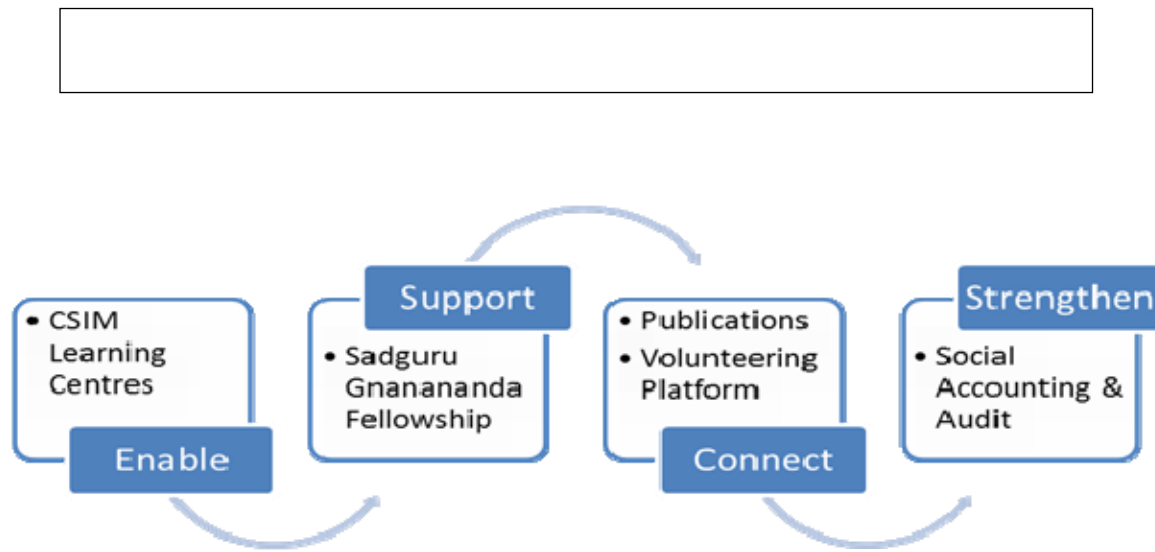




Sadguru Gnanananda Fellowship for social entrepreneurs

Manava Seva Dharma Samavardhani, is a Sanskrit phrase that means – *the Divine Mother who kindles the natural, inborn but hidden inclination in every human being to serve others*. Registered as a Public Charitable Trust, in 1999, MSDS's mission has been to promote social consciousness in society and enable social citizenry. Activities of MSDS are targeted around social entrepreneurs – people with a bright social change idea, who invent and disseminate new approaches and sustainable solutions to create social value.



MSDS facilitates social entrepreneurship in India through its multifarious activities:

- Grooming prospective social entrepreneurs by offering training in Social Entrepreneurship through CSIM centres at Chennai, Hyderabad, Bangalore, Mumbai & Coimbatore (www.csim.in)
- Felicitating established social entrepreneurs with Sadguru Gnanananda Awards
- Recognising budding social entrepreneurs with Sadguru Gnanananda Fellowships
- Supporting Social entrepreneurs through volunteering initiatives like Dal, Oil, and Sugar (DOS) scheme & Annadhanam.
- Regular publications on social entrepreneurs – *Conversations Today & Unsung Beacons*
- Promoting transparency and professionalism amongst social enterprises through Social accounting and Audit. (www.san-india.org)



115 social entrepreneurs across India have been the recipients of the **Sadguru Gnanananda Awards** instituted in the year 2000. The award consisted of a citation, shawl, silver plaque and a cash prize of Rs.75,000 for each awardee.

From the year 2012, MSDS supports young and prospective social entrepreneurs by awarding them the **Sadguru Gnanananda Fellowship**.

Who can apply for the Sadguru Gnanannada Fellowship?

Any Indian citizen above 25 years, having launched a social enterprise with a sustainable and innovative social change idea and having plans to expand the reach of his/her initiative can apply for the Fellowship. The organizations should be within three years of existence.

The Sadguru Gnanannada Fellows should have a clearly focused plan for their social change idea which should be both innovative and feasible. It could be a non-profit or a for-profit social enterprise. They should exhibit strong leadership traits and have an undying passion and commitment for solving the social issue that they are involved with. They must be ethical and reliable and also possess good interpersonal and networking skills

Individuals who are recipients of other fellowships cannot apply for this fellowship. Also individuals working in the areas of Research Studies, Advocacy/lobbying and religious initiatives will not be considered for the fellowship.

How to apply?

Download the application from the www.msdsrust.org website. The Application form has to be accompanied by the answers to the following questions (200+ words)

- a. What motivated you to start the Organization? What is your organization's mission and purpose?
- b. Who are your intended beneficiaries? What social change do you foresee in them within the next 5 years? In what way is your idea and approach innovative?
- c. How do you plan to scale/replicate your organization?
- d. Who are the others involved within your organization? How did you identify them?
- e. What is your fund raising strategy and your budgets for the next 3 years?



Selection Process

Step 1

Prospective social entrepreneurs interested to avail the fellowship, should complete the Application form, along with the five questions. Brochures, annual reports, photos and any other publicity material of your organization can be sent along with the application form. These details must be addressed to Ms.Latha Suresh, Trustee, MSDS, and sent to the MSDS office at Chennai. Online applications will not be considered. Applications should be sent by April 30th.

Step 2

The MSDS expert committee will review the application forms and select 6 applicants who qualify all the necessary criteria. The six applicants will be informed of their selection and site visits to the selected applicant's organization would be organized by the MSDS team.

Step 3

Three final fellows would be selected by the committee

Step 4

Selected fellows would receive their first fellowship at an event organised by MSDS. The fellows would meet the previous years' fellows and a network of fellows would be initiated.

What will Sadguru Gnanananda Fellows get?

- The selected fellows receive a fellowship amount of Rs.10,000/- a month for a period of three years.
- They will get regular mentoring support by the MSDS team during the three years.
- The fellows will also be trained to do a social audit of their initiatives and will draft their social accounts at the end of the third year
- The fellows would be part of the MSDS fellowship network