

TABLE OF CONTENTS

GU Impacts.....	2
Partner Descriptions.....	2
Akazi Kanoze Access.....	3
Center for Civic Innovation.....	5
El Nido Resorts.....	8
New Partner: EY Central America.....	10
Federal City Council.....	13
Künde Social Cafe.....	16
Mann Deshi Foundation.....	20

GU Impacts is an experiential fellowship opportunity for students to learn, engage, and act as social impact leaders. This opportunity is a 7-month commitment, beginning in March and April with orientation and preparation for your summer social impact work. Fellows participate in 6 weeks of orientation workshops from March-May, work 10 weeks completing a project(s) **virtually** with one of our impact partners from June-August, and reflect through programming upon their return to campus that includes debrief, presentations, and career development.

This year's 2021 program includes placements with impact partners, both national and international, focusing on various ways to deliver social impact. We expect to offer between 12 and 17 fellowships.



Partner Descriptions

The Beeck Center is proud to partner with 7 diverse partners this year, coming from different sectors, countries, and missions. All our partners believe in sustainable social impact: read through this document to learn more about each partner and the departments you may work with. All partner descriptions are written and submitted from the partner organization.

Please keep an open mind coming into your summer: projects will not be guaranteed before your arrival to the partner locations, in order to make sure the work you do over your 10-week summer is the most impactful for the organization and its community.

For all other logistics, questions, and our application, visit our website: <https://beeck-center.georgetown.edu/gu-impacts-fellowship/>. Additional questions are always welcome: please contact program manager Franchesca Rybar (FR395) for further support.

AKA was created in 2015 as a sustainability initiative from the AKAZI KANOZE (Job well done): Youth Livelihoods Development project implemented by Education Development Center, Inc. (EDC) and funded by USAID. Of the trained twenty thousand youth, sixty-five percent were employed with six months following their graduation. Since its creation, AKA has been engaged in various programs which include employability skills, access to capital and productive means, access to market, advocacy and various other interventions relative to youth empowerment.

Up to date, AKA has undertaken many projects with assistance of foreign donors and community participation. Now, AKA has full confidence of donors, community and Government Institutions in Rwanda and is recognized at national level due to outstanding services to the people. AKA has over the years engaged in activities that are driven by programs and policies aimed at influencing change in societies and transforming individuals lives especially youths in positive direction.

Vision

Our vision is to be a leading organization contributing to youth well-being through employability skills and support services.

Mission

Our mission is to provide youth with employability skills, access to capital and other support services to take advantage of economic opportunities.



Values

Integrity

We adhere to high ethical standards and principles while striving to be transparent.

Professionalism

We are committed to meet our obligations to provide impactful services to stakeholders.

Innovation

Driven by continuous improvement, we find new ways to make things better. We optimize results by working smarter.

Excellence

We strive for high standard of accountability in delivering, measuring, and reporting to achieve excellent results.

Experience the Community

We work with implementing partners (IPs) to train their trainers who train youth: our role is to do quality assurance in field with implementing partner (IP) staff. We document what is working and what needs to be improved and discuss it with IPs and we do this through interaction with youth, local officials and IP staff using data collection tools. We also collect success stories that is uploaded on our website.



Project Areas

Communications Department

AKA has a communication department that works on AKA's website, social media accounts (Facebook, Twitter, and Instagram), and monthly newsletter.

Desired Skills + Qualifications

Graphic designer
Designing internal and external AKA material
Knowledge in web design
Videography

Business Development Department

AKA is well established and has a very strong network in Rwanda and outside. As a way to sustain its activities, AKA is working on securing other sources of funding and in this year, AKA plans to have an action plan for writing proposals which includes a target of proposals per quarter. Additionally, AKA needs to develop a promotion and visibility strategy as well materials. Finally, AKA plans to start to work on 2021-26 strategic plan

Desired Skills + Qualifications

Proposal writing skills
Communication & Interpersonal Skills
Collaboration Skills
Negotiation & Persuasion skills
Project Management Skills
Research & Strategy





Atlanta, Georgia



The Center for Civic Innovation (CCI) is a community-driven research and development lab for local governments, nonprofits, and social entrepreneurs. Our mission is to push Atlanta to be a smart, equitable, and engaged city by investing in community-driven ideas, supporting social enterprises, and engaging people in dialogue and action. We aim to elevate more effective solutions that improve equality and build trust in the public sector.

Since we opened our doors in 2014, we have held over 100 programs and workshops with over 1,500 entrepreneurs, and we have helped facilitate over \$100,000 in early stage investments. The Center for Civic Innovation also houses 25 social ventures, supports over 50 individual social entrepreneurs, and engages and strengthens a community of 25,000+ people through events, programs, and conversations.



Experience the Community

The Center for Civic Innovation is a convening workspace and event location for community organizations, civic entrepreneurs, neighborhood groups, and non-profit organizations striving to make Atlanta a more equitable and engaged city. The organization provides a varying degree of support services to these civic-minded organizations, both directly and indirectly serving community leaders in Atlanta. In addition to our in-house programs and opportunities to work with community members, CCI is involved directly working and meeting with neighborhood residents through our Neighborhood Planning Unit assessment (see below for additional information). Interns at the Center for Civic Innovation will work directly and indirectly with the community on a daily basis.



The Center for Civic Innovation is looking for support on the following teams: Research & Policy, Community Programming, and Digital Marketing. While CCI interns are assigned to one of the specific internship roles detailed below, all interns will engage and support the following areas of CCI's work:

<p>Communications</p> <p>We produce content and information on a weekly basis to the public that covers relevant topics and events in the city. All CCI Interns will help curate reading lists, conduct interviews of community stakeholders and thought leaders, and generate digital and written content for our monthly programs at the Center.</p>	<p>Events</p> <p>The Center for Civic Innovation hosts a number of events every month that are open to the public and cover topics like Civics 101, gender, equity, transportation and more. All interns are expected to take part in some of these and provide on-site support for set up and breakdown.</p>	<p>Summer Fundraiser</p> <p>Every year, the Center for Civic Innovation hosts an improv comedy show for our Summer Fundraiser. Interns will be involved in helping pull off the big event and will have the opportunity to meet some civic rockstars from across the city.</p>
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Project Areas

Research and Policy Analysis

Do you have strong feelings about SPLOSTs, tax abatement, and the EITC? Is your idea of relaxation a cozy evening spent catching up on Governing Magazine and Peach Pundit? Then the research and policy internship is for you! This intern will help us collect, analyze, report on local data on a variety of topics relevant to our work, and attend general civic engagement events related to the City of Atlanta's formal community engagement vehicle, the Neighborhood Planning Units (NPU's).

You're interested in learning things like:

How the City of Atlanta engages with its citizens

How the citizens of Atlanta engage with their local government

What you'll learn and do:

Assist with CCI's Neighborhood Planning Unit project

Qualitative and quantitative research, data collection, and data analysis

Collaborate with community, governmental, and non-profit partners

Desired Skills + Qualifications

Researcher with good understanding of data analysis, online and offline research

Studying something in the ballpark of public policy, administration, or planning

A working knowledge of local data sources like Neighborhood Nexus and American Community Survey

Familiarity with geographic information systems (GIS), statistical analysis, and data visualization

Familiarity/background in community engagement.



Community Programming

This intern will work with our Community Programming team, which is responsible for designing, managing, and evaluating our support programs for Atlanta-based civic entrepreneurs. Specifically, this team oversees our trainings, events, fellowship programs, and ongoing research that supports community leaders creating social and economic impact in their communities. We hope you like juggling, because working with civic entrepreneurs can often be a circus! But it's also some of the most rewarding work we do at CCI.

You're interested in learning things like:

Entrepreneurship
Project Management
Impact Investing
Design Thinking
Community Programming

What you'll learn and do:

Acquire foundational knowledge and skills in incubating new ideas and turning them into action
Support the development and execution of programming to advance our growing network of entrepreneurs
Supporting the Fellowship & Enterprise team to prepare for the recruitment of the 2020 - 2021 class of Civic Fellows.

Desired Skills + Qualifications

A working knowledge of Microsoft Office and Google productivity tools
Studying something in the ballpark of Business, Economics, Sociology, Public Policy or other related disciplines
Are a strong writer and communicator
Are highly organized and efficient at managing multiple moving projects.

Digital Marketing

Love using writing or design as tools for creative storytelling and placemaking? Do you tweet and #igdaily, and are looking for a way to use your social skills for good? You're in luck – we are looking for a Digital Marketing Intern to join our team for the summer.

You're interested in learning things like:

Illustration
Design trends
Digital Storytelling

What you'll learn and do:

Different platforms and programs, from Squarespace to Mailchimp and Google Web Designer
Build skills in the Adobe programs you'll be using in your career
Build experience creating and managing a robust social media content calendar
Collaboration and project management skills

Desired Skills + Qualifications

You have a working knowledge of the Adobe programs (InDesign, Photoshop, Illustrator for sure, but if you want to learn others, let's talk about it)
You have familiarity with Squarespace, Mailchimp, Twitter, Facebook, Instagram, Google Drive, MS Office Programs.
You are studying something in the ballpark of graphic design, visual communication, marketing, or advertising
You have strong storytelling skills; able to convey intricate information in compelling visual and written forms.



Mission

On board M/V Via Mare, divers were exploring the Philippine reefs when they founded Ten Knots. “Ten Knots”, to describe the ideal speed to arrive at your destination while enjoying nature’s endowments; truly a name well-fitting for a company that incessantly strives to balance meeting human needs and caring for nature.

The Ten Knots Group, comprised of Ten Knots Development Corporation (TKDC) and Ten Knots Philippines, Inc. (TKPI), is now wholly owned by Ayala Land, Inc. TKDC develops and operates El Nido Resorts – a group of sustainable eco-resorts located in the islands of Miniloc, Lagen, Apulit and Pangulasian, in Northern Palawan. TKPI, on the other hand, focuses on property management.

El Nido Resorts (ENR) gave way to the growth of tourism in El Nido through its first development in December of 1981 -- Miniloc Island Resort. It also now operates the first master-planned mixed-use tourism estate in the Philippines, Lio Beach. For more than three decades, and amidst changes in ownership, it consistently promotes sustainable tourism in the Philippines.

Ten Knots Group is guided by the following principles:

- E**xcellence
- L**ocal Community Partnership
- N**ature Protection
- I**ndividual + Organizational **D**evelopment
- O**perational Efficiency + Profitability

The background of its operations is its multi-awarded quadruple bottom-line approach:

- F**inancial Growth
- C**ommunity Engagement
- O**rganizational Development
- E**nvironmental Stewardship



Experience the Community

Ten Knots Group is celebrating its 40th year of presence in El Nido, Palawan. Staying true to the pillars of its quadruple bottom-line approach. Ten Knots strengthened and expanded its community partnerships through the creation of meaningful employment opportunities and the commitment to hire and promote locally enabled residents of El Nido and Taytay. This allowed the community to have viable income opportunities without leaving their homes. Majority of El Nido Resorts' employees (88%) are from Palawan. Since 2005, resort supervisors have been training locally-hired staff for basic skills in the areas of food & beverage, housekeeping, and kitchen. Working with professional trainers, local women are empowered to earn a living as massage therapists, or trained in weaving to produce native bags and slippers that are purchased by the resorts. These bags and slippers are given as complimentary room amenities, thereby ensuring ongoing demand.

To strengthen community understanding on conservation, El Nido Resorts' environmental practices program -- Be G.R.E.E.N and G.R.E.A.T – has since extended to the nearby communities. The modules are tailor fitted to the needs of each audience, from families, to civic organizations and government units. More than 6,500 students have graduated from Be G.R.E.E.N and G.R.E.A.T trainings, workshops and camps. ENR also works closely with the local government towards a common goal -- reshaping El Nido and Taytay into truly sustainable tourism destinations. In 2018, we have spearheaded the information dissemination campaign for the implementation of El Nido's single – use plastics ban.

Project Area

Department of Environment and Sustainability

The department covers 4 island resorts and a 350-ha tourism estate in the towns of El Nido and Taytay, Palawan. It ensures that the operations of all properties of the company maintains the balance amongst the 4 pillars of the quadruple – bottom line approach (Financial Growth, Environmental Stewardship, Community Engagement and Organizational Development). The programs of the department are composed of but not limited to the following: education/training, community relations and multisectoral stakeholder engagements, environment & wildlife monitoring, biodiversity research and wildlife surveys, and responsible travel and tours developments, pollution control and waste management and sustainability monitoring.

Fellows interested to work with us should have at least three of the following:

Strong interest on social and environmental businesses and enterprises and its practice of creating shared value.

Background on monitoring and evaluation frameworks and developing metric systems for performance – based indicators.

Knowledge on at least two of the following: Enterprise development, especially livelihoods with leanings towards environmental protection.

Sustainable tourism practices and environmental education and communication.

Management models, research design and implementation.

Creative skills, including but not limited to photo and video editing, and module designs.

Understanding of systems thinking and its application to corporate situations.

Highly – developed communication and diplomacy skills.

Patient, flexible and resourceful.

Ability to translate and share information with a wide variety of people (including highly educated and those with limited education).

Mission

EY is a global leader in audit, tax, transaction, advisory, financial services organization (FSO), legal, and sustainability services. At the local level, EY Central America, Panama, and Dominican Republic (EYCA), we are committed to doing our part in building a better working world for our people, our clients and our community. Globally, we are united by our values, which inspire our people throughout the world and guide them to do the right thing, in addition to our commitment to quality, which is intrinsic to who we are and everything we do. EY's mission is to build a better working world.

Experience the Community

EYCA works with the community and the environment through different departments and through different programs within them.

EYCA's Internal Sustainability (CSR) department focuses on three main pillars: entrepreneurial ecosystem, our society and our environment. Its purpose is to create a sustainable development culture among all of EYCA's employees in order to have a positive impact anywhere they find themselves, especially in the workplace. EYCA's employees' positive impact in their surroundings is reflected through their work in pro bono services for social and environmental organizations and startups, and in their work with the different volunteering programs. Internal Sustainability also focuses on taking care of the environment through its eco-efficient internal program—where all employees are part of—and also focuses on taking care of its employees and their families through its wellbeing program.

EYCA's Sustainability and Environmental Law sub-service line focuses on advising their clients on how to build sustainable enterprises—not only in financial terms, but also in environmental and social matters. They work closely with their clients to design more responsible business models by providing sustainability services that help manage risks, reduce costs, improve brand reputation, comply with legislation and regulations, and help companies build more robust business strategies. They help their clients to “redefine the sense of success of their companies,” providing support in building and transforming sustainable companies in the financial area, but also in environmental and social matters.

Seed by EY specializes in providing legal services for startups, SMEs, social ventures and impact investment to cover its clients' legal needs and provide solutions to enhance their long-term impact. Their objective is to maximize the synergies of the different fields that form this business unit, approach the sectors with the highest strategic growth in the region, and expand their operations and impact to other Latin American countries. Their purpose is to provide their clients with the highest quality, most specialized and multidisciplinary professional services, as the reference leader in Latin America for this growing market segment.

Project Areas

Internal Sustainability

The student may be working on any of the following projects of the department's pillars:

Entrepreneurial Ecosystem

Following up on Pro Bono services for startups

Supporting the development of different entrepreneurship programs for the youth

Our Society

Supporting the employees' wellbeing program ("Crezcamos Juntos")

Supporting the different projects and activities from the Professional Networks (Gender and LGBTQI+)

Supporting the development of an educational program for young entrepreneurs

Our Environment

Supporting different environmental initiatives

Supporting the Ecological Blue Flag and/or Carbon Neutrality program

Supporting the sustainable purchasing program

Potential Deliverables

Project reports, Research reports, Project pipelines, Analytical reports

Desired Skills + Qualifications

Organized

Works well in teams

Proactive

Project and time management

Ability to learn and adapt in different settings

Ability to communicate well and express him/herself effectively

•Interpersonal skills

Critical thinking

Receptiveness

Ability to give and receive feedback

Spanish-speaking (desired, but not required)

Sustainable development background or interest in the matter

seed by EY

Impact measurement consists, generally, of an assessment of the effect of an organization's activities. This project is oriented at creating a system for impact measurement of seed by EY's work; helping us determine its role in the entrepreneur and nonprofit ecosystem, including: startups, impact investing actors and nonprofit organizations. This measurement would allow us to better manage our work and better fulfill seed by EY's core mission.

Potential deliverables

Determine the project's specific objectives, Identify which key performance indicators or quantifiable objectives should be tracked, Build the capacity to collect and measure data, Generate indicators and metrics, Verify and value impact, Report and monitor

Desired Skills + Qualifications

Communication

Interpersonal

Collaboration

Time management

Adaptability

Critical thinking

Research and analysis

Initiative•Receptiveness

Technical proficiency



Sustainability and Environmental Law

The student may be working on specific client projects the Sustainability and Environmental Law sub-service line will have at the moment of the internship. He/she may be part of a project related to:

Sustainable Transformation

Triple bottom line business strategy
Strategic and technical support to RSE and/or Sustainability team
Neutral and social capital
Support for mergers and acquisitions

Sustainable Value Chain

Sustainable Purchasing Strategy
Evaluation of risks associated with the current value chain
Assurance of the value chain

Non-financial Reports and Assurance

Preparation, audit and verification on:
Global Reporting Initiative -Sustainability
ISO 14001:2015 –Environmental Management
ISO 45001 –Health and Occupational Safety
ISO 9001:2015 –Quality Management
FSCC 2000 –Food quality Management
ISO 14064:2006 –Verification of Greenhouse gases

Beyond Compliance

Standardization of legal compliance at the regional level
Proactive management of environmental and social legislation
Procedures for environmental permits at public institutions
Online legal requirements matrix service

Potential deliverables

Project reports, Research reports, Project pipelines, Analytical reports

Desired Skills + Qualifications

Organized
Works well in teams
Proactive
Project and time management
Ability to learn and adapt in different settings
Ability to communicate well and express him/herself effectively
Interpersonal skills
Critical thinking
Receptiveness
Ability to give and receive feedback
Spanish-speaking (desired, but not required)
Sustainable development background or interest in the matter



 Washington, DC

Established in 1954, the Federal City Council (FC2 or “Council”) is a non-profit, non-partisan organization dedicated to the improvement of the District of Columbia. Since its founding, the FC2 has a rich history of achievement, having played a critical role in the creation of Metro, the renovation of Union Station, the establishment of the Verizon Center, and the redevelopment of Pennsylvania Avenue. Comprised of the area’s top business, professional, education and civic leaders, the Council works with the District and federal governments to develop and implement solutions to important community problems. By serving as a trusted partner for civic improvement, and by bringing to bear the knowledge, experience, access, and resources of its members, the Council plays a critical role in the advancement of the District of Columbia.

In 2016, FC2 founded Infrastructure DC (IDC), an infrastructure development catalyst that seeks to funnel private investment into infrastructure through public-private partnerships. IDC selects opportunities that address one or more of the region’s critical infrastructure needs and support investments in transportation infrastructure, public facilities, green infrastructure, and technology/connectivity. By utilizing an innovative deal structure, IDC facilitates strategic investments in an efficient and market-driven manner.

Experience the Community



The Federal City Council relies heavily on community engagement to accomplish its mission to advancing projects and policies that are good for the future of DC. Working with diverse stakeholder and community groups, the FC2 works to identify sound and equitable solutions to DC’s most pressing challenges.

Project Areas

Langston Initiative

The National Park Service owns three golf courses in Washington, D.C. – Rock Creek Park Golf Course, East Potomac Park Golf Course and Langston Golf Course. All of which are in a state of disrepair and/or underinvestment. The National Park Service has released a Request for Information (RFI) in search for partners to take over operations and rehabilitate these national and local assets.

Infrastructure DC hopes to lease the golf courses and reinvest in them for the benefit of local communities. IDC has chosen to pursue this project to highlight and leverage the historic importance of these courses as well as their potential for catalyzing community development. If successful, investments will be made to reposition the facilities to be more accessible and attractive to the adjacent community (for uses beyond golf) while generating revenue to underwrite improvements that will attract lucrative outings and golf events.

In parallel, local stakeholders would be mobilized to realize community development by leveraging improvement to the course. The community development strategy will incorporate lessons learned from efforts in the East Lake Community in Atlanta and at City Park (led by the Bayou District Foundation) in New Orleans.

Desired Skills + Qualifications

Writing

Community/partner outreach and engagement

Research

Transportation and Infrastructure

Each weekday, people take more than 600,000 trips on buses around the Washington metropolitan area, about the same number of trips made on Metrorail. Buses expand access to jobs and opportunities far beyond the reach of existing Metro stations, connecting communities that are not served by Metrorail. However, buses today are stuck in congestion, competing for space on our roads with private cars, ride-shares, and delivery trucks.

Bus prioritization on roadways, equitable policies that remove barriers to bus use, regional coordination across providers, and regular reports to monitor progress can improve our bus performance. FC2 and its partners are working to support regional leaders in committing to these four tactics so that we can create a faster, more reliable, and more equitable bus system that improves regional mobility and opportunity.

Desired Skills + Qualifications

Research

Writing

Knowledge of DC's WMATA

Accessory Dwelling Unit Pilot Fund

Accessory Dwelling Units (ADUs) are secondary housing units constructed on the lot of a primary home. In 2016, the District of Columbia Zoning Commission adopted a new zoning code that included a provision that allows for the by-right development of ADUs in DC's residential zones. ADUs have the potential to have a significant impact on the District's housing needs by increasing housing supply and providing homeowners with additional income streams.

However, limited options for financing ADU present significant barriers for homeowners who wish to develop ADUs, especially for low- and moderate-income homeowners, and homeowners on a fixed income. Because of the benefits related to housing stability, these populations may stand to benefit the most from the development of an ADU, especially in the context of DC's changing economic environment and aging population.

Federal City Council is seeking to develop a pilot program that would help homeowners develop ADUs. The pilot would deliver ADUs by more effectively connecting homeowners to the capital and technical assistance needed to develop these units.


Desired Skills + Qualifications

Research

Writing

Knowledge of DC's economic environment



 Astana, Kazakhstan



Mission

Through our commitment to destigmatizing disabilities and supporting our community members, Kunde Social Cafe fosters an environment of acceptance, kindness, and human connection shared over our signature sustainable food and high-quality service.

Kunde Social Cafe acts as both a cafe and a place of training and employment for adults with special needs. We are dedicated to bringing people together over good food and quality service. We hope that the interactions between our staff and customers will shift the often negative perception of mental disabilities within Kazakhstan and motivate the government to offer more support to people with these disabilities.

Kunde Social Cafe aims to reform Kazakhstan's psychiatric care system by providing training and employment for adults with developmental and learning disabilities in its own and in partner restaurants. We provided rehabilitation and employment to 28 people with special needs and are currently scaling the project to other cities in cooperation with the government agencies and the European Bank of Reconstruction and Development.



Experience the Community



We propose a simple system where people with mental disabilities can get better care, learn new skills, have access to the job market and get employed. This system is created in a partnership between the government, business, and non-governmental sector:

- 1.) The governmental Medical Center of Mental Health, which wants to improve the psychiatric care and save scarce funds
- 2.) A private social enterprise, Kunde cafe, which brings in sustainable cash flow
- 3.) A public association (PA) of people with disabilities “Bakhyt”, founded by us and parents (legal guardians) of our beneficiaries.

In the past three years, we have added the national center for employment into our governmental partners, we are currently working to include all Medical Centers of Mental Health (in every major city) to replicate our experience. Because according to our internal research and the Medical Center’s assessment, people who undergo work therapy and employment at Kunde cafe are twice less likely to be hospitalized, most of our workers who used to be hospitalized four times a year, haven’t needed medical support. This saves much-needed funds: latest available data suggests that \$147,089,178 is spent annually on psychiatric care in hospitals. Our rehabilitation program is cost-effective and simple to implement.

From the private sector more and more of our competitors/partners started to join our cause. At first, everyone was skeptical, but when our cafe started to take away the competitors’ market share and when their guests were citing our service quality and social cause as the most important factors for choosing to visit us, the other restaurants and cafeterias became more open. Currently, we have three cafes in the city who employ our “Graduates:” beneficiaries who completed their training, internship and have proven themselves to be reliable workers at Kunde Cafe. We send our best employees to our competitors, and they appreciate it, we send our clients as well, and they are eager to support socially responsible businesses. Moreover, every new restaurant that accepts our employees becomes an inclusive space as well. We offer training for their staff, and the business owners are happy because their teams become more coherent and closer, they feel that they have an opportunity to do more with their work every day.

We also help businesses to cooperate with our governmental partners, mainly the center for employment, which we lobbied with the help of our NGO to provide special employment programs for such employers. The center helps pay 35% of the salary of a new worker with special needs for the whole year.

We are already starting to open new cafes; currently, we are opening two new social cafes of our own, but with the help of European Bank of Reconstruction and Development we were able to standardize our practices into a franchise, which we will be able to share with teams around the world. Moreover, our partnering restaurants can become social enterprises by adopting our manuals.



Project Areas

Social Impact: Rehabilitation System

In Kazakhstan, individuals with intellectual disabilities are routinely stigmatized and marginalized by society. There are around 150,000-200,000 people with mental disabilities in Kazakhstan living on a lonely island of poverty. 90% of our teammates did not have any jobs before Kunde, however, the problem is much larger than that. Soviet legacy of Psychiatric mistreatment, social isolation, discrimination, circle of poverty the families are drawn into, the stigmatization. Statistical data is nonexistent, and we've partnered with Amnesty International to work on it. People with mental health disabilities have fewer legal rights than convicted criminals. This, in combination with social prejudice and fear, creates a system where these people are trapped.

Students can work on optimization of our rehabilitation system on every step: recruitment, training, employment, staff, medical professionals. We are constantly exploring various treatments from psychoanalysis to art therapy, students can propose their own treatment ideas, put our practices into structured practices, and help writing recommendations and manuals for therapy.

Desired Skills + Qualifications

Experience with mental disabilities, psychiatric care.
Experience with systems thinking, medical or psychological training.

Scaling: Business Processes

We've launched and stabilized our pilot project, we paid off our debts and the cafe sustains itself and the social impact work; however, we are able to directly help only 30 people and their families. We've been receiving calls and emails from various stakeholders asking or offering to partner to open a social cafe in their cities. We want to create a scalable model that will fit best in the local market and will result in the best impact and at the same time will be sustainable for Kunde. There are many ways to go about this challenge, we identified three areas:

1. Finance and audit: having good and reliable financial papers and practices will help us attract investment and will help us share our experience and consult in the most efficient way.
 2. Business Development: what would be the best model to be attractive and profitable for our partners in Kazakhstan and the CIS region? Operations management, planning and Lean startup practices to check and verify the market will be a cornerstone for creating a scalable model.
 3. Investment and partnerships: GU student might be in a unique position to access the resources that we do not see or cannot tap into. The International companies and foundations, funds, investors, crowdsourcing and corporate responsibility.
- Students can also be extremely helpful in streamlining separate business processes, taking particular operations and optimizing them.

Desired Skills + Qualifications

Experience in business management, operations, restaurant or hotel business (hospitality), food industry.
Strong interest in restaurant business (binge watches Kitchen Nightmares and Chef's table).
Experience in managerial roles, leading a student club/organization, delivering structural improvements.



External Relations and Investment

Students can be extremely helpful in writing grant proposals and attracting investments and opportunities our team may not be aware of.

A large part of our work plan for 2020 is in cooperation with government agencies, writing policy proposals and creating strong partnerships is a key task. However, this can be encumbered by the language barrier to a large degree. While a student might not be attending meetings and negotiating, they can help immensely with analytical work and writing convincing proposals (acknowledging there might be some problems with the sources and data, which will mostly be in Russian and Kazakh).

Desired Skills + Qualifications

Public Policy, Public Administration, Public Health majors.
Analytical skills.

Marketing and Communications

Communication has not been our strong suit-- upon opening, our initial strategy was not to show that our workers are special to prove that they can work well and offer competition. It did work, but now our guests often have no idea about our social impact and our mission or how their contributions are impacting the lives of our teammates. While on some moral level it feels good to know that we're proving something, in fact, it turns out that we are proving it only to ourselves, and the public is left oblivious. We want to change our whole approach to communication and marketing. There are two components:

The cafe itself, where we have 90-200 guests per day, the media and the processes and experience at the cafe should be inviting to conversation, raising awareness, tapping into the goodwill of our guests and helping to empower and focus it.

Another - our message to the Country, City, Families, Community. Stigmatization is the root of many problems for our beneficiaries and we already have so many great stories, so many people and lives worth books and movies. However we've been failing to use that capital to drive social change, in the small effort we made on social media we already have seen great returns, people feeling recognition and accountability: from the policymakers to suppliers in the market.

We require a strong and thought-out marketing strategy, social media campaign and ways to manage them.

Desired Skills + Qualifications

Marketing and communication training, video, photo, content creation.

Experience in managing social media accounts (business accounts)

Knowledge of CRM systems, marketing tools such as survey monkey, analytical tools such as qualtrics.





Mhaswad, India

Mission

Mann Deshi is dedicated to the economic empowerment of rural women. Founded in 1996 by Chetna Sinha in Mhaswad, the drought-prone region of Satara district in Maharashtra, Mann Deshi's vision is to empower women to make their own choices and to be celebrated as equal and valuable members of their families and communities. Our mission is to empower women with the knowledge, skills, courage, access, and capital to become successful entrepreneurs with more control over their lives.

Our model is simple. We run a Bank and a Foundation: the bank provides women with affordable and easy access to credit while the foundation provides women with the knowledge, skills, and support necessary to become successful entrepreneurs with more control over their lives. To date, Mann Deshi has reached more than 485,000 women, and by 2022, we aim to reach one million women.





Experience the Community

Currently, the Foundation runs several programs that aim to enhance and develop rural women's capabilities to grow and expand their businesses and sources of income. In 2006, it set up the Mann Deshi Business School. These schools provide a host of courses from financial literacy, entrepreneurship development, agri-business and marketing. In 2014, the Business Schools also set up a rural Deshi MBA programme for seasoned entrepreneurs. Women from the Business Schools are also connected to the Mann Deshi Bank, which provides them the much-needed capital to set up or expand their businesses. Today, the Business School has 11 centers and 9 mobile schools (run out of buses) that reach the most remote of villages. In 2014, the Mann Deshi Chambers of Commerce was initiated as a part of the Business School. It aimed to provide legal, financial, mentoring, marketing and networking support for existing women entrepreneurs. In 2018, it was restructured to provide more intensive support to women entrepreneurs and set up as a separate, yearlong programme. The Foundation also has a community radio station that has 100,000 listeners, and regularly hosts local female radio jockeys.

After a terrible drought hit Mhaswad in 2012, the Foundation began working on water conservation by building bandharas (check dams). We also started a Farm to Market, which aims to give farmers direct access to markets for their produce. We have also set up a Farmer Producer Company that aims to work with 12,000 small and marginal women farmers in western Maharashtra. Mann Deshi provides information about various government schemes to help farmers and has also partnered with Haqdarshak to map suitable government schemes as per the profile of the farmers.





Mann Deshi Foundation also runs two small programmes – Mann Deshi Champions for talented athletes in the region and Mann Deshi Bicycles that helps young girls attend school by gifting those bicycles. Mann Deshi added a new programme for adolescent and young girls that support their financial and personal safety.

In 2018, Mann Deshi started a Digital Literacy programme, which is run from our branch centres as well as from mobile vans. This programme was conceived in light of the government's recent efforts towards digitization such as the PMGDISHA scheme. While admirable as policy measures, there is a real danger that these schemes will fail to include an already financially marginalized group: women. Thus, this programme aims to digitally empower rural women by teaching them to operate ATM cards, conduct bank transactions and use digital payment apps such as BHIM and Paytm. So far, the programme has been implemented in the branches of Mhaswad, Dahiwadi, Vaduj, Chiplun and Kamothé (Navi Mumbai), and we are working to implement it in our new branch at Kolhapur through the mobile business school.

In addition to these core programme; Mann Deshi also implements allied activities based on the needs of the communities.

These activities are:

Cattle camp to provide water and fodder to more than 8,000 livestock in drought

A goat rearing project focusing on training rural women for goat insemination

Check dam constructions in Mann block to solve agricultural irrigation problems

Mann Deshi Champions provides sports training facilities to athletes in the vicinity

Health and Hygiene programme for adolescent girls

A community radio center working for cultural preservation and accompanying Mann Deshi's programmes for spreading awareness and inspiring women

An Open University center to provide a second chance for dropouts to continue their education

Project Areas

Champions Program

Mann Deshi Champions is working to establish a platform for rural girls and boys that includes:

Fostering an environment which enables young girls and boys in rural India to play sports

Discover, develop, and promote talented young girls and boys to excel in sports at the state, national and international level

Provide the necessary tools for young girls to pursue a career in sports and law enforcement

Empower rural girls to make their own decisions, choices, and control their finances

The fellow should be able to perform data analysis and critical thinking to communicate research in memos, policy briefs, and blogs.

Desired Skills + Qualifications

Data Analysis

Documentation, formatting and preparing

Create and conduct surveys + Ability to conduct qualitative research

Grant writing + Project reporting

Social media

Business School

Mann Deshi has found that even if women successfully take out loans to start a business, they face challenges when operating their businesses and need mentorship and guidance. The Foundation's flagship program, the Mann Deshi Udyogini (Business Schools), was envisaged to help these women overcome the challenges faced. Our focus is to support women who wish to set up and expand their businesses. It has succeeded in training 407,609 women to date and helped them start a business. Mann Deshi has seen an impressively high success rate, as over 50% of women who undergo training with Mann Deshi Udyogini start or grow small businesses of their own. The student will be involved in the grant writing, documentation, case studies. The students will also get an opportunity to participate in the activities run under the school.

Desired Skills + Qualifications

Strong communication and writing skills

Adaptability to the rural landscape

Grant writing

Farm to Market

After a terrible drought hit Mhaswad in 2012, the Foundation began working on water conservation, starting a Farm to Market which aims to give farmers direct access to markets for their produce. Mann Deshi Kisan Producer Company aims to support small and marginal women farmers and provide them with access to demand forecasting, produce planning and collective farming. The intern would need to support the team in planning the marketing strategies for the program and business planning.

Desired Skills + Qualifications

Interest in marketing and strategy initiatives