



Project Report

CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP (CSIE)

Indian Institute of Technology Madras



IIT Madras - CSIE

(Center for Social Innovation & Entrepreneurship)

Sponsored by Alumni 1982, 1984, 1986 batch

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1. INTRODUCTION

The Centre for Social Innovation and Entrepreneurship (CSIE) at IIT Madras was founded in August 2010 with a focus on teaching and research related to social enterprise in India. It aims to bring together the innovation and entrepreneurship aspects of IIT Madras by creating knowledge and understanding that will be relevant to the problems that the poor in India face.

1.1. Mission

To build an environment that will facilitate the creation of social enterprise knowledge through research and empower students to apply their entrepreneurship abilities to develop solutions for greater social impact through academia.

This is achieved by:

- **Education.** Offering academic programmes on social innovation and entrepreneurship for students across disciplines and degrees at IIT Madras
- **Research.** Providing an enabling environment for both student and faculty researchers interested in social enterprise research within the IIT campus
- **Catalysing innovation.** Encouraging young innovators and entrepreneurs by assisting in the development of socially beneficial products and ideas
- **Collaboration.** Creating an ecosystem that extends to other technology institutions including IITs

1.2. CSIE seeks to distinguish itself through

- Its focus on delivering social enterprise knowledge primarily to engineering students, with the aim of developing their ability to develop and deliver technology solutions that create social impact
- Its focus on academic research that will seek to address problems exclusively within the Indian context

The Centre for Social Innovation and Entrepreneurship (CSIE) focuses on two fronts:

1. Education about social enterprises: It is widely recognized that if the poor are to pay for innovative products and services being developed by social enterprises, these products and services need to be designed for affordability. Academic institutions have a strong role to play in educating the scientists of tomorrow with the knowledge and skill needed to design and innovate for affordability.

2. Contributing to existing literature about social enterprise: The social enterprise sector is still relatively new. There is little common understanding on what constitutes a social enterprise. There is also little information available on what are the best ways to help the sector grow. Academic interest in this sector within India has been limited. Consequently, available literature is also hard to come by. It is estimated that in the whole of Asia there are just 25 universities that conduct research on social enterprises. Academic institutions such as

IIT have a strong role to play in contributing to existing literature on the sector, through primary and secondary research methods.

2. GOVERNANCE STRUCTURE

The Governance Committee (GC) consists of representatives from the sponsors ('84 batch), IIT Madras faculty members and the partnering agency. The members of GC are:

- Dr. R. Nagarajan, Project Coordinator, CSIE
Dean, International & Alumni Relations, and Professor, Chemical Engineering
- Prof. L.S. Ganesh, Professor, Management Studies
- Prof. AshwinMahalingam, Assistant Professor, Civil Engineering
- Prof. DevendraJalihai, Professor, Electrical Engineering
- Prof. John BoscoLourdusamy, Associate Professor, Humanities and Social Sciences
- Prof. K.N. Satyanarayana, Professor, Civil Engineering
- Prof. L. PrakashSai, Professor, Management Studies
- Prof. Mahesh Panchagnula, Professor, Department of Applied Mechanics
- Dr. V. Kalyanaraman, Project Consultant, RuTAG, IIT-M
- Dr.TamaswatiGhosh, CEO, IIT-M Incubation Cell
- Mr. Joseph Thomas, Development Office, IIT-M

2.1. Staff

- James Rajanayagam, Project Consultant, CSIE
- VidhiyaSaravanan, Project Officer, CSIE
- GangaramSandeep Kumar, Project Associate, CSIE
- Aishwarya Raman, Project Officer, CSIE
- Krishnaveni P, Senior Project Assistant, CSIE

3. ACTIVITIES

3.1 EVENTS

3.1.1 Camp on Social Innovation through Technology for School Students

CSIE conducted a summer camp on '*Social Innovation through Technology*' for School students from 18-20 May 2016 at IIT Madras. The focus of the camp was to create awareness about the role of technology and entrepreneurship to solve socially relevant issues.

115 students attended the camp. Various faculty from IIT-M gave talks on Innovation, Social Issues, Challenges & Opportunities in Social Entrepreneurship, Science & Technology and Nurturing Creativity. The students were given hands on training in the mechanical workshop. Finally, Certificates of Participation were distributed to students by Prof. R. Nagarajan, Dean, Inter-national and Alumni Relations, IIT Madras

3.1.2 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, and 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.

3.1.3 B-plan Workshop and Competition

CSIE, in partnership with 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 KavitaRajagopalan, 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 BhoovardhanThirumalai, CEO, Aspiration Energy. The best 3 teams were awarded with trophies.

3.1.4 Joint Certificate Course

- 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.
- The second joint certificate course on “Product Design and Development” for the B.Tech and MBA students from TEC, has been successfully completed during Aug 2016 - Feb 2017. 29 Students attended the course. Some of the Guest Speakers included Prof. Asokan, Department of Engineering Design, IITM; Mr.ThiruSrinivasan, PALS and Mr. AB Chakravarthy, Villgro.

3.1.5 Capacity Building Program for Farmer Producer Organisations (FPOs)

CSIE is conducting Capacity Building Programs for FPOs under the TNPL CSR grant.

- CSIE conducted two Capacity Building Programs for FPOs; One from 20 - 21 May 2016 and other from 30 - 31 August, 2016 at IIT Madras. The objective of the workshops was to give the participants a theoretical understanding of the management, perspectives on market development, governance, financial issues and other legal and insurance related issues.
- Based on the baseline data and follow up survey with selected participants chosen by their growth aspirations, CSIE identified knowledge gaps and targeted capacity building programs were designed. Field visits were conducted to achieve the aforementioned objective. As far as possible, specific inputs on capacity were provided during these visits. During the field visits to the selected FPOs, extensive, in-depth profiling of the organization with respect to the management structure,

functional divisions and core operations was done to explore, understand and form patterns, if there are, covering issues, expectations and challenges for sustainable management of FPOs.

- Raw data has been collected from 5 FPOs to develop case studies. These case studies highlight the above-mentioned objectives to the readers, who are academicians, policy makers and promoters, to take these into considerations for policy-making and to design effective capacity intervention measures.
- So far CSIE has reached out to 85 FPOs. 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.

3.1.6 Social Enterprise Education Program - SEEP

CSIE is undertaking SEEP, an initiative under the UK British Council to promote Social Entrepreneurship Education in Higher Institutions. As part of the SEEP:

- CSIE along with University of Southampton conducted an international conference, UK India Social Entrepreneurship in Education Network, to promote collaboration and best practice in social entrepreneurship teaching between UK and Indian universities. Faculties and students from all over India and UK attended the conference, held from 15-16 April 2016 at IIT Madras Research Park. A field visit to Kuthambakkam village was also conducted as part of the conference. Mr. Richard Everitt, Director of Education & Society, British Council was the chief guest during the inaugural session. Please visit www.ukiseen.org for more details of the conference.
- 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. CSIE developed and launched www.ukiseen.org to promote social entrepreneurship in education through competitions, exchange of ideas and project profiles, and sharing of resources. A panel discussion led by panellists 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".
- **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 catalyse 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.

3.1.7 SOCIAL ENTREPRENEURSHIP CLUB

CSIE in association with Centre for Innovation (CFI) launched ‘Social Entrepreneurship club’ at IIT Madras on 29th September, 2015. Its mission, in alignment with CSIE, is to build an environment conducive to students to learn about social issues and social enterprises and assist them to become social entrepreneurs. Prof. R. Nagarajan and Prof. Ashwin Mahalingam are the faculty advisors of the club.

Activities:

- SE Club organized a field trip to the Rain Centre at Santhome on 3rd April 2016. Around 20 students participated in the visit. The Rain Centre is a non-profit Organization that is mainly aimed at spreading awareness about the need, relevance, importance and benefits of rain water harvesting. The students got a chance to see working models and the different methods that are employed to harvest rain water.
- SE Club organized a very enlightening lecture by ShashankAvasti, 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 SE 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.
- SE Club along with the Leadership Lecture series organized a Lecture by Mr.Shashi Kumar, Founder of Phoenix Medical Systems. Mr.Sashi Kumar is an Alumni of IIT Madras where he completed his MS in Entrepreneurship. The event was held in DoMS Seminar hall on 01 November 2016. About 80 students attended the event.
- Se Club participated in the CFI Open House on 6th November 2016. Two projects were exhibited in the open house.

- Involve: this is a student run Social Enterprise which is creating a platform for peer learning. They have so far conducted a pilot run in Delhi and now they are creating learning content to Implement in Chennai.
- Nirbhaya: This is an online platform where women can access information on ‘Paying Guest’ facilities and hostels. The application for the platform is in its developing stage.

Professors, Alumni and Students who attended the Open House were appreciative of the projects and gave their opinions for further improvements.

3.1.8 RuTAG Consultancy Project

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

- CSIE has visited the place 4 times to interact with the weavers and understood the problems the weavers are facing with respect to both the demand and the supply chain, and also to get feedback on the RuTAG installed machines, Mechanical and Electronic Jacquard Handlooms.
- A Facebook page for Pathamadai Products has been launched in order to increase the online presence of the products and to promote stories to reach more people.
Link to the same: <https://www.facebook.com/PathamadaiMats/>
- CSIE has provided stall spaces to Pathamadai Products at two events. CSIE has also designed professional price tags with appealing stories and taglines for all the products.
Video of the stall proceedings:
<https://www.facebook.com/PathamadaiMats/videos/1908480369430635/>
- 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.

3.1.9 Research at CSIE

- Study of socio-political factors on the growth of social enterprises - 1 year project awarded by Rajiv Gandhi National Institute for Youth Development. Principal Investigator - Prof. SudarsanPadmanabhan. CSIE is one of the co-investigators.
- 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, and 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.

3.1.10 Pre-Incubation Support

CSIE provides mentoring support to students who have ideas to solve social issues.

Currently CSIE is providing mentoring support to:

- 1) Involve, a project in Education sector and
- 2) Pikkolo, a project in Waste Management.
- 3) E Governance Project

3.2 NETWORKING, COLLABORATION AND OTHER MEETINGS

- As part of the Social Enterprise Education Program (SEEP), British Council called for a review plus knowledge sharing meeting for all the members of the SEEP on 14 April 2016 at IIT Madras. Mr. Richard Everitt, Director of Education & Society, British Council, chaired the meeting. All the members including CSIE shared the progress of their respective projects.
- CSIE had a meeting with the members of PARFI (Pan IIT Alumni Reach for India) to explore collaborations.
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.
- James and Joseph Thomas were invited to judge Round 1 entries at the DBS - NUS Social Venture Challenge Asia 2016.
- 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.
- James from CSIE was invited by AMET University to address the HoDs about the role of Technology Business Incubators (TBIs) on 07 November 2016..
- James and Aishwarya had a meeting with AGM & DGM, NABARD on 29 November 2016, towards effectuating 'Business Development' workshops through CSIE for Farmer Producer Organizations (FPOs).
- Prof. R Nagarajan and James were invited to Sri Aurobindo Society on 17 & 18 December 2016 to explore collaboration. They had meeting with Mr. Vijay, Executive Member, Admin & Finance and other representatives of SAS.
- James was invited to the CSR Conclave organized by MCC Boyd Business School on 10 December 2016
- 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

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

4. 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 SUP-PORT 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.
- Dr. Thomas Mejtoft and delegates from UMEA University visited CSIE on 29 September 2016 to discuss possible collaborations with CSIE and participation in Winter School.
- Umesh Malhotra, Co-founder and Chief Executive, Hippocampus and Alumnus of IIT Madras visited CSIE on 30 September 2016 to learn about the activities CSIE is engaged in.
- Mr. Johnson Thangaraj and Mr. Sathiyamoorthy, Consultants from Vrutti, a livelihood resource centre visited CSIE on 21 October, 2016 and discussed on the various possible opportunities for collaboration with CSIE.
- Dr. Sunny Shah, from University of Notre Dame visited CSIE on 07 November to explore the possible opportunities of collaboration with CSIE. Prof. Ashwin Mahalingam also attended the meeting.

- Dr.Barla, Director, MCC - Boyd Business School visited CSIE on 18 November 2016 to explore collaboration.

5. MANAGEMENT ACTIVITIES

5.1. CSIE Governance Committee Meeting

- 10 June 2016
- 20 September 2016
- 04 January 2017

5.2. Internal documentation

The planning and informational documents on all activities within the centre are maintained and updated regularly. These include documentation of research proposals, events and reporting. CSIE Newsletters were prepared and distributed to various stakeholders.

6. PHOTOGRAPHS



Prof. John Bosco Lourdusamy giving a lecture during the Summer camp



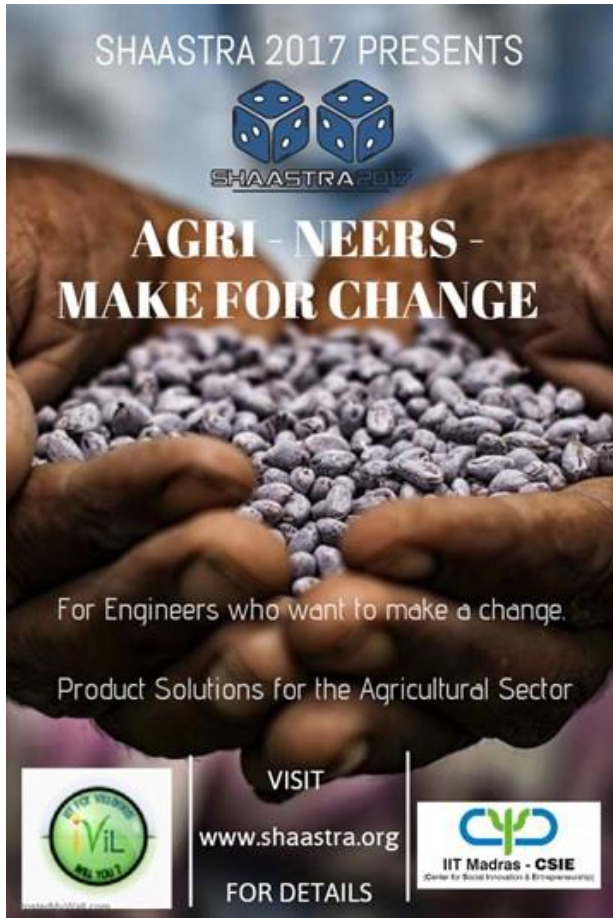
Mr. Shashi Kumar giving his talk to students during the LLS by SE Club



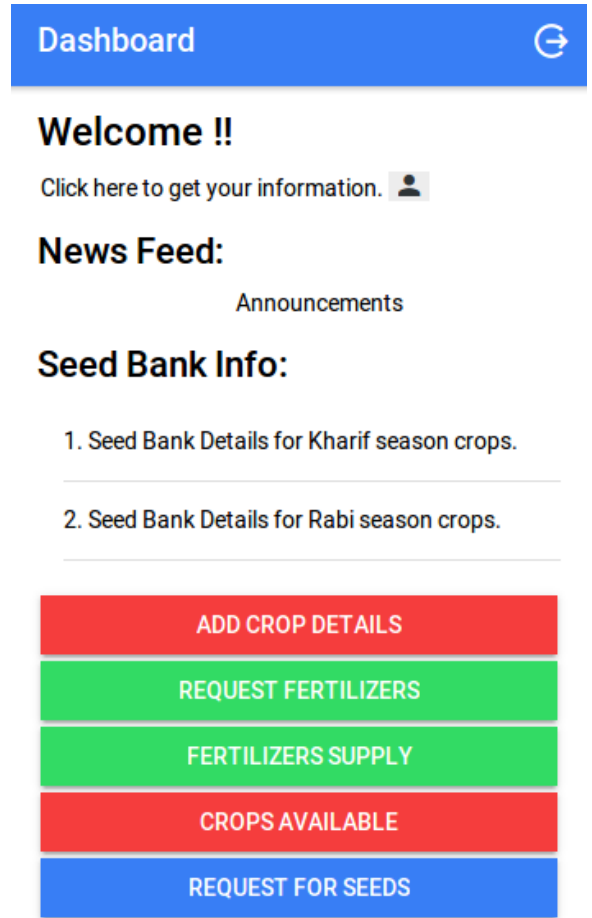
Team SE Club at CFI Open House



James and Aishwarya from CSIE at SWAASAM FPO, Villipuram



AGRI - NEERS Poster



A screenshot of the App for FPOs



Panelists at the UKISEEN Seminar

BABELE
CREATE TOGETHER

PROJECTS COMMUNITIES USERS **Create Project**

UK-India Social Innovation Challenge
Competition to find, fund and support innovative and sustainable solutions that provide clean water and s...

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Providing "defluoridated"
A BCD egg
JuaMaji

Top 3 entries of UKISIC on the



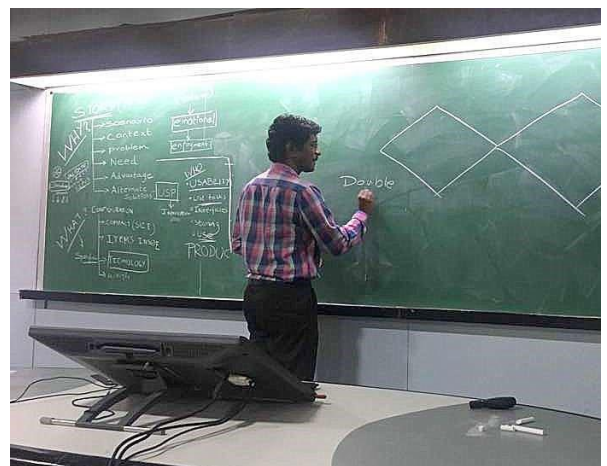
Team CSIE with the winner of UKISIC at University of Southampton, UK



Price tags designed by CSIE for the Pathamadai Products



Stall at ITC Grand Chola during FSM4, International Conference



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



Focus Group Discussion at IIT Madras