

**Fourth National Conference
Erasmus+ CBHE Harmony Conference-23
Daffodil International University, Bangladesh
1-3 November, 2023**

We Care: Civic Engagement- Case Study, NMIMS

Jasani Centre for Social Entrepreneurship & Sustainability Management

School of Business Management, NMIMS

Mumbai



Genesis



We Care: Civic Engagement Internship

Mandates

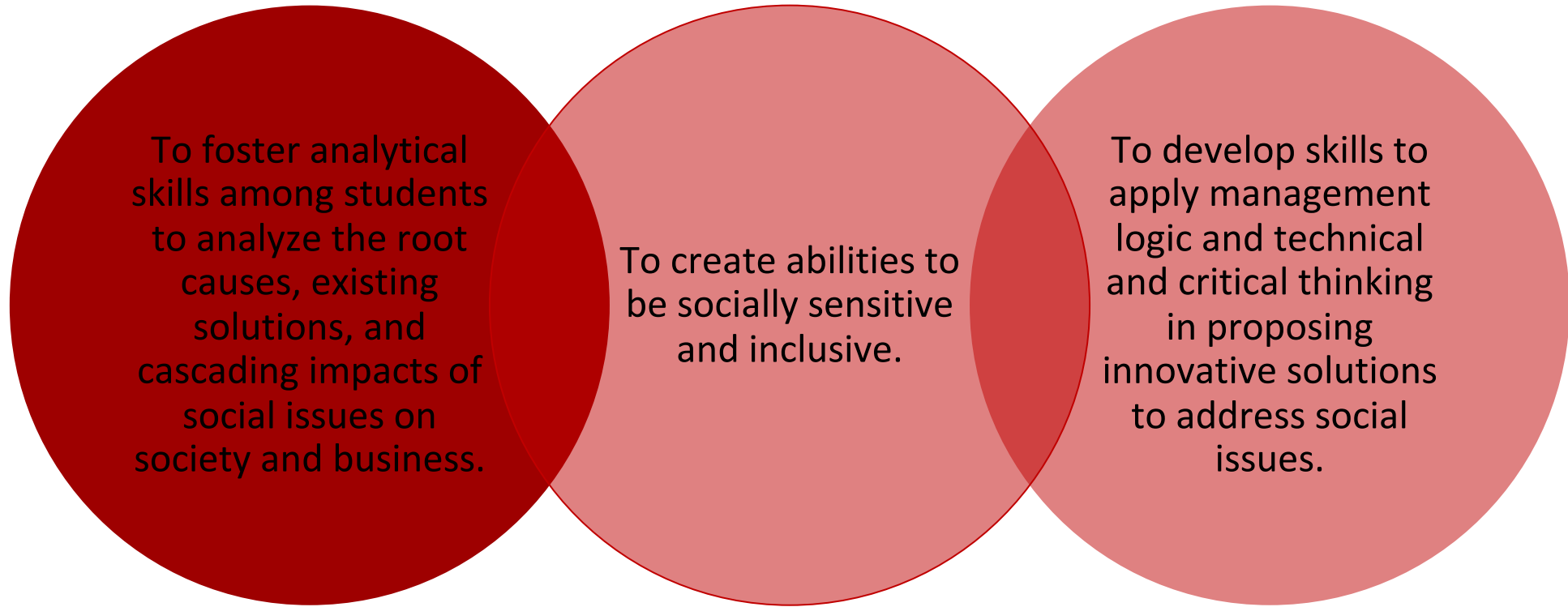
- SVKM's NMIMS University: Influenced by Gandhian Philosophy
- Businesses: Shift their focus from merely earning profits to contributing to sustainable development

**Implication
for Business
Schools**

- Socially adept managers

School of Business Management, NMIMS Mission: 'Transformational Leaders'
Incorporated 'We Care: Civic Engagement' Internship

We Care: Civic Engagement Internship OBJECTIVES



We Care: Civic Engagement Internship



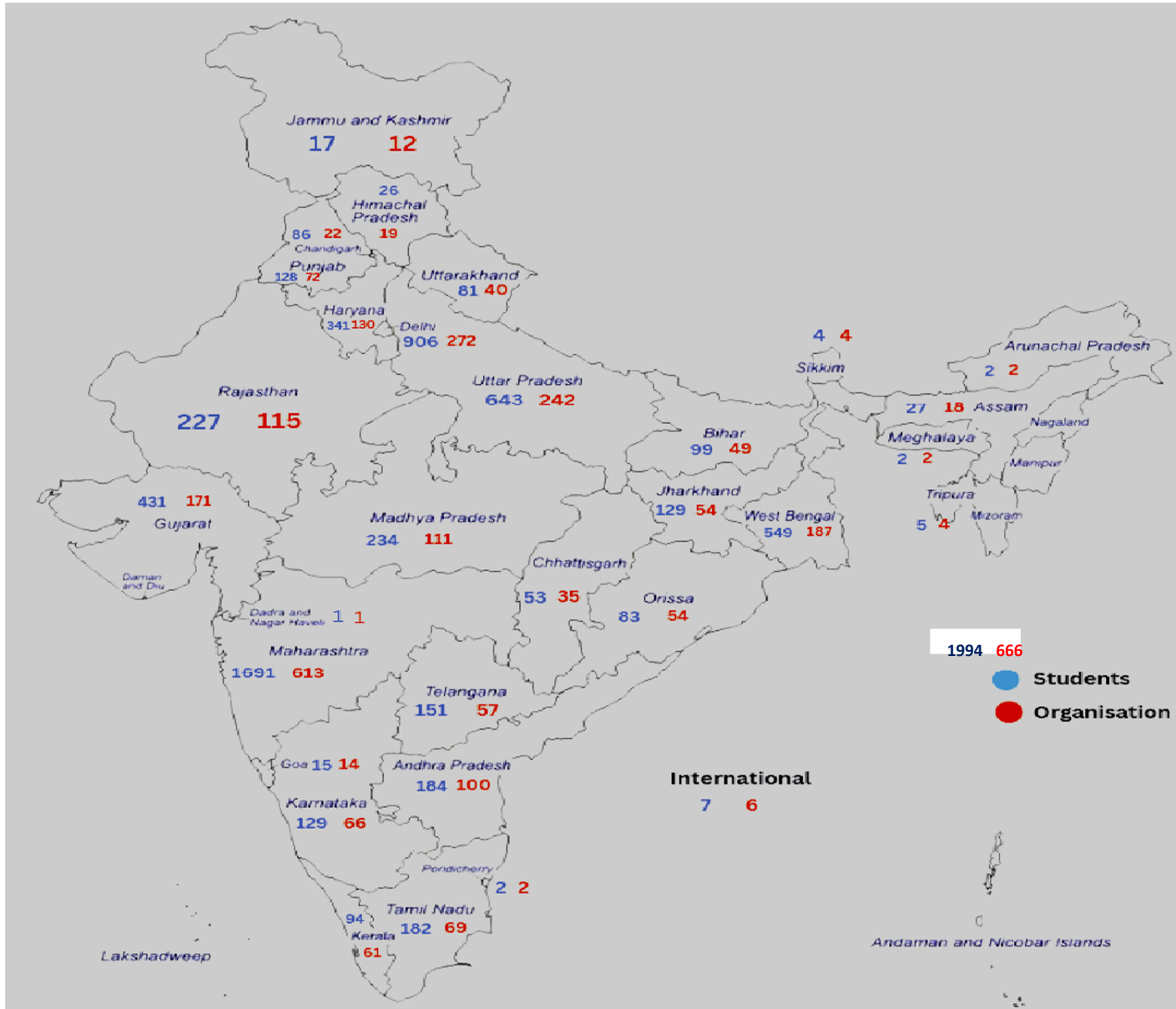
YEAR-WISE INFORMATION

Feb 2024: We will place 1013 students across India

YEAR	TOTAL NUMBER OF STUDENTS	TOTAL INTERNSHIP ORGANIZATIONS	TOTAL MAN-HOURS CONTRIBUTED BY STUDENTS
2010-2011	303	53	44541
2011-2012	480	164	60480
2012-2013	501	211	73353
2013-2014	449	204	75432
2014-2015	571	223	65794
2015-2016	586	247	71317
2016-2017	603	240	79736
2017-2018	689	265	94066
2018-2019	628	254	88680
2019-2020	675	288	96827
2020-2021	649	233	134003
2021-2022	698	275	96103
2022-2023	670	271	87880
TOTAL	7502		1068212



GEOGRAPHIC SPREAD



International Placements :
USA, Vietnam, Mauritius,
Malaysia, Singapore,
Nepal, & Bangladesh

Country	Name of the Internship Organization
USA	Dallas Area Habitat for Humanity
Vietnam	VinaCapital Foundation
Malaysia	Lariche Community
Mauritius	Mauritius Red Cross Society
Singapore	NUS Incubation Center - Joytingle
Nepal	Dalit Welfare Organization
Bangladesh	University of Liberal Arts Bangladesh (ULAB)

International Exchange: The University Of Liberal Arts Bangladesh (ULAB), Dhaka, Bangladesh

Two MBA students from SBM,
NMIMS- Prerit Kala & Srijit Bhatia



Special Thanks

Prof Imran Rahman, Vice Chancellor, ULAB
Prof Asif Ahmed, Mr. Sumon & Ms. Jennifer



Key Learnings: Ability to collaborate
across diverse perspectives

Opportunity for experiential learning
by working on significant projects

Cultural Appreciation



Agro Value Chain

Facilitate access to finance, input and marketplace for smallholder farmers across 23 zones in Bangladesh.

Assignment:

- Financial analysis of the organization.
- Formulate a 'Go to Market' strategy for a new financial product being launched by the company
- Suggest new technologies to sustain in future.

Understand: Entrepreneurial Ecosystem of Start-ups

- Konna: Health Tech

Digital health awareness

& service platform- *15000 users for health profiling*

Assignment:

- Market analysis & segmentation; competitor analysis
- Identifying USP for Konna
- identify areas for improvement, capitalize on market opportunities, and grow their business.



Learnings

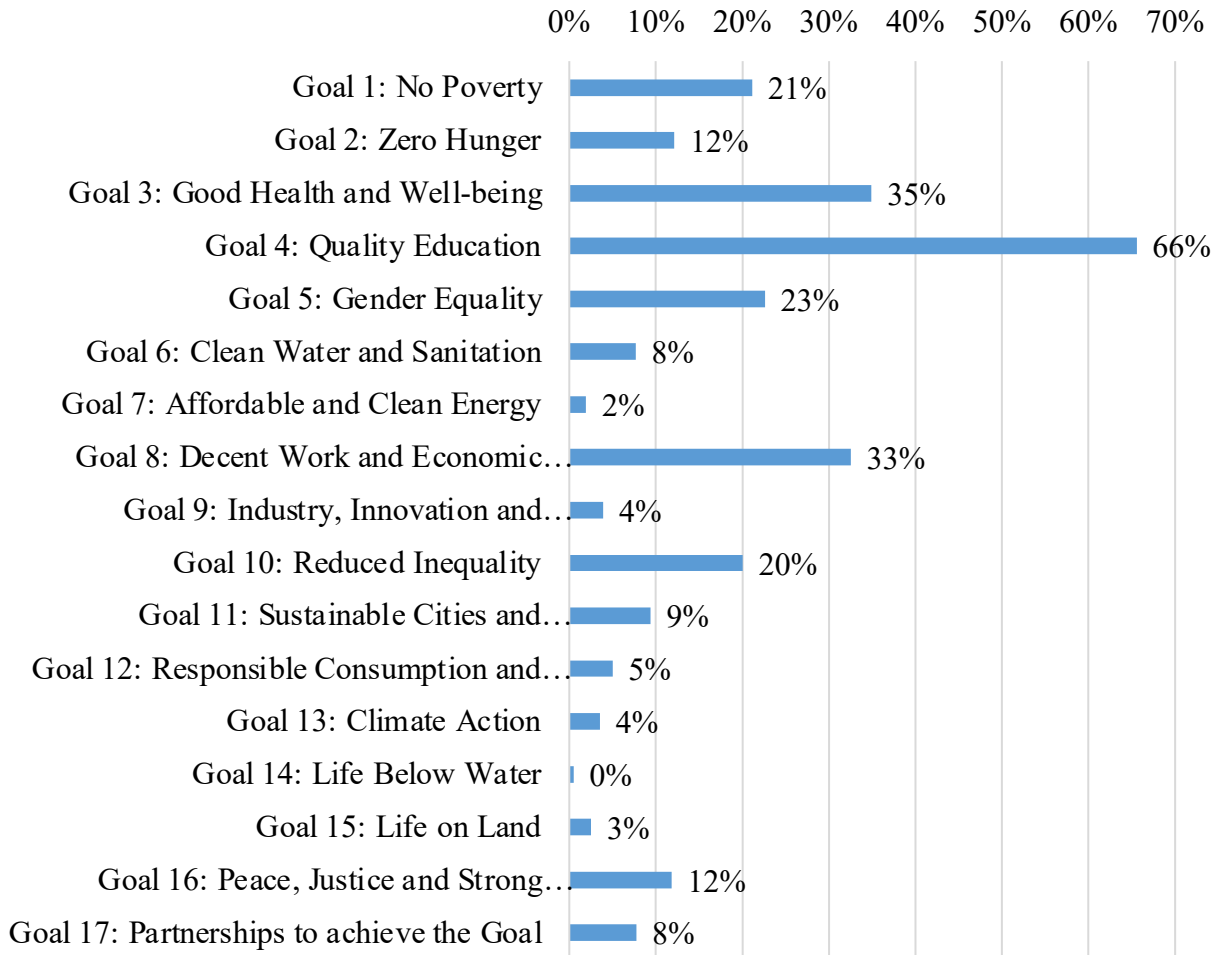
- *“One of the most significant things we learned was how to work with founders and understand their thought process and decision-making abilities. We learnt how to prioritize the betterment of society over profits. Additionally, we gained valuable insight into the startup culture and ecosystem in Bangladesh.”*
- *We were able to witness how various United Nations Sustainable Development Goals (SDGs) were being addressed in the country, particularly those related to agriculture and healthcare.*

We Care: Civic Engagement Internship

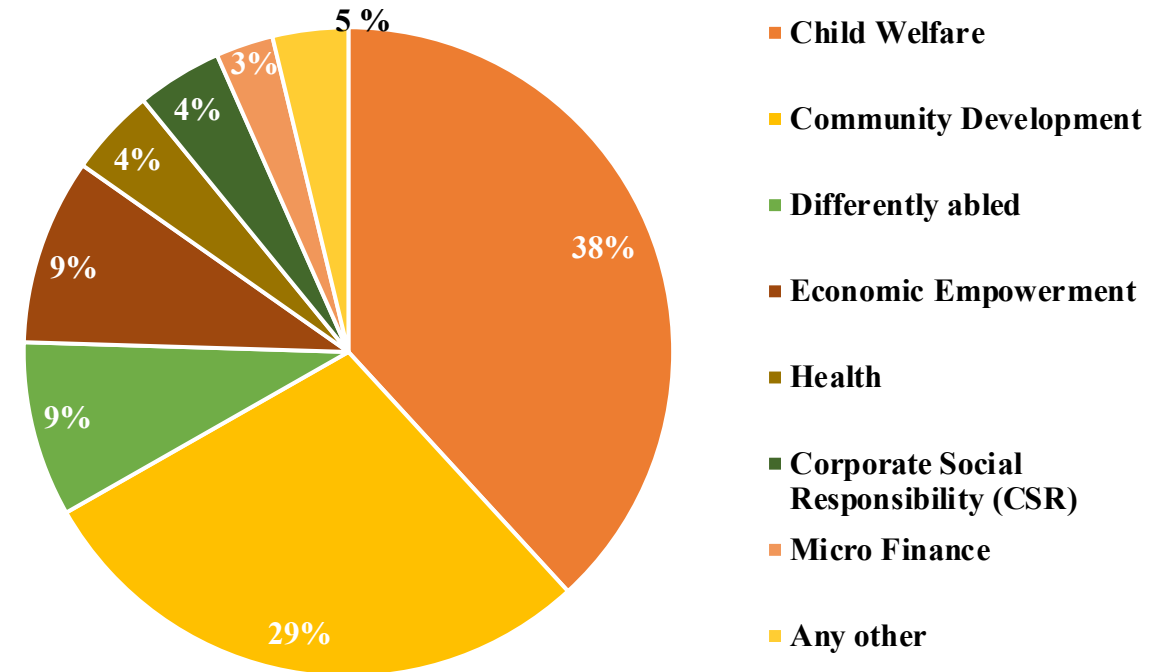
SECTORAL SPREAD & PROJECTS ALIGNED WITH SDGs



SDGs 2017-2023



Students Interned: Across Various Social Sector Organizations (2010-2022)

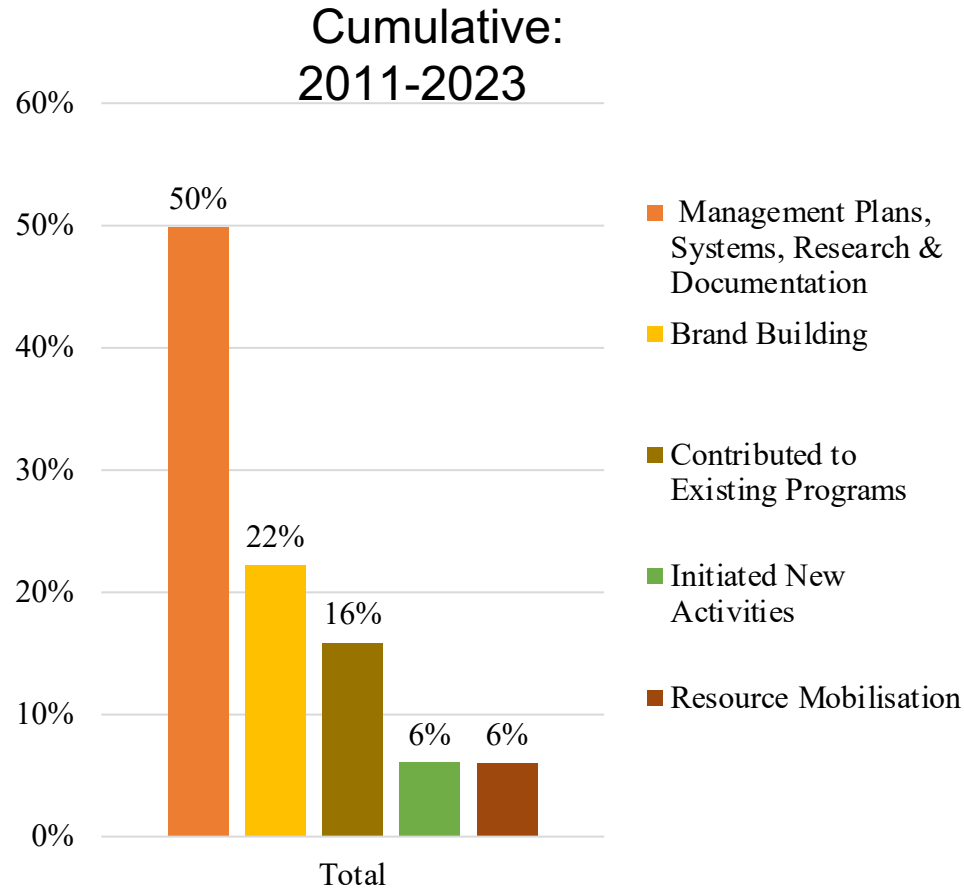


We Care: Civic Engagement Internship

PROJECT WORK: THEMATIC AREAS



Examples: Project Work



Management Plans, Systems, Research & Documentation

- Drafting Policies: HR, Volunteer Management, Inventory Management
- Digitalizing Data Management & Reporting System, Developing Apps
- Developing Plans : HR, Marketing, Financial Resources, B-Plans for livelihood support, Budgets etc.
- Research: Program related research (beneficiary satisfaction, gap analysis, SROI, impact analysis etc.), impact of government schemes; CSR schemes; Waste Management, stakeholder mapping, competitor analysis
- Content Development: Educational Manuals, Finance Manuals, Annual Report

Brand Building

- Website Development
- Developing Promotional Material- Newsletters, Posters, PPTs, Audio Visual Aids
- Social Media Marketing

Initiated New Activities

- Developing Art Activities, Sports, Child Friendly Pedagogies, Soft skills for Adolescents
- Developing Community Incubation Centers, Career counselling
- Expansion of program to new geography

Resource Mobilization

- Drafting Project Proposals for Funding
- Raising Resources through Crowd Funding

We Care: Civic Engagement Internship POST INTERNSHIP: POSTER PRESENTATION Glimpses





Civic Engagement: Implications for Internationalization

- Advances Global learning & Global Citizenship
- Values: Compassion, Sensitivity, Collaboration, Social Justice etc
- Skills: Use of Problem Solving Skills, Critical Thinking Skills
- Knowledge: Global Understanding of Social & Environmental Risks and its implications
- The SDGs are as important locally as they are globally. They offer meaningful opportunities to seamlessly integrate our internationalization goals and commitment to diversity, inclusivity, and anti-discrimination in all forms.



We Care: Civic Engagement Internship

IMPACT: OTHER STAKEHOLDERS



Faculty

- Development of intellectual capital
- Develop relevant case studies and research papers
- We Care: Civic Engagement Anthology

Institution

- Mission Accomplishment
- Students perceive SBM as a place to demonstrate the power of education and its locus in building a sustainable society

Recruiters

- Pro-poor perspectives
- Comfortable in adapting and working in diverse teams

We Care: Civic Engagement Internship AWARDS RECEIVED



2015

Special Jury
Award for Social
Sensitization
from FICCI



2016

Certificate of
Merit for We
Care Anthology,
Shailaja Nair
Foundation



2016

Certificate of
Excellence-
Contribution to
the Social Sector,
Indy Woods,
Hyderabad



2017

Certificate of
Partner in Nation
Building, Piramal
School of
Leadership



2018

Gold Award in
Experiential
Learning from
Indian
Management
Conclave



2023 Innovations That Inspire

We Care: Civic Engagement Internship
SVKM's NMIMS University

Thank you

“Never doubt that a small group of thoughtful,
committed citizens can change the world”.