



**Backwaters '11**

18 - 20 Nov

Powering Our Future

First Prize: Rs 40000

Second Prize: Rs 20000

Submission Deadline: 28<sup>th</sup> Oct

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# EVENT DETAILS

## PRIZES UP FOR GRAB!!

1st Prize: Rs 40,000

2nd Prize: Rs. 20,000

## INTRODUCTION

*'Welfare is hated by those who administer it, mistrusted by those who pay for it and held in contempt by those who receive it.'* ~ Peter C Goldmark Jr

The welfare of society has long been both a concern and a cliché, a concern for those who truly believe they could make a difference and a cliché for those who abuse the notion. The Social Service Group (SSG) at IIM-Kozhikode works extensively with agencies looking for a breath of new ideas to infuse life into funds and good intentions.

Backwaters, in association with SSG, at IIM Kozhikode, proudly bring to you an opportunity to work on live issues faced by welfare organizations that are eager to bring about change but are bridled by bureaucracy, lack of publicity and the absence of efficient management. **Srijan** offers you the unique prospect of having your idea be the inspiration for welfare programs that will touch millions of lives across the state.

For updates about the competition, please follow the [Social Service Group \(SSG\), IIM Kozhikode](#)

## EVENT FORMAT

### ROUND 1: CASE (REFER APPENDIX)

You are a consultant appointed by the **Kerala Social Security Mission**. You are to develop a plan to channelize the government funds to reach the right beneficiaries under the right schemes. You are expected to go through the problem statement and deliverables as mentioned in the case and come up with the model for implementation.

### ROUND 2: CAMPUS ROUND

6 Teams will be shortlisted from Round 1 and will be given an opportunity to work on live issues faced by NGOs.

NGO visits will be arranged during Backwaters and the teams will have to present their findings on campus



## IMPORTANT DATES

Round No.	Submission Deadline	Result Date (tentative)
Round 1	23:59hrs (IST); 28-Oct-11	01-Nov-11
Round 2	Campus round	

## SUBMISSION GUIDELINES

- Mail us your entries at [srijan@iimklive.com](mailto:srijan@iimklive.com) in the below mentioned format. The subject line should be <TeamName>\_<UserName>\_Srijan\_Round<No.>

### ROUND 1:

- PDF Format:** <TeamName>\_<UserName>\_Srijan (User Name\* of any one user)
- Cover Page:** Team name, member details (Name, Institute, Phone No., Registration-id\* & Email id)
- Maximum of 5 pages (including cover page), Font- Times New Roman (font size of 12, spacing – 1.15)*

*\*User Name to be input by the user while registering for IIM K Backwaters at [www.iimkbackwaters.com](http://www.iimkbackwaters.com)*

*\*Registration Id (any one member) should be the unique code generated during event registration*

## RULES AND REGULATIONS

- Event is open to all students pursuing graduate, post-graduate or doctoral studies as well as working professionals
- Team size should be a **maximum of 3** members
- Participants in a team can have same or different affiliations.
- No participant should be a part of more than one team
- Each team can submit **only one entry** for the competition
- After registering for Backwaters'11 at [www.iimkbackwaters.com](http://www.iimkbackwaters.com); the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59 hrs IST, 17th Oct'11**
- There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
- The selected participants would be reimbursed the 3rd AC fare up to a maximum **of Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
- The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
- The decisions of the organizers of the contest and the panel of judges will be final and binding on all the participants

## APPENDIX: CASE STUDY – “The Kerala Social Security Mission”

The Kerala Social Security Mission is an initiative sponsored by the Department of Social Welfare of the Government of Kerala. KSSM is under a governing body with the Minister for Social Welfare as the Chairman and the Secretary to Government (Social Welfare) as the Vice-Chairman. With funds of over 100 crores annually, this organization supports a host of social security initiatives across the state, details of which are available at

<http://socialsecuritymission.gov.in/>

<http://www.socialsecuritymission.gov.in/rokdownloads/e%20books/book/>

### The Present Delivery Model

The Department of Social Welfare identifies the focus areas and specific projects in accordance with the mission objectives. A project specific delivery mechanism is used for channelizing the funds. The common feature to all the delivery channels is that they involve government servants like Doctors, Anganwadi workers, School teachers – in the selection of eligible candidates for the welfare schemes.

The government employees involved in the selection process view the selection process as an additional burden on their busy work schedules. This often results in *improper identification of beneficiaries and under utilization of mission funds*. Usually, candidates with the most political influence get the funds. Further, a number of *far more pressing needs are never addressed* in this top-down approach to social welfare projects.

### Examples:

- The mission has chosen cancer treatment as a focus area. The **Cancer Suraksha Scheme** was launched to help needy cancer patients below the age of 18. KSSM has identified 11 government cancer care hospitals where this scheme is in operation. It is the doctors at these 11 hospitals who are responsible to select the eligible patients. External influences have resulted in benefits to ineligible patients in the past. Also, the awareness level of the general public regarding these schemes is very low resulting in many eligible patients being left out of the loop.
- **Snehasparsham** was a scheme launched wherein Rs 1000 a month was to be paid to every unwed mother in the state. A paltry 8% of the budget allocated to this scheme was actually utilized. Anganwadi workers who were allotted the task of spreading the message and identifying the right beneficiaries were never committed to the cause, which was handed to them in addition to all their other chores.
- Another scheme named **Vayomitram** targets the aged population of the state. The scheme intends to provide the elderly with a 24 hour helpline, ambulance service, and legal, medical and psychological counseling. The scheme also provides the exclusive service of a doctor and a nurse. It is currently under implementation in 14 municipalities of the state with a target to scale it up to 60 municipalities in the next 5 years. This project faces challenges of lack of awareness and reach to the end beneficiary. Further, noncommittal workers and the absence of a monitoring body have caused this scheme to languish.

KSSM now aims to rework this model of selecting projects and candidates eligible for funding. The focus is to increase the **local level involvement in the process**, particularly through NGOs, Self Help Groups, students (college students especially medical and nursing and NSS volunteers) and other

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local organizations (art clubs & bar associations to name a few). No common statewide platform currently exists to link the aforementioned. A statewide network with strong local involvement would spread the word, select the right beneficiaries and identify the required schemes in each focus area and each geographical location. This would take care of the twin challenges of identification of beneficiaries and reaching them.

### Problem Statement

Develop an **alternate fund delivery mechanism** for the Kerala Social Security Mission keeping in mind:

- The need to design new projects in accordance with the objectives of the mission and relevance to the community preferably in a bottom up approach unlike the current top-down approach
- The model ensures that the funds reach the most deserving people
- Speedy and effective mechanism for screening beneficiaries and projects to fund
- Keeps the selection process free of political influence
- Also provides a platform for NGOs/public to suggest new projects for the mission to take up

### Deliverables

- Develop a **framework/model** through which KSSM can
  - Identify the community based projects-allow 2-way flow of ideas (both top-down & bottom-up)
  - Identify beneficiaries and deliver the funds to them efficiently
  - Spread awareness about the programs using the network
- **Illustrate** your model using diagrams.
- Define the **timeline and phased manner** in which this will be **rolled out** across the state. This model has to be implementable at the **local level**.
- Discuss the **advantages, issues and challenges** of your model.

### Evaluation Criteria

- Cohesiveness of the model and the issues outlined above
- Innovativeness
- Implementation feasibility of the Model
- Presentation of the idea and comprehensiveness of the model
- A methodology to measure the impact of the new framework will fetch additional points