

FACULTY DEVELOPMENT PROGRAM on Social Entrepreneurship Management

Sponsored by:

ATAL

AICTE



Conducted by:

VES Institute of Management



In association with:

Research for Resurgence Foundation



January 19th - 23rd, 2021

Course Director: Dr. Nisha Pandey
(nisha.pandey@ves.ac.in)

Inauguration

1. Prof. Mohammad Yunus, Noble Peace Laureate
2. Sri Mukul Kanitker, National Secretary, Bhartiya Shikshan Mandal, India

FACULTY DEVELOPMENT PROGRAM

Program Description:

Social entrepreneurship is a rapidly developing and changing business field in which business and non-profit leaders design, grow, and lead mission-driven enterprises. Social entrepreneurship is an emerging field of study that is gaining increasing attention in universities around the world.

Social entrepreneurs combine the knowledge and skills used in traditional business, with a passionate commitment to having a meaningful and sustainable social impact, rather than the relentless and selfish pursuit of personal enrichment through profit. Social entrepreneurs apply their passion and skill to enrich the lives of people who are poor, sick or disenfranchised.

Course Philosophy:

Social Entrepreneurship is more than a set of tools and techniques for starting and growing a business. It's a mindset, a way of looking at things that is problem/ opportunity focused and creative. It's about passion -- doing what you love. It's about creating wealth in all its forms: economic value, social innovation and sustainability, and making a difference in the communities we serve.

Social entrepreneurship broadly consensus about two issues:

1. Social entrepreneurship involves the creativity, imagination and innovation associated with entrepreneurship;
2. The outcomes of social entrepreneurship are focused on addressing persistent social problems particularly to those who are marginalized or poor.

The job of a social entrepreneur is to recognize when a part of society is not working and to solve the problem by changing the system, spreading solutions, and persuading entire societies to take new leaps. Social entrepreneurs are not content just to give a fish or to teach how to fish. They will keep on working until they have revolutionized the fishing industry.

Identifying and solving large-scale social problems requires social entrepreneurs because only entrepreneurs have the committed vision and inexhaustible determination to persist until they have transformed an entire system. The scholar comes to rest when he expresses an idea. The professional succeeds when she solves a client's problem. The manager calls it quits when he has enabled his organization to succeed. Social entrepreneurs can only come to rest when their vision has become the new pattern all across society.

Taking this into consideration, this course will be focused on the ideas, process, steps, and strategies required for creating new social ventures. The course will be introduced to entrepreneurship: the planning process, and frameworks for strategic and financial planning. This course focuses on the critical factors associated with successful new venture initiation as well as the preparation of a business plan that can be used to begin operations in a new social enterprise.

Program Objectives:

- The objective of this course is to expose the participants to the field of social entrepreneurship, with a particular emphasis on understanding how social entrepreneurs effect and create changes in poor communities in the developing world
- Evaluate the challenges of social entrepreneurship by designing social enterprise or recommending changes to an existing social enterprise to improve its performance.
- Participants will recognize the importance and application of this subject through extensive reading, active class participation, preparation of Presentation, expose to meet social entrepreneurs.

Following elements will be examined for understanding social entrepreneurship and its importance:

- Leadership Style--What are the characteristics of social entrepreneurs' leadership?
- Social Innovation--Social entrepreneurs are innovators who create change. How do they create and spread this innovation and change?
- Sustainability – How are social entrepreneurs funding their enterprises? How is the enterprise sustaining itself financially?
- Impact and Performance – What is the impact of the enterprise? Which tools are available to measure the impact and effectiveness of social enterprises?

FACULTY DEVELOPMENT PROGRAM

Pedagogy:

The pedagogy will be based on participative approach. In participative approach participants are encouraged to engage into debate, discussion, arguments and role plays to better understand the relevance of social entrepreneurship in Indian Context.

The teaching method conflates different educational approaches. It incorporates case discussion, experiential learning, role plays, lectures, and quizzes and panel discussion etc.

Target audience: Faculty Members, Doctoral Students, NGO and Social Entrepreneurs

Expected outcome:

Participants would be able to:

Describe the developments that are expected to happen in Social Entrepreneurship and Enterprises.

1. Share their knowledge of the evolution of social entrepreneurship, the contexts and conditions for their existence;
2. Explain the rationale, advantages and disadvantages of different business models, legal and organizational manifestations of SEs;
3. Formulate appropriate business models and organizational structures for specific SEs in different Sectors.
4. Able to apply innovation methods in product, production, process, marketing or in services and delivery,
5. Participants will be able to execute the innovative methods for developing cost effective products for BOP market
6. Generate ideas and select opportunities for starting SEs in different Sectors and regional/national contexts.
7. Use market research tools to observe, understand, and assess customer needs.
8. Use design thinking methodologies to conceive and incubate innovative SEs.
9. Facilitate the launch of SEs and work for their growth and development in the early stages of their lifecycles.

Resource Person of Five Days program:

1. **Prof. Madhukar Shukla**, Professor, OB & Strategic Management, Xavier School of Management, Jamshedpur
2. **Mr. Suresh Krishna**, Social entrepreneur, co-founder & CEO of Yunus Social Business Fund Bengaluru and co-founder
3. **Dr. Archana Singh**, Assistant Professor, Tata Institute of Social Sciences, Mumbai
4. **Prof. C. V. Baxi**, Ex-Director and Prof. MDI, Gurgaon
5. **Prof. A. Sahay**, Dean Research, BIMTECH, Noida
6. **Prof. Dahnjay Sahu**, Professor, Banaras Hindu University (BHU)
7. **Mr. Shakti Tripathi**, Project Manager Desai Centre of Entrepreneurship, IIT Bombay
8. **Prof. Shambhu Prashad**, Professor, IRMA, Anand
9. **Dr. Goverdhan Saini**, Assistant Professor, Tata Institute of Social Sciences, Mumbai
10. **Prof. Ashish Pandey**, SJMSOM, IIT Bombay
11. **Mr. Ashutosh Kumar**, CEO, Jagrati Yatra
12. **Dr. Anil Maheshwari**, Professor, Maharishi International University, USA
13. **Dr. Satish Modh**, Director, VESIM, Mumbai
14. **Dr. Nisha Pandey**, Chairperson, Yunus Social Business Centre, VES Institute of Management

Registration:

Maximum 200 participants will be allowed to register for the FDP. Registration will be on first come first serve basis. No registration fee will be charged from the participant.

For registration please visit the URL below: <https://atalacademy.aicte-india.org/signup>

The ATAL FDP number of Social Enterprise Workshop: 1584169115

Patron:

Shri. Baldev Boolani, President - Vivekanand Education Society (VES)

Dr. Satish Modh, Director, VES Institute of Management, Mumbai

Dr. Sandeep Bhardwaj, Director Incharge, VES Business School, Mumbai

FACULTY DEVELOPMENT PROGRAM

Contact Persons:

Course Director,

Dr. Nisha Pandey, 9769557224, nisha.pandey@ves.ac.in

Course Coordinators

Dr. Laxmi Goritiyal 9969977412, laxmi.goritiyal@ves.ac.in

Dr. Pranjal Muley, 9029341116, pranjal.muley@ves.ac.in

Ms. Kirti Mhatre, 702174234, kirti.mhatre@ves.ac.in

About AICTE:

The All India Council for Technical Education is the statutory body and the national-level council for technical education in the country. AICTE was formed in November 1945 with the vision to promote development of the education system in India. In 1987, it was given a statutory status by an Act of Parliament, enabling it to exercise in a more effective manner. AICTE as a body is responsible for accrediting all postgraduate and graduate programs, under specific categories of technology for Indian institutions. Apart from the accreditation, AICTE also has major involvement in training, research and development of technical education in the country.

About VESIM:

Since the inception, VESIM has been at the forefront of business studies, developing business leaders who strive to make a positive impact on: companies they work with, people they meet, and the society they serve.

VESIM's success as one of the leading business schools in Mumbai is due to its humanistic approach to management education. The approach is complemented by a state-of-the-art infrastructure, world-class faculty, and transformative pedagogic practices, an interactive and experiential teaching methodology, and a growing distinguished alumni network of professionals who are equipped to lead their business or organisations into the future.

The Institute strives to create socially responsible business leaders of tomorrow. The campus offers a positive environment for learning, as well as personal, professional, and intellectual growth.

About Research for Resurgence Foundation:

Research for Resurgence Foundation (RFRF) is a global level advanced research centre to promote research in varied fields as an integrating platform for Scientific Community of the World and traditional researchers in all fields of Knowledge.

RFRF Envisages Bharat as a Strong Contributor to Global Scientific, Technological and Academic Research in all Fields of Knowledge Bringing Wellbeing of Humans and Protection of the Environment. Research for Resurgence Foundation promote community learning process which is the reminder that positivist and analytical paradigms can be complemented or even replaced by indigenous and context sensitive research and knowledge creation process to address the challenges of current times. Bharatiya perspective of life in general and knowledge in particular may enrich the current discourse on research to make it more relevant for Desh (location), kaal (time) and Paristhiti (situation).



**Vivekanand Education Society
Institute of Management**

Studies & Research

Connect with us for more details:

Hashu Advani Memorial Complex,
495/497, Collector's Colony, Chembur, Mumbai - 400 074.

Tel.: +91 22 6789 3000/+91 22 2553 1396/ +91 22 2553 7110

Website: www.vesim.ves.ac.in