

Centre for Social Innovation and Entrepreneurship

Inside This Issue

- 1 Message from the Dean, IAR
- 2 Idea Spark 2014 - Grand Finale
- 3 Winter camp for School Students
- 4 CSIE Governance Committee Meeting
- 5 MoU with KLSIMER and Vels University
- 6 Talk on Art of Business - Building
- 7 Product Design and Business models -
Minor course
- 8 Conferences
- 9 Visitors to CSIE
- 10 Networking Event - Ashoka
- 11 Food Processing session at VIT
- 12 Launch of IvyCamp
- 13 Upcoming Events

Message from the Dean

International and Alumni Relations

The Centre for Social Innovation & Entrepreneurship (CSIE), originally founded by the IITM Class of '84, is now celebrating a decade of service to students, faculty and alumni of IIT Madras, as well as to society at large. While the initial focus of CSIE was internal, current activities indicate a shift in emphasis towards the external world. In particular, capacity-building for innovation and social entrepreneurship at colleges and schools in India is emerging as a key service that CSIE will be providing in future.

IIT Madras now has a well-developed ecosystem that promotes the innovation-incubation culture on campus. The Centre for Innovation (CFI) plants the seeds for prototyping and product development, and the "IITM Incubation Cell" then facilitates the entry of young innovators into the start-up arena. Few academic campuses in the country provide such a systematic framework to enable students and faculty to develop, and then seriously consider taking bright ideas to market. CSIE plays a key role in positioning social entrepreneurship as a viable option for those targeting commercial success while designing products and services for the BOP.

As we learn, we want to impart our learning to neighbouring academic institutions so that they can get off to a fast start in the realm of social entrepreneurship. We want to train faculty to integrate creativity in classroom teaching. We want to sensitize college students to the need to incorporate classroom learning into socially - relevant enterprises. We even want to catch them young — alert school students to the possibilities if they can learn to think outside the box.

CSIE is ramping up efforts on all these fronts through the efforts of a young and dynamic staff. Please support us in our endeavours.



Prof. R. Nagarajan

Dean, International and Alumni Relations

Idea Spark 2014- Grand Finale



Prof. Nagarajan distributing cheque to students from Bannari Amman Institute of Technology who secured 1st place

CSIE conducted the Grand Finale of Idea Spark 2014 on 10th, January 2015 at IIT-Madras. 22 teams from seven engineering colleges in Tamil Nadu including IIT-M participated.

In the morning session, Prof. Ashwin Mahalingam gave a talk on '**How to identify an entrepreneurial opportunity**'. In the afternoon, 22 teams presented their ideas before the jury panel, which included Shri L.Kannan, Founder & CTO of Vortex Engineering Private Ltd, Prof. Devendra Jalihal from IIT-M, and Shri Joseph Thomas, VP, International Development Office, IIT-M. The top 3 ideas were selected. Prof. R.Nagarajan, Dean I&AR, gave the valedictory speech and distributed the certificates and cash prizes.

Winter Camp for School Students

CSIE conducted a 3-day Winter Camp on '**Social Innovation through Technology**' for school students of grade 11 and 12 from 14th to 16th, January 2015 at IIT Madras. It was designed to create awareness about the role of technology and entrepreneurship to solve socially relevant issues. We received around 300 applications and 100 students were selected to attend the program.

Prof. R. Nagarajan, Dean I&AR, IIT-M and Shri Joseph Thomas, CSIE inaugurated the programme. Faculty from IIT Madras and social entrepreneurs gave talks on topics like Social Issues, Innovation and Technology, Nurturing Creativity, Entrepreneurship and Engineering in everyday life. Prof. T.S.Natarajan, IIT Madras demonstrated scientific facts through experiments. On the final day of valedictory programme, certificates were given to all the students by Prof. R. Nagarajan. At the end, students presented their learning's and feedback.



Classroom session by Prof. Mahesh Panchagnula on 16th, January 2015

CSIE Governance Committee Meeting

CSIE organised the Governance Committee meeting on 13th January, 2015. Prof. R. Nagarajan, Prof. Ashwin Mahalingam, Prof. Devendra Jalihal, Prof. John Bosco Lourdusamy, Prof. KN Sathyanarayana, Prof. L. Prakash Sai and CSIE team attended the meeting.

The GC reviewed the progress of last 6 months' activities of CSIE and future course of actions were discussed.

MoU with KLSIMER and Vels University



MoU exchanged by Prof. R. Nagarajan and Dr. B. Krishnamoorthy, Vels University on 6th, March 2015

CSIE made agreements with two more colleges, KLS Institute of Management Education & Research (KLSIMER), Belgaum and Vels University, Chennai for collaboration in research and consultancy. The objective is to provide modular certificate courses, conducting seminars and conferences. CSIE will design, develop and deliver specialized modular courses in areas like Social Entrepreneurship, Corporate Social Responsibility (CSR), Product Innovation, and other relevant areas.

The MoU's were signed by Prof. R. Nagarajan, on behalf of CSIE, Shri Rajendra Belgaumkar, Chairman of Governing Council, on behalf of KLSIMER and Dr. B. Krishnamoorthy, Registrar, on behalf of Vels University.

Talk on Art of Business - Building

CSIE in association with Shastra 2015 (annual technical festival of IIT Madras) organised a talk on '**Art of Business Building**' on 4th January, 2015 at IIT Madras. Shri Arul Dev, Founder of People First delivered the keynote address on '**Role of Entrepreneur in Building Thriving Organizations**' and Shri Kedar Kulkarni, Founder of Hyperverge spoke about his entrepreneurial journey. About 50 people participated and interacted with the speakers.



Shri Arul Dev (left) and Shri Kedar Kulkarni (right) during the session

Product Design and Business Model course



Prof. Gavin Melles interacting with students during the class

CSIE co-ordinates the minor course '**Product design and Business model**' which runs from January - May 2015. Prof. Ashwin Mahalingam is the faculty co-ordinator. Topics such as business plans, entrepreneurial opportunities, case studies in the design of socially relevant projects are handled by Professors, Entrepreneurs from related fields.

Some of the guest lectures that were given during the course are '**Design Thinking**' by Prof. Gavin Melles from Swinburne University, '**Systematic Innovation**' by Dr. Baladurai, Co-Founder, TRIZIndia.org and '**Business Models**' by Shri PR Ganapathy from Villgro Innovation Foundation.

Conferences

Conference on Social Entrepreneurship

A four day, International Conference on '*Social Entrepreneurship and Sustainable Development*' was organized by Centre for Social Entrepreneurship, School of Management and Labour Studies, Tata Institute of Social Sciences, from 4 -7th, February 2015 in Mumbai. Academicians, Social Entrepreneurs, Research Scholars and students participated in the conference.

Various activities and events such as, lectures, paper presentations, and discussion panels were conducted as part of this conference, focused on themes like concepts of Social and Sustainable Development through Social Entrepreneurship. On behalf of CSIE, Shri James Rajanayagam, Ms. Vijayalakshmi and Ms. Vidhiya Saravanan participated in the conference.

UK - India University Dialogue on Social Enterprises

Shri Joseph Thomas was invited for '*UK-India University Dialogue on Social Enterprises*' by British Council from 10-14th, February 2015 in London. This strategic meeting was aimed at scaling up the social Entrepreneurship programme for India. The highlight of the meeting was, the need for a network of social enterprises within India and seeking support for the nascent National Association for Social Enterprises. The second was a plea to work on impact metrics in the Indian context of social enterprises. The third was to improve academic / non-academic collaboration between UK universities and entities like UnLtd and Social Enterprises UK.

Prior to his UK visit, Shri Joseph Thomas was invited for the networking reception organised by British Council on 6th, February 2015 at hotel Le Royal Meridien, Chennai.

Visitors to CSIE

NYU Stern Business School

Through the initiative of Prof. Venkat Srivatsan from New York University's Stern School of Business, CSIE organised a visit to RTBI for his students on 8th, January 2015. The incubatees of RTBI - Edsix and Hyperverge had an interactive session with 24 students from NYU. The students also visited Centre for Innovation (CFI) at IIT Madras and interacted with team heads of CFI clubs.

Swinburne University, Australia

Students from University of Swinburne led by Prof.Gavin Melles had a meeting with CSIE to explore possibilities of student teams working on design challenges faced by social enterprises. The meeting was held on 27th, January 2015 at IIT Madras. As an output to the meeting, CSIE has enabled collaboration with a social enterprise for the students to work in their next term.



Students from NYU's Stern Business School

Networking Event - Ashoka

In follow up to the earlier round table meeting on Impact Metrics (NASE) which was held on 1st, December 2014, Ashoka organised a networking dinner in Chennai on 7th, February 2015. Shri Joseph Thomas was invited to share ideas and work towards creating a common space for learning and growth in Chennai.

Food Processing session

Technology Business Incubator (TBI) of Vellore Institute of Technology - Vellore conducted a Technology based Entrepreneurship Development Program on Food Processing. Shri James Rajanayagam from CSIE was invited to handle a session on '*Opportunities & Challenges in Food Processing*' sector on 19th, February 2015.

Launch of IvyCamp

IvyCap Ventures invited CSIE for the launch of IvyCamp, an entrepreneurship development platform connecting institutes and alumni of premier institutes. They had run a Business Plan competition across all IITs / IIMs / BITS / ISB. The winners of this competition were felicitated at this event by entrepreneurs who have been successful in their ventures.

The function was attended by Directors / Deans / representatives of participating institutes. On behalf of CSIE, Shri James Rajanayagam attended the event on 13th, February 2015 at Mumbai.



Upcoming Events

1. **Summer camp on 'Social Innovation through Technology' for School students in May 2015**



CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP

301 A, Second floor, Department of Management Studies, IIT-Madras, Chennai - 600 036

Phone: 044 - 22578377, E-mail: csie@iitm.ac.in

www.csie.iitm.ac.in