



Annual Report

2017-18

CENTRE FOR SOCIAL INNOVATION & ENTREPRENEURSHIP (CSIE)

Indian Institute of Technology Madras



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

Sponsored by Alumni 1982, 1984, 1986 batch

CSIE, IAR Office, 2nd Floor, IC & SR Building, IIT Madras

+91-44-22578377

csie@wmail.iitm.ac.in

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

1. INTRODUCTION

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. The centre (CSIE) works in promoting social entrepreneurship through education, research and dissemination. It has successfully reached out to number of high schools, higher institutions and social entrepreneurs internationally through various project activities. It undertakes research projects and livelihood improvement projects to build capacities of social entrepreneurs and enrich knowledge of this sector. For all these initiatives, CSIE works closely with institutions, builds partnerships and helps them build capacities to create awareness, identify and nurture aspiring social entrepreneurs.

CSIE continues its evolution from a Centre focused on education and research in social innovation & entrepreneurship, to one enabling capacity building, technology commercialization and livelihood enhancement. The various projects undertaken in 2017-18 bear testimony to this. The Centre has turned into an important vehicle for building scale for social enterprises. With a strong network of academic, Governmental and NGO partners, CSIE is uniquely positioned to turn concepts into solutions for society..

Major Activities in the year 2017-18:

- Launch of International Summer and Winter Schools on Social Entrepreneurship
- Secured a Grant of Rs.47 Lakhs from Govt. of Tamil Nadu for establishing Common Facility Centre for the korai mat weavers at Pathamadai.
- NABARD identified CSIE as one of the resource institutions for conducting capacity building program for POPIs (Producer Organization Promoting Institutions)

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. L. PrakashSai, Professor, Management Studies
- Prof. Mahesh Panchagnula, Professor, Applied Mechanics
- Dr. V. Kalyanaraman, Project Consultant, RuTAG, IIT-M
- Dr. Tamaswati Ghosh, CEO, IIT-M Incubation Cell
- Mr. Joseph Thomas, Development Office, IIT-M

2.1 Staff

- James Rajanayagam, Senior Project Advisor
- Vidhiya Saravanan, Project Officer
- Gangaram Sandeep Kumar, Project Associate
- Aishwarya Raman, Senior Project Officer
- Krishnaveni P, Senior Project Assistant

3. ACTIVITIES

3.1 Education

Education in the field of Social Entrepreneurship was identified as one of the primary objectives of CSIE. CSIE believes that by educating students in the field of social entrepreneurship, we are creating a ready-source of talent for the sector.

3.1.1 International Winter/Summer School:

During the year 201-18, CSIE has conducted one summer & winter school each on social entrepreneurship. These schools are typically of 2 weeks' duration. It is open to students from National and International Universities and working professionals interested in social entrepreneurship. The number of participants is usually limited to 30.

The resource persons of the schools include faculty members of IIT Madras, experts, social entrepreneurs from the industry and government.

The two-week Winter School includes classroom lectures, field visits for orientation and immersion, interactions with accomplished social entrepreneurs, discussions on case studies and documentaries, including self-study and peer learning opportunities.

Participants provide presentations and reports as part of the course. It has successfully completed 2 editions of Summer/Winter Schools. Details are as follows:

	Summer School 2017	Winter School 2017
Program Dates	15 th – 24 th Aug 2017	3 – 12 th Jan 2018
Number of Participants	14	24
Participating Universities/Companies	IITM, RwTH Aachen Germany, Atma Jaya Indonesia, RGNIYD, IITM Alumni	IITM, RwTH Aachen, HKUST, IITM Alumni
Profile of participants	Students, Working Professionals, Alumni	Students, Working Professionals, Alumni
Prominent Speakers	Mr.ArunachalamMuruganantham fromJayaashree Industries, Mr. Sridhar from Ecologin,Ms.SvatiBhogle from Sustaintech	Dr.Amitava Bhattacharya from Bangalanatak.com, Mr.Ajith Narayanan from Invention Labs, Mr.Mathew Jose from Paperman, Workshops from Fields of View
Field Visits	Unltd TN @Auroville, Kuthambakkam Aravind Eye Hospital,	ASSEFA @ Pooriyambakkam, ITWWS (Irula Tribal Women) near Chengelpattu NAF (National Agro Foundation) @ Illedu, near

	Puducherry	Cheyur Elefriend 101 - Elephant care facility
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3.1.2 Certificate Course:

CSIE offers short-term certificate courses to students from other engineering institutions. This year, CSIE has successfully completed two certificate courses for the students of Tagore Engineering College and Scientists from Murgappa Chettiar Research Centre (MCRC). About 40 students & scientists participated in the course.

Institution	Dates	Theme	Medium	Number of Participants	Profile of Participants
MCRC	27 th June – 29 th July 2017	Product Design and Business Model	Lectures	20	Scientists
Tagore Engineering College	June – Oct 2017	Introduction to Social Entrepreneurship	Lectures & Field visits	19	MBA students

CSIE along with Centre for Continuing Education (CCE) at IIT-M is providing these certificate courses. It is conducted through CSIE team members, IITM faculties, veteran product developers and entrepreneurs. Some of the Guest Speakers included Prof. Asokan, Department of Engineering Design, IITM; Mr.Thiru.Srinivasan, PALS and Mr. AB Chakravarthy, Villgro.

CSIE supports the faculty of those colleges in all possible best ways by providing course contents, knowledge sharing and by other means for the successful outcome of business model course.

3.1.3 Social Enterprise Education Program (SEEP) and UK India Social Entrepreneurship Education Network

CSIE is actively engaged in UK-India Social Entrepreneurship Education Network (UKISEEN) through University of Southampton. The network is engaged in education promotion activities through conferences, seminars, workshops, competitions and related projects.

As part of the SEEP initiative, this year UKISEEN meeting and seminar was organized at KLSMER, Belgaum on 23 September 2017. It has seen some like-minded people debate on the concept of Social Entrepreneurship Education and Corporate Social Responsibility. Two panel discussions were part of the seminar. The panelists for Social Entrepreneurship Education were Prof. LS Ganesh, Prof. Majumdar & Dr. Neelam Maheshwari from Deshpande Foundation. The panelists for role of CSR were Mr. Balasubramanian, Aditya Birla Group, Mr. Jayant Humbarwadi, Ashok Iron Works and two executives from Aequis Private Limited.

3.2 Research:

The social enterprise sector is a new, yet dynamic field. The sector is characterized by unique business models, dynamic partnerships, changing regulation, and young entrepreneurs. It is not adequately studied and documented, at least in India. Practitioners have found that there is little useful information on the various aspects of the sector. It is for this reason that CSIE has chosen to focus on research. CSIE will contribute to the growth of the sector by providing various stakeholders with actionable insights. Research Themes range from Business Models, Impact Investing, Scaling Social Impact, and Social Entrepreneurship Education to Theories of Social Entrepreneurship.

3.2.1 Current Projects:

Title: A study of the impact of socio-political factors on the growth of Social Enterprises (SEs)

Funding Source: Rajiv Gandhi National Institute of Youth Development (RGNIYD)

Duration: 1 year

Objective: To explore, determine, analyze various social and political factors, in addition to the economic factors, that impact, aid and hinder the growth (or failure) of SEs.

Led by: Prof. Sudharsan Padmanabhan, Department of Humanities & Social Sciences.

Deliverable: Publication in Progress

3.2.2 Completed Projects:

Title: Women's Empowerment & Social Entrepreneurship

Funding Source: UK British Council

Duration: 6 months

Objective: To understand the interplay between Social Enterprise and Women's Empowerment. Explores questions such as

- ✓ To what extent are social enterprises challenging or reinforcing gender norms and stereotypes in the economy?
- ✓ Do a significant number of social enterprises seek to provide greater opportunity/access to resources for women, or address key issues related to women and girls empowerment issues?

- ✓ What role are women playing in growing a more social economy?
- ✓ Is social enterprise providing an effective platform for women's empowerment?

Led by: It is a multi-country (UK, USA, Brazil, Pakistan and India) research project. The India report was managed by Jindal School of Social Entrepreneurship and CSIE, IIT Madras. At IIT Madras, the study was undertaken by CSIE along with Faculty from Department of Management Studies and Department of Humanities and Sciences. **Mark Richardson** from Social Impact Consulting, UK led the Consortium in which the team from IIT Madras was led by Prof.G.Arunkumar.

Deliverable: Publication of Report

3.3 -Consultancy

CSIE undertakes consultancy assignments to provide business development support for social enterprises (including FPCs) and also undertakes impact assessment for philanthropic projects.

3.3.1 CAPACITY BUILDING OF PRODUCER COMPANIES (PCS) FOR BETTER MANAGEMENT PRACTICES & SUSTAINABLE GROWTH

Funding source: CSR grant from Tamil Nadu Newsprint & Papers Limited

Objective: To build capacities of Farmer Producer Companies (FPCs) in way of equipping them to make active role in the agricultural supply chain network

Activities

- Capacity building programs conducted at IIT Madras and at regional level in Madurai
- Exploratory field visit to a FPO in Krishnagiri
- Surveyed social capital attributes in a FPO near Villupuram

Widened areas of engagement

NABARD identified CSIE as one of the resource institutions for conducting capacity building program for POPIs (Producer Organization Promoting Institutions)

- Funded for 2 CBPs covering 6 POPIs
- Exhibition cum sale of FPO products enabled in parallel to the CBP

	Capacity building Program – FPOs	Capacity building Program – FPOs	Capacity building Program – POPIs	Capacity building Program – POPIs
Program Dates	30 th -31 st March 2017	24 th – 25 th January 2018	9 th -11 th October 2017	22 nd - 23 rd Feb 2018
Number of Participants	122	58	34	21

No. of participating organizations	38 FPOs and 5 Non-governmental organizations	35	6	6
Profile of participants	FPOs and NGOs	FPOs and NGOs	POPIs	POPIs
Speakers	Academics, Representatives from TNSFAC, NABARD & Value Chain finance, Lawyers, Large retail heads	Directors/CEOs of FPOs identified for best practices	Faculty-Management, Agribusiness Consultant, Brand manager- FMCG, Lawyers, Design thinking experts, Bankers, Representatives- NABARD, SFAC	Entrepreneurs, Brand builders, Marketing Consultant, Taxation consultant, Food technologist

3.3.2 Business Development and Livelihood enhancement of Pathamadai mat weavers' community

Funding source: RuTAG, Tamilnadu Handicrafts Development Corporation Ltd.

Objective: To improve the livelihood of the weavers in Pathamadai by penetrating technology developed by RuTAG and establishing market linkage.

Activities:

To professionalize the venture and to strengthen branding by tagging tales to products

- Exposing to regional and international expos and market spaces
- Linking to retailers and formalizing the linkage
- Marketing through social media and tracking the reach

Widened areas of engagement

CSIE has played key role in procuring a grant of Rs. 47 Lakhs under the “Revival of Languishing Crafts” initiative by the Government of Tamil Nadu along with RuTAG. The centre’s role includes

- Establishment of Common Facility Centre (CFC)
- Training Programs to artisans to use latest technologies
- Capacity Building Programs for improving the Supply Chain
- Marketing Support – through both Print and Electronic Media

3.3.3 Commercialization and Transfer of Technologies developed by Shri Murugappa Chettiar Research Center (MCRC)

Funding source: MCRC

Objective: To identify the technologies which are market ready for transfer and to connect potential entrepreneurs to take up the selected technologies.

Activities:

- Capacity building workshops for scientists to instill market perspective
- Enabling business model development and evaluating market readiness of technologies
- Handholding support to test commercial feasibility of technologies
- Shortlisted technologies & rendering focal points for market readiness
- Field visits to survey adoption costs & market acceptance
- Identifying potential entrepreneurs for scaling up the technology products

3.4 Outreach

CSIE offers 1-3 day entrepreneurship awareness programs, capacity building programs to high school students, students and faculty from higher institutions & social entrepreneurs.

3.4.1 Summer Camps for School Children

Theme: Social Innovation through Technology

Funding Source: Entrepreneurship Development Institute (EDI), Tamil Nadu & Fee from students

97 young and energetic students from private and government schools kindle their thoughts around innovation and entrepreneurship for 3 days at IIT Madras. Students had fun watching the live scientific demonstrations, interactive lectures, and creating simple products in the Central Workshop

3.4.2 Faculty Development Program

Theme: Entrepreneurship

Funding Source: Entrepreneurship Development Institute (EDI), Ahmedabad

2 faculty development programs covering 37 faculty from various regions of the country were conducted through the funding from Entrepreneurship Development Institute (EDI), Ahmedabad. The objective of the program is to enable the lead by participating faculty for various entrepreneurial activities in their respective institutions. They ensured an active participation to lectures, workshops & field visits, in the process made life long memories with strong entrepreneurial lessons.

3.4.3 Business Plan Workshop

Title: Business Plan workshop for graduate students

Funding Source: Fee from Participating students.

70 students from local *Engineering Colleges* participated in Business Plan workshop conducted by CSIE along with Tagore Engineering College for 2 days at IITM Research Park which had lectures, interactions with successful business persons & competitions at the end.

4. FINANCES

Financial Statement for 2017-18

Opening Balance as on 1st April, 2017: 26,40,199.00

Receipt & Payment during 1st April,2017 - 31st March, 2018

Sl.No.	Head of A/c	Opening Balance	Received	Expenditure	Balance
1	OPENING BALANCE+ALUMNI FUND	11,48,734.00	8,80,335.00	21,04,390.00	-75,321.00
2	SEEP-UKBC	9,67,923.00	0.00	5,15,495.00	4,52,428.00
3	RGNIYD	1,55,000.00	62,000.00	88,000.00	1,29,000.00
4	TNPL	25,797.00	5,30,000.00	5,50,347.03	5,449.97
5	SE+WE	2,764.00	1,54,612.00	66,619.00	90,757.00
6	EDI-FDP	3,50,000.00	0.00	3,24,798.00	25,202.00
7	MCRC	0.00	1,89,000.00	0.00	1,89,000.00
8	CERTIFIED COURSES	20,678.00	0.00	7,240.00	13,438.00
9	SE Club	0.00	0.00	20,645.00	-20,645.00
10	SUMMER CAMP	-30,697.00	1,20,349.00	1,14,106.00	-24,454.00
11	SUMMER SCHOOL	0.00	3,43,907.00	3,43,907.00	0.00
12	WINTER SCHOOL	0.00	2,77,577.00	3,08,635.00	-31,058.00
	Total	26,40,199.00	25,57,780.00	44,44,182.03	7,53,796.97

Closing Balance as on 31st March, 2018: 7,53,796.97

Photographs:



International Summer and Winter Schools on Social Entrepreneurship



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Centre for Social Innovation & Entrepreneurship, IIT Madras

UKISEEN Seminar on Social Entrepreneurship in KLSIMER Belgaum



Capacity Building Programs for FPOs and POPIs



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Pathamadai Mats and Value Added Products
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Call Now

Publish photo Promote More

5.0 ★★★★★ Always open
Arts and crafts shop · Tirunelveli

Mold Posts Reviews Videos photos About

100% response rate, 16-min response time
Respond faster to turn on the badge

Create an event
Make it easy for people to find your next event. Create it on Facebook.

2,573 likes this week this week
Swathi Priya Gangaram and 70 other friends



Business Development of Pathamadai Mat Weavers Community



Summer Camp for School students



Faculty Development Program

Appendix

A.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.

This is achieved by:

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

A.2 Evolution of activities

2010 - 13 Education & Research	2013 - 2015 Education, Research & Outreach	2015 - 2018 Education, Research, Outreach & Consultancy
<ul style="list-style-type: none">• Minor Course for IITM• Research	<ul style="list-style-type: none">• Minor course• IdeaSpark• Camp for School Students• FDP/SDP• Research	<ul style="list-style-type: none">• Elective Course• Certificate Course• International Summer/Winter School• Ideaspark• Camps for School Students• FDP/SDP/CBP• Research• Consultancy

A.3 Impact till Date

- 5 batches of Innovation & Social Entrepreneurship courses. Around 200 students from IIT Madras have enrolled. About 10 students have started enterprises
- 3 Faculty Development Programs. 1 Student Development Program. 8 Entrepreneurship Awareness Camps. 2 Business Plan workshops conducted. Reached out to 25 colleges, 93 faculty, 900 students from engineering colleges
- 6 school camps. 500 students, from schools in Tamil Nadu participated
- 4 Certificate Courses. About 100 participants enrolled.
- 3 Idea spark Editions. 600 students participated. 60 ideas discovered
- 2 International Summer/Winter Schools on Social Entrepreneurship. 38 students participated
- 9 Research papers presented in international conferences and few publications
- Over INR 1,50,000 worth orders facilitated for weavers in Pathamadai
- 6 Capacity Building Programs. 86 FPOs reached. 22 NGOs reached. 259 farmers benefited. 8 case studies prepared