



SECC

DELIVERING EXCELLENCE | CREATING VALUE

ANNUAL REPORT 2012-13

OVERVIEW

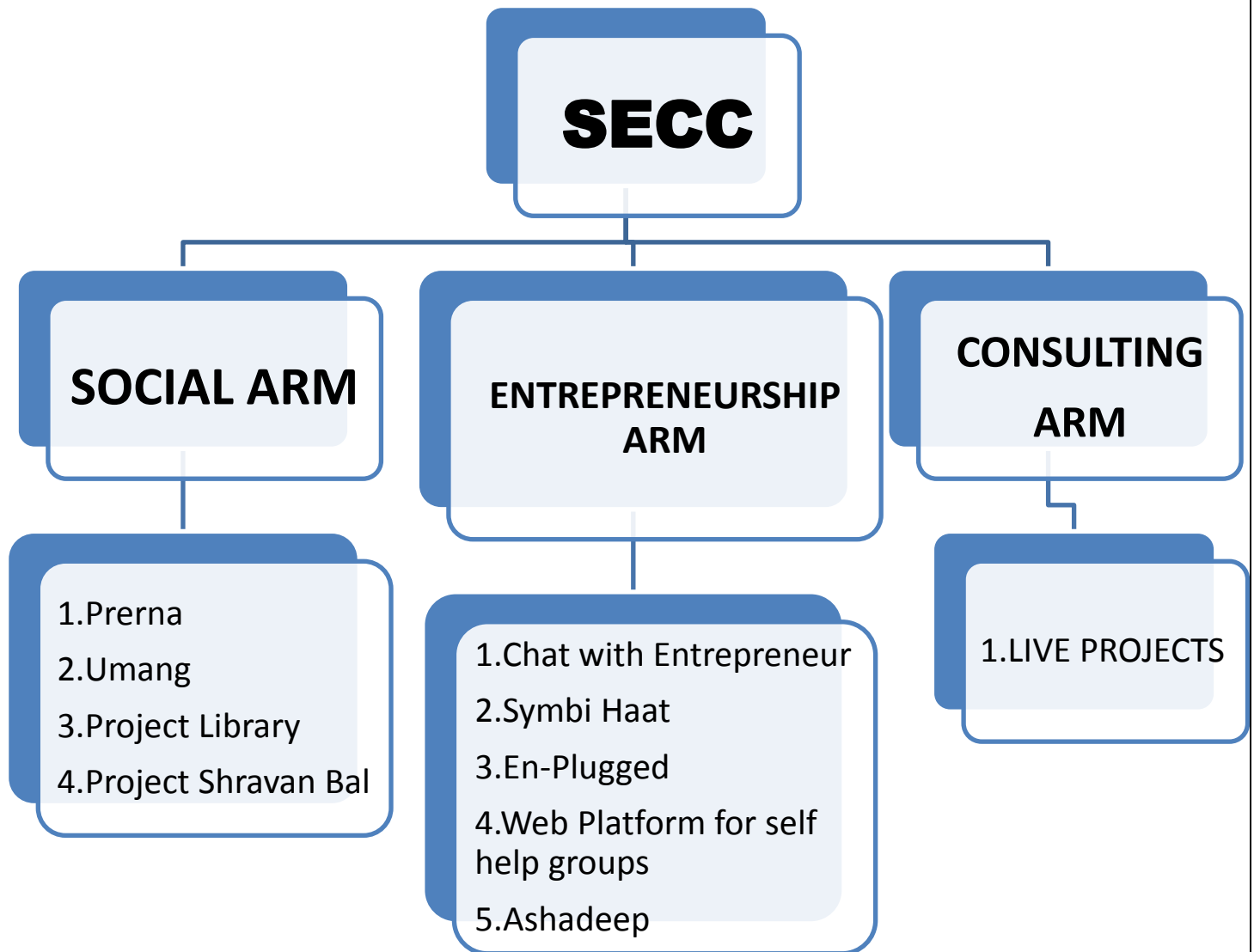


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1. INTRODUCTION

It's been yet another very fruitful year for SECC filled with very diverse projects and activities. It has always been SECC's endeavour to take up entrepreneurial and consulting projects that have a direct and immediate impact on society. Be it in the domain of encouraging local entrepreneurship, setting up self sustainable ventures or educating youth who are the future of tomorrow we want to take up projects where we can contribute to make a marked difference. The Projects that were undertaken during the year 2012-13 are briefed in this report

2. SOCIAL ARM

2.1 PRERNA

This project aims at empowering the students of Z.P School Nande village, a school adopted by SECC, through continuous English training programme, motivation classes, life art classes etc. On a weekly basis, we have volunteers from SIBM going to the school and conducting training sessions for various standards. The objective is to improve their lives by imbining in them the importance of education to raise the social status of their families. PRERNA is one of those projects implemented by SECC which truly has a social impact on the society.



2.2 UMANG

Umang is an initiative of giving back to the society its due. This event is organized with the intention of showering on children love, care and compassion which they are worthy of. The first event was organized on 15th August where 25 students from the Saraswati Anaath Shikshan Ashram orphanage, Dapodi, Pune were invited to spend a complete day at the campus. The kids danced to the tunes of 'Moriye Re', played several games, watched a movie. Their prayers before meal, the exuberance on their innocent faces, the happiness and calmness in their eyes showed us a world completely independent of the all the worldly pleasures and that's when we all realized the true meaning of 'Independence'.

Also, on the eve of Christmas, the entire SECC Team became ‘Secret Santa’ for the kids of Saraswati Ashram which is a small orphanage in Dapodi. The SECC Team made a surprise visit to the orphanage and lightened up the faces of the kids, delighted them with different gifts. We also conducted various activities at the ashram which includes playing, dancing, Christmas cake cutting, having snacks together, distributing gifts etc.



2.3 PROJECT LIBRARY

This is one of the new initiatives of SECC. A small donation drive was organised at Lavale campus by the members of SECC. Donations happened over a period of 3 days at various locations in the campus . A new approach was adopted where the donators were give greeting cards as a token of thanks. The greeting cards were handmade by the students of ZP School Nande Village through a painting competition organised by SECC and due to the overwhelming support of all the students, the project has become a huge success. Shortly the libraries will be opened in 4 schools in 4 different villages of Pune district. The schools are in Nande, Gavdevadi, Sus and Lavale

2.4 PROJECT SHRAVAN BAL

SECC is conducting a research across various schools of Pune to study the impact of grandparents on the value and tradition system of children staying with them and to study the major reasons of increasing enrolments in Old Age Homes of Pune. The survey happened across 30 schools in pune covering both government and the private schools. Close to 3500 data points were collected in the process. The launch of the results of the research is planned to happen on management day.

3. ENTREPRENEURSHIP ARM

3.1 CHAT WITH ENTERPRENEUR

SECC's entrepreneurial arm organized “Chat with Entrepreneur” - A platform for SIBM students to interact and learn from successful entrepreneur’s of today through informal conversation. The objective of the event was to provide an exposure and deeper understanding to concepts of entrepreneurship through learning’s from real experiences. The first chapter of “Chat with Entrepreneur” hosted eminent entrepreneur’s Mr. Rajeev Kher, Founder, CEO- Shramik Sanitation Systems and Mr. Prashant Karhade - writer, publisher -APK publishing house and the topic of the

event was: "Evolving Entrepreneurship Environment: Emerging Challenges, Impacts and Imperatives to Success"

The event inspired and motivated the budding entrepreneurs of SIBM Pune and facilitated in discovering the various opportunities and challenges prevalent in today's business scenario. It was the first time ever that student's got the opportunity to interact with accomplished entrepreneurs at such extensive length. SECC will continue to hold more chapters of "Chat with Entrepreneur" at regular intervals to enhance the entrepreneurial skills of the students.



3.2 SYMBI HAAT

The entrepreneurial arm of **SECC, SIBM Pune** believes that every person has an entrepreneurial streak in them and to stimulate the same it will be organizing a string of events.

This will be the ultimate platform for SIBM students to get hands on experience and to showcase their marketing and selling skills.



3.3 En-PLUGGED

Social Entrepreneurship and Consulting Cell (SECC) along with Co-Curricular council of SIBM conceptualized and conducted the business plan competition: "**En-Plugged**" during **Transcend'13**. It was the first time ever that a B-Plan competition was held by SIBM Pune. The theme of the competition was "**Social Entrepreneurship**" where participants were required to submit their business plans which were socially **impactful and commercially viable**

As a team we believe that the success story of India lies in the entrepreneurs of today and tomorrow. This initiative is taken with a vision to foster innovative technology and business models aiming to add value to the

society. There is a need to inculcate the spirit of novelty followed by the passion and confidence to execute those ideas into reality and as the inceptors of this event we aspired to achieve that.

3.4 WEB PLATFORM FOR SELF HELP GROUPS

SECC has taken the initiative of establishing a website which will provide a platform to the SHGs of India to showcase their products. *It is a first one of its kind website to be launched in India which will connect the SHGs directly to the end customers.* The aim of this website is to support the development of SHGs by creating awareness about their products and helping them market the products globally. Our current partners are NABARD, *Seva Sahayog* NGO, Villgrow and *Chaitnya*. *SECC is also seeking international cooperation from b-schools across emerging markets to enable cross country marketing and data sharing.* The website will be branded via digital mass media (Facebook, Twitter etc).

3.5 ASHADEEP 2.0

The Social Entrepreneurship & Consulting Cell has pioneered and implemented a novel innovation to provide a sustainable source of lighting for those parts of rural India that are deprived of electricity. 'Ashadeep' is based upon IsangLitrongLiwanag Project for installing bottle bulbs across the slums of Philippines. However, that model did not provide a lighting solution at night.

The new solar powered model 'Ashadeep' has been created to function during both the day and night, thus eliminating the need for electricity for lighting in the power starved pockets of Pune.

We have received appreciation letters from various organisations including the then President Of India "Pratibha Devisingh Patil".

'Ashadeep' focuses on providing an affordable and convenient means of lighting, leveraging on renewable sources of energy and self-sustenance.

'Ashadeep' comes in three variations- Ashadeep1.0, Ashadeep 2.0, Ashadeep 2.0.M

Ashadeep 1.0

It is a solar light developed fully by the members of SECC. Inspired by an idea of a solar light used in Philippines, SECC has developed upon and improved the existing idea into a robust, functional and a low cost, low maintenance solar light. It is amazing to see how just a water bottle and a solar panel can light so many households.

Please click the following link to know more about the Ashadeep 1.0

<http://www.youtube.com/watch?v=6uxkQZveaoI>
<http://www.youtube.com/watch?v=zbc0fG0N5x4>

Ashadeep 2.0

The new version of Ashadeep has the LED lights replacing the water bottles which make the Ashadeep look more compact and robust. Intensity has been doubled and the model is more portable.

Ashadeep 2.0.M:

This version of Ashadeep comes with all the existing functionality of Ashadeep 2.0 with an additional feature. It comes with an embedded mobile charger which also works with the help of solar light.



4. CONSULTING ARM

4.1 LIVE PROJECTS

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