

COLLEGE OF SOCIAL WORK (AUTONOMOUS)
SOCIAL ENTREPRENEURSHIP REPORT FOR RUSA 2020-21

Social Entrepreneurship has emerged in India as one of the most promising employment opportunities for youth and the unemployed in community based practice of social work. Looking at the emerging prospects of enabling students to promote ventures and enterprises in the community, the College of Social Work Nirmala Niketan introduced Social Entrepreneurship as a four credit course since the last three years.

As per the Strategic Plan of College of Social Work, Nirmala Niketan for 2019-22 under RUSA 2.0, it has been envisaged to create and develop an **Entrepreneurship Employability Career Hub** where the following points have been put forth.

1. Develop and implement field action project on Youth
2. Develop and implement field action project on Livelihood for Women Tribal Populations
3. Implement projects on Youth and Women
4. Develop projects on elderly and persons with disability
5. Implement projects on Youth, Women, Elderly and Persons with Disability
6. Review and Consolidate projects

In order to take this plan ahead in **2019-20**, the **Social Entrepreneurship Add On Course** was launched on the 9th July, 2019 for six months. This course provided an opportunity for the BSW II and III students to apply the theoretical concepts of Social Entrepreneurship concretely through innovative application of skills and practices enabled through a process of handholding, thereby fostering livelihood and entrepreneurial initiatives. The 31 students who enrolled were trained through a series of 12 modules which culminated in December with a Business Pitch Competition where the students participated enthusiastically presenting their ideas and business plan to a panel of experts.

Prior to undertaking the second phase the Entrepreneurship Cell undertook a Review of the Add On Course and the progress of the Project Teams that took immense interest in taking their ideas ahead, the feasibility was examined and it was decided to take on the Add on Course this year during **2020-21** too through the **Actionable Social Entrepreneurship Program (ASEP) - Social Entrepreneurship Add On Course** in partnership with Navayuvak Entrepreneurs.

Online Workshop on Exploring Possibilities with Lateral Thinking – Six Thinking Hats
125 CSW-Nirmala Niketan Students from across all classes BSW I to MSW II along with faculty attended the Online Workshop on "Exploring Possibilities on Lateral Thinking - Six Thinking Hats" organized by CSWNN Nirmiti Kaushalya Kendra (NKK), in collaboration with Mr. Gaurav Mishra from Navayuvak Entrepreneurs who facilitated the Masterclass on 25th September, 2020.



Dr. Lidwin Dias in the inaugural note encouraged the students to participate actively in the events planned by CSWNN-NKK. The Resource Person shared his insights into Edward De Bono's understanding of Lateral Thinking in the context of using the principles of Six Thinking Hats as Social Entrepreneurs. He interacted

with the students by showing them a clipping and a PPT motivating them to respond to social issues with solutions arising from one's thinking and response abilities. The Resource Person expressed his appreciation for the active responses from the students and the thought provoking questions raised.

Innauguration of Actionable Social Entrepreneurship Program

Inauguration of Nirmiti Kaushalya Kendra (NKK) –Actionable Social Entrepreneurship Program (ASEP) 2020-21 took place on the 16th October, 2020 – Friday from 3.45pm to 5.30pm through the Online Zoom Platform. Over 75 CSWNN Students along with registered participants, faculty, Navayuvak team and guests were present. The programme began at 3.50pm with three clippings, one on the concept of social entrepreneurship, the second on the journey of a social entrepreneur – Yogita Agarwal on her start up – ‘Sopen’ on handwashing and the third one a motivational poem by Amitabh Bacchan on setting out to achieve your dream.



The anchors – Deepshika and Delphina welcomed the participants and the guests of honour, requesting the special four guests – Dr. Lidwin Dias, Mr. Devang Dave and Dr. Prabha Tirmare to starting by lighting of the candle online. Dr. Lidwin officially announced the start of the Actionable Social Entrepreneurship Program. Dr. Lidwin then addressed the participants who signed up for the course to take part with a clear motive to work for social causes and make a difference to society quoting the famous inspiring quote of Bill Drayton the founder of Ashoka Foundation.

On behalf of Navayuvak Entrepreneurs Mr. Meet Shah spoke on how social entrepreneurship can change the lives of the target people by any person, he cited the example of his mother who brought a smile of a disabled person by responding to her need. Mr. Devang Dave and Mr. Deakin Daney the resource persons for the course motivated the students to pursue their dreams through ideas that can change lives.

The Guest of Honour – Mr. Vinod Pandey a Policy Analyst and Social Entrepreneur who started Rojghar Dabbha shared how he initiated this venture by responding to the needs of migrants of a need of a job and drawing out of his own experience of being a migrant but of a different nature. The next three speakers were the recent Alumni – Ms. Ayusha Bhajanka, Ms. Tanvi Thakur and Ms. Janet Fernandes who were students of Social Entrepreneurship and how they were slowly in the process of rolling out their dreams. Ms. Ayusha with her initiative Baatein Ankahessi and publishing two books. Tanvi with her initiative of getting her idea on livelihood for the mentally challenged and Janet with her idea of marketing herbal products for kathkari adivasis were slowly transforming their idea through a process of incubation which has just been initiated.

The proposed ASEP programme was then explained by Mr. Mustansir to the enthusiastic group of participants. The programme ended with a vote of thanks by Ms. Irene Tayasheth.

As on date we have completed

	23rd Oct	6th Nov	17th Nov	20th Nov	27th Nov	4th Dec	18th Dec
Topic	Introduction	Understanding Social Entrepreneurship - the	Start Up Ecosystem	Impact Investment	Social Entrepreneur Story	Self Discovery	Journey of a Social Entrepreneur

		Entrepreneurial way					- Tapping Rural Market
Participants	23	30	21	20	15	13	15
Resource Person	Mr. Gaurav Mishra	Ms. Annie Theodore	Mr. Gaurav Mishra	Mr. Mahavir Pratap Sharma	Mr. Ronit Ranjan	Mr. Gaurav Mishra	Mr. Vaibhav Gholap
Organization	Navayuvak Entrepreneurs	Logos	Navayuvak Entrepreneurs	T.I.E Global	Mental Health Awareness	Navayuvak Entrepreneurs	Jowhar Tourism

ASEP aims to create awareness among the participants about the current social entrepreneurship ecosystem at the National & International Level. Thus enabling students to gain a conceptual understanding on Social Entrepreneurship and insights on the Journey of a Social Entrepreneur. The participants will be introduced to the process of Design Thinking thereby generating ideas and developing them through a process testing its applicability. The entire process will be application based focusing on developing skills using case studies based learning methodologies. Participants will thus create sustainable social entrepreneurship models which will benefit society especially the poor and marginalized. This program will not only benefit communities by engaging them to find sustainable solutions, but will also train the participants to express their passion to address pertinent social issues and also find gainful livelihood through promotion of social enterprises.

Faculty Development Workshop on Intellectual Property Rights through SEC:

A Faculty Development Workshop on Intellectual Property Rights was organized under the aegis of Social Entrepreneurship Cell, with a view to orienting faculty and staff members about the growing importance of IPR and the processes of availing them. The workshop was hosted on 12th December 2020, on the College's Microsoft Teams Platform from 3:00 pm to 5:00 pm. Adv. Laher Shah, a senior associate in the field of IPR litigations graced the occasion as the resource person. The event was attended by all Faculty members along with Project Staff Members, totaling the number of participants to 24 members.

The Workshop commenced with a Welcome Address from Principal-in-charge, Dr. Lidwin Dias. Conveying welcome greetings, Dr. Dias also spoke about contextualizing the benefits of IPR for humanitarian projects. This was followed by a formal introduction of Adv. Laher Shah given by Dr. Ronald Yesudas.

Adv. Laher Shah engaged the session with an approach to educate even novices about the umbrella of IPR, which enabled good amount of discussions towards the end. The session covered detailed discussion about:

- ❖ Trademarks: The distinctive appeal of a Trademark, processes of registering for a trademark and validity of trademarks were covered in the session. It also highlighted certain cases of services/goods that cannot be trademarked, distinction between superscripts of Trademark (™), Registered (®) and irreplicability of well-known marks.
- ❖ Copyrights: Types of Copyrights reserved for multiple works was explained by the resource person. She also brought out the notions of Author and Owner of Copyrights and suggested that as an institution, the college needs to emphasize ownership on all projects and creations. The session further explored registration of copyrights, validity of copyrights, differences in Contract of and Contract for Services, Non-Disclosure Agreements and other

kinds of Agreements for preserving ingenuity of work and application of Watermarks or Copyright (©) logos.

- ❖ Patents: The session also covered the concept of Patents along with focus on patentability of objects, process of filing, the importance of specifications on claims, supported by drawings.
- ❖ Rights and Remedies: The resource person covered about the rights and remedies applicable in cases of infringement of IPR. Filing of Suit against Infringements, Injunctions/Stay on further infringements, seeking damages on Profit of Accounts were some of the remedies discussed.
- ❖ Designs: The session also highlighted the importance of applying for design rights in order to protect the originality of products and services delivered. The usefulness of design rights in protecting services and products from being duplicated and infringement of IPR was emphasized.

The session was later followed with a clarification of doubts moderated by Mr. Cletus Zuzarte, which enabled a clear understanding on titles and IPR with common brand names, use of franchise license, filing for infringements, processes of copyrighting of project related documents and college documents along with a brief understanding of drug patenting.

Mr. Cletus proposed the vote of thanks and a summary of points covered in the session. Dr. Lidwin Dias made closing remarks about the session and emphasized on how the session has been fruitful in conveying that filing for IPR can be considered in the academic forum.

Future Engagement through CSWNN-NKK

CSWNN intends to launch the **Incubation Program** as a follow up to the Add On Course, which will be launched in Jan 2020 this program seeks to achieve the following objectives:

- ❖ An active learning environment where students will have learnt about Social enterprises and developed competencies to work in them.
- ❖ Ideas created into a social venture through a process of Incubation, with a developed first-hand understanding of how the field works.
- ❖ Incubators serve as accelerators for early-stage young social entrepreneurs to tackle pressing social and environmental challenges worked through the Entrepreneurship Cell
- ❖ Students are mentored and guided through the process of Social Enterprise development

The other aspects that are in the pipeline is the fully functional NKK Incubation Centre which will serve as a workstation for budding Entrepreneurs who will have enrolled as mentees for the Incubation Program. NKK will have the capacity to accommodate 10 workstations for 10 budding entrepreneurs for each batch of students. 12 Laptops will be purchased along with a state of the art AV Equipment which will enable an ambience for optimum facilitation of students.

a. Field Action Projects on Livelihood for tribal Women and Children

‘Spandan’ a field action project of College of Social Work, Nirmala Niketan, Mumbai, aiming to enrich tribal lives in Talasari block of Palghar district through integrated development approach. Currently the project is active in Savroli- Anvir villages. It aims to alleviate the problem of undernourishment in tribal population by participatory intervention through awareness, training, capacity building and networking with government bodies and NGOs.

We are aiming to achieve better community health and to alleviate the problem of undernourishment through our designed programs. In Shashakt, we are focusing directly on mother and child health through Anganwadis. In Kishordhara we are focusing on adolescents through health education and life skills activities. Whereas in Sakhi, we are dealing with women by increasing awareness of nourishment, health education, capacity building along with income generation activities. Students are actively involved in initiating the project and work in Rural areas:

Activities:

Sashakt Program (Anganwadi) Children and Women:

Health education (Awareness Building & Childcare Training
Sessions on Personal Hygiene with AW beneficiaries Children & Women, Nutritious Diet, Diverse Diet & Its importance, Breastfeeding & Complementary Feeding with Lactating Mothers & Pregnant Women, Attitudes during Pregnancy, Menstruation and Menstrual Hygiene
Created 46 Kitchen Garden, Celebration of Naming Ceremony of AW children, Celebration of Baby Shower, Organised Poshan Aahar week

Kishordhara (3 schools) Adolescents

Health Education, Session on Stages of Human development & ill effects of child marriage, Reproductive Health, Menstruation & Menstrual Hygiene, Importance of Nutritious Diet, Diverse Diet & Its importance, Session on Safe-Unsafe Touch

Life Skills

Session on Personality Development, Who I Am and Importance of Our Existence and on Career Guidance

Skill Development

Training session on Fundamentals of Computer and Electronics , Warli art , Rakhi making and Paper Bag Making

Sakhi (36 SHG's) Women

Media Session on Importance of SHG's
Session on Personality development, Financial Literacy, Importance of Nutritious Diet & Diverse Diet, Reproductive health, Personal Hygiene, Early Motherhood & Rally on Child Marriage and importance of indigenous diet

Survey:

Baseline Mapping of Sawroli and Anwir Villages
Need Assessment of 11 Schools (Anwir & Sawroli)
Need Assessment of Anwir Village

School development project: Anwir infrastructure by Concern India Foundation and village development

b. Field Action Project on Elderly in slums of Goregaon, Mumbai:

College of Social Work, Nirmala Niketan, Mumbai has started a field action project named “**PRAVAS**” for senior citizens based in Urban Marginalized Communities in the year 2019. One of the goal was to form self-supporting groups of senior citizens. The project began in Bhagat Singh Nagar 1, 2, and 3, Chatrapati Vasahat and Indira Nagar, Goregaon West by the students and faculty to launch a new initiative in working with urban needy elderly. As the name rightly explains, it works with the elderly in these communities.

Following are the major activities of Pravas;

Need assessment survey

A Need Assessment survey of 100 senior citizens were conducted in the community by the students in the first Semester. The questionnaire consisted of the personal details, economic details, social details and the medical details of the respondents in the community.

Some of the senior citizens do have lots of health issues such as Heart problems, Arthritis, High Blood Pressure, Diabetes, Dementia, Depression, Stress and many other health problems. Some of the senior citizens undergoing medication in many Government hospitals, clinics in the slum community and very few of them visit Private hospitals due to their financial problems.

While working with senior citizens we came across that the senior citizens in the slum community are so potential, resourceful and their skilful. The senior citizens have lots of stories about the development of the slum community. The senior citizens have rich Oral Histories.

Free medical health check– up camp

The medical health check- up camp included physical examination, Doctors Consultation, along with Blood Pressure, RBS, Pulse Oxymeter, ECG and Eye Check Up. 42 senior citizens got spectacles after the check – up. The spectacles to the needy were also provided by the hospital. 120 people came for the medical health check -up camp. Around 50 elderly persons could avail their services. Besides elderly women and children also visited the camp and availed the services.

Formation of senior citizens groups in the community

In span of 6 months, the students along with the field contacts and field work faculty, the 3 senior citizens groups have been formed. These 3 groups are named as “**YASH**” which mean **SUCCESS**, the second group as “**EKTA**”, means **UNITY** and the third group as “**PRERNA**” means **MOTIVATION**. **YASH**, **EKTA** and **PRERNA** groups which consist of 15 to 25 members who belong to a mixed community migrated from different parts of India mainly. They belong to age group of 55 and above both women and men. The purpose of forming the group is to help the senior citizens towards a healthy ageing which include various aspects such as physical issues, mental issues, emotional issues, psychological issues and so on. Most of the senior citizens who belonged to this group were amazed by our idea of healthy ageing and were supportive to our main aim of **PRAVAS**.

- c. **Anubhav Nirmala Youth Training Centre:** This centre was set up in September 2019

Rationale

Good governance is the center stage for development as it involves political, social and economic accountability of people in positions of power for their actions. Role of youth in good governance is important as youth comprises of the majority of Indian population, they can play an important role in shaping the present and future society and thereby uplift our country's stature. But unfortunately youth do not know its seriousness. They should understand that though they are not directly in power but they contribute in the process through election and expect to be served by the elected people. For this reason Anubhav Youth Training Centre plans to empower young brains and encourage them to become active members of the society and democracy. Through this, youth develops important skills, improves self-confidence, develops critical thinking and gets a sense of belongingness to the Nation which is important for a well-established democracy.

OBJECTIVES

- To give the youth an orientation about and to develop sensitivity towards, the various social and developmental concerns.
- To orient and develop sensitivity in college and community youth about values enshrined in our Constitution.
- To develop in the youth an awareness of their own capacities and enable them to participate in and contribute towards various developmental activities.
- To work for social, cultural and political transformation of the society along with other similar organizations and marginalized groups.
- To provide the youth with an orientation to the existing intervention strategies in response to these developmental issues.

Activities conducted:

Rural Camp - 21st to 23rd November 2019- Institute of Social Service, Jeevandhara, Kolad.

The camp was organized to give an exposure to the youths about the Tribal Community as well as understand the role of government and various policies structured for the upliftment of the weaker sections. Street plays were performed in the villages on the topic "Child Marriage and

Alcoholism”. The overall experience of the students was really good as they got an in depth knowledge and understanding of the laws and functioning of the Village. At the same time through games and activities they interacted with new people, made new friends and develop confidence as well as communication skills.

Training on Youth Leadership and Training Program - The three days Training was conducted on Youth Leadership and Community Development in collaboration with Nehru Yuva Kendra (NYK), Mumbai with the students of various Colleges. The objective of the training was to make youth understand the importance of Youth’s Role in Governance as well the significance of Group Work and the qualities a leader should acquire.

Mumbai Suburban Youth Festival Coordinator and Assistant Coordinator Election - 8th December 2019

No. of Participants – 101

Mumbai Suburban Youth Festival (Theme Day) Elections is a method in involving the Youth in the Democratic process and also to help them understand the skills and qualities a leader should have. It is a process to create and train the future leaders of the Country. The youth from various colleges had come to motivate and encourage the candidates and this indeed made the whole event successful.

Press Release - 10th December 2019

No. of Participants – 45

The youth had filed 160 RTIs and more than 60 pictures on potholes, garbage, uneven roads, Traffic signals, sewage etc. These photos were posted and tagged the BMC authorities on Twitter. This Campaign was supported by Anubhav Mumbai and Student Social Workers. The campaign gave the students confidence to interact with BMC officials about the issues existing in their surroundings. In order to strengthen the campaign Anubhav Mumbai organized a Press Release and invited Adv. Nilesh Pawaskar, Criminal Prosecutor at High Court and Dr Lidwin Dias, Principal of College of Social Work Nirmala Niketan (Autonomous). The entire campaign reports were submitted as well as a presentation was made on the same. Media was also present to cover the campaign. Some of the youth shared their experiences about the campaign. Adv. Nilesh explained in detail about the Right to Information Act and the procedure required. The entire RTI campaign was a learning procedure to the students of getting to know one’s right and ways to bring a change in the society by exercising these rights.

All Festival Celebration – 25th December 2019

No. of Participants – 57

All Festival Celebration was celebrated on 25th December 2019 where every festival was celebrated by the Youth. The students were all very excited and full of energy to celebrate the festivals. Each and everyone present for the celebration were exchanging wishes and greetings with each other irrespective of different Religions, Cultures, and Languages. The feeling of togetherness and solidarity was seen in its true form. As it was Christmas the entire hall for the celebration was decorated with Christmas Decoration and it was done by the students themselves.