

Centre for Social Innovation and Entrepreneurship

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Message from the Dean

International and Alumni Relations

The variety of activities supported under the CSIE banner are evident from the reports in this edition of the Newsletter--- from an Entrepreneurship Awareness Camp to a joint certificate course on “Product Design and Development” to a Business Plan workshop followed by a competition for college students. The extensive involvement of IITM faculty and alumni in these initiatives is clearly indicative of the grass-roots support that social innovation & entrepreneurship enjoy on campus. Equally impressive is the array of partnering institutions, both within and external to IIT Madras. The partnership between CSIE and RuTAG is beginning to pay dividends, and is expected to greatly facilitate the entry of technology-based solutions into rural communities in an expeditious manner. A burgeoning relationship between CSIE and PALS (PanIIT Alumni Leadership Series) is a development with significant potential for enabling affiliated colleges to access the social enterprise ecosystem at IIT Madras. Expectations are high here as well.

Getting IITM students excited about social entrepreneurship has always been a bit of a challenge. the SE Club tries to address that by providing a convivial environment in which students can appreciate and pursue social enterprise. In its 2nd year, the SE Club has got off to a resounding start with an informative address by Shashank Avasti, Co- founder of V-shesh, an impact enterprise that assists people with disabilities in education, training and job placements.

The upcoming Winter School on "Social Entrepreneurship" in December is CSIE's first global offering, and is expected to attract young minds from around the world. With equal doses of classroom instruction and field visits, the School will provide attendees with a first-hand experience of India's societal challenges and solutions. This 10-day course is also being offered to IITM students for credit. As more faculty and students at IIT Madras become active "social entrepreneurs", CSIE is starting to play a central role in building this community. There is much to look forward to as the Centre approaches its 6th anniversary.



Prof. R. Nagarajan

Dean, International and Alumni Relations

New Team Member



Aishwarya J

Senior Project Officer

Work-Profile: Assessing the impact of value chain initiatives and Farmer Producer Organizations (FPOs)

3-Day Entrepreneurship Awareness Camp

CSIE conducted a 3-day Entrepreneurship Awareness Camp from 27 to 29 July 2016 at IIT Madras under the aegis of NSTEDB, Department of Science & Technology, Government of India. 151 students attended the camp. Various sessions were conducted on themes such as technology for entrepreneurship, innovation and creativity, role of incubators and IP management. There was a CFI visit on the first day and also an industrial visit on the final day and students were taken to few companies located at IITM Research Park.



A Group photo of the participants of EAC at CLT, IIT Madras

Joint Certificate Course



Mr. Thiru Srinivasan during the mentoring session with the participants

CSIE along with Centre for Continuing Education (CCE) at IIT-M and Tagore Engineering College (TEC) provided the joint certificate course on “Product Design and Development” for the semi-finalists of Idea Spark 2015 from Tagore Engineering College during March – July 2016. 22 Students attended the course.

38 students from Tagore Engineering College have registered for the same course to be conducted from September – October 2016.

B-plan Workshop and Competition

In partnership with CSIE, Tagore Engineering College conducted a Business Plan workshop followed by a competition for college students on 23 and 24 August 2016 at IIT Madras. 130 college students from various colleges participated in the workshop. The workshop was taken by Kavita Rajagopalan, Investment Manager, Villgro Innovations Foundation followed by a visit to CFI. 14 teams participated in the competition conducted on the second day judged by Joseph Thomas, VP, Development office, IIT Madras and Bhoovardhan Thirumalai, CEO, Aspiration Energy. The best 3 teams were awarded with trophies.



Participants at the B-Plan workshop

Social Entrepreneurship Club

The Social Entrepreneurship Club started off this year with a very enlightening lecture by Shashank Avasti, Co-founder of V-shesh. V-shesh is an impact enterprise that assists people with disabilities in education, training and job placements. He elaborated about “gap in the market” and “market in the gap”.

The event was held in the BT Seminar hall on 23 August 2016. Prof. Nagarajan inaugurated the session. 25 students attended the lecture. The event was followed by an introduction of the club to students.

A meeting was held on 27 August 2016 at ICSR Conference Room for all the members of the Social Entrepreneurship Club, where the agenda for the year was decided. This session was headed by James Rajanayagam of CSIE. The students also learnt about CSIE and its various projects and activities.



Shashank Avasti giving his talk to students during the first SE Club event.

RuTAG Consultancy Project

CSIE and RuTAG are collaborating to promote technology upgradation and market dissemination of Pathamadai mat weaving project. CSIE visited the sites to interact with the weavers and understood the problems the weavers are facing with respect to both the demand and the supply chain.

Based on the field visits CSIE is working to integrate online marketing efforts through social media to reach out to potential customers and buyer groups. CSIE is also making efforts to promote an entrepreneur within the community. CSIE has met with government agencies such as Development Commissioner (handicrafts) office and Sub-Collectorate office, Cheranmahadevi to promote the objectives of the project.



Pathamadai Products



Ibrahim, potential entrepreneur with Mohammad Gani, secretary, Veeravanalur society

Other Events

Acceptance of Research Proposals - RGNIYD

Dr. Sudarsan Padmanabhan (Principal Investigator) and CSIE (co-PI) submitted 2 research proposals to Rajiv Gandhi National Institute of Youth Development RGNIYD in June 2016. One (Proposal to study the socio-economic factors on the growth of social enterprises) has been accepted for a project funding of Rs. 3.10 Lakhs.

UnLtd Tamil Nadu

James Rajanayagam from CSIE was invited to Auroville by UNLtd. Tamil Nadu as a jury member for the selection of incubatees on 2nd July 2016.

PALS

James Rajanayagam from CSIE was invited to MAMCET, Trichy by PanIIT Alumni Leadership Series (PALS) to deliver a lecture on the role of “students, technology and social issues” on 10 September 2016.

Visitors

- ◆ William Oakes, Director EPICS Program and Professor at Purdue University visited CSIE along with his colleague on 10th August 2016 to explore possible collaborations.
- ◆ S Kailasanathan, Managing Director, Mincrosenese and also an alumnus of IIT Madras, visited CSIE on 6th July 2016 to discuss the areas of possible assistance for his initiative over wireless networking in villages.
- ◆ 15 first year MA (SI&E) students with Sridharan Nair, Mentor - Department of Social Engineering from RGNIYD visited CSIE on 14 July 2016 as part of their exposure visits to "SOCIAL ENTERPRISE SUPPORT INSTITUTIONS". James Rajanayagam gave an overview about CSIE followed by a visit to CFI.
- ◆ Mathew Edrassery, Program Leader - Marketing & Recruitment (South Zone), Gandhi Fellowship visited CSIE along with his colleague on 7 September 2016 to discuss the areas of possible collaborations in promoting social entrepreneurship.

Social Facets of IITM - Faculty Profile

PIJUSH GHOSH

DESIGNATION: Associate Professor, Department of Applied Mechanics;

Soft Matter Center, Indian Institute of Technology- Madras

CORE RESEARCH AREA: Mechanics of Soft Materials, Polymer Thin films,

Hygromorphism, Fundamentals of Cement Hydration



SOCIAL CONTRIBUTION:

Prof. Pijush Ghosh is enthusiastic about undertaking rural school projects in order to bridge the gulf between leading technical institutes of the nation and the rural and underprivileged schools of the country through bringing in new models and concepts in school education, building a culture of research related to social awareness at school level and through sustainable mentorship programs.

- In the leadership of Prof. Pijush Ghosh, IIT Madras initiated the innovative “C Minus 4” Model for rural schools in collaboration with IIT Kharagpur and with funding from Technip India Ltd. The project is running in around 12 schools each in Tamil Nadu and West Bengal. Under this project, rural high school students are trained and mentored through workshops at the beginning at IIT. These trained students go back to their respective schools and start teaching classes 4 years junior to them based on a designed curriculum and schedule. The project also got featured in The New Indian Express.
- Prof. Pijush Ghosh and his team at IIT Madras initiated a project on Research at School Level by Teachers and Students. It is a social awareness research model where rural school students work under the guidance of their school teachers to identify and address major social awareness related issues in the villages around the schools. The teachers are mentored by IIT faculty. This project is running in rural schools in Chennai, Kancheepuram and Tiruvallur District of Tamil Nadu.

FUTURE PLANS: Ensuring that the above projects remain sustainable and growing them into something that can be implemented on a large scale and can also be devised into the educational policy in the future. Also, his plan is to develop a strong and sustainable mentorship program for rural schools.

CONTACT DETAILS:

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Social Facets of IITM - Student Profile

ENGINEERS WITHOUT BORDERS – IIT MADRAS CHAPTER

EWB has been established to involve engineers, and other professionals with special or general skills, in a movement of constructive change. Inspired by an urgent concern for accelerating sustainable development, EWB – IITM Chapter was formed to assist in capacity building in backward rural and urban communities with a responsible use of technology.



SOCIAL CONTRIBUTION:

In India, millions of people still lack access to clean water, 75% lack adequate sanitation and 25% live below poverty levels. Taking into account the intense need for a solution in these fields, EWB-IITM Chapter has currently taken up 4 projects:

Sanitation – Dignified Toilets:

EWB - IITM Chapter installed a total of 7 toilets well equipped with electrical and water connections in the Vilangadupakkam village, Thrivallur, TN. Attached bathroom was also provided with toilet for better acceptance from people. They were able to instill a sense of ownership among the families by collecting an initial amount of INR 3000, as a result of which all the toilets are functioning well and families with toilets have stopped going for open defecation. More people have come forward requesting EWB-IITM team to install toilets in their homes, which marks the success of their pilot project.

Solar Electrification at Govt. School:

EWB-IITM has installed a rooftop solar photovoltaic power plant (polycrystalline type) on the roof of the new block of a girls school situated in Ashok Nagar, Chennai which has a total of 12 classrooms. Tube lights and ceiling fans are powered by this power plant.

FUTURE PLANS:

- Extending the Solar electrification to other blocks of the school to improve the study environment of over 3400 girl students every year
- Installation of 50 toilets in Vilangadupakkam, Thiruvallur district.

CONTACT DETAILS:

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Upcoming Events

1. **Capacity Building Program for FPOs on 23 and 24 September 2016 at IIT Madras**
2. **Winter School on Social Entrepreneurship from 5 - 16 December 2016 at IIT Madras**
3. **Launch of IdeaSpark 2016.**



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IIT Madras - CSIE
(Center for Social Innovation & Entrepreneurship)



WINTER SCHOOL ON SOCIAL ENTREPRENEURSHIP

Course Dates:
Dec 5-16, 2016
Application Deadline:
Oct 14, 2016

About the Course:

Centre for Social Innovation & Entrepreneurship launches two-week Winter School on Social Entrepreneurship, which provides classroom knowledge, immersive / experiential learning, self-study and peer learning opportunities to student-participants, with varied academic backgrounds, about Social Entrepreneurship and its related ecosystem, with specific interest and focus upon the geo-cultural and socio-economic context of Asia.



Course structure:

2 weeks of classes + Field trips

- ▶ 30+ hours of Lectures by IITM faculty and Visiting Faculty
- ▶ Interactions with accomplished Social Entrepreneurs
- ▶ Discussions on Case Studies and Documentaries
- ▶ 2 Field trips to local social enterprises
- ▶ Study visit to Lions Aravind Institute and Hospital
- ▶ 1 day Cultural trip to Kodaikanal
- ▶ Total Credits Awarded - 8



Course fee per student:

- USD 1000 for International Students
- INR 40,000 for Indian Students

(It includes tuition fee, teaching materials, field trip costs and living expenses)

Please note: International students will be responsible for the following expenses - Visa, Airfare, health & Travel Insurance and personal expenses.

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For Registration and further details, logon to

<http://csie.iitm.ac.in/WinterSchoolSE2016>