

# Centre for Social Innovation and Entrepreneurship

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## Message from the Dean

### International and Alumni Affairs

CSIE is being increasingly recognized as a critical component in the rapidly-evolving ecosystem of innovation & entrepreneurship at IIT Madras. It has much to offer to other related entities on campus and in Research Park, and is making every effort to provide the required services. Its growing network of regional, national and global partners is a major asset to CSIE. "Social entrepreneurship" is a term that resonates well in all corners of the globe. In this, as in many other fields, India provides vast opportunities for practitioners to perfect their craft. CSIE, over the years, has hosted many researchers with an interest in social enterprise, and they, in turn, are lending credibility to CSIE on a global scale.

2016 was an exciting year for IIT Madras, as start-up's emerging from the campus and from Research Park/ Incubation Cell received many awards and much recognition. "Reunion Day" on December 2016 celebrated this fact in front of 300+ alumni. One interesting common factor among these successful ventures appears to be their close affiliation to innovation hotbeds such as CFI and CSIE. The young alumni entrepreneurs were unanimous in declaring their gratitude to these campus enablers that set them on their journey towards success. While CFI promotes creativity and innovativeness, Nirmaan and CSIE appear to be taking the students one step further into the realm of incubation. By nurturing the entrepreneurial spirit, and by providing a gentle nudge towards social entrepreneurship, these Centres are becoming indispensable stepping stones in the march towards socially-responsible enterprise.

There are even more exciting times ahead as an "innovation hub" begins to take shape on a campus. Stay tuned for further announcements!



**Prof. R. Nagarajan**

Dean, International and Alumni Relations

## Research at CSIE - Ongoing Projects

- 1) 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. Sudarsan Padmanabhan. CSIE is one of the co-investigators.
- 2) Study of Social Enterprises and Women Empowerment - six month project awarded by UK British Council to a consortium led by Social Impact Consulting, UK of which CSIE is one of the partners for this project. It is multi-country study including countries such as UK, USA, Brazil, India and Pakistan. CSIE is the South-Indian partner for conducting this research. At CSIE, this work is led by Prof. G Arun Kumar from Department of Management Studies, IIT M and advised by Prof. LS Ganesh.

## Visit to FPOs

CSIE conducted 2 Capacity Building Programs this year. 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.



*James and Aishwarya from CSIE at SWAASAM FPO,  
Villipuram*



*James and Aishwarya from CSIE at Theni Goat producer  
Company, Theni*

## RuTAG Consultancy Project

As part of the RuTAG Consultancy Project, Sandeep and James from CSIE visited Pathamadai on 26 October 2016 to follow up with the order facilitated by CSIE and to get feedback on the performance of the Jacquard Machine. As part of the visit, the team met with Mr. Vishnu Nair, IAS– Sub-collector, Cheranmadevi to brief about the project and he assured support to the project.

Srinivasan, Founder of Khadi Eco-Basket from Hyderabad visited CSIE on 09 December 2016 to give feedback on his recent order with Pathamadai and discussed possible strategies to scale-up the business of Pathamadai Products.

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. 4 number of orders worth 40,000/- have been transacted Link to the same: <https://www.facebook.com/PathamadaiMats/>

CSIE is helping build Capacity of Ibrahim, the local entrepreneur in Business Development through weekly calls, guiding him in optimizing packaging and delivery, managing the weavers, talking to customers and Technical guidance for handling Facebook page.



*Meeting with Ameenal and Ibrahim at Veeravanallur*



*Pathamadai Products at  
Khadi Eco-Basket, Hyderabad*



*Value added products from Pathamadai*



## Social Entrepreneurship Club

The Social Entrepreneurship 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.

The club also participated in the CFI Open House on 6th November 2016. Two projects were exhibited in the open house.

1. **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.
2. **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.



*Mr. Shashi Kumar giving his talk to students during the LLS*



*Team SE Club at CFI Open House*

## Other Events

### Talk at AMET University

James from CSIE was invited by AMET University to address the HoDs about the role of Technology Business Incubators (TBIs) on 07 November 2016.

### Meeting with NABARD

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).

### Visit to Sri Aurobindo Society

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.

### CSR Conclave

James was invited to the CSR Conclave organized by MCC Boyd Business School on 10 December 2016

## Visitors

- ◆ 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.

## Social Facets of IITM - Faculty Profile

### V VIJAYALAKSHMI

**DESIGNATION:** Associate Professor, Department of Management Studies

**CORE RESEARCH AREA:** Dr. V Vijayalakshmi is a faculty with the Department of Management Studies, Indian Institute of Technology Madras (IIT Madras) in the broad area of Organizational Behavior and Human Resource Development.



### **SOCIAL CONTRIBUTION:**

Dr. V Vijayalakshmi is actively involved in projects that strive to create a positive and transformative ripple effect among Women Entrepreneurs (Small and Medium Scale Entrepreneurs) and empowering women entrepreneurs by imparting entrepreneurial skills and behaviors to bring out their full power through inspired action.

She also works in the field of Integral Education for the Development and Transformation of the Youth, among others. Her work includes understanding the Individual Dynamics in Organizations (through programs aimed at inner reflection and transformation) and Psychometric Assessment (Personality, Transactional Analysis and Neuro-Linguistic Programming)

### **ON-GOING PROJECTS:**

- Building Women Empowerment (Entrepreneurship and Building Empowerment for Women)
- Creativity, Innovation Capability of Firms, The Learning Organization
- Positive Organizational Behavior (topics include Generating Positivity in the Workplace, Happiness and Work, Finding Meaning in Work Strength-Based Approach to Work, Discovering Calling, Humor in the Workplace, Integral Leadership Development)
- Cross-Cultural Management (Well-Being and Perspectives of Happiness across Cultures, The Meaning of Work Across Cultures)

### **CONTACT DETAILS:**

Email id : [viji@iitm.ac.in](mailto:viji@iitm.ac.in)

Phone: [+91-44-2257-4566](tel:+91-44-2257-4566) (office)

## Social Facets of IITM - Student Profile

### IIT FOR VILLAGES (IVIL)

IViL was started in 2005 with the vision to leverage the unique and vast resource base -- both human and material -- in the institute towards engaging with rural issues. It is a voluntary discussion forum and an action platform for the students of IIT Madras to implement their thoughts for rural India.



#### **SOCIAL CONTRIBUTION and ACHIEVEMENTS:**

##### **Sanitation – Dignified Toilets:**

The Integrated Knowledge Centre (IKC) is one of the first projects completed under IViL. The centre was inaugurated on the 26 January, 2009 in Natham. A pre-existing building in the village was turned into a resource centre where a library was set up, computers were placed and weekly classes were held for the villagers for over two years.

**Cycle Donation Project:** Used cycles from IIT campus students are collected, repaired and distributed among students from villages in and around Chennai. Over 200 cycles were donated in the past two years.

A library was inaugurated on the 12 August 2016 in Bandikavanur, in collaboration with the youth of the village. Visits are made every month to turn it into a resource centre and conduct activities.

**Agriculture project** works on bridging the gap between farmers and experts. Soil-testing experiments, events in Saarang and Shastra, online counselling sessions with farmers and a magazine for farmers are some of the initiatives under this project.

Ignited Minds Conference is a conference planned for urban school students to discuss socially relevant issues and get exposed to rural realities. The pre-conference event, a lecture by Lok Satta party president Dr. Jayaprakash Narayan, was held in September 2016.

Every year during Saarang and Shastra, IViL puts up food stalls where village women cook and students serve. Being one of IViL's longest running and most successful initiatives, this is aimed at giving the women exposure to self-employment and income-generation.

Apart from these, a project to teach the children of mess-workers is on the pipeline. At any point of time, teaching or guiding individual students out of the ambit of these projects is also underway.

**CONTACT DETAILS:** Email id : [ivil.iitm@gmail.com](mailto:ivil.iitm@gmail.com)

## Upcoming Events

1. **UKISEEN follow on meeting on 11 January 2017 at IIT Madras.**
2. **Faculty Development Program (FDP) from 23 January - 04 February 2017 at IIT Madras.**



**CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP**

Second floor, IC & SR Building , IIT-Madras, Chennai - 600 036

Phone: 044 - 22578377, E-mail: [csie@iitm.ac.in](mailto:csie@iitm.ac.in)

[www.csie.iitm.ac.in](http://www.csie.iitm.ac.in)