

VIKASANA

“Keep the vision going”

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“Vikasana is the social service initiative undertaken by the students of IIM Bangalore. It is constituted to work towards the benefit of society, by undertaking activities where students can contribute their skills. Started in 1990, with the aim to provide an in campus education for the children of the construction workers at IIM Bangalore, Team Vikasana has grown by leaps and bounds. Successive batches of students, with the help of dedicated faculty, have carried this baton forward by taking on new responsibilities and new endeavors, thus keeping the vision of Vikasana going”.

“Creating and exploring new avenues for the students of IIMB to contribute to the welfare of the society and benefits of the underprivileged through the application of their managerial skills”

LIST OF EVENTS

2015-16

1. NGO visit during PGP Orientation week

Purpose: For the incoming PGP and FPM batch, Vikasana organized a complete day of interaction trips to NGOs for the batch in Bangalore. The idea of the program is to spread awareness for the underprivileged sections of the society among incoming students so that they may become socially responsible managers in future.

In 2015, the NGOs that participated in the orientation week program were:

- Association for Mentally Challenged
- Samarthanam Trust for Disabled
- Ramana Maharshi School for Blind
- Parikrama
- U&I Boys & U&I Girls
- Sahasra Deepika
- IDL Foundation

Duration of the program – 3 days. PGP and FPM students visit the NGOs in batches of 135 per day. Each student visited one of the above NGOs.

2. Blood Donation Camps

Continuing the tradition of the blood donation by the students, staff, mess workers and administration personnel, Vikasana organizes two blood donation camps in association with various organizations. Apart from the selection of the organization to facilitate the collection we also ensure that the collected blood is used only for the noble purposes and that the collected blood is not being used for any wrong purposes. The blood collected here in IIMB is used by hospitals like Sparsh - Narayana Hrudalaya, NIMHANS, and Government Hospital through Lions Blood bank service. The blood donation details in the past six years are attached below.

Moreover, Vikasana helps to identify volunteers who can donate blood to faculty and IIMB community during any emergency. It is entirely supported by the IIMB community based on the donation requests.

Frequency: Twice a year

Date	25- Jan 06	22- Oct 06	15- Jul- 07	27 Jul 08	08- Aug -09	10- Jan 10	18- Jul 10	09- Jan - 11	12- Aug- 11	12- Feb -12	21- Jul -12
Units collected	89	98	102	121	91	71	125	84	97	46	101

During this academic year, the first blood donation camp was organized on **July 18th, 2015** in association with Sankalp India Foundation. We collected **115 units** of blood through mass campaigning in campus. We are planning to organize one more in Feb 2016. Going forward, we would continue organizing at least two camps every academic year in association with different hospitals and clubs in Bangalore.



3. Teach to Transform

The Teach to Transform program is an event by which we aim to engage the most with the student community. Teaching sessions are held every weekend for 1.5 to 2 hours on Saturdays and Sundays. Volunteers are matched up with students who come to the campus based on comfort with the subject.

Significant effort has been put on perfecting this program to maximize volunteers and create a holistic learning environment for the children who come for tutoring sessions. These children are of a wide variety of classes (From 3rd to 12th). The volunteers tutor the children on a plethora of subjects. This is followed by snacks for the children at the IIMB Mess.

Frequency: Across the year

4. NGO Connect

This initiative was focused on providing an opportunity to the students to visit the old age homes, orphanages, home for differently-abled & poor children and celebrate their special occasion by sharing the happiness with the one who long for love and care. They can do it by spending a day with them or by donating or sponsoring a meal or something to them to fulfill one of their basic needs. So far a group of 20 IIMB students had visited the nearby NGOs and celebrated their birthdays and special occasions.

Frequency: Once every month

5. Project Transform

Vikasana strives to leverage students' knowledge to solve social issues plaguing our country. Live projects are sourced from NGO's, focusing on certain problem areas that the students need to work on to solve. These projects are formulated into a case study and applicants are invited from the student community to take up these challenging projects. This initiative serves a twofold purpose for IIMB Students. One, it sensitizes the students on the tough challenges faced in the social sector of India, and Two, it allows them to apply their management skills to a real world problem.

This year, two live projects have been floated to the batch – One in association with Ashwini Charitable Trust, and the second in association with St. John's Research Institute & the Tata Trust. These projects are floated in association with ICON.

Frequency: Across the year

6. Prerna

Purpose: It is an initiative for skill development of a group of women, and helps them in establishing their self-sustainable entrepreneurial venture. For a very large section of society it is a hope to live an independent and respectful life. It provides a platform to start, a direction to work on their talent and a little support to make them believe that they can lead a better life. IIMB students come together to help in setting up a means of living by these women in form of SHG, promoting their existing work and expand.

In the spirit of EXIMIUS'15, Vikasana in collaboration with Entrepreneurship & Innovations Cell organized Prerna'15 in association with the **20 destitute women** from **Swadhara- Samarthanam**. The women were trained in the skill of quilting by a specialist from Artzire. The women were trained across 5 -6

sessions to get a hang of the whole process. The women from the SHG in the nearby vilage were also visited to understand the present working structure., a start to the journey of Entrepreneurship in the lives of the needy.

Long Term Perspective: The engagement is beyond the day of workshop during Eximius. With help of IIMB students, we aim to design a suitable pricing strategy for the products made by the participants. We also plan to help the women from the village in connecting with the commercial market and help them handle the sporadic demand.

Frequency: Across the year

7. Punar Prerna

Purpose: It is an initiative to help the SHG to gain a market feedback for the variety of products made by the women. This is crucial to get mainstream orders in sync with the taste of urban customers. It also provides an additional platform to get revenue for the handmade products that they make.

Stalls were set up during Eximius in association with EnI, Independence day in association with Mars and Raag event with Spicmacey. We also plan to set up the stall during Unmaad in collaboration with Culcom. Moving ahead, we plan to associate with Mars to procure Diyas, and other decortive products from the Ngos to be sold as gifts across the year. It was well received by the student community and the event was a big success.

Frequency: Across the year

8. Staff Scholarship Programme on Independence Day

To help the children of our staff realize their dreams of quality education, Vikasana awards meritorious kids with scholarships. With a motive of taking this forward, apart from Mess workers, Vikasana has also extended this to all causal labors of the IIMB community. All deserving kids are identified and invited to the campus. The day is colorful and fun-filled. At the end of the day, IIMB students' scholarships are awarded to the children.

The amount of scholarship varies between 3500/- to 5000/-, with girls and handicap able workers' children receiving a higher scholarship. Scholarship forms are floated and verified by Vikasana. Starting this year, IIMB administration has agreed to contribute the entire amount of the required scholarship funds.

This year Vikasana has awarded scholarships worth **INR 6,70,000 for 152 children** whose parents are working in Mess, Hostel office, IIMB Crèche, Admin, Security and Horticulture areas.

Frequency: Once a year

9. Sparsh

Purpose: *Sparsh* is a LIVE case based event organized by Vikasana at IIMB's business fest Vista where the contestants are given a live problem faced by an NGO and they have to suggest solutions for the same. The team members of Vikasana interact with the NGO to write a case that explains the problems faced by NGO. This year Samarthanam NGO was identified for this purpose. Applications were invited from all over the country and finally few teams were shortlisted for presenting to the NGO.

Samarthanam India is a Non-Governmental Organization (NGO), which is registered as a trust with the mission to work for the empowerment of the visually impaired, disabled and underprivileged people. Samarthanam believes that to achieve their goal of 100,000 lives touched, they need to increase their global presence and needed inputs in identifying countries for expansion. The participants were also required to present a total legal and financial plan ahead.

The solutions that were suggested by the participants have been received very well and are being used in the ongoing strategic discussion with the board of directors.

Frequency: Once a year

10. Daan Utsav

In the spirit of Daan Utsav, the festival of Giving, Vikasana organizes a weeklong set of events for the IIMB Community to get an opportunity of giving and sharing the smiles. The key motive is to share the joy of giving in our daily lives and sensitizing the crowd regarding the numerous avenues to give back to the needy. It is celebrated every year from Oct 2nd to Oct 8th.

The set of events organized this year between Oct 2nd – 8th, 2015 are mentioned below. There were a host of new events to increase the involvement of the IIMB community.

Ullas 2nd Oct

ULLAS included a cultural performance by Sunadha group, a troupe of specially abled children from Samarthanam. Through ULLAS, Vikasana provided a platform to these specially-abled children to showcase their talent to the IIM Bangalore community. Your esteemed presence will not only provide them encouragement but will also go a long way in recognizing their talent and effort put in their performances.

Teach To Transform 3rd Oct

On 3rd October, a special Teach to Transform session was conducted for the kids from NGOs Samarthanam and Sahasra Deepika, and kids of contract workers in IIMB. The motive behind keeping this session was to give them a little break from their routine life, bring some entertainment and happiness along with value addition that'll stay with them forever. Close to 60 kids attended this session. The event kicked off in style with a magic show by Mr. Rahul Krishnan, who is a Guinness Book world record holder. Through his magic tricks, he imparted a very valuable lesson to the children present there, to believe in themselves. To be able to achieve anything in life, no matter how big it is, most important quality is to have faith and belief in oneself.

The session was then followed by a life skill session by Ms. Shobhna from the NGO Dream A Dream and concluded with a storytelling event by Ms. Kavya Srinivasan. Both the sessions were nothing but enlightening and spectacular. They left kids mesmerized, and motivated to work hard in life and never let go of their dreams.

One Day at IIMB 4th Oct

“We make a living by what we get, but we make a life by what we give.” With these lines inspiring people for Daan Utsav this year, IIM Bangalore has raised INR 1.32 lakh through its ‘One Day @ IIMB’ flagship event as part of Samarpan – The Joy of Giving Week Celebrations.

This event was organized on the 4th of October as a fundraising event. The proceeds have been donated to two NGO's - U&I, an NGO working for the betterment of marginalized women and Samiksha Foundation, a creative learning centre for children with cancer.

This year, the invited people consisted mainly of students from Management and Engineering colleges. Among the students pursuing Management, a large group was from CMR Institute of Management, Bangalore. Close to 25 working professionals were from companies such as Citi Technologies, Wipro, Timken and Tech Mahindra. Interestingly, there was also an archaeologist who is

currently pursuing her Ph.D. A couple of the invitees were entrepreneurs, with start-ups in the pipeline. The IIMB campus indeed is a big advocate of diversity!

The yearly event saw two participants from 2014 visiting the campus again this year to relive the experience of their last visit. For many of the participants like Danny Hmar, it was a dream come true. "I came to the campus with the intention of growing as a person and as an entrepreneur. At the end of the event, I took back some of the most memorable moments and lessons of my life." quipped Danny.

This programme, started in 2013, was the third of its kind. As many as 72 people bid for a seat to experience the life of a student for a day at one of the most sought after management schools in the country. The chosen 72 participants attended lectures by eminent professors on economy, marketing, strategy, and a case study class. They were also given a campus tour to get the feel of life in the beautiful environment of IIMB. The programme concluded with case discussions, presentations and cultural activities. The classes were also thoughtfully organized at Classroom L11, which is where the movie Three Idiots was filmed. This mesmerizing array of events kept the participants on their toes the entire day; much like the students themselves.

Poetically, this Joy of Giving Week gave participants something enriching - an experience that money could never buy and the unmatched satisfaction of helping the underprivileged.

Sandwich Seva 5th Oct

A new initiative started by Vikasana was held on October 5th as part of Daan Utsav - Joy of Giving Week. Students from around campus volunteered during their lunchtime and made sandwiches for distribution at a slum. The response from students was overwhelming as they made 200 sandwiches for distribution. The sandwiches were then taken to a nearby slum and given to students returning from school. The joyous smiles of the children at the slum were heartwarming.

Mess Workers Lunch 6th Oct

More than 350+ workers were served lunch by the students. It was a day where the community got a chance to thank the people who serve us daily.

Aasha 7th Oct

Another new initiative started this year was Aasha, a unique event where hordes of IIMB students took time off their busy schedules and volunteered to record audio textbooks for the benefit of blind children. More than 30 students recorded 40 hours' worth of audiobooks.

Make a Wish Tree 8th Oct

Make a Wish Tree was an initiative by Vikasana and Vista 2015. The initiative was to fulfill the small desires and wishes of underprivileged and differently abled children from few NGOs. This year Vikasana partnered with Bosco, a registered Non Profitable, Charitable Organization who offer services to the Young at Risk, and Sneha Sadan, a home for boys. A tree was set up with the handwritten wishes from these kids during Vista. The idea received overwhelming response from the students of IIM B and 140 wishes from these two NGOs were fulfilled in a record time of 1.5 days. The students paid for the wishes of their choice. As a part of Daan Utsav, the gifts will be given out to each person to share the happiness.

Frequency: Once every year

11. Facilitation of practice session of World Cup Cricket Team

This year Vikasana helped facilitate the practice sessions of World cup cricket team for visually impaired. Vikasana collaborated with Samarthanam trust to arrange for the infrastructure such as ground facilities, food and water facilities for the cricket players. The practice sessions were conducted for 1 week during October 2015.

Frequency: One time event

12 .Vidya Vikasana

Vikasana has been associated with Jeevan Lakshya NGO for the last three years for the 'Vidya Vikasana' program aimed at sponsoring the education of students belonging to under-privileged families. This year, we were able to collect INR 2,50,000/- from students' and faculty contributions, which could sponsor the education of several students. We seek to continue this initiative going forward and increase the contribution with each passing year.

Frequency: Once a year

13. Umang – Spastics Day

Purpose: Every year Vikasana invites students from Spastics Society of Karnataka to spend a day with us on campus. This year too we plan to have 30 students visiting our campus. Students of IIMB enthusiastically take part in the interaction.

Through this program the students of IIMB get an opportunity to interact and understand the Spastic students. The Spastic students in turn get to spend a fun filled day at the beautiful IIMB campus leaving everyone happy and content at the end of a day well spent.

Last year, during the course of the day, the volunteers formed close bonding with the children and when it was time for the children to go back, there was a silent tear in the eyes of many!

Frequency: Once every year

14. SAHAY

This year, Vikasana plans to organize a new event – NGO conclave in the month of December. It is inspired from the summits organized at IIMB across communities and the learning which all stakeholders gain. The main objective is to bring together representatives from different NGOs and create a common platform to interact with each other. The participants could share their competencies, impact on society and brainstorm on the key challenges. This platform would help in sharing best practices while leveraging the opportunity to interact with renowned professors who have enormous experience in consulting across fields. It would also involve the student community and help to gain an insight into the tremendous work being done by the NGOs.

Frequency: Once a year

15. DML Book Grant

As a tradition, DML's of IIMB donate their Book Grant award money to Vikasana for the purchase of books for schools in and around Bangalore that are in need of new books. The activity is divided into three phases

1. Collecting responses from DMLs for the donation of their Book Grant award money.
2. Identification of schools in need of books for their library.
3. Procurement and delivery of books based on the amount collected.

Vikasana facilitated the donation of the books that were requested by the respective NGOs to help the current students in their academic education. In addition, a few general books were donated to add their library.

Frequency: Once a year

16. Unmaad Event

Vikasana is collaborating with Culcom to organize the first of its kind Cultural competition between NGOs in the spirit of Unmaad. This is to encourage the unique talent of people across NGOs on the IIMB platform in a event with tremendous footfall. Prize money would be given to the winning team while duly acknowledging the participation of all teams. This would be a great opportunity to showcase the talent of specially abled and under –privileged people and bring them on a same platform as other students on a cultural footprint.

Frequency: Once a year

17. Collection Drive

Every year, when the Exchange students or the PGP students graduate from IIMB, a lot of material is left behind that is not required any longer by the students. This could be better used by NGOs, who are in dire need of clothes for the underprivileged people they support.

In this regard, Vikasana facilitates collection points for easy dropping of clothes that are no longer required by the students. Carton boxes are placed in every block and aggregated daily.

At the end of the drive, the clothes are segregated and given to Goonj, an NGO established with an aim of addressing the basic but often neglected need of millions of people, that of clothing. This organization provides an efficient channel for collecting the surplus urban resources – the discarded but reusable clothes and distributing them to those who lack that basic commodity.

Frequency: Twice a year

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