This course is conducted at CSIM premises, and the curriculum covers key topics such as the fundamentals of social entrepreneurship, the impact of social enterprises on sustainable development, and strategies for developing effective business models. Additionally, the course delves into fundraising and resource mobilisation, equipping students with the skills needed to secure resources for their social ventures.



*"CSIM has been in Social Entrepreneurship training and has enabled several charity-based organisations and individuals to train in entrepreneurial approaches for proceeding in social causes."*

*Ms. Radha Narayanaswamy*

## Business with Purpose (BWP)

Business with Purpose course was launched by CSIM in 2022-2023 to provide a more targeted approach to social entrepreneurship. The curriculum includes modules such as the **Business Model Canvas**, which helps participants design and visualise their business models for social enterprises. This course is aimed to deepen participants' understanding of how to create sustainable and impactful business strategies aligned with social goals.

In the 2023-2024, this course was conducted at Tindivanam with **22** participants enrolled. The group consisted of 9 farmers, 6 businessmen, 3 NGO heads, 2 NGO staff members, and 2 homemakers. This diverse mix of participants reflected a wide range of backgrounds, all focusing on learning how to integrate social impact with business practices.



*"The business model canvas class at BWP course attracted me and the detailed questions in each area made me realise what I still need to learn to manage my business. I realised that I can do service to society through business by proper planning. This course was very useful to me. Thanks to CSIM for giving me this opportunity."* *Elangovan Thalamuthu*

## SEOP in Natural Farming

The **Social Entrepreneurship Outlook Programme (SEOP) in Natural Farming** is a specialised course launched in **2023** benefiting **40** farmers. This course provides participants with practical and theoretical knowledge essential for sustainable farming practices. This program equips learners with key skills to promote natural farming methods in alignment with environmental stewardship and sustainable agriculture. The course is led by a team of resource persons, including experienced organic farmers, agronomists, and environmental experts.

### Curriculum:

- » **Agro-Climatic Zones in Tamil Nadu:** Understanding regional climates and how they impact farming practices.
- » **Seasonal Cropping and Crop Rotation Systems:** Techniques to enhance soil fertility and manage resources efficiently.
- » **Biodiversity, Environment, and Ecosystem Functions:** Exploring the role of biodiversity in sustainable agriculture and ecosystem health.
- » **Land Selection and Fertilization Techniques:** Criteria for choosing land and natural fertilization methods to boost productivity.
- » **Irrigation Management Technologies:** Efficient water management approaches tailored to natural farming.
- » **Pest and Disease Management:** Strategies for pest control that align with natural and organic farming principles.
- » **Seed Selection, Protection, and Integrated Farming:** Guidance on choosing resilient seeds and integrating diverse farming systems.

This program empowers participants to implement eco-friendly and sustainable farming techniques, fostering a balanced ecosystem while supporting agricultural productivity.



*"I gained valuable knowledge about agriculture and input production. The training encouraged me to improve my farming techniques and explore more rice varieties. It was extremely beneficial. Thank you to everyone who provided this training."* **K. Sankar, Kollar, Tindivanam**



## SEOP in Deaddiction Counselling & Treatment Techniques

Launched in **2008** in partnership with **CONCERN, a Chennai based de-addiction centre**, this course was designed to meet the growing demand for skilled professionals in addiction recovery. Since its inception, **246** participants have enrolled, with **35** graduates going on to establish their own de-addiction centres. All alumni actively contribute to de-addiction initiatives across the region, creating a specialised workforce dedicated to supporting addiction recovery and rehabilitation.

### Curriculum

- »» *Addiction Treatment Overview*
- »» *Psychiatric Complications*
- »» *Counselling and Communication Skills (including Intake and Motivation Counselling, Assertiveness Training)*
- »» *Understanding Character Traits and Denial Syndrome*
- »» *Behavioural Theories*
- »» *Identifying “Dry Drunk” Symptoms*
- »» *Client Assessment and Profile Creation*
- »» *Challenges in De-addiction Work*
- »» *Program Evaluation*
- »» *Ethics and Spirituality in De-addiction*

246  
participants

35  
de-addiction  
centres  
launched

200+ work in  
deaddiction  
centres

This curriculum equips participants with essential knowledge and practical skills for effective addiction counselling and recovery support.



*“The certificate program on de-addiction treatment, counselling techniques, and social entrepreneurship by CONCERN NGO was highly informative and useful. It covered personalised treatment goals, the role of metabolism and THIQ in addiction, and the stages from initial use to recovery. Training on assessment and client profiling provided valuable skills for effective evaluation and categorisation. I learned the benefits and methods of group therapy, the importance of family counselling, and addressing dry drunk syndrome.” Jennifer Francis, Jananam Foundation*

## Special Trainings

CSIM's collaboration with **Bosco Institute (BI), Jorhat**, underscores a shared vision of nurturing capable social entrepreneurs through comprehensive training, hands-on mentorship, and systematic evaluation. To foster youth leadership and drive social transformation across Northeast India, BI initiated The Youth Involve (YI) Fellowship.

In 2024, following a rigorous selection process, **23** aspiring social entrepreneurs were chosen to participate in CSIM's tailored **10-day training** program. Delivered in two intensive 5-day sessions in February and April 2024, the program offered these fellows essential resources, mentorship, and opportunities for skill enhancement. Under the expert guidance of Dr. Archana Pillai, Ms. Latha Suresh, and Ms. Marie Banu, the participants developed problem-solving skills and gained insights into measuring the impact of their ventures.



To deepen their learning, virtual mentoring sessions in **March 2024** focused on refining project proposals and building Business Model Canvases. This mentorship prepared the fellows to address social challenges effectively, ensure the sustainability of their initiatives, and enhance the credibility of their strategies. Additionally, a special online session on emotional intelligence, led by Dr. Kalpana Sampath, supported their personal and professional growth.

As part of the program, the fellows were mentored to present their projects at the Pitch Fest organized by BI in June 2024. After careful evaluation by the lead team and interviewers, **13** outstanding candidates were selected to advance their initiatives, marking a significant milestone in their entrepreneurial journey.





## RAISING AWARENESS OF SOCIAL ENTREPRENEURSHIP AMONG COLLEGE STUDENTS

To expand the youth's understanding and interest in social entrepreneurship CSIM organises workshops, seminars, and customised courses for college students. These initiatives aim to showcase the value and impact of social entrepreneurship on society, inspiring more people to support and engage in social impact activities.

### Diploma in Social Initiative and Management (DSIM)

Launched in **2022**, the DSIM program is offered to 1 year B.A. Sociology students of Queen Mary's College providing specialised training in social initiative and management. Classes are conducted twice a week over a two-year period, allowing students to balance their core studies with this practical, skill-focused curriculum. In the 2023-2024 academic year, **46** students enrolled in the program, gaining valuable insights and tools for managing social initiatives effectively.

*Our relationship with CSIM started way back in 2010. CSIM's programme sensitises students on social issues and equips them with employability skills. Their faculty bring the best out of every student they train. I really appreciate the entire team, especially Mrs. Lakshmi, Manager, Outreach and Partnerships who has been a great support for our students."* -Dr. Kala, Head of the Department of Sociology,QMC

### College Connect

CSIM partners with leading educational institutions across India and offers customised courses/ workshops for college students & faculty.



## Social Connect programme

Social Connect programme is conducted 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.

## Online course in Social Entrepreneurship (E-SEOP)

In September 2010, CSIM launched its **Online Course in Social Entrepreneurship** in collaboration with Cognizant Technology Solutions. This online program explores the intricacies of entrepreneurship with a social focus, offering participants the knowledge and skills to make a positive social impact.

### Course Structure and Topics:

**Curriculum:** The course covers critical areas of social entrepreneurship, including legal aspects, fund development, social marketing, management tools, project management, finance management, human resource management, and Corporate Social Responsibility (CSR). In 2015, Cognizant Technology Solutions updated the course to include a dedicated CSR module.

**Learning Tools:** Short films and documentaries on successful social entrepreneurs serve as case studies, providing real-world examples. Additionally, webinars are held throughout the course, allowing participants to interact with instructors and guest experts.

### Highlights

E-SEOP has reached social entrepreneurship students from prominent educational institutions and professionals worldwide, enriching their understanding of social entrepreneurship and the role of CSR in sustainable development.

*The CSIM online programme in Social Entrepreneurship provided me with a clear understanding of social entrepreneurship and CSR. The insightful sessions and practical examples have inspired me to develop innovative solutions for social challenges. This program has been truly enriching and impactful.” -S. Swetha, II Year BA Sociology, QMC*

## TRIGGERING SOCIAL CONSCIOUSNESS IN SOCIETY

### SDG Lab App

In 2023, CSIM introduced the **SDG Lab App**, a groundbreaking platform designed to connect individual social actions with the United Nations Sustainable Development Goals (SDGs). This mobile app serves as a comprehensive resource for understanding and contributing to the 17 SDGs, aimed at achieving social, economic, and environmental sustainability by 2030. The SDG Lab App encourages individuals and organisations to track, document, and reflect on their contributions, fostering awareness and accountability among college students and the wider community.

#### Key Features:

- » **First of Its Kind in India**
- » **Free Access on iOS and Android**
- » **Detailed Information on the 17 SDGs:** Includes animated videos and resources.
- » **Open to Students and Social Impact Enthusiasts:** Accessible to anyone interested in contributing to SDG goals.
- » **Comprehensive Resources:** Reports, articles, and tools tailored for SDG initiatives.
- » **Progress Tracking:** Tools to monitor and reflect on individual contributions to SDG goals.



#### College Enrolment and Benefits:

- » **Active Engagement:** Over 19 Colleges and 2,477 students currently participating.
- » **Social Responsibility:** Instils a strong sense of social responsibility and heightens awareness.
- » **Acts of Kindness:** Promotes socially beneficial actions aligned with SDGs.
- » **Recognition:** Awards virtual badges and offers detailed progress reports at college and department levels.
- » **Accreditation Support:** Adds value to colleges' social responsibility efforts, contributing to National Assessment and Accreditation Council (NAAC) requirements.



Scan to download  
the SDG Lab App



Scan to watch  
demo video

SDG Lab APP Update

The SDG Lab app empowers students to engage actively with the SDGs, transforming their learning into meaningful contributions for a sustainable future. It encourages users to document and share their social actions through journal entries, providing a platform for students to reflect on their contributions towards achieving the SDGs.

TOP 5 colleges

College	Registered users	Journals
M.O.P. Vaishnav College for Women	1785	1080
PSG College of Arts and Science	636	78
Loyola Institute of Business Administration	181	22
Stella Maris College	156	411
SSS Jain College for women	93	6695



Stella Maris College



SSS Jain College for Women



## SOCIAL AUDIT NETWORK-INDIA

Social Audit Network, India (SAN India), a project of MSDS Trust, conducts social audits and impact assessments to improve transparency, professionalism, and accountability within social enterprises. Social audits are essential for ensuring transparency, accountability, and effective resource use in social development programs. They provide a platform for community participation, enabling stakeholders to assess the impact of initiatives, identify gaps, and ensure that goals are met. These evaluations ensure that social enterprises can Prove and Improve their Social impact, benefiting their communities and other stakeholders.

### Social Audit Master Class

The Social Audit Master Class, launched by SAN India in May 2014, is designed to equip individuals or groups with the principles, methodologies, and tools required for conducting social audits. Social auditing evaluates an organisation's performance in relation to social, ethical, and environmental standards.

#### **Key Topics Covered:**

- » Understanding the concept and principles of social auditing.
- » Conducting a social audit, from planning to reporting.
- » Identifying relevant social, ethical, and environmental standards and expectations for social enterprises or CSR programs.
- » Collecting and analysing data from various stakeholders, including beneficiaries, employees, suppliers, and partners.
- » Developing effective communication strategies to engage stakeholders and communicate findings and recommendations.
- » Using social auditing as a tool for fostering continuous improvement and accountability.

The Social Audit Master Class, conducted by Social Auditors from the Social Audit Network, India,. This program has successfully completed 12 batches, with 192 participants enrolled and 23 Social Auditors certified.

#### **Projects assessed**

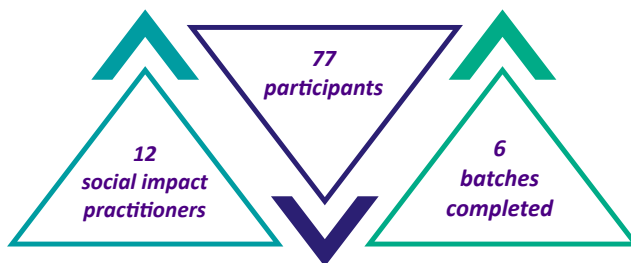


## Social Impact Practitioner Training

SAN India launched the Social Impact Practitioner (SIP) training in **2018** to groom Social Impact Practitioners in a focused and systematic manner. This training emphasises understanding the different dimensions of social impact, distinguishing between outcomes and social impact, and conducting stakeholder consultations. It covers measurement tools including OECD framework, data collection methods and stakeholder consultation tools. The course also outlines the resources necessary for effective social impact measurement.

- »» The SIP program is designed to:
- »» Elucidate the functions, values, and expectations of Social Impact Assessments.
- »» Foster professionalism among impact practitioners.
- »» Align practitioners with global trends in sustainability assessment and development.

The SIP training has completed six batches, enrolling 77 participants and certifying 12 Social Impact Practitioners.



### Guide to Social Impact Assessment

Marie Banu Rodriguez  
Social Audit Network



A companion Guide to Prove, Improve, Account  
- the SAN Guide for Social Accounting and Audit

Guide to Social Impact Assessment - A companion guide to Prove, Improve, Account - The SAN guide for Social Accounting & Audit has been authored by Marie Banu Rodriguez.

The Guide has been published by SAN UK on 17th November 2023 at the Annual conference held at Liverpool, UK and is available at [www.san-india.org](http://www.san-india.org) as well as Amazon.

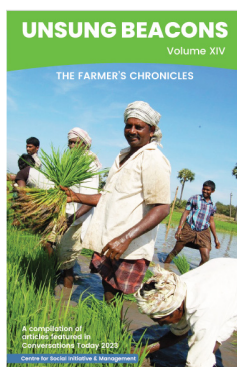


## CSIM PUBLICATIONS

CSIM's publications is dedicated to expanding knowledge in social entrepreneurship, sustainability, and social impact. **Conversations Today**, CSIM's flagship publication, launched in **2010**, is a trailblazer in exploring emerging trends, challenges, and opportunities in the social entrepreneurship and impact sectors. **Registered with the Registrar of Newspapers for India**, it focuses exclusively on social issues and reaches over 30,000 readers, with printing sponsored by The New Indian Express and digital access available online.

The publication features thought-provoking articles, interviews with industry leaders, and innovative solutions addressing social issues. It aims to foster dialogue, share best practices, and provide a platform for emerging voices in the field.

By showcasing success stories and expert opinions, *Conversations Today* serves as a vital resource for social entrepreneurs, NGOs, and anyone working toward positive social change, encouraging conversations that drive action and sustainable development.



### Unsung Beacons

A compilation of articles featured in *Conversations* Volumes 1 to 14 has been published and is also available online at [www.csim.in](http://www.csim.in). The book was officially released by Shri S. Shankar, Chief Officer of Greenstok, during the Manava Seva Dharma Samvardhani Annual Awards ceremony held in Puducherry on March 16, 2024.

### English Books

- » Musings of a Social Entrepreneur by Shri P.N. Devarajan
- » The Pathfinder, An Authorised Biography of Shri P.N. Devarjan by Marie Banu
- » Social audit Eco System by Mr. Alan kay, Co-Founder of SAN UK
- » Nruthya Bodhini – Musings of an artist by Dr. Kalpana Sampath
- » Performance Excellence by Dr. Kalpana Sampath
- » Keys to Social Entrepreneurship by Dr. Kalpana Sampath
- » Feeling of belongingness in social organisations by Dr. Kalpana Sampath

## Tamil Books

### புதியதோர் உலகம் செய்வோம்

(David Bornstein's *How to Change the World*)  
by Mr Pon Chinathambi Murugesan.

### நாங்கள் ஏழைகள் என்றாலும் எண்ணற்றோர்

(Ela Bhatt's *We Are Poor But So Many*)  
by Mr. PSV Kumarasamy.

### தன்னார்வ தொண்டு நிறுவனங்களுக்கான சட்ட விளக்க கையேடு

(Handbook on legal Compliance of NGO Laws in India)  
by Mr.C.Sridhar, M.S.W, B.L.

## PREVENTION OF SEXUAL HARRASSMENT AT WORKPLACE (POSH)

Marie Banu Rodriguez represents CSIM in the capacity of NGO External Member in the Internal Complaints Committee (ICC) - Prevention of Sexual Harassment (POSH) at Workplace in leading organisations and adopts a gender-neutral approach. She is presently an ICC member at Foxconn Technology India Private Limited, Sundaram Composite Structures Private Limited, Dvara Holdings and its affiliated organisations, Dvara Kshetriya Gramin Financial Services Pvt. Ltd (KGF), Forbes Marshall, Mahle Engine Components India, and Lohman Adhesive Tapes India.



**Break the Silence** is a powerful exploration of workplace harassment written by Marie Banu Rodriguez. This compelling book delves into nuanced scenarios, from microaggressions to biased decisions, shedding light on their profound impact. Offering insightful resolutions, it showcases how organizations address subtleties through awareness campaigns and diversity training.

With real-world case studies and knowledge checks, this book is an indispensable guide for individuals, organizations, and society, urging them to confront, understand, and ultimately break the silence surrounding workplace harassment.

The Foreword for this book is written by **Mrs. Sudha Ramalingam**, Senior Advocate and Human Rights Activist.

## OTHER EVENTS

CSIM conducts Special lectures on a wide range of topics, and take various forms, including keynote speeches, panel discussions, and workshops. They are an important component of lifelong learning and can help individuals stay informed and up-to-date in their fields of interest.

These lectures are designed to provide in-depth knowledge and insights on a specific topic, and are delivered to students, professionals, and members of the public as well.

### Workshops

Date	Organiser	Theme/Topic
27.5.23	Shobit University	Social Entrepreneurship (Marie Banu)
19.12.23	Omega International School	Orientation on SDGs for school students (Marie Banu)
12.1.24	ISAI training	Social Impact Assessment (Marie Banu)
22.2.24	RBI Staff College	Gender Sensitisation – Role of RD / CGM / Ombudsman (Marie Banu)
9.2.24	SSS Jain	Two-day Seminar on Quality Enhancement in Curriculum Development, Teaching Pedagogies, Research & Consultancy and SDGs through Sustainable Practices in HEIs (Marie Banu)
6.4.24	Co-Guide	Social Stock Exchange (Marie Banu)

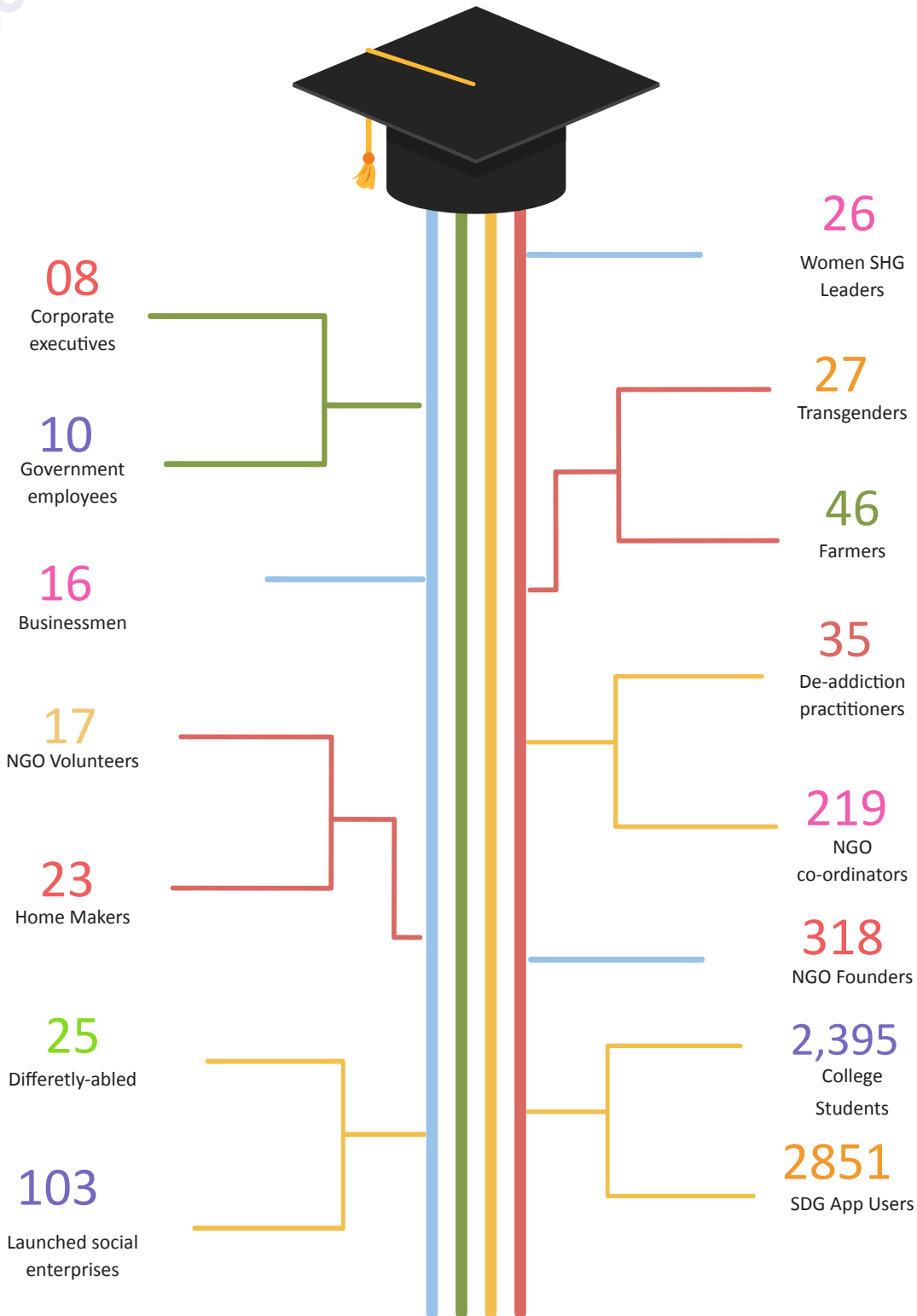


## Panel Discussion

Date	Organiser	Theme/Topic
15.3.24	MSSW	Moderator for the Panel Discussion on Transformative Change Agents in our National level Social Work Conference (Marie Banu)
16.12.23	MCCI	Panel member for topic: Building a Resilient Low Carbon and Vibrant Chennai with UN-Habitat's Urban Thinkers Campus (Marie Banu)
22.4.23	ICSI Mumbai	Panel member for Discussion on Social Stock Exchange: Signaling the Start of a New Era (Latha Suresh)
29.4.23	ICSI Chennai	Panel member for Discussion on Social Stock Exchange: Signalling the Start of a New Era (Marie Banu)
29.4.23	ICSI Kolkata	Panel member for Discussion on Social Stock Exchange: Signaling the Start of a New Era (Latha Suresh)
22.9.23	PSG College, Coimbatore	Panel Member of CSR CONCLAVE - A Road Map to Sustainability (Dr. Madhuri R.)
31.3.24	MSSW	Panel member for National Conference on topic "Building Ecosystem to Promote Social Entrepreneurship among Marginalised Communities for Sustainable Development (Marie Banu)



## OUR DIVERSE ALUMNI





# Team



## HONORARY DIRECTOR

Latha Suresh



## DIRECTOR

Marie Banu Rodriguez



## CHIEF ACCOUNTANT

Vaijayanthe Mala



## SENIOR MANAGER

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