

Proceedings

UTTHAN 2011

Social Business Plan Competition

"I'm encouraging young people to become social business entrepreneurs and contribute to the world, rather than just making money. Making money is no fun. Contributing to and changing the world is a lot more fun."

-Muhammad Yunus

Special Assistance Programme (UGC)

Faculty of Management Studies

Banaras Hindu University

Varanasi

UTTHAN 2011

THE GENESIS

Not everyone can be Gandhi, but each of us has the power to make sure our own lives count - and it's those millions of lives that will ultimately build a better world.

-- Jeffrey Skoll

With such noble thought was born the idea of UTTHAN -A Social Business Plan Competition.



Participants seeking the blessings of Goddess Saraswati

The purpose of this competition was to promote social entrepreneurial spirit among the management graduates of India for developing sustainable marketable and economically viable social business plans. Further this competition has provided a platform to students with passion to bring social revolution through their ideas. Students with the passion to bring about social revolution through their ideas were invited to participate in this Social Business Plan Competition.

The event was organised in three stages:

1. Submission of Executive Summary of the Social Business plan.
2. Submission of Complete Social Business Plan by the shortlisted teams.
3. Presentation of the Social Business Plan idea by selected teams before the jury and audience, followed by a queries session.

The event got an overwhelming response from all the corners of the country. The faculty received 110 Executive Summaries for the 1st stage from different B- Schools including IIM Ahmadabad, SP Jain, XLRI, JBIMS, FMS. Out of these 44 entries were considered for the 2nd stage that then sent their detailed Social Business Plans. The 10 best plans were selected for Final presentations all staged on 28th January, 2011 from 9:00 AM.

THE INAUGURAL FUNCTION

The event was inaugurated by **Prof. S.K. Singh, Head and Dean, FMS** by lightening lamps before the statue of Goddess Saraswati. Other senior faculty members including Prof Deepak Barman, Prof R K Pandey and Prof P S Tripathi were present at the inaugural function.



Prof. S.K. Singh, Dean inaugurating the event

In his inaugural address **Prof. S. K. Singh** congratulated the participants who made it to the final round and welcomed the jury members and the participants. He said that this type of business plan competitions have been organized for last few years, but for the first time it is focusing on social entrepreneurship.



Dean, Prof. S.K. Singh during his inaugural speech. Also in the photo, SAP Coordinator Prof. H.C. Chaudhary

THE PRESENTATIONS

Out of the ten teams that had qualified for the final round of the event eight turned up and each team presented its Social Business Plan before a three member panel of jury and other audience which included guests, faculty members, students and members of the press. The panel of jury consisted of **Prof Vinay K Nangia**, Head Department of Management Studies, IIT Roorkee, **Mr. Kamal Prakash**, Chairman Jiwanram Sheoduttrai Group of Companies, and **Mr. Manoj Sharma**, a noted Social Entrepreneur from Uttarakhand.



Jury members along with other audience during the presentations

Following is the list of the various teams and their respective social business plans that they presented as part of the competition:

- **Piya Chakraborty** and **Prakash Barik** from **Shiva Institute of management Studies**, Ghaziabad presented a very ambitious business plan on the social issue of AIDS Awareness.
- **Richa Pandey** from **MMM Engg. College** and **Shraddha Pandey** from the Faculty of Law, **Lucknow University** had a very unique name for their plan “Aksharangana” - which focused on the development of the people in the slum areas, especially women & children.
- **B. S. Shubhram** and **Ayush Awasthi** from the **Faculty of Management Studies** , Varanasi showed their mettle with their commendable and a well-structured business plan “Amogh” for differently abled.

- **Akanksha Rao and Nand Kishore Mandal** also from the **Faculty of Management Studies** , Varanasi showed that solution for green and sustainable housing is bamboo through their project called “Bamboo Housing”
- **Chandani and Deepak Verma** from **Jaypee Institute of Information and Technology**, Noida displayed the Business plan of philanthropists called as “Helpgram”.
- **Varun Sunil and Anuj Saxena** from the **TA PAI Management Institute** Manipal, Karnataka presented the plan “Ordure Management Company. “
- **Rajneesh Ranjan and Ankit Singh** again from the **Faculty of Management Studies** , Varanasi presented a model of electronic mandi for the farmers which they named “TBIS”.
- **Ateek Agrawal, Rishabh Jaiswal and Vishnu Kr. Agrahari** from the **Faculty of Commerce, Banaras Hindu University** presented a very apt plan for waste paper recycling.



Ankit and Rajneesh presenting their business plan ‘e-Mandi’

Once the presentations got over the jury members gave their feedback on the different projects. They also shared their valuable experiences with the participants and other audience. Prof. Nangia urged to apply pragmatism and work with the sense of sustainability for the long term success of the projects. Mr Kamal Prakash obliged the audience by talking to them about the real time implementation issues related with social projects. Mr Manoj Sharma shared the experience of the social projects that have been undertaken by him in Uttarakhand.

THE WINNERS

The five best presentations were given cash prizes worth Rs. 55,000. The winning teams were as follows:

- 1) First Prize of Rs. 20,000 was given to **B.S. Shubhram** and **Ayush Awasthi** for project "Amogh"
- 2) Second prize of Rs. 15,000 was given to **Rajneesh Ranjan** and **Ankit Singh** for project "TBIS e-Mandi"
- 3) Third prize of Rs. 10,000 was given to **Richa Pandey** and **Shraddha Pandey** for project "Aksharangana"
- 4) Consolation prize of Rs. 5000 was given to **Chandani** and **Deepak Verma** for project "Helpgram"
- 5) Consolation prize of Rs. 5000 was given to **Akanksha Rao** and **Nanda Kishor** for project "Bamboo Housing".

THE SPONSORS

The prizes for the event were sponsored by **Hero Honda** and **Satyavritti Sevanidhi**.

Other supporters of the event were **DQ Entertainment** and **Hindalco**.

MEDIA GLANCES

THE TIMES OF INDIA
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'Utthan' sees interesting social business plans

TIMES NEWS NETWORK

Varanasi: From innovative business plan for the handicapped to providing solution for green and sustainable housing in the form of bamboo housing; from development plan for people in slum areas—especially women and children—to meticulous plan for waste paper recycling, the Faculty of Management Studies (FMS), Banaras Hindu University, witnessed it all under the social business plan competition 'Utthan-2011' that was organised on Friday.

While the three-stage competition received overwhelming response from young students representing top B-schools in the country, it also displayed the social entrepreneurship skills of the students who came up with innovative social business plans to attract attention. "We received a total of 110 executive summaries for the first stage from different B-schools, including IIM, Ahmadabad. Out of them, 44 entries were considered for the second stage. Ten best plans were selected for the final presentation," informed coordinator (Utthan) HC Choudhary.

The purpose of the competition was to promote social entrepreneurial spirit among management graduates for developing sustainable and economically viable social business plan, he added.

It may be mentioned here that FMS, BHU has been organising business plan competitions to attract bright management graduates for the past few years.

It was for the first time that the faculty came up with competition that focused on social entrepreneurship.

The innovative social business plan competition also generated encouraging response from participants and management graduates. While a team of Ghaziabad-based management institute came up with ambitious business plan on the social issue of AIDS awareness, Noida-based institute displayed a business plan for philanthropists, called Helogram. Similarly, eco-friendly and socially beneficial business plans also attracted attention on the occasion.

Earlier, dean, FMS-BHU SK Singh inaugurated the competition. He also said the competition provided a platform to young students to bring about a social revolution through their ideas. The four best presentations were given cash prizes worth Rs 55,000.

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Lucknow sisters win hearts at BHU

NOBLE WORK Richa and Shraddha Pandey are educating slum dwellers near their house in Indira Nagar in state capital

Akanksha Sarraf
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VARANASI: They have never studied management but their social business plans have attracted everyone.

The young Pandey sisters from Lucknow, Richa and Shraddha are hogging all the limelight due to their management skills.

They are already educating slum dwellers close to their house in Indira Nagar, in the state capital.

Both the sisters had participated at the Utthan-2011: A Social Business Plan Competition, organised by the Faculty of Management Studies, BHU, to promote social entrepreneurial spirit among management students for developing sustainable, marketable and economically viable social business plans.

Richa did her engineering from Gorakhpur while Shraddha completed her law this year. 'Aksharangana is a social business plan for a slum just close to our house in Indira Nagar, Lucknow. We are already teaching slum dwellers. Slum children used to come to our house to study. So we thought to educate all slum dwellers,' Richa told HT on Friday.

"Our mother is a source of inspiration for us. She is also a social worker. Our father is no more. We wanted to do something for the society, therefore we decided to educate slum dwellers," said both the sisters.

Participants came from all over the country to take part at the BHU's social business plan competition.

"We have been staying at our Indira Nagar residence for the past 12 years. So it is easy to educate slum dwellers," said Shraddha. "We coincidentally participated in the BHU's competition and were the only ones without a management degree. We want to set an example that if any one wants to change the society then you don't need to go anywhere. People around you need your help first," she added.

The sisters are also planning to talk to the state government officials to expand their project.

In Utthan-2011, 'Amogh', the BHU-FMS group won the first prize while the 'TBIS' group of the same institution secured second place. 'Aksharangana', Lucknow, won the third prize.

Our mother is a source of inspiration for us. She is also a social worker. Our father is no more. We wanted to do something for the society, therefore we decided to educate slum dwellers

RICHA AND SHRADDHA

Richa and Shraddha posing for lensmen in Varanasi.

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Managers of a different genre

TWO STUDENTS of FMS-BHU plan to start a courier service employing speech and hearing impaired persons

Anuraag Singh

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VARANASI: In a first-of-its-kind initiative, two budding managers of FMS-BHU are planning to start a courier service, which would provide job opportunities to speech and hearing impaired persons in the state.

The unique initiative, brainchild of BS Shubhram and Ayush Awasthi, both MBA (final semester) students at BHU, won them a cash prize of ₹20,000 at Utthan – all India business plan contest organised by Faculty of Management Studies-Banaras Hindu University (FMS-BHU).

The courier service aims at



■ S Shubhram (left) and Ayush Awasthi.

HT PHOTO

making the differently-abled youths (having a qualification of 10+2) self-reliant. Their initial plan includes delivery of 250 letters and packets daily

across the state and later to all major metros.

Talking to HT after winning the top prize on Saturday at KN Udapa Auditorium in BHU, the duo said, "Our company will have five centres in UP – Varanasi, Gorakhpur, Kanpur, Allahabad and Lucknow. Each centre will have seven differently-abled workers and a male manager and a female operator (neither of the two will be differently-abled)."

About ₹12 lakh investment is needed to start the service and it would provide assured monthly income of over ₹5,500 to each worker, besides commission and other incentives like bonus on

profits, the duo said.

"Already ₹4 lakh has been assured by an investor in Varanasi and we're confident of arranging the remaining money soon. We expect to break even (reach no profit-no loss stage) in 19 months and earn an annual profit of ₹40 lakh plus after three years," said Shubhram who skipped campus placement to live his dream.

His friend Ayush, who has already secured a prized job with Coal India carrying an annual package of ₹7.5 lakh, adds: "At least ten corporate honchos have already given positive feedback on the feasibility of our plan." **CONTD ON P 5**

Managers of a different...

CONTINUED FROM PAGE 1

Further, they plan to expand their dream venture nationally via a New Delhi-based co-courier, Dev Couriers, to deliver packets at major metros.

On training, the duo added that, "We've tied up with Ruma Roka, a professional trainer with Noida Deaf Society, who will train our workforce. Also

the couriers will use SMS route and a unique Smile Card which will render public help to them and incentive to helping commoners in delivering the parcel at the right address."

The venture was expected to start from June 2011, they said and added that the only similar courier service was a city-specific one in Mumbai.



DATED: 29th JANUARY 2011

आज.

शुभ्रम और आयुष रहे प्रथम

काशी हिन्दू विश्वविद्यालय के प्रबन्ध शास्त्र संकायकी ओरसे कुञ्जरको संकायके प्लेसमेंट सेल कक्षमें सामाजिक व्यवसाय योजना प्रतियोगिता उत्थान-२०११ का आयोजन किया गया। कार्यक्रमके मुख्य अतिथि संकायप्रमुख प्रोफेसर एच.के. सिंहने कहाकि प्रतियोगिताका उद्देश्य प्रबंधनके छात्रोंमें सामाजिक उद्यमिताकी भावनाको प्रोत्साहित करना है। इससे उनमें स्वावी, विषयन योग्य एवं लाभकारी व्यवसाय योजनाकी भावनाका विकास हो सके। प्रतियोगितामें देशभरके विभिन्न प्रबन्ध संस्थानोंके ११० प्रतिभागी भागले हुए। इनमेंसे सामाजिक व्यवसाय योजनापर आधारित चुने गये १० लेखकोंकी प्रतियोगिता की गयी। संकायके बी.एस. शुभ्रम और आयुष अवस्थाको संरचित व्यापार

योजना अमोघके लिए प्रथम एवं रजनीश रंजन और अर्जित सिंहको टी.बी.आई.एस. माडल प्रोजेक्ट लेखकके लिए द्वितीय पुरस्कार मिला। लखनऊ हेन्रीमिथिंग कालेजकी अरुणा पाण्डेय और ब्रह्मा पाण्डेयको

बी.एच.यू. के प्रबन्ध शास्त्र संकायमें आयोजित प्रतियोगिता उत्थान २०११

स्सन क्षेत्रके विकास माडलपर आधारित लेखकोंकी तृतीय पुरस्कार मिला। सातलगा पुरस्कार चंदनी एवं दीपककी हेल्पग्राप और आकांक्षा राव एवं नंद किशोरको बम्बू हाउसिंग लेखके लिए मिला। निर्णायक महादलमें प्रोफेसर भिन्व नागिया, कमल प्रकाश एवं मनोज शर्मा शामिल थे। इस अवसरपर

डाक्टर एच.पी. मासुर, प्रोफेसर एच.सी. चौधरी आदि लोग उपस्थित थे।

हिन्दुस्तान

नगर

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वर्ष 2, अंक 24, 20 पेज, मू

छात्रों ने दिए समस्याओं से निबटने के फार्मूले



सामाजिक विकास योजना प्रतियोगिता में रजनीश रंजन ने अपना पक्ष रखा।

वाराणसी। बीएचयू प्रबंधशास्त्र संकाय में सुरुवार को सामाजिक व्यावसायिक योजना प्रतियोगिता उत्खनन-2011 के फइनल राउंड का आयोजन किया गया। देशभर से चुनी गयी 10 मेघादियों की टीम ने एड्स, बेकार कागज की रीसाइक्लिंग, बांस के घर जैसे मांडल पेश कर समस्याओं से निबटने के फार्मूले दिए।

बीएचयू प्रबंधशास्त्र संकाय के बीएस सुभरम और आरुष अवस्थी की टीम का प्रथम, बीएचयू के ही रजनीश रंजन और अंकित सिंह की टीम को द्वितीय और संखनऊ विश्वविद्यालय के पराएम्पमे इजोनिवारम कालज की जगता पाण्डेय व श्रद्धा पाण्डेय की टीम

को तृतीय पुरस्कार मिला। जेपी इंस्टीट्यूट ऑफ इन्फारमेशन टेक्नालॉजी (नोएडा) की चांदनी और दीपक वर्मा और बीएचयू के नंद किशोर मंडल व आकांक्षा राव की टीम को सात्वना पुरस्कार दिया गया।

निर्णायक मंडल में आईआईटी रुड़की में प्रबंधशास्त्र विभाग के अध्यक्ष प्रो. विनय नागिया, जीवनराम सत्यावृत्ति ग्रुप के अध्यक्ष कमल प्रकाश व उत्तराखंड के विश्वात सामाजिक उद्यमी मनोज शर्मा थे। प्रतियोगिता का उद्घाटन संकाय प्रमुख प्रो. एसके सिंह व अतिथियों का स्वागत कार्यक्रम समन्वयक प्रो. एचसी चौधरी ने किया।

29-01-2011