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BASCH - Business And SocialCHange

(An upgrade opportunity for kanthari alumni)

The kanthari institute provides an incubator and springboard for social visionaries by offering quality and relevant leadership/vocational training. This enables them to start and run effective social ventures and to transform concepts and conventions. kanthari is not focusing on scale but on quality, not on 1000 conventional social project ideas, but on the few that create relevant mindset changes.

Convincing people to overcome their barriers to change and to collaborate for a better tomorrow needs spice, energy, and the guts to challenge conventional concepts. But this requires divergent, creative, out-of-the-box thinking.

The fact that the participants are ready to come to Kerala and join a very unconventional, hands-on, creativity-driven vocational training institute, shows that they are open to new approaches. However, most of them come from regular schools, colleges, and universities and are used to thinking in templates, obvious structures, methods, terms, log frames, and boxes. To get them out of this 'box-like thinking', to empower them to make their dream more creative, interesting, and therefore more significant, we guide them through a journey that provokes their habits, thoughts, and actions. By providing a new, unconventional environment, catalysts (facilitators) will lead the participants to new ways of solving problems.

Through this intensive training program, participants from marginalized communities from all over the world are equipped with relevant techniques, methods, ideas, and skills. kanthari believes in leaders who come from the margins of society. We do not believe that sustainable social change can occur from a top-down approach. Those individuals who have experienced social ill and who had the strength to overcome the same have the required insight of understanding the problem and therefore can provide a solution to create the necessary and relevant change from within.

So far, we have focused mainly on social change aspects, and we offered practical skills like:

- Fundraising and Finances
- Speech and communication
- Project planning and project management
- Concept transformation and Strategies to overcome barriers to change
- Organisation and PR

In 2021, we have added a focus on environmentally friendly product development. Additionally, we offer a six-week intensive business training. This enables the social changemakers to include a social enterprise in their activities as either an additional/alternative source of income or training.

The BASCH program is open, not only for kanthari participants but also for kanthari alumni who may apply with a social business idea.

The aim of BASCH can be summarized to the following points:

1. Gaining adequate knowledge to start and run an additional enterprise as an integral part of social and environmental change
2. The course is recognized by BSS (Bharat Sevak Samaj), a national development agency, promoted by the government of India, and if therefore includes an examination. If this is completed successfully, a certificate for social entrepreneurship will be issued.

Relevant learnings:

Next to empowering social changemakers to start and run impactful social ventures that are mainly funded through donations, we offer intensive training to combine social change with entrepreneurship. For this, participants will undergo training in business development under the supervision of BSS. This training will be tailored to each participant and their circumstances.

All participants who have finalized BASCH, can:

- develop a business plan which can be integrated into their social or environmental project
- understand all relevant financial implications, handle finances, including budgeting and accounting, and find adequate investment
- transform conventional concepts and find, when necessary, unique solutions for old and new problems while creating and testing products or services
- develop an adequate brand that can be identified through all senses
- communicate the message to media, potential customers, and other stakeholders in an engaging, skillful, and understandable way
- register, plan, and running of a business



The BASCH program is scholarship-based.

kanthari will cover the following costs:

1. Full Board and lodging for the duration of the on-campus part of the course
2. Return economy flight ticket / Train-Ticket / Bus-Ticket depending on country/location.
3. All related training costs of the BASCH program

The following is not covered by kanthari:

1. All non-course-related personal costs.
2. Health insurance
3. Visa costs
4. Caution deposit 100 US\$ (This will be returned if no damage to kanthari's property and/or equipment is caused by a participant, no dues are owed to kanthari, and you successfully complete the entire course)
5. Costs related to your social business venture that you will be running with fellow participants as part of the course. (Purchase of any ingredients/resources needed to make your product)

Expectations from kanthari

1. Proactive participation during the entire inani/BASCH duration.
 2. Open to exchanging information with fellow participants in an equal and non-hierarchical manner.
 3. Active Support in intake/outreach resulting in a minimum of 5 applications of high potential change-makers. This includes publishing kanthari intake/outreach posts on your personal and/or organizational social media and/or websites.
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INANI (Independent, Natural, Alternative, Nutritious, Inventive)

Pro-future

After the world has faced a global crisis like COVID-19, we are forced to think differently and act accordingly. Lockdowns cause an economic breakdown. We witnessed personally how the distribution of food, medicine, and other essential items was disturbed. To be well prepared for similar situations in the future, we must rethink and reconsider our current daily practices:

- How can we consume more sustainably?
- How can we develop environmentally friendly alternatives for the products we use daily?
- How can we treat the environment, and our finite resources with the utmost respect?
- How can we reduce waste?
- How can we construct our surroundings more sustainably.

We need to start moving away from the vast but unhealthy and non-biodegradable products offered by multinational companies. This can be done by creating our products using simple methods that involve natural and biodegradable raw materials. Also, by thinking alternatively and finding simple solutions to living healthy lives with the smallest possible carbon footprint.

To make this philosophy a reality we offer the INANI program.

INANI means "Value" in Zulu. It offers ground tools and technologies to help you and your beneficiaries to be prepared for an unknown future.

This program has been divided into 4 sectors from which you will have to choose based on your interest and social/environmental venture:

- pro-habitat - in this sector you will develop and work on natural building and construction materials. The product or materials developed can be used in constructing buildings, vehicles, furniture, roads, energy, and many **more**.
- pro-body - in this sector, you will develop products that one puts on their body that is natural, skin, and environment friendly including apparel, footwear, cosmetics, accessories, medicines, and others.
- pro-food - in this sector you will work with organic and sustainable solutions with regards to food to reduce food wastage and shortage.
- pro-waste - in this sector you will develop natural and environmentally friendly alternatives to daily use products using materials/items that are considered waste. In this way, nothing goes to 'waste'.

Together, the members of each group will have to find a problem that is existing in their respective sector and come up with a solution in the form of a product or a service. This product or service must comply with the philosophy of inani, that is, it should be independent, natural, alternative, nutritious, and inventive.

During the course (in Acts 1, 2, and 3), this product or service will go through different phases: product development and prototyping, testing and licensing, and further marketing and sales. In the first phase of product development and prototyping, a fund of a maximum of US\$25 per Inani Group will be provided by kanthari for which you will have to write a

proposal with a clear budget and ask.

In the later stages, the team will have to find their source of funding through fundraising, table banking, personal funds and you are free to explore other options. The team should ensure that every step is documented and after each phase, you are required to submit a report.

You will have to join your time virtually in Acts 1 and 2. You will have to fix dates and times to meet virtually and be accommodative in working in teams. This is to ensure that you are all on the same page when you arrive on campus in Act 3.

For your experiments, an energy-neutral lab has been set up on the campus and you will have time to use it on Wednesdays as well as on the weekends.