



Dasra – Social-Impact Program Overview – 2009/2010

Program overview

Dasra – Social-Impact’s professional development program offers training, mentoring, networking opportunities and access to financial support to help already successful organizations advance to the next level in pursuit of their vision. These unique services are delivered and supported in collaboration with leading local, state and national practitioners and mentors. The program requires a serious time commitment from the selected organizations which ultimately will enable them to effectively ramp up and scale their social ventures.

In 2009 fifteen high potential organizations will be selected to participate in the one year program.

Details of the program offerings are explained below:

Program Structure

Service to Social Entrepreneur	Tangible Outcomes	Estimated Commitment
Group Training	<ul style="list-style-type: none"> Strong business plan and strategic plan Detailed implementation plan Additional skills in business planning, finance, product development, marketing, and organization design 	4 weeks
Specialized Training and Technical Support	<ul style="list-style-type: none"> Specialized consulting on specific challenges of each social entrepreneur; capacity building assistance 	Varied, based on need
Mentoring	<ul style="list-style-type: none"> Support from a personal mentor with exceptional professional experience 	5 hrs/month
Access to Finance	<ul style="list-style-type: none"> Access to increased funding from Dasra - Social-Impact’s local and international network, based on financial capacity and an exceptional business plan 	Varied, based on need and quality of business plan
Networking	<ul style="list-style-type: none"> Connect with business, government, academic, and social sector leaders Connect with a global community of social entrepreneurs and resources online 	3 events /year

Group Training

Each organization will be required to nominate one or two representatives to attend the mandatory training courses in Mumbai with qualified instructors. Dasra – Social-Impact's major focus will be on providing the right tools to create strong business plans and ensure practical implementation of this plan to scale or replicate current activities. Training modules will include: scaling strategies and organizational design, finance and financial management, business and strategic planning, leadership, product development, and marketing and human resource development. Learning will be enriched by peer interaction with other organizations from around the country.

Estimated Commitment

The program runs for 12-months and will commence in September 2009. The schedule will entail four mandatory trainings in Mumbai in October, January and April. In addition, Dasra – Social-Impact will work with the organization to assist in connecting them with new funding sources. All activities will be located in and around Mumbai. Selected organizations are expected to commit fully to the program and participate in all activities, which will take place over four, five day, sessions.

Each selected organization will be required to pay Rs. 50,000 to Dasra upon beginning the program in September 2009. The fee for enrolment on the program is Rs.20, 000 and there is a deposit of Rs. 30,000, which will be returned on successful completion of the program. Scholarships will be made available to organizations on an as-needed basis.

Mentoring

All organizations will be assigned a mentor who will provide additional support and coaching and help facilitate access to an expanded network of professionals and resources. In addition the mentors will provide specialized functional knowledge on legal aspects, financial issues, governance, HR and organizational development.

Mentors are pooled from the public, private or social sectors and have excellent professional credentials as well as an interest in supporting the scaling of viable social enterprises and organizations. Each organization will have access to the complete mentor pool in addition to being assigned a personal mentor.

Mentors will be available on average two to three hours per month. Dasra – Social-Impact will actively monitor the relationship to ensure that is mutually beneficial for both the mentor and mentee. Mentoring is not an optional component of this program.

Access to Finance

Fundamental to Dasra – Social-Impact's model is the understanding that in order to grow a social venture, access to capital is essential. All of the founders of Dasra – Social-Impact have managed companies built on venture capital funding, personally secured funding for non-profit and for-profit ventures and more recently been active investors themselves. After a rigorous assessment of capital needs and financial capacity, as well as a detailed analysis of business and strategic plans related to scaling and growth, qualified organizations will be introduced to members of Dasra – Social-Impact's national and international network of financiers. Dasra – Social-Impact will assist in brokering new relationships and help prepare applications among the growing number of partnerships

and collaborations with leading international investors – private and institutional – that make grants, loans and other investments in social enterprises throughout India.

Networking

Dasra – Social-Impact will host networking events in Mumbai that will provide an opportunity to hear from inspirational speakers and network with key stakeholders. Dasra – Social-Impact will actively engage its own network of business, academic and social leaders throughout India in order to increase the visibility of the organizations enrolled on the program.

Program Content Plan for 2009-2010

All program content will be delivered by Dasra – Social-Impact over the 12 months, starting with the program orientation in September 2009. The following training will focus on scaling strategies and the development of business and financial plans. Towards the end of the year, the focus will be on assisting those organizations with exceptional business plans to acquire new sources of financing (or significantly expanding existing sources) and access to capacity building so that their scaling objectives may be achieved.

Only those organizations with high quality business plans and a strong commitment to the Dasra – Social-Impact program will go on to participate in the second phase of this program, beginning in June 2010.

Date	Duration	Key Themes	Outcomes
September 2009	4 Days	<ol style="list-style-type: none"> 1. Scaling Strategies 2. Baseline Assessment 	<ol style="list-style-type: none"> 1. Key Strategic Questions 2. Group and Individual Learning Needs Identified
October 2009	One Week	<ol style="list-style-type: none"> 1. Strategic Planning 2. Mission, Vision 3. Financial Baseline 	<ol style="list-style-type: none"> 1. Draft Mission, Vision Statements 2. Draft Strategic Plan 3. Financial Baseline Complete
January 2010	One Week	<ol style="list-style-type: none"> 1. Human Resources and Leadership 2. Operations & Systems 3. Financial Strategy 	<ol style="list-style-type: none"> 1. Draft Business Plan 2. HR & Operations Plan 3. Prototype Financial Model
April 2010	One Week	<ol style="list-style-type: none"> 1. Marketing and Selling 2. Implementation Planning 	<ol style="list-style-type: none"> 1. Final Business Plan 2. One-year Implementation Plan 3. Final Financial Plan
September 2009 - 2010	Ongoing	<ol style="list-style-type: none"> 1. Mentoring 2. Networking 3. Fundraising Assistance 	