

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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VIDHYADHAN: Building Partnerships in Corporate Social Responsibility

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ABSTRACT

This case study describes the genesis and growth of the Vidhyadhan scholarship program from the Sarojini Damodaran Foundation (SDF) - A Shibulal Family Philanthropic initiative. The scholarship's vision was to provide the youth of India the access to opportunity. However, as the scholarship program grew, it needed additional support from external sponsors to become a movement of empowerment through education.

The case evidences how a personal initiative of offering financial assistance to a needy student grew into a fullfledged scholarship program. In the course of interviews, Kumari came across several students who were meritorious and needed assistance to study further. So she decided to take more than the set number, forcing Shibulal to organize the resources to support all of them. This was not an easy task as the scholarship had to be given for four years until the students graduated. This necessitated finding sponsors willing to invest in the long term.

Though it expanded its reach to many states with its replicable model, Vidhyadhan found it challenging in the state of Odisha, where the reach of newspapers was limited among the socio-economically backward. Moreover, getting the message of the scholarship and the process of application across to prospective candidates was a big hurdle.

The final challenge was finding partners to support an increasing number of students under the Vidhyadhan umbrella. Meera has to find a way to position the value proposition of Vidhyadhan, which is to make the scholarship a movement of empowerment through education. This aspiration could be achieved through partnerships with other companies and philanthropic individuals.

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