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# CSIE: Centre for Social Innovation & Entrepreneurship

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Plan Document 2020 - 2023

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**Submitted to:**

'84 batch Alumni

**Submitted by:**

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# Centre for Social Innovation & Entrepreneurship

## Plan Document

2020-23

### Summary

Centre for Social Innovation & Entrepreneurship (CSIE) was founded in 2010 with initial funding from batch of '84, later supplemented by the alumni batches of '82 and '86. Its mission is the promotion of social entrepreneurship through education, research and dissemination. Started with an initial seed fund of Rs.140 lacs, CSIE has grown to undertake livelihood projects and certificate courses with an annual budget of Rs. 100 lacs.

CSIE has developed a 3-year project plan for the period 2020-23 with the intent to impact rural lives through dissemination of sustainable technologies, to improve the productivity of artisan-based livelihood organizations, and to build capacities in students through certificate courses.

CSIE has planned to create rural enterprises and mentor artisan organizations, conduct certificate courses and undertake livelihood-based CSR projects to achieve these objectives.

At the end of plan period, CSIE has estimated that 1350 households including artisans and rural poor people will be impacted, as measured by income increase. In addition, graduates and post-graduates will be motivated to pursue entrepreneurial solutions to reach Sustainable Development Goals (SDGs).

CSIE is submitting this plan with a budget of Rs. 148 lacs for the entire 3-year period, in which Rs.138 lacs will be utilized for project expenditure and Rs.10 lacs will be kept aside as corpus. The annual proceeds from the corpus will be utilized for any capex items and for non-revenue activities such as marketing promotion of CSIE. CSIE is committed to raise additional funds of Rs. 452 lacs through CSR and Governmental agencies for these projects.

### Introduction

CSIE at IIT Madras was founded in August 2010 by the alumni of '84 batch, with a focus on teaching and research related to social enterprise in India. It aims to leverage the innovation and entrepreneurship aspects of IIT Madras by translating knowledge and understanding to the relevant to the problems faced by the underprivileged in India.

Its mission is 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.

## Objectives for the Plan period

- 1) To facilitate technology support & creation of rural enterprises based on technologies developed by faculty and Centres of IITM and thereby enhance rural livelihoods.
- 2) To mentor artisan-based clusters through the triad of ‘technology, design and social marketing’ and impact the lives of artisans, as measured by rise in income.
- 3) To continue to offer ‘International Winter/Summer Schools on Social Enterprises’.
- 4) To undertake CSR-supported Livelihood Intervention and Skill Development projects.

## Scope

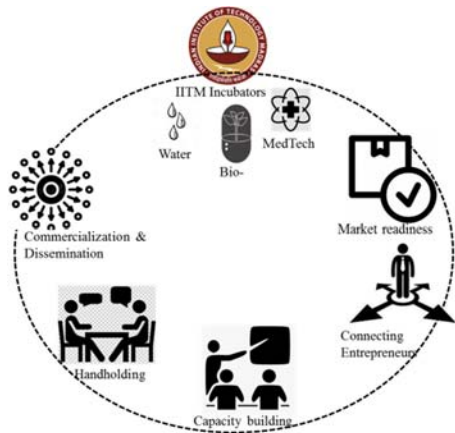
- 1) The geographical domain of the project activities and their impact is limited to Tamil Nadu and neighboring southern Indian states of Karnataka, Kerala, Telangana, Andhra and Puducherry.
- 2) The technologies leveraged would be from IIT Madras. Innovation from other higher institutions will be considered on an exception basis.

## Activities

### 1) Leveraging technology support for rural enterprises

- CSIE will undertake intense liaising with incubators and Departments/ Centres at IIT Madras and IIT Madras Research Park to identify technologies ready for field implementation. Selection criteria will be based on sectors (water, clean energy, etc.), unique claims and features of the technology, market readiness of the technology, etc. Initially, incubators at IIT Madras/ Research Park such as Bio-incubator, RTBI and MedTech Incubator would be approached to identify innovative technologies ready for implementation. Please refer to *Fig. 1: Technology from Lab to Field*.
- CSIE will obtain consent from the technology provider on a case-to-case basis to transfer to entrepreneurs under commons or exclusivity principle.
- CSIE will scout for entrepreneurs through its network and social media.
- CSIE will transfer technology to the selected entrepreneur and enter into an agreement with proper considerations of protection of rights, profit-sharing, impact on society, etc.
- During the commercialization phase, CSIE will offer support to the entrepreneurs for technology manoeuvring, distribution of the outputs to the beneficiaries on a trial basis, and establishment of market channels. It may be noted that the entrepreneurs must be able to bring in seed investment for the management of capital expenditure (capex).
- The handholding duration for a technology is 24 months, from identification to successful commercialization.
- During the plan period (2020-23), CSIE will work with 5 technologies (one in the first year and two each in year 2 and 3).

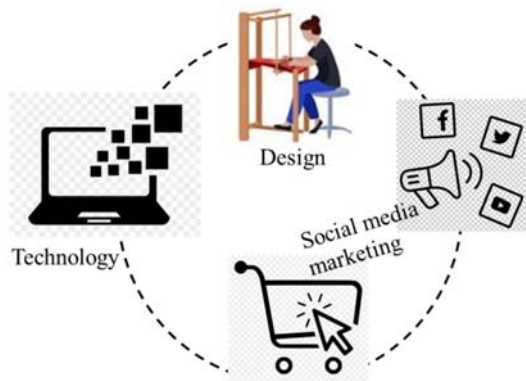
- Dissemination/ commercialization of the outputs of the technology will be targeted at 100 beneficiaries per technology per year. At the end of the plan period, a total of 600 beneficiaries would be impacted.
- Budget requirements are 1 project person @ Rs.6 lacs p.a. + market readiness expenses for each technology @ Rs. 5 lac per technology. Therefore, a total of Rs.18 lacs + Rs.25 lacs = Rs.43 lacs is estimated.
- CSIE will strive to raise CSR grants to disseminate the technologies for pilots and field trials in other geographical locations/ clusters, while ensuring the protection of the competitiveness of the selected entrepreneur(s).



*Fig.1 Technology from Lab to Field*

## 2) **Mentoring artisan-based societies/organizations**

- CSIE is currently working with livelihood-based artisan societies in Pathamadai through the development model of ‘Technology – design – social media marketing’. The outcomes are a) creation of a Common Facility Centre with 6 upgraded electronic jacquard machines, b) training of 12 artisans in new designs, c) employment to 6 artisans, and d) increased sales by 20%. Please refer to *Fig. 2* for a schematic representation of CSIE’s intervention approach to artisan clusters.



*Fig. 2. CSIE Model of Intervention in Artisan Clusters*

- CSIE plans to replicate this model of intervention in 5 clusters. For this, CSIE will raise CSR/ Government funds for the establishment of CFCs with necessary and state-of-the-art technologies. The need is estimated at Rs. 50 lacs per cluster. CSIE will add 1 cluster in 2020, and 2 clusters in 2021 and 22. The total funding requirement is Rs. 250 lacs.
- CSIE will support capacity building of artisans through training (including managerial), recruitment, and working capital support during the plan period. The estimated budget for this is 1 project person @ Rs. 6 lac per year + Rs. 4 lacs per cluster for social media marketing and working capital support. The total budget is Rs.38 lacs.
- Dissemination among 5 clusters will see a direct impact on 250 households with an increase in productivity and top-line growth of these 5 artisan organizations by 50% by the end of the project plan period.

### 3) **International School on Social Entrepreneurship**

The Centre offers ‘Summer/Winter School on Social Entrepreneurship’ of 2-week duration, with a curriculum that provides classroom knowledge, immersive/ experiential learning, self-study and peer-learning opportunities for student-participants with varied academic backgrounds. The subject is social entrepreneurship and its related ecosystem, with specific interest and focus upon the geo-cultural and socio-economic context of Asia. The curriculum for the winter school was designed in such a way that it would evolve the entrepreneurial elite of the participants through theories, case discussions, field visits and interactions with practitioners. The intensive course would enhance inter-cultural communication and knowledge sharing with a mix of participants from various countries, along with students of IIT Madras.

The Centre had organized its flagship program of ‘International School on Social Entrepreneurship’, with 4 editions so far. The various editions mapped participants from Germany, Indonesia, Hong Kong, Japan and Australia. It enhanced inter-cultural interactions by enabling active participation of national and international students in the arena of social entrepreneurship. Two entrepreneurs emerged through these pioneering ‘International Schools on Social Entrepreneurship’. The feedback of School alumni can be found in *Appendix I*.

The Centre attracts applications for the Winter/ Summer schools from developing economies including countries from Africa (Nigeria, Zimbabwe) and South America (Brazil, Uruguay). Several deserving participants from these continents are bereft of funds to travel and pay for this course. As a way of ensuring international outreach through this course, spanning all possible continents, the Centre is in attempting to mobilize funds to support eligible and interested students. Scholarships for such financially-challenged international participants will greatly benefit social entrepreneurs on global scale. Based on costs per participant for the course, a budget for 7 international participants per year-- encompassing 2 editions-- has been specified in the overall budget matrix.

### **3.1) Entrepreneurship Awareness Camps (EAC) for school children**

Instilling entrepreneurial thoughts in the minds of high school students can enable them to tap unconventional skills and talents. CSIE has taken a lead in this by conducting ‘Entrepreneurship Awareness Camps’ for school students themed towards ‘Social Innovation through technology’. The Centre maintains a database of student participants of this program, and many have rendered unsolicited testimonials for the Camp, which kindled in them a rethink of their career paths. One of the students has mentioned that she chose ‘Development Studies’ to pursue after her higher secondary schooling, even though she secured a good enough rank to get admission to Engineering programs in top notch institutions. To bring out more socially innovative mindsets from every strata of the society, the Centre plans to organize such programs regionally for Government school students, and exclusively for schools for differently-abled kids. As this initiative is sure to launch a new beginning in social entrepreneurship education, we plan to work towards this by setting initial targets of reaching 100 students every year-- 50 from small towns and village panchayats, and 50 who are differently-abled.

### **4) CSR-Supported Livelihood Intervention Projects**

CSIE undertakes projects supported by CSR funds from various industries, and has over time gained expertise in effective interventions in sectors, viz., agriculture, skill development, incubation support in polytechnic institutions, and marketing support for artisans. In many of these projects, the financial support has catered for capacity building, infrastructure building and seed investment costs. Some ongoing projects are targeted specifically at empowering women entrepreneurs engaged in farming and non-farm sectors.

#### **4.1) Supporting Women Entrepreneurs**

The Centre is engaged in projects targeted at women entrepreneurs, and is active in the network of policy making among international academia working in this arena. Through its CSR-led projects, it assists women-led producer groups and artisan clusters. In one of the recent projects where the Centre is involved, women groups in villages with entrepreneurial orientation are identified and provided training in management of wastes around temples and places of pilgrim patronage; this ensures revenue generation through technology and financial support facilitation from CSIE, IIT Madras. Another project is focused on skill building through direct and online courses, customized based on the needs of women as per their nativity, age groups and education. To suitably scale such initiatives, the Centre plans to set a target of reaching out to 30 women every year under aforementioned verticals, viz., waste management and skill development. The outreach would consist of reaching out 6 to 8 temples every year for the first vertical, and for the latter, training at least 10 women under 3 different skill sets and enabling forward linkages.

The rural and social entrepreneurs emerging through such initiatives are lacking avenues to tap working capital support for their ventures. The project outcomes can be achieved only through acute handholding in early stages for such enterprises. Identification of enterprises would be based on a rating mechanism developed by the Centre, with guidance from IITM faculty. We plan to support 60 entrepreneurs per year, inclined towards CSR-led projects on women empowerment, by providing them working funds as indicated in the budget.

### Impact

A total of 1,350 targeted population, including artisans and entrepreneurs of small, micro and tiny enterprises, will be impacted through these initiatives. The enhancement in their quality of lives, as measured by income increase and social sustainability, will be a reportable metric.

### Monitoring & Evaluation

The activities pertaining to the sanctioned budget may be monitored through ‘Governance Council (GC) Meetings’ conducted quarterly by the Centre. The minutes of the GC meetings, and periodic CSIE Newsletters will document the outcomes under various verticals handled by the Centre.

CSIE continues to generate review papers and research articles on long-term projects in focused study areas, and in aspects representative of the academic and policy outreach associated with the activities of the Centre.

### Budget

S.No	Project components	Year-wise request from 84 batch (Rs lacs)			Funds sought (Rs. Lacs)		Total budget
		2020	21	22	84 batch	External	
1	Creation of rural enterprises	11	16	16	43	25	68
2	Mentoring artisan-based organizations	10	14	14	38	250	288
3	International Winter School on SE & EAC	6	6	6	18	27	45
4	CSR Livelihood Intervention Projects	10	10	10	30	150	160
5	Management costs + travel	9	Nil	Nil	9	Nil	9
6	Corpus funds	10	Nil	Nil	10	Nil	10
<b>Total</b>		<b>56</b>	<b>46</b>	<b>46</b>	<b>148</b>	<b>452</b>	<b>600</b>

### Conclusion

CSIE is happy to place before the '84 batch of alumni the 3-year plan for the period 2020-23 with a funding request for **Rs. 148 lacs** to continue activities to sustain the objectives of the Centre with the end goal of creating measurable social impact.

## **Annexure I: Impact and Feedback**

### **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.
- 4 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.
- Reached out to 25 colleges, 93 faculty, 970 students from engineering colleges
- 6 school camps. 500 students from various 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 these, 263 farmers benefited and developed 8 case studies on ‘best practices of FPCs’.
- Established a Common Facility Centre (CFC) for Pathamadai Korai Mats under the “Revival of Languishing Crafts” initiative by Tamil Nadu Government in Pathamadai village, Tirunelveli district.
- Established a Skill Development Centre in Gopurajapuram village in Nagapattinam district in Tamil Nadu.
- Created a rural enterprise for biochar unit through technology transfer initiative.



## Feedback from participants of the International School

### (Participants of the 3rd edition of Summer School - Dec '18)

*"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 conducted by CSIE helped me get a clear understanding of social entrepreneurship and now I feel better equipped to work on my ideas."-Akash Kumar, IIT Madras*

### (Participants of the 2nd edition, Winter School - Jan '18)

*"Thank you for giving us the opportunity to interact with so many SEs who gave and shared with us knowledge and experience"- HemantBawankar, IIT Madras Student*

*"This was my very first course on SE an I am extremely glad that I got a chance to attend this course. Clearly I have a long journey to travel on this path and this certainly was a great start" - AyushiSharma, Grammonati (Social Enterprise)*

*"I don't know whether I will become a social entrepreneur or not, but this programme has convinced me enough to do something for the society" - Abhinav Jindal, IIT Madras Student*

### (Participants of the 3rd edition, Winter School - Dec '18)

*".....The two week training molded me, changed my thought process and taught me why I want to be a Social entrepreneur and how. I am happy to say we started a food business 'OnlyIdly' by December and is running successfully. I am happy to say that I started this venture because of the spark given by CSIE. So, me along with 4 of my friends planned to start a social business which fills the stomach of underprivileged working class not free but at the lowest possible cost. I wholeheartedly thank IITM's CSIE for imparting me these seeds for design thinking and Social Entrepreneurship. Hope your service extends for years"*

**- SriramAnax from GCT Coimbatore**

## Appendix II: CSIE in visuals



Winter School-Dec 2018



Winter School Dec- 2019



Capacity Building Programme for FPOs- 2019



Establishment of Common Facility Center(CFC) for Pathamadai korai mat weavers-2018



Business Development of Pathamadai mat weavers community-2019



Awareness about the initiative

Inauguration by District Collector

Tailoring

IT Skill

## Launching of Skill Development Centers at Villages in Nagapattinam-2019



## Rural Enterprises through technology transfer of Bio Char Unit-2019

### For further details, contact us

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