



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

# Annual Report

## 2018-19

**CENTRE FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP (CSIE)**

Indian Institute of Technology Madras



Sponsored by Alumni 1982, 1984, 1986 batch

CSIE, IAR Office, 2<sup>nd</sup> Floor, IC & SR Building, IIT Madras

+91-44-22578377

[csie@wmail.iitm.ac.in](mailto: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 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 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 work closely with institutions, builds partnerships and helps build capacities to create awareness, identify and nurture aspiring social entrepreneurs.

### ***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.

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

## 1.2 Evolution of activities

2010 - 13 Education & Research	2013 - 2015 Education, Research & Outreach	2015 - 19 Education, Research, Outreach & Consultancy
<ul style="list-style-type: none"><li>• Minor Course for IITM</li><li>• Research</li></ul>	<ul style="list-style-type: none"><li>• Minor course</li><li>• IdeaSpark</li><li>• Camp for School Students</li><li>• FDP/SDP</li><li>• Research</li></ul>	<ul style="list-style-type: none"><li>• Elective Course</li><li>• Certificate Course</li><li>• International Summer/Winter School</li><li>• Ideaspark</li><li>• Camps for School Students</li><li>• FDP/SDP/CBP</li><li>• Research</li><li>• Consultancy</li><li>• Livelihood Enhancement</li></ul>

## 1.3 Impact till Date

### *Education*

- 5 batches of Innovation & Social Entrepreneurship courses. Around 200 students from IIT Madras have enrolled. About 10 students have started enterprises
- 3 International Summer/Winter Schools on Social Entrepreneurship. 62 students participated
- 4 Certificate Courses. About 100 participants enrolled

### *Outreach*

- 3 Faculty Development Programs. 1 Student Development Program. 8 Entrepreneurship Awareness Camps. 3 Business Plan workshops conducted. Reached out to 25 colleges, 93 faculty, 970 students from engineering colleges
- 6 school camps. 500 students, from schools in Tamil Nadu participated
- 3 Idea spark Editions. 600 students participated. 60 ideas discovered
- “Involve” a social enterprise based on peer-to-peer learning model for Government Schools was rendered incubation support

### *Research*

- 9 Research papers presented in International Conferences and 1 book chapter published.

### ***Capacity building & Livelihood Promotion***

- Strengthened management capacities of 98 Farmer Producer Companies( FPCs) and 22 NGOs through 8 Capacity Building Programs through which 263 farmers benefited and developed 8 case studies on ‘best practices of FPCs’
- Developed social media platform to promote Korai Mats - Result – 2500+ followers, 2 retailer connects and Rs. 1,50,000 worth of sales facilitated through exhibit space at IIT Madras and International Conferences
- Established a Common Facility Centre (CFC) for Pathamadai Korai Mats under the “revival of languishing crafts” initiative by Tamil Nadu Government

## **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  
Professor and Head, Chemical Engineering
- Prof. L.S. Ganesh, Professor, Management Studies
- Prof. Ashwin Mahalingam, Associate Professor, Civil Engineering
- Prof. Devendra Jalihal, Professor, Electrical Engineering
- Prof. L. Prakash Sai, Professor, Management Studies
- Prof. Mahesh Panchagnula, Dean, International & Alumni Relations, Professor, Applied Mechanics
- Dr. V. Kalyanaraman, Project Consultant, RuTAG, IIT-M
- Mr. Joseph Thomas, Development Office, IIT-M
- Mr.Rangarajan Ganesan, Advisor, C-TAP, IIT-M

### **2.1 Staff**

- James Rajanayagam, Senior Project Advisor
- Gangaram Sandeep Kumar, Project Officer
- 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 School on Social Entrepreneurship:

CSIE along with Department of Management Studies (DoMS) conducted the third edition of 'International Winter School on Social Entrepreneurship' from 3rd- to 14th December 2018. The curriculum for the winter school was designed in such a way that it evolved the entrepreneurial elite of the participants through theories, case discussions, field visits and interactions with entrepreneurs. Two week intensive course enhanced inter- cultural communication and knowledge sharing with mix of participants from Australia, Germany, Japan along with students of IIT Madras. Apart from exposure to academic way of exploring social entrepreneurship, the participants had a chance to reiterate with nature along Western Ghats through field visit while deriving practical knowledge in parallel from rural entrepreneurs. Assessment of the knowledge gained across the course was examined by the critique analysis of a social entrepreneurial case study, chosen by participants themselves. The course received a highly positive feedback from the budding social entrepreneurs.

*"The two week intensive on social entrepreneurship run by CSIE was thought provoking, challenging and inspiring. The course explores the fundamentals of social entrepreneurship, the practical measurements of value and impact, all the way through to the philosophical foundations behind addressing social need. It was a jam packed fortnight learning from subject matter experts and practicing social entrepreneurs, alongside an engaged international cohort, highly recommend for those generally interested in the sector or looking to deepen their understanding."* -**Bonnie Grace Graham, Swinburne University of Technology, Australia**

*"The Winter School on Social Entrepreneurship helped me get a clear understanding of social entrepreneurship and now I feel better equipped to work on my ideas."* -**Akash Kumar, IITM**

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 had to provide presentations and reports as part of the course.

### **3.1.2. 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 UKISEEN project, CSIE along with Madras School of Social Work (MSSW), organized a 1- day National Conference on Social Entrepreneurship at MSSW on Friday, 07 September 2018 on the theme ‘Evaluating roles of Government, Industry and Academia’ in promoting and sustaining social enterprises. Various speakers from industry, academy and government have participated in the conference. The conference was followed by a poster presentation competition by the student teams. CSIE has also launched the 2nd edition of the UK India Social Innovation Challenge (UKISIC) on the same day and the theme of the competition was Waste Management.

A total of 37 teams have participated in the competition out of which 12 applications qualified for the finals. After a thorough evaluation by selected judges the top 3 applications have been selected. A total of 1400 GBP has been announced as the prize money along with certificates. The competitors had to submit a business model for a social enterprise which tackles the issues of Waste Management. Twelve projects made it to the final round. Below are the top-ranked projects:

- 1st Place: Recycling of demolished waste concrete using solar energy – IIT Madras Team,
- 2nd Place: Eco-Friendly Construction blocks from C&D Debris using the Innovative CO2 Sequestration Technique - Kongu Engineering College, Erode, Tamil Nadu,
- 3rd Place: Catalytic Degradation of kraft lignin by Ultraviolet Light and Ultrasound - IIT Madras Team.

More details here: <http://www.ukiseen.org>

### **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
<b>Program Dates</b>	30 <sup>th</sup> -31 <sup>st</sup> March 2017	24 <sup>th</sup> – 25 <sup>th</sup> January 2018	9 <sup>th</sup> -11 <sup>th</sup> October 2017	22 <sup>nd</sup> - 23 <sup>rd</sup> Feb 2018
<b>Number of Participants</b>	122	58	34	21
<b>No. of participating organizations</b>	38 FPOs and 5 Non-governmental organizations	35	6	6
<b>Profile of participants</b>	Farmer Producer organizations(FPOs ) and Non-Governmental organizations	Farmer Producer organizations(FPOs ) and Non-Governmental organizations	Producer Organizations Promoting Institutions(POPIs)	Producer Organizations Promoting Institutions(POPIs)
<b>Speakers</b>	Academicians, 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 weavers community

**Funding source: Tamil Nadu Handicrafts Development Corporation Ltd., RmKV Silks**

**Objective:** To improve the livelihood of the weavers in Pathamadai by penetrating technology developed by Rural Technology Action Group -RuTAG and business development by establishing market linkage.

**Activities:**

- The top portion of the Pathamadai Co-operative Society at Pathamadai has been completely renovated and converted into a Common Facility Centre.
- 2 RuTAG developed Electronic Jacquard Machines have been installed enabling the weavers to utilise the space and resources.
- CSIE conducted a marketing session for the participants of the technical training program on 03 Jan 2019 with an emphasis on social media marketing which was also the end of the Training session of the women weavers on the RuTAG's newly built Electronic Jacquard Handlooms.
- CSIE sponsored three participants to enhance their skills in Design and Development using latest software.
- New designs such as deer, flower, Mahatama Gandhi, were introduced.

**3.3.3 Commercialization and Transfer of Technologies developed by Shri MurugappaChettiar 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
- Identified two potential entrepreneurs for scaling up the technology products

CSIE facilitated interaction with three entrepreneurs for two technologies: Fortified Panchagavya (FP) and Biochar during the Phase1 of the project. As a result, one entrepreneur has commenced production of FP on a trial basis. CSIE has received additional funding from MCRC to undertake the Phase2 of the project involving Technology Transfer.

**3.3.4 Skill Development Project at Nagapattinam****Funding source: CSR project by Chennai Petroleum Corporation Ltd. (CPCL)****Objective:**

Skill Development of the Youth at three villages in Nagapattinam district namely Panangudi, Vellapakkam and Goparapuram.

**Activities:**

- CSIE has completed the baseline survey of skills requirement of youth
- Shortlisted tailoring and IT skills as the choice of the youth after the survey
- First centre is expected to be launched in the first quarter of FY 2019-20.

**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 Business Plan Workshop**

**Title:** Business Plan workshop for college 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 which had lectures, interactions with successful business persons & competitions at the end.

**3.4.2 Gandhi Hazare Award – Technology to reduce corruption**

**Funding Source:** Independent Alumnus of IIT Madras- Dr. Sarma Gullapalli

45 students from IIT Madras have formed 20 teams and participated in the Gandhi Hazare Award themed reducing corruption using technology. 6 out of the 20 entries have reached the finals. The teams had to submit abstracts, full papers and videos as part of the competition. The total prize money for the competition is Rs. 40,000/-

**Corpus Fund to CSIE by the Batch of 1982 IIT Madras**

CSIE would like to thank the Batch of 1982 for extending their support to us by giving a corpus fund of Rs. 10 Lakhs. This is the initial corpus funds and CSIE is looking forward to raise more corpus funds as a means to be sustainable.

#### 4.0 Financial Statement

**CENTRE FOR SOCIAL INNOVATION & ENTREPRENEURSHIP**  
**Consolidated Financial Statement for 2018-19**  
**Receipt & Payment during 1st April,2018 - 31st March, 2019**

<b>Opening Balance as on 1st April, 2018 :</b>	<b>753,796.97</b>
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Sl.No.	Head of A/c	Opening Balance	Received	Expenditure	Balance
1	<b>OPENING BALANCE+ALUMNI FUND</b>	301,368.97	1,340,622.00	1,689,696.00	-47,705.03
4	<b>CPCL</b>	0.00	2,802,000.00	445,655.00	2,356,345.00
	<b>NABARD</b>	0.00	288,600.00	288,600.00	0.00
5	<b>RMKV</b>	0.00	1,350,000.00	439,410.00	910,590.00
3	<b>SEEP-UKBC</b>	452,428.00	0.00	441,832.00	10,596.00
2	<b>TNPL</b>	0.00	530,000.00	235,825.00	294,175.00
6	<b>WINTER SCHOOL</b>	0.00	764,609.00	423,350.00	341,259.00
		<b>753,796.97</b>	<b>7,075,831.00</b>	<b>3,964,368.00</b>	<b>3,865,259.97</b>

**Closing Balance as on 31st March, 38,65,259.97**

#### Photographs:





International Winter School on Social Entrepreneurship: Dec 2018



UKISEEN National Conference on Social Entrepreneurship at MSSW, Chennai





மண்டல ஊரக வளர்ச்சி மற்றும் ஊராட்சித்துறை நிறுவனம் - பவானிசாகர்



உழவர் உற்பத்தியாளர் நிறுவனங்களுக்கான திறன்மேம்பாட்டு பயிற்சி

ஈரோடு, கோவை, திருப்பூர், நீலகிரி, கரூர், திண்டுக்கல், அரியலூர் & யெரம்பலூர் மாவட்டங்கள் பயிற்சி காலம் 27.02.2019 முதல் 28.02.2019 வரை



Capacity Building Programs for FPOs





Business Development of Pattamadai Mat Weavers Community

