

ENABLING AN ECOSYSTEM FOR SOCIAL ENTREPRENEURSHIP



OUR FOUNDER



Shri. P N Devarajan was the Ex-Group President, Corporate Planning, Reliance Industries Ltd. Ex- Director, Reserve Bank of India.

A chemical engineer from I.I.T., Kharagpur, he has worked in senior management positions in many leading Corporate establishments in India for over 40 years. During his interactions with the general public, he was deeply disturbed by the widening gap between the have and the have-nots. In his quest to understand what was really happening in the social sector, he met many social workers across India and relating with them became his passion. He realised that many of them, mainly women, were left unnoticed by the society despite the great work they rendered. He also understood that many of these social change agents needed to scale up their work and be more entrepreneurial in their approach in order to reach out to more people.

Soon after his retirement from the corporate world, he decided to contribute to the growth of the social sector in India in a small way. After having a lot of discussions with many of his associates, social change agents, and few spiritual leaders, he decided to resolve a few of his societal concerns. His discussions with the spiritual leader, Swami Nityanandagiri of Tapovanam in South India led him to decide on the name of the non-profit organisation: 'Manava Seva Dharma Samvardhani'. This Sanskrit name coined by the Swami means, the Divine Mother who kindles the natural, inborn but hidden inclination in every human being to serve others with love.

Shri PN Devarajan was a visionary and advocated for Social Entrepreneurship during the late 90's, at a time when this was not much known in India. He launched CSIM in 2000 to offer training in social entrepreneurship and today the organisation has reached out to several thousands of social entrepreneurs across India.



MISSION

To promote social consciousness in the society thereby creating social citizenry.



VALUES

- ▶ Equity
- ▶ Empathy
- ▶ Innovation
- ▶ Inclusion
- ▶ Unconditional Love

GOVERNANCE

1. Mr. P. N. Subramanian, Managing Trustee
2. Mrs. Latha Suresh, Secretary
3. Mr. V. Shankar, Gen.Sec. SIES School, Mumbai
4. Mrs. Bhuvaneshwari Ravi, CSR Consultant
5. Mr. K. E. Margabandhu, Retd. AGS office
6. Mr S Thambu, Plastic Technologist

EMERITUS BOARD MEMBERS

- ▶ Mr. J. Jayaraman, Retd.CMD of Cochin Refineries
- ▶ Mr C Sarangapani, Former Exec Director, IDBI

SOCIAL ENTREPRENEURSHIP TRAINING



- Educational programs
- Workshops
- Seminars
- Conferences

SADGURU GNANANANDA NATIONAL FELLOWSHIP FOR SOCIAL ENTREPRENEURS



SOCIAL IMPACT ASSESSMENT



- ▶ Social Accounting & Audit
- ▶ Impact Assessment
- ▶ Needs Assessment
- ▶ Social Cost Benefit Analysis (SCBA)
- ▶ Social Return on Investment (SROI)
- ▶ GRI - G4 Sustainability Reporting
- ▶ SDG Impact Metrics Reporting
- ▶ CSR Reporting

OUR CLIENTS

- ▶ Government Projects
- ▶ Corporate Social Responsibility (CSR) Programmes
- ▶ For-Profit & Not-for-Profit Social Enterprises
- ▶ Non-Governmental Organisations (NGOs)

PUBLICATIONS

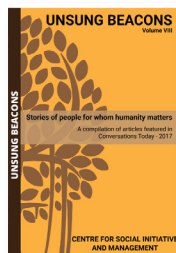
- ▶ Monthly tabloid on social issues registered with RNI
- ▶ Books on social entrepreneurship / social audit
- ▶ Translation of books on social entrepreneurship

CONSULTANCY

- ▶ Registering a for-profit or not-for-profit social enterprise
- ▶ Strategic planning for social enterprises and CSR projects
- ▶ Annual monitoring & evaluation of projects

RESEARCH

- ▶ Developmental research
- ▶ Qualitative & Quantitative Research



MSDS - ENABLING AN ECOSYSTEM FOR SOCIAL ENTREPRENEURSHIP



Manava Seva Dharma Samvardhani (MSDS) is an Indian registered Charitable Trust that supports people who have a driving passion to change social patterns and a commitment towards facilitating social development.

Founded by Shri. P. N. Devarajan, in 1999, MSDS has a lot of pioneering and innovative activities that have resulted in triggering social consciousness amongst people in varied levels.

CSIM learning centres for social entrepreneurs

1

Enable

Support

2

Fellowship for young budding rural social entrepreneurs

- Publications on social entrepreneurship
- Volunteering platform
- Networking with NGOs (CIOSA)

3

Connect

Strengthen

4

- Impact Assessment
- Social Accounting and Audit
- Social Return on Investment



Manava Seva Dharma Samvardhani (MSDS)
391/1 Venkatachalapathi Nagar
Alapakkam, Chennai – 600116

SADGURU GNANANANDA NATIONAL FELLOWSHIP AWARDS



MSDS initiated the Sadguru Gnanananda National Awards in 2000 to felicitate women social change agents who were doing exemplary work in the areas of women empowerment, rural development, rehabilitation of the disabled and disadvantaged people, etc. Until 2011, 115 individuals comprising of 95 women, 9 families (a husband and wife team involved in social work), and 2 socially responsible corporate houses in India were the recipients of this award.

The Sadguru Gnanananda National Fellowship Awards for social entrepreneurs was initiated in 2012. Young budding social change agents working in rural areas or with marginalised groups are identified and offered a monthly stipend of Rs.10,000 for three years to guide and motivate them during their start-up phase.

Nominations for the fellowship are received through online and direct applications. The selection process includes a Panel assessment, personal interview, and a field visit by the MSDS team.

Candidates are selected and evaluated on the basis of their New idea, Social impact, Entrepreneurial quality, and Ethical fibre.

Rhythm Foundation, Malaysia have been supporting the MSDS Sadguru Gnanananda National Fellowship programme since 2016.



MSDS FELLOWS

2011

Ms. Rubina Mazhar, SAFA, Hyderabad works for the empowerment of the adisadvantaged women by enterprise creation and education of the girl children in the slums of Hyderabad.

2012

Ms. Akhila Ramesh, Nivasa Bangalore, an architect who has designed a cheap and affordable prototype for rural housing in rural Karnataka and has implemented them in a few villages.

Ms. Khusboo Kantharia, Disha, Mumbai, offering counselling services for the youth who are mainstreamed from orphanages and other shelter homes.

Mr. Kamalakannan, Vizhuthugal,

Punjampuliyampatti district near Coimbatore, has launched learning centres for children in 14 villages which focus on value education, sports, creative arts and General Knowledge.

2013

Mr. K. Rajama nickam, Action for Rural Upliftment and Leadership (ARUL) Foundation Soorankottai, Ramanathapuram, works for the welfare of the manual scavengers and their children by inspiring them to live a life of dignity.

Ms. Sornalatha, Adivasi Social Service Educational Trust, Sembakkam, Kancheepuram, hailing from the Irula tribes (snake catchers) in Tamilnadu, works on education of the tribal children and encourages women to start alternate livelihoods

Mr. S.Chezian, Mercy Charitable Trust, Kadaladi village, Tiruvanmalai district, offers vocational training to the women and disabled of the district and enables them to start small businesses

2014

Mr. Akshai Abraham, Project KHEL, Lucknow uses sports as a platform to impart Life Skills Education to children from disadvantaged backgrounds in Lucknow and the nearby villages.

Ms. Shoba Gosa, Founder, Young People for Life India, Hyderabad, offers counselling services and skill building for the underprivileged youth and school children in and around Hyderabad.

Mr. Dilip Patro, Founder, The Ability People, Visakhapatnam, is an accident victim, working for the rehabilitation and empowerment of Spinal Cord injured persons and the disabled community.

2015

Mr. Arun Fernandez, Blink Foundation, Chennai, aims to empower families and communities to enhance the learning curve of children with specific learning difficulties (SLD) through multi-sensorial learning and assistive technology.

Mr. Ashish Arora & Ms. Divya Gupta, Sahaj Foundation, Kunihar village, Solan dt, Himachal Pradesh, facilitates individuals in rural communities of Himachal Pradesh, to live in harmony with their hearts and to lead a peaceful & meaningful life by creating a space that will help people come over their mental poverty.

Mr. Sandeep Mehto, Bharath Calling, Pathrota Village, Hoshangabad dt, Madhya Pradesh, runs a youth counselling initiative in Madhya Pradesh that identifies the interests of rural and tribal students, provides career counselling and connects them to colleges and universities to facilitate their admission.

2016

Mr. Hejang Misao InSIDE North East, Manipur works with young people in rural areas of Manipur to shun violence & conflict and nurture leadership qualities so that they become socially responsible with democratic values and ensure just and equitable society through grass root education, sports and experiential learning.

2016

Mr. Pandi Ramesh Babu, Social Work Organisation, Andhra Pradesh works for the empowerment of the Primitive Tribal Groups in the West Godavari district of AP (who are displaced due to the construction of a dam in the area), by providing them alternate and sustainable livelihoods in Honey, Bamboo, Tamarind and other NTFP items.

Mr. Tiruppathi Perumal, Abhinavgram Society, Kolli Hills, Tamilnadu works for Creating self-sufficient model tribal villages around Kolli Hills, by promoting Tribal owned local livelihoods, creating better infrastructure facilities, providing better health facilities and creating youth parliaments in each village.

2017

Mr. Karthikeyan, has set up Sristi village where differently abled live together in harmony, as equal residents with 10 volunteers and 10 support staff. He believes that a dignified life is everyone's right and differences in ability cannot undermine one's right to a dignified life.

Ms. Ridhi Aggarwal, founded Swatantra Talim Foundation to develop a model after school program for rural children. She runs two learning centres in Ramduari village and Lucknow, reaching out to 180 children. Their model comprised of three stages - Khojdabba- a lab in a box, Khojjaalaya, a library, and Khojshaala- a community lab.

Ms. Medha Shah, established Weaver Bird, a social enterprise to promote the use of organic, hand spun and hand woven cotton as a conscious fashion choice. Her farmers' groups in Rajkot cultivate cotton organically, which is then purchased by Weaver Bird and then processed by a rural artisans' groups using natural dyes and herbal wash with shikakai and reetha to soften the fabric.

2019

Ms. R.Jeeva, Founder of Transgenders Rights Association Chennai envisions to create an enabling environment to ensure equal opportunities, equity, social justice & empowerment of transgender persons in Tamilnadu. She provides alternate livelihood opportunities for transgenders in Tamil nadu.

Mr. Manish Rai, Co-Founder Dobarra in Hyderabad, envisions ageing years as a celebration of one's longevity, experiences and wisdom. His mission is to Re-Define and Re-Imagine the Experiences of Ageing and to increase the chances of healthy ageing and productive engagement of elderly and to make them self-reliant Dobarra means once again - Renew. Reinvent. Reconnect.

Ms. Sheeba Sen, Founder of Aalap Peoples Foundation, works with the Himalayan communities in the Kumaon region of Uttarakhand, to create Native forests which are dense multi-layered forests of native species, and to build eco-leadership skills among the village elected leaders. She envisions a world where every human being is a devoted custodian of native forests.



CSIM is a pioneer in offering social entrepreneurship training programs in India that ensures and enhances the quality of delivery in social change agents. CSIM pursues this mission by offering a wide range of training programs that advocates the principles and practices of social entrepreneurship. Started in 2001 in Chennai, CSIM has now branches in Puducherry, Bangalore, Coimbatore, Hyderabad, and Hosangabad.

COURSES ON SOCIAL ENTREPRENEURSHIP

PGDSIM Post Graduate Diploma in Social Initiative and Management

PGDSEM Post Graduate Diploma in Social Enterprise Management

SEOP Social Entrepreneurship Outlook Programme

E-SEOP Social Entrepreneurship Online Programme

Social Entrepreneurship Skill Lab in Colleges

Social Connect Programme for College Students

PGDSIM 493 	PGDSEM 33 	E-SEOP 1581 
SEOP 651 	SE-SKILL LAB 132 	SOCIAL CONNECT 261 

For aspiring Social Entrepreneurs

- Crystallize your social change idea, focus upon detailing for action
- Get started with appropriate inputs on legal requirements
- Help in networking and connecting with resources useful in kick starting your organization

For NGO volunteers

- Develop skills to partner with an NGO on a long term basis with the intention of making an impact
- Develop an understanding of challenges faced by NGOs
 - Become an active partner, seeking and driving performance standards in NGOs where you volunteer

For NGO Staff

- Develop the aptitude to look at the macro picture of your organization
- Help you grow beyond functional limitations
- Result in professional development-become well informed about changing trends in the social sector

For Social Entrepreneurs

- Pause, reflect and refocus priorities
- Identify strategic solutions
- Identify newer avenues and resources for the development of the organization
 - Take the organization to the next level of growth



Centre for Social Initiative & Management

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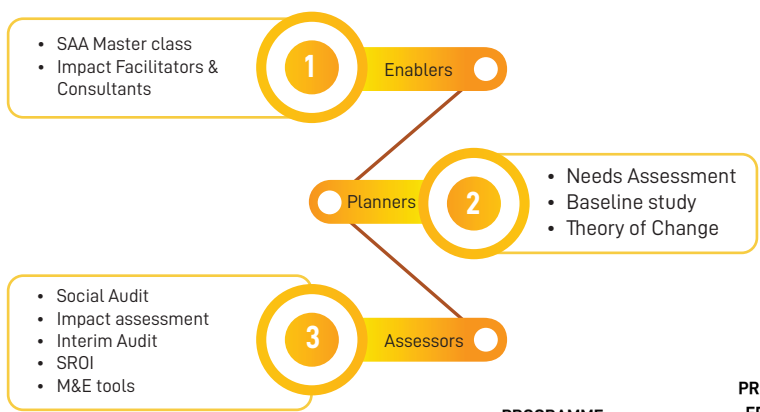


SAN INDIA

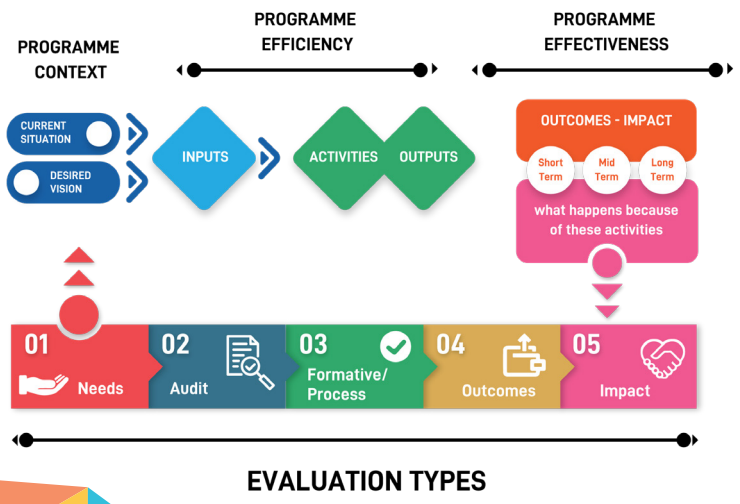


Second populous country, will be first by 2028. India's population is 1.38 billion, which is 18% of the world's population but only 2.5% of the world's GDP. 16 million people are added every day and 51 every minute. India's population is 1.38 billion. 550 million are below 25 yrs - Young India. Sex Ratio: 1,000 : 933 (M:F). Urban Population: 27.9%. People Below Poverty Line (BPL): 28.6%.

The genesis of Social Accounting and Audit (SAA) goes to the practice adopted in United Kingdom by Social Audit Network, UK. This is an approach to help community based organizations to develop comprehensive accounting tools to measure its impact as well as report on its performance to its stakeholders. Social Audit Network, India, is the Indian Chapter of Social Audit Network UK, and was launched by MSDS in 2010.



SAN, India conducts periodical training programmes in Social Accounting and Audit across the country. So far, SAN India has trained 180 participants in Social Accounting. Presently, there are 20 Social Auditors registered with SAN India and SAN UK.



SOCIAL VALUE



Briefly try and define it in 1 sentence with your neighbour


SOCIAL VALUE INTERNATIONAL

SAN, India, KPMG and the 4th Wheel are the founding members for Social Value India Associate Network. The purpose of this affiliation with Social Value International is to increase recognition of social impact analysis as a useful practice among various groups including NGOs, government, local authorities, donors and businesses; organise training for professionals; and share successful practice, case studies, materials and training among professionals.

Social Value International has trained a few Social Auditors at SAN, India. Ms. Marie Banu, Dr. Madhuri Ravindra, and Ms. Vatsala Ravi are accredited trainers in SROI and Social Value.

OUR MAJOR CLIENTS



 **Social Audit Network, India**
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Alapakkam, Chennai 600 116





The purpose of developmental research is to assess social changes over an extended period of time. The two-fold focus of Developmental Research at MSDS is to create knowledge on social entrepreneurs and to enable Developmental Research on social entrepreneurship.

CREATING KNOWLEDGE

MSDS reports and assesses the social impact and social change contributed by social entrepreneurs across India through its Publications and Social Impact Assessments. Case studies are prepared on the work done by a few CSIM alumni which are used during the training sessions at CSIM and also presented at conferences. Two cases studies were presented at an International conference on entrepreneurship held at IIM, Bangalore and received the Best case study award.

From 2020, our focus would be more on Qualitative research that is relevant for social enterprises. The following services will be offered for Research scholars and organizations

- **Problem definition**
- **Literature reviews**
- **Research procedures**

ENABLING DEVELOPMENTAL RESEARCH

- 2001** A 30-hour module in Social Research as a Core Subject is part of the PGDSIM course offered at CSIM. SPSS is also taught in this module.
- 2002** Research was conducted for the USIS on "Feasibility of starting a Women's Fund"
- 2010** CMDC, the publication arm of CSIM was launched
- 2011** SAN, India was launched to offer Impact assessment and social audit for for-profit and not-for-profit organisations.
- 2013** Literary Review was conducted for "Rural Technology and Business Incubator (RTBI): Leveraging the IIT Madras ecosystem for social enterprises"
- 2018** Training Programs was conducted for researchers and college faculty on Quantitative and Qualitative research, Research Methodology in Quantitative Research, and SPSS



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"I thank CSIM and SAN, India for helping me understand the challenges of social development through micro and social enterprise in India."

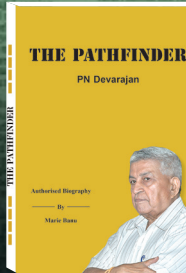
- Dr Gavin Melles

Dr Gavin Melles is the Senior Lecturer, School of Design (FHAD), Swinburne University, ARC Assessor, SNF (Switzerland) Assessor. He is the author of MSc report for Centre for Development, environment and policy titled 'Livelihood oriented micro and social enterprise in India: competing discourses of social impact and development.'

PUBLICATIONS

Conversations Today

www.csim.in/conversations.php



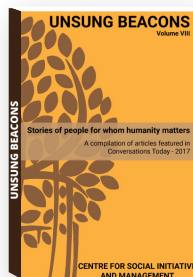
Centre for Media and Development Communication (CMDC), the communication wing of CSIM, was launched in 2009 with an objective to train development professionals as well as social entrepreneurs on media and communication skills.

Books on social entrepreneurship, social audit and Tamil translations of books on social entrepreneurship are also published.

CONVERSATIONS TODAY

MSDS has been able to spread the message on the power of social entrepreneurs on transforming societies by publishing stories of change agents and circulating it among college students and Corporate Houses.

The compilation of articles featured in this tabloid are published as a book titled "Unsung Beacons" every year.



Conversations Today, a monthly tabloid registered with the Registrar of Newspapers for India (RNI), focuses exclusively on social issues and has created its niche in the social as well as print media. This publication was launched in January 2010 and features NGOs, CSIM alumni, change makers, and celebrities involved in social work. A team of professional editors and writers compile this publication and we have a readership of over 20,000 in India and abroad.

Until 2019, the printing was sponsored by New Indian Express. Since 2020, Conversations Today is published online.

"The collection is unique, for it throws light on the lesser known social servants of Tamil Nadu who are not in the limelight. Service is to be done with compassion and bliss. A documentation of this sort will be a great revelation for many of us and will create ripples in our subconscious minds silently. A great effort to be admired, acknowledged and applauded."

Dr. V. Irai Anbu I.A.S



SUSTAINABLE DEVELOPMENT GOALS

SDG ALIGNMENT

1 NO POVERTY



- CSIM facilitates social change agents who enrol in the course to start income generation activities.
- Creation of micro entrepreneurs who employ the disadvantaged people and lift them out of poverty by improving their economic condition.

2 ZERO HUNGER



- Supporting NGOs running Homes through Dal, Oil, Sugar (DOS) and MSDS Annadhanam Program.
- Ensuring NGO beneficiaries remain hunger free and healthy by providing them with safe, nutritious and sufficient food.

3 GOOD HEALTH AND WELL-BEING



- Provide counseling and guidance support for the social change agents who enroll in the CSIM courses to be strong and committed while delivering their services.
- Health awareness sessions.
- Reiki sessions.

4 QUALITY EDUCATION



- The social entrepreneurship training modules are all designed to improve the skill sets of the participants in the fields of Social Diagnosis, Management, Law & Human Rights, Communications & Fundraising, and Social Research.
- CSIM conducts Training of Trainers to create qualified resource persons in social entrepreneurship.
- SAN India has been instrumental in creating social auditors and social accountants.

5 GENDER EQUALITY



- Sadguru Gnanananda fellowships are given to women, men and Transgender who are aspiring social entrepreneurs.
- CSIM promotes women enrolment in all the courses. Most of the partnering colleges are women's colleges – MOP Vaishnav College, Stella Maris College, SSS Shasun Jain College for women, Sri Kanyaka Parameswari College of Arts and Science, and Queen Mary's College.
- CSIM has also enrolled 27 transgenders in the courses and has enabled 6 of them to launch their own social enterprises.
- 80% of the Social auditors are women.

5 CLEAN WATER & SANITATION



- Some of the Sadguru Gnanananda fellows and CSIM course participants work in the area of water and sanitation. They are linked with Environmental experts to strengthen their work in a sustainable way.
- CSIM has enabled SEs to launch initiatives which help in providing clean water to rural areas.

8 DECENT WORK AND ECONOMIC GROWTH



- Improved yield and crop rotation practices as a result of the watershed program have led to an improved economic growth among the farmers.
- Alternate employment opportunities created for the women to start small rural enterprises
- Solar technicians created in three villages in Karnataka

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- The e-learning module developed by Cognizant Technology Solutions, enables socially conscious people from all over the world to understand the nuances of social entrepreneurship. Many participants of the part time courses, college students are offered this module as an add-on course.
- Conversations Today, a monthly tabloid on social issues, is available in an e-version and circulated to over 20,000+ individuals worldwide.
- Regular Webinars are conducted for SEs and Social Accountants.

10 REDUCED INEQUALITIES



- Most of the fellows and CSIM participants hail from Scheduled Caste and Scheduled Tribe communities.
- A few of the tribal participants have launched NGOs and are also involved advocacy and lobbying. Some are working with the government to include their community in all government schemes and policies.

11 SUSTAINABLE CITIES AND COMMUNITIES



- Fellowships are primarily given to rural budding social entrepreneurs to prevent migration from rural areas and create sustainable rural communities.
- The Organic farming modules help participants to follow sustainable cropping practices leading to a better yield and income for the farmers. Rural social entrepreneurs and their families happy to live in their village and facilitate rural empowerment.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- Support is offered to Fellows who work in environmental issues.
- A module on environment management is offered in all the CSIM courses.
- A new course Organic farming and Social entrepreneurship has been launched and focuses on sustainable agricultural practices and methods.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



- The fellowship program and CSIM courses help professionalise the development sector.
- Social change agents are enabled to develop effective, accountable and transparent institutions.

17 PARTNERSHIPS FOR THE GOALS



- Partnering with International organizations like Social Audit Network, UK and Social Value International to enable the social impact ecosystem in India. Facilitating social enterprises, CSRs and
- Corporate Foundations to deliver sustainable and impactful social initiatives. Founding member of CIOSA, a network of over 220+ NGOs in Tamil Nadu.
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IMPACT



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Sadguru Gnanananda National Awards



22

Sadguru Gnanananda National Fellowship Awards



3118

Trained in Social Entrepreneurship



103

New Social Enterprises launched



20

SAN UK Certified Social Auditors



100+

Organisations assessed and certified by SAN, India



21

Books on social entrepreneurship and social audit published



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