



Madras School of Social Work
32, Casa Major Road, Egmore, Chennai-600008

SOCIAL ENTREPRENEURSHIP INCUBATION CENTRE



Initiated by MASE students- Mr Devakumar, Ms Sivaranjhani and Ms Sravya, Nakuras is an E-Commerce based social enterprise that offers handcrafted lifestyle products created by tribal artisans of the Narikurava community in Tamil Nadu to consumers all across the country. The Narikurava artisans are gifted with the talent and traditional skills to craft exquisite jewellery designs in styles that are unique to their culture and heritage. Nakuras strives to offer these products at fine quality and at reasonable prices wherein proceeds from its sales help Narikurava artisans in generating sustainable livelihood options. Nakuras has made a significant contribution to the lives of the Narikurava women artisans, helping them improve not just their financial condition but also their social status.

Nakuras's team of social entrepreneurs, jewellery making trainers, designers and Narikurava women, together continue their march towards fulfilling its vision of being a brand that symbolises empowerment of women while recognising and promoting traditional bead jewellery and handicraft techniques that are in danger of dying out with increased industrial growth and rapid urbanisation.

Following are some notable achievements of Nakuras in the year 2019-2020:

- Participated in 4 major jewellery exhibitions including Art Expo 2020, IIM Trichy and Kalaikatchi Art Expo, Chennai
- Participated and won in multiple pitch fests, competitions and business summits including Tamil Rise 2020, and Social Pitch Fest LIBA and raised around Rs 8 lakh as seed grant winners
- Successfully completed 15 community training via offline and online workshops with more than 50 Narikurava women
- In view of the COVID-19 pandemic, Nakuras was able to raise funds worth
- Rs2Lakh and distributed relief materials including safety kits, food and other
- necessities to more than 1000 Narikurava families. They also conducted multiple medical camps and routine health check ups



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Initiated by MASE students- Ms Yashna Singhvi and Ms Kashfa Haque, Child Aid Project (CAP) addresses child abuse prevention needs via play based interventions for children, young adults, parents and schools. With the objective to prevent-combat 4 types of child abuse- emotional, physical, sexual and neglect, CAP grew into a collective of child psychologists, parenting experts, enthusiasts and parents, who together design, develop and deliver early intervention play based tools that educate children, young adults, parents, caretakers and schools about resilience based abuse prevention strategies. Today, Child Aid Project's prevention tools have become an exercise for raising awareness of what resilience is and how one can build upon their individual's, family's and community's resilience capacity

In a span of 1 year, CAP was able to touch more than 1000 lives including from resource starved communities and has worked with 9 industry experts including TATA Groups, TeachForIndia, DonBosco Group of Schools, Rotary Clubs, MSSW, ParentingMattersIndia, Indian School of Breathing (ISB) etc



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CLAY PROJECT

Initiated by our MASE student, Ms Kashfa Haque, CLAY Project is a social enterprise that designs therapeutic board games for at-risk families and mental health professionals. These board games intent to educate parents/ caregivers about strategies that promote positive behaviors in children who have disruptive or externalizing behavior problems. The positive affiliative nature development as a result of playing CLAY's board games, strengthens attachment and builds resilience in at-risk families. With the purpose of addressing ineffective/inefficient/negative parent-child interaction patterns that contribute to the disruptive behavior of young children, CLAY's team of psychologists and board game enthusiasts vision towards improving parenting attitudes and choices, children's behavioral problems and parent-child interaction



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Initiated by Mr Shalom Kingston, Carbon Hubs is a technology-driven startup that aims at providing cleaner and healthier breathing environment in offices and at homes. Carbon Hubs has deployed a no-touch device with an innovative air filtration technology wherein its advanced filtration technology captures microbial matter, reduces particulate matter (PM2.5 and PM10) from 300 to 35 within 10 minutes and removes harmful gases from the surroundings. With their unique air filtration product solutions and services, Carbon Hubs is helping its consumers achieve cleaner air standards thereby creating noticeable positive impact on their health, work performance and productivity.

In the past, Carbon Hubs has been associated with 8 renowned industry experts including StartUpIndia, Derbi Foundation and United Nations. They have also been associated with the Government of Karnataka for cleaner air projects and have backed awards and recognition from Model United Nations, Vidhya Prathiba State Award, Karnataka Elevate Unnati, Lemon Ideas, T-Hubs and DERBI PACE