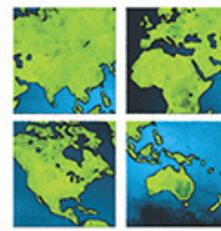


## Going **BEYOND** Awards

# IKASHNA

This programme is a collaborative social entrepreneurship initiative between Universal Business School, India and University of Wisconsin Whitewater, U.S.A. Known as "Ikshana" a Sanskrit origin noun that means Vision, Care and Superintendence. This initiative aims at increasing awareness about preventable blindness by training women in and around Karjat- a tribal-dominated area of Maharashtra to conduct door to door eye screenings.



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This program is blended with students' participation; the students lead the awareness campaign, door to door campaigning, and role plays for creating awareness.

The Karjat (study area) is located in a remote area that misses development discourse and tribal communities' involvement in policy and welfare planning. The project aims to involve people in this campaign, train them, and mainstream them to hear and incorporate their voices in policy and welfare planning.

The study area has no eye-specific hospitals, and it has created a void in lack of awareness and cure among the tribal communities facing blindness issues. Our initiative aims at bridging this gap by creating awareness and providing curing measures in association with NGOs like Life of Light Trust, Vision Foundation of India, Dr Shroff Charity Eye Hospital.

UWW has been working on similar activities in Uttar Pradesh; UBS has partnered with them to expand the project in India and replicate the best practices in the tribal areas of Maharashtra.

Student volunteers from both the Universities have been working together on the project beyond boundaries, culture and time zones.

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## PROGRAM IMPACT AND SUCCESS

This program has created awareness regarding preventive blindness among the tribal communities in the study area (Karjat).

The students have been empowered to understand the social dynamics of the rural areas by exposing them to conducting awareness campaigns.

- The tribal underprivileged women are empowered by providing skill training which leads to their increased self - esteem and a better standing in the society.
- The women can earn a decent livelihood. The program runs on 'train the trainer' model and has a cascading effect on the number of women being trained.
- The project has identified beneficiaries and aims to create 10 women micro entrepreneurs initially.
- The project will also cover orphanages, where eye screening will be done for the inmates and they will be provided free eyeglasses.
- The indirect impact is that it leads to better health, education, vocational training and employment of the families and ultimately the entire community.

# Going BEYOND Awards

## SDG IMPACT

Through the social enterprises featured and the wide spectrum of impact investing, the EMBA Discovery Expedition to Peru program actively supports a broad range of UN SDGs, with a particular focus on:

### GOAL 3: Good Health and Well Being

Ensure healthy lives and promote well-being for all at all ages

### GOAL 5: Gender Equality

Achieve gender equality and empower all women and girls

### GOAL 10: Reduced Inequalities

Reduce inequality within and among countries



# Going BEYOND Awards

## LOOKING FORWARD

This project aims at creating the following impacts:

- Screening at least 4000 people in the initial stage & ensuring quality eye care & treatment.
- Providing a fixed stipend of INR 6500 and an incentive on referrals converted per month to around 10 beneficiaries in the initial stage with an investment of Rs.14000 INR per beneficiary, inclusive of training & equipment. The project aims to attain the breakeven for each beneficiary in 3 months.
- Additionally providing vocational training to the treated beneficiaries.
- Encouraging the spirit of women entrepreneurship.

