

# Centre for Social Innovation and Entrepreneurship

## Message from the Dean

### International and Alumni Relations

#### Inside This Issue

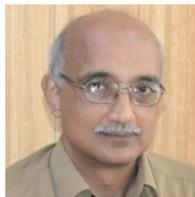
- 1 Message from the Dean, IAR
- 2 Glossary
- 3 New Team Member
- 3 Ongoing Project - Capacity Building for FPOs
- 4 Ongoing Project - Social Enterprise Education Program
- 4 UK India Social Innovation Challenge
- 5 Ongoing Project - RuTAG Consultancy Project
- 6 Joint Certificate Course
- 6 Research at CSIE
- 7 Other events
- 8 Social Facets of IITM - Faculty Profile
- 9 Social Facets of IITM - Enactus IITM Chapter
- 10 Upcoming Events
- 11 Summer School on Social Entrepreneurship - Poster

Dear Colleagues and Friends,

CSIE continues to carve out a niche in IIT Madras' crowded innovation/ entrepreneurship ecosystem. Education, research, dissemination and consultancy/ capacity building have been identified as the four verticals that CSIE will serve. This edition of the Newsletter illustrates them with sample activities undertaken during the last Quarter. The list of active Network Partners continues to grow, and has now reached 12. Given the multitude of initiatives, adequate staffing is clearly imperative, and in this context, we're delighted to welcome Ms. Krishnaveni, familiar to most of us from her decades-long stint at the IIT Madras Alumni Association Office.

The proposed two-week long Summer School on "Social Entrepreneurship", scheduled for Aug 14-25, 2017 is CSIE's first major global outreach in the education vertical. Many of IITM's partner Universities in various consortia (e.g., AOTULE- Asia/Oceania Top Universities League in Engineering; HER-ITAGE, the European collective) will be sending students for this School. Classroom lectures interspersed with field visits have been designed to maximize the impact and outcomes from this short course, which can be taken for credit by IITM students as well. Do advertise the course among your students and faculty colleagues, in India and abroad. CSIE can play a key role in establishing IIT Madras as a nodal partner in India for social enterprise-related programs.

Sustainability of CSIE remains a challenge, as the Centre is operating primarily on grants provided by alumni. While projects are fully funded, operating expenses if CSIE require separate financial support. Even as we investigate CSR as a potential source, we do encourage all stakeholders—faculty, students and alumni—to come to us with any ideas you may have in this regard. **C ψ** is a central resource which (along with Centre for Innovation - **C φ**) will fit well within the ambit of the nascent "Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship- **GD ψ**". With growing student interest, as evidenced by the launch of the Social Entrepreneurship (SE) Club, and demand from all quarters for its services along the 4 verticals, CSIE is poised for unprecedented growth in 2017-18.



**Prof. R. Nagarajan**

Dean, International and Alumni Relations

## Glossary

CSIE - Centre for Social Innovation and Entrepreneurship

TNPL - Tamil Nadu Newsprint and Papers Ltd.

FPO - Farmer Producer Organization

CSR - Corporate Social Responsibility

ERP - Enterprise Resource Planning

SEEP - Social Enterprise Education Program

UKISEEN - UK India Social Entrepreneurship Education Network

UKISIC - UK India Social Innovation Challenge

SDG - Sustainable Development Goal

RuTAG - Rural Technology Action Group

CCE - Centre for Continuing Education

PALS - PAN IIT Alumni Leadership Series

TISS - Tata Institute of Social Sciences

RGNIYD - Rajiv Gandhi National Institute for Youth Development

NASI - National Academy of Sciences, India

MCC - Madras Christian College

## New Team Member



### Krishnaveni P

Designation: Senior Project Assistant

Responsibilities: Administration, Event Management,  
Administration of Innovation Ecosystem project

## Ongoing Project : Capacity Building Program for FPOs

CSIE is conducting Capacity Building Programs for FPOs under the TNPL CSR grant. So far CSIE has conducted two capacity building programs and reached out to 85 FPOs. During this term, CSIE undertook a field level workshop at a FPO near Villupuram towards analyzing its organizational structure and strengthening its business acumen on 10 February 2017. The CSIE team led by Vidhiya and Aishwarya interacted with all the stakeholders of the FPO, understood their marketing issues and suggested time bound action plans to improve sales and marketing through the FPO.

Through the field visits and interaction with the FPOs, CSIE received the feedback for a need to have a mobile app which serves as an ERP. CSIE converted this challenge and organized this as a student competition to encourage students to solve this specific problem through technology and also help develop an app. This was organized as part of Shaastra 2017.

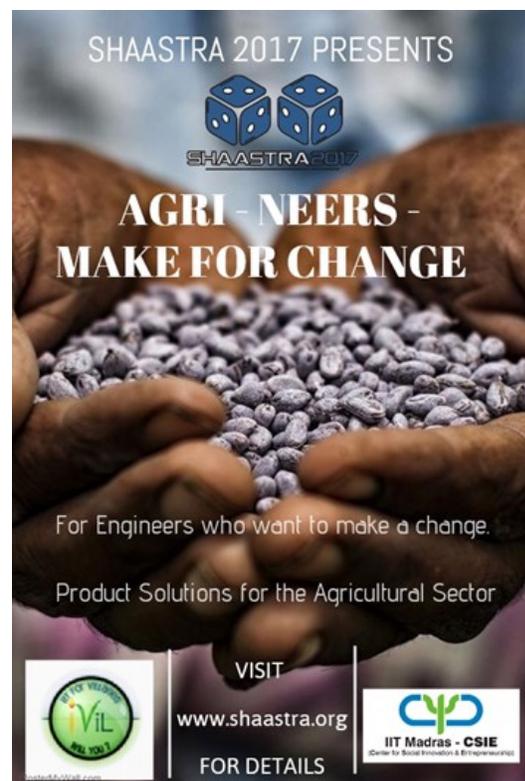
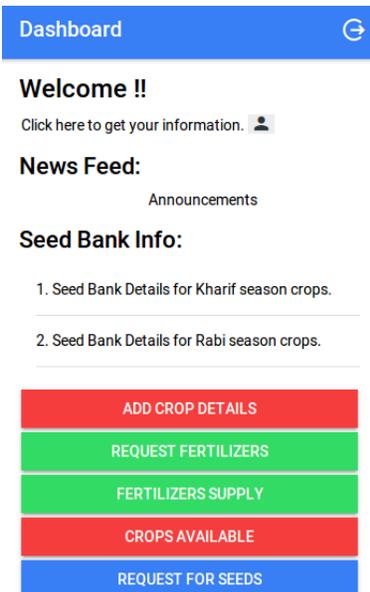
The winner and runner-up teams were judged based on the conceptual relevance and technical aspects & they are mentored by CSIE to design the user interface and develop the Beta version of the app to be tested at chosen FPOs.



*Aishwarya from CSIE at Eriyur Manimuthu FPC*



*Winners of AGRI - NEERS Competition and a screenshot of the App*



*AGRI - NEERS Poster*

## Ongoing Project - Social Enterprise Education Program

CSIE is undertaking SEEP, an initiative under the UK British Council to promote Social Entrepreneurship Education in Higher Institutions. CSIE organized an International Conference in April 2016 which was attended by number of institutions from India and UK. During the conference, CSIE launched a network called UK India Social Entrepreneurship Education Network (UKISEEN) and many institutions expressed their interest to join the network.

CSIE organized a Seminar on Social Entrepreneurship on 11 January 2017 to bring together network members. 80 participants from the network were present during the event. The morning session saw participants discuss the ways and means to strengthen the network. CSIE developed and launched [www.ukiseen.org](http://www.ukiseen.org) to promote social entrepreneurship in education through competitions, exchange of ideas and project profiles, and sharing of resources. Sandeep from CSIE explained about the features of the re-designed website. In the afternoon session, a panel discussion led by panelists Ms. Jaishree Deshpande, Shri S “Kris” Gopalakrishnan, Naveen Jha and Raj Melville, moderated by Shri Gururaj “Desh” Deshpande was conducted on the theme "Challenges for Social Entrepreneurship".



*Panelists at the UKISEEN Seminar*



*Launch of UKISIC by Ms. Mei-Kwei Barker*

## UK India Social Innovation Challenge (UKISIC)

CSIE launched the UK-India Social Innovation Challenge, a collaboration between CSIE, IIT Madras, the Social Impact Lab at the University of Southampton, Confederation of Indian Industry, Babele, and the British Council. It was launched during the UKISEEN Seminar by Ms. Mei-Kwei Barker, Director South India, British Council. The competition was open to all students and faculty at universities throughout the UK and India. The overall objective of UKISIC was to use the latest digital technology to catalyze the flow of talent, technology and ideas between the two countries. As part of it, the applicants were supposed to propose a business model for a social enterprise which tackles the United Nations SDG No. 6: Clean water and sanitation. This goal, and therefore the challenge, was to “ensure the availability and sustainable management of water and sanitation for all”. UKISIC received tremendous response from aspiring entrepreneurs/innovators from the student community from higher institutions in UK and India.

The jury comprising of eminent persons from Educational Institutions from India, Industry Representatives and Govt. of UK, chose the top three entries that demonstrate innovative and entrepreneurial spirit to tackle challenges in the above-mentioned theme. The top 2 entries went to Cranfield University and University of Southampton, UK respectively. The third entry went to Loyola Institute of Business Administration, India. Visit <https://goo.gl/6ZB6O2> for more details.



*Top 3 entries of UKISIC on the*



*Team CSIE with the winner of UKISIC at University of Southampton, UK*

## Ongoing Project - RuTAG Consultancy Project

CSIE is undertaking consultancy project for RuTAG to commercialize improved weaving technology for the artisan community of Pathamadai.

As part of the project, CSIE facilitated a stall for the display and sale of Pathamadai products through the office of International Relations IIT Madras at the Bill and Melinda Gates Foundation Conference, FSM4 on 21 - 22 February 2017 at ITC Grand Chola.

CSIE designed professional price tags with appealing stories and taglines for all the products at display. The stall gathered huge attention from the international gathering. Rs. 40,000/- worth products were sold during those two days.

Video of the stall proceedings: <https://www.facebook.com/PathamadaiMats/videos/1908480369430635/>

Sandeep and James from CSIE visited Mr. Malligarjunaiah, Director, Southern Region, Development Commissioner Handicrafts, on 13 February 2017 to submit and brief him about the proposal titled "Business development and livelihood enhancement of Pathamadai and Veeravanallur weavers' communities". Based on the inputs CSIE will modify and submit an updated proposal.



*Price tags designed by CSIE for the Pathamadai Products*

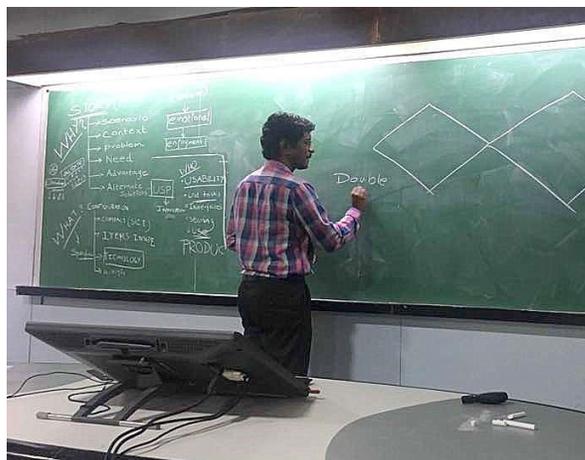


*Stall at ITC Grand Chola during FSM4, International Conference*

## Joint Certificate Course

CSIE along with CCE at IITM and Tagore Engineering College (TEC) completed the second joint certificate course on “Product Design and Development” for the B.Tech and MBA students from Tagore Engineering College during Aug 2016 - Feb 2017. 29 Students attended the course.

Some of the Guest Speakers included Prof. Asokan, Department of Engineering Design, IITM; Mr. Thiru Srinivasan, PALS and Mr. AB Chakravarthy, Villgro.



*Students from TEC during the lecture as part of the Joint Certificate Course*

## Research at CSIE

CSIE along with Faculty from Department of Management Studies and Department of Humanities and Sciences of IIT Madras have joined together to do a consultancy project - Study of Social Enterprises and Women Empowerment - commissioned by British Council. This team is part of a consortium led by Social Impact consulting, UK with other members from India, USA, Pakistan and Brazil. The project aims to understand the relationship between Social Enterprises and Women Empowerment. The IIT Madras team is led by Prof. G Arun Kumar.

The team conducted key informant interviews, online survey, focus group discussions in different cities (Pune, Coimbatore, Chennai, Ahmedabad, Hyderabad and Mumbai) to gather data and understand the role of social enterprises in empowering women. Currently final report is being prepared.



*Focus Group Discussion at IIT Madras*

## Other Events

### International Conference at TISS

Sandeep and Vidhiya participated in the "International conference on Methodological Issues in Social Entrepreneurship Research" organized by Centre for Social Entrepreneurship of TISS, Mumbai from 28 - 30 January 2017. Vidhiya presented a paper on "Methods of Impact Measurement & Evaluation followed by various stakeholders of Social Entrepreneurship Ecosystem"

### Talk on Social Entrepreneurship, RGNIYD

James represented CSIE to give a talk on Social Entrepreneurship on 25 January 2017 at RGNIYD, Sriperumbudur to the B.Voc students from different parts of India.

### National Conclave on Social Entrepreneurship

James represented CSIE at the National Conclave on Social Entrepreneurship organized by EDI Ahmedabad on 31 January 2017 and participated in a panel discussion on " Mainstreaming Social Entrepreneurship Education".

### Social Work Students Symposium

James represented CSIE at Spandana, National Level Social Work Students Symposium held on 10 February 2017 at School of Social Work Roshni Nilaya, Mangaluru to give a talk on Social Entrepreneurship.

### Workshop for Women Tech-Entrepreneurs conducted by NASI and BCIL:

Vidhiya and Aishwarya attended the 2-day workshop on 'Creation and Nurturing Women Tech-Entrepreneurs' on 27 and 28 February 2017, conducted by NASI, Allahabad and Golden Jubilee Biotech Park for Women, Chennai.

### Partnership with Boyd Business School, MCC

CSIE is providing assistance to Boyd Business School, MCC to conduct a module on Social Entrepreneurship as part of their certificate course in CSR.

## Social Facets of IITM - Faculty Profile

### G ARUN KUMAR

Arun Kumar Gopalaswamy is currently a Professor of Finance & Accounting at the Department of Management Studies, Indian Institute of Technology, Madras.



**CORE RESEARCH AREA.** Though he initially started his work in the areas of financial markets over a period of a decade he has moved towards the area of “Impact assessment on developmental initiatives” which is his current interest.

#### **SOCIAL CONTRIBUTION.**

He has been involved in both developing initiatives for intervention as well as assessing the impacts of interventions. He along with Prof. Suesh Babu of HSS department, IITM have been one of the initial team to use (Social Return on Investment) SROI methodology in India to capture return on social projects. SROI is a prominent tool that accords a monetary value to the social, economic and environmental benefits and costs created by an organization or initiative.

He actively partnered with a leading NGO (Hand in Hand) to develop and also implement on a pilot basis the “user co-pay health care initiative” to provide both primary and referral care in six remote villages in Kancheepuram district, Tamil Nadu. He has worked on impact assessment at the field level for the government initiative of “Bridging the digital divide” aimed at creating an ICT exposure to the rural women in six districts of Tamil Nadu. Arun has also worked with rural micro entrepreneurs both in Karnataka and Tamil Nadu. Over the last year and half he was involved in training 60 grass root level rural micro entrepreneurs for enabling them to move to the next level.

Arun is also actively involved on various assignments with Department of International Development (DFID), Government of UK. His recent contributions have been on the ‘systematic review on the quantitative evidence on the impact of microfinance on the poor in South Asia’ to bring out the effects of various interventions on microfinance across the sub-continent. He is currently working with a consortium for a multi country study on “social enterprise and women empowerment” for British Council.

. He has co-authored a book on ‘Management Accounting’ published by Pearson Education and another on ‘public perception of security in India’.

#### **CONTACT DETAILS.**

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## Social Facets of IITM

### ENACTUS CHAPTER IIT MADRAS

Enactus Chapter of IIT Madras was established by a group of students from IIT Madras with a passion for promoting **social entrepreneurship**. This will serve as a platform for other students at IIT Madras with similar interests to be a part of this initiative. Predominantly, the Projects undertaken by ENACTUS identify **disadvantaged communities** and **empower** them with a community-relevant innovation idea, skill-building, training and correspondingly sustainable business models for entrepreneurial actions that could help them better their lives.

#### Pilot Project of Enactus IIT Madras Chapter: Project Trishna

This pilot project is aimed at solving the issue of clean water in rural areas. To further this aim, they have collaborated with professor Anand from IIT Jodhpur who has developed a **gravity driven water filtration** method using **baked clay technology**. They have a few potter communities on board in the vicinity of Chennai, who are willing to be a part of this initiative. The members of Enactus will aid in the process of training the potter communities, identifying potential markets, developing a profitable business model and helping them scale and sustain the venture.

In their words : *“ We are extremely grateful to Professor Arun Kumar (Faculty Advisor for Enactus IIT Madras), Professor LS Ganesh, James and Vidhiya from CSIE and Latha from CSIM for their invaluable support throughout our journey thus far. We hope to continue working tirelessly towards this endeavor under their guidance and mentorship.*

*We as a team will strive to execute the vision that Enactus stands for and in the process impact a plethora of underprivileged communities through solving social issues and advancing their livelihood generation capabilities. “*

#### The Team.



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## Upcoming Events

1. **Faculty Development Program (FDP) from 22 May - 03 June 2017 at IIT Madras.**
2. **Summer Camp for School Students on Social Innovation through Technology from 17 - 19 May 2017.**
3. **Summer School on Social Entrepreneurship from 14 - 25 August 2017.**

**\*Poster attached in the next page**



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## SUMMER SCHOOL ON

## SOCIAL ENTREPRENEURSHIP

**Course Dates:**

**August 14 - 25, 2017**

**Application Deadline:**

**May 22, 2017**



### About the Course:

Centre for Social Innovation & Entrepreneurship launches two-week Summer 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

- ▶ Lectures and Workshop by IITM Faculty & 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 be Confirmed)



### Finances:

**Course fee per student: USD 1000**

(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, log on to

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