

Two -Day National Workshop on

*Role of Higher Education in the Development of
Social Innovation and Entrepreneurship in India*

March 18 & 19, 2016.

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES



We need to teach empathy as we do literacy....

---Bill Drayton.

**Special Assistance Programme, (UGC) DRS Level II
Institute of Management Studies
Banaras Hindu University
Varanasi.**

THE GENESIS

Social innovation and entrepreneurship have emerged as innovative approach for dealing with the world's most pressing problems such as resource crises, poverty, illiteracy, unemployment and financial uncertainty. The contribution of social innovators and entrepreneurs has been increasingly celebrated across the globe. Policy makers, practitioners and academicians have shown a phenomenal surge of interest in the field, resulting in its tremendous growth.

It is for this reason that academic courses related to social innovation and entrepreneurship have grown tremendously in India and abroad. Despite the widespread increase in the number of courses, the role of academia in developing social innovation and entrepreneurship is still ambiguous and at the early stage of discussion. As per reports academic contributions to the field of social innovation and entrepreneurship in India are modest.



Recognising the importance of education in the development of social innovation and entrepreneurship in India, the Institute of Management Studies, Banaras Hindu University (under UGC-SAP DRS Level II Project) had organised a two-day National workshop on **“Role of Higher Education in the Development of Social Innovation and Entrepreneurship in India”** on **18th-19th March, 2016**. The event was well attended by industry leaders, thought leaders, social and business entrepreneurs, academicians, investors, philanthropists, representatives of government and media.

The workshop was organised with the following aims:

- To explore the most impactful role(s) of higher education in the development of social innovation and entrepreneurship in India.
- To formulate the strategies through which these roles can be achieved for greater impact and reach.
- To explore the best ways through which higher education can sensitize students towards society.
- To explore the ways through which existing as well as new programs and courses tailored to the needs of social entrepreneurs and social innovators can be developed.

THE INAUGURAL FUNCTION

The workshop was inaugurated in the seminar hall in the premises of Institute of Management Studies, Banaras Hindu University at 4:00 p.m. on 18th March, 2016 amidst distinguished guests and participants.

Dr. Rajnish Kataria, Director and CEO, National Institute of Banking Studies and Corporate Management, Noida was the guest of honour and inaugurated the workshop by garlanding the bust of Pandit Madan Mohan Malaviya Ji and lighting the lamp. It was followed by “Kulgeet” sang by students in the honour of the legendary temple of learning.

Addressing the agenda of the workshop, **Dr. Kataria** said that the universities as centres of higher learning should play central role in the development of social innovation and

entrepreneurship in India. They can act as mentor and can help budding social entrepreneurs in identifying ideas for the social venture establishment. He also emphasized on the role banking sector in helping social entrepreneurs in particular and entrepreneurs in general.



Workshop being inaugurated by Dr. Rajnish Kataria, Director and CEO, National Institute of Banking Studies and Corporate Management, Noida.

Prof. Raj Kumar, Director and Dean, Institute of Management Studies, BHU welcomed the guests and said that there is a need for creating a comprehensive social entrepreneurship experience by integrating social entrepreneurship teaching, thinking, and practice into diverse campus elements, including residential life, student affairs and alumni relations. **Prof. H. C. Chaudhary, Coordinator, SAP (UGC), Institute of Management Studies, BHU** talked about the agenda of the workshop. **Prof.S.K.Singh, Professor, Institute of Management Studies, BHU** proposed the vote of thanks to distinguished guests. **Prof. H. P. Mathur, Member, SAP Advisory Committee, Institute of Management Studies, BHU** coordinated the inaugural ceremony.

BRAIN STORMING SESSION I

Two brain storming session were held on the second day of the workshop i.e. 19th March, 2016. These sessions were one and half hour long. **Dr. Sunil Shukla, Director, EDI, Gandhinagar and Prof. Mithileshwar Jha, Pro Vice- Chancellor Jain University Bangalore (Former Professor, IIM Bangalore)** chaired the first brain storming session. The first brain storming session was coordinated by **Prof. P.S.Tripathi of Institute of Management Studies, Banaras Hindu University.**

The main agendas for the discussion in the first brain storming session were:

- To explore the most impactful role(s) of higher education in the development of social innovation and entrepreneurship in India.
- To formulate the strategies through which these roles can be achieved for greater impact and reach.

Dr. Sunil Shukla defined social entrepreneurship as the subset of entrepreneurship. However he mentioned a basic point of difference between the social entrepreneur and business entrepreneur. He said that while social entrepreneurs looks upon to a problem with a perspective of finding innovative solution for the people at the bottom of pyramid aimed at bringing social change whereas commercial entrepreneurs works with the profit motive.

Prof. Mithileshwar Jha said that emergence of social entrepreneurship dates back to the past and can be traced from the lives of Mahatama Gandhi, Gautam Buddha and Madan Mohan Malaviya. Combination of knowledge, skills and attitude is the key to leveraging the learning of higher education to the cause of social entrepreneurship.

Various eminent resource persons from different parts of the country were present to spark off their best ideas. During the brain- storming session Ritesh Garg (Director Yuva Prerna Yatra / I for Nation,), Gyan Pandey (Director, MDC, Lucknow), Taposh Ghashal (Management Trainer) , Ms. Manisha Gupta (Founder & Director, Start Up Private Limited) , Dr. Naveen Nischal (Head Operations & Quality, Cyngnus Medicare, New Delhi), Dr. Pradip Kumar Sarmah (Founder

Rickshaw Bank & Executive Director, Centre for Rural Development, Noida), Ms. Aparna Arora (Senior Associate, Upaya Social Ventures, Delhi), Tara Hopkins (A Social Entrepreneur from Turkey) contributed through their dynamic ideas on the topic.



Brain Storming Session I in Progress.

The key points and suggestions which churned out from the first brain storming session are as follows:

- ✓ Need to develop a centre within the university, by collaborating actively with practitioners, various departments of the university.
- ✓ Need to organise business plan completion at all India level so that prize money and the recognition provided by an award can motivate students for social venture establishment.
- ✓ Need to create awareness and reposition the right image associated with social ventures among students, their parents/family members, teachers and society by organising workshops, business plans , summits and conferences.

- ✓ A university placement cell for placing students indentured to work explicitly with social enterprises.
- ✓ Electing social enterprise ambassadors across the different faculties and universities who can provide valuable support and mentorship along with this they will also work for spreading awareness, sensitizing students towards society and encourage them to work for the social issues.

BRAIN STORMING SESSION II

Mr. Udai Upendra, Founder & CEO, The HR Company, New Delhi and Mr. Pradeep Ghosh, Founder and President, OASIS-A Social Innovation Lab and SWANS-A unique Volunteers Association, Bhopal chaired the second brain storming session. This brain storming session was coordinated by **Prof. Alok Kumar Rai of Institute of Management Studies, Banaras Hindu University.**

The main agendas for the discussion in the second brain storming session were:

- To explore the best ways through which higher education can sensitize students towards society.
- To explore the ways through which existing as well as new programs and courses tailored to the needs of social entrepreneurs and social innovators can be developed.

Mr. Udai Upendra said that social innovation and entrepreneurship as a course would evolve over the time by learning and experience He further added that for immediate effects, courses should be provided as a part of interdisciplinary management program tailored to the individual needs . **Mr. Pradeep Ghosh** said Pt. Madan Mohan Malaviya's dream will be realised, when the university builds social focus, innovation and development into the teaching approach itself, embedded across disciplines and departments i.e. to build social innovation and entrepreneurship into the DNA of university systems, rather than only one diploma or certificate course.

Ms. Aparna Arora, Senior Associate, Upaya Social Ventures, suggested that Universities like BHU can provide risk-free environment to its students who are interested in experimenting with market based approaches to solve social problems. She further added that if we are able to develop a strong relationship between academia and industry (investors, experienced entrepreneurs), it will have a huge impact in the development of social innovations and enterprises in India.

Ms. Manisha Gupta, Founder and Director, Start Up Private Limited, said that discussions in the brain storming sessions generated several valuable ideas through which universities can catalyze social entrepreneurship in India.

Mr. Ritesh Garg founder of Yuva Prerna Yatra / I for Nation was quite active during the discussions and actively coordinated the whole workshop.



Brainstorming Session II in Progress.

The key points and suggestions churned out from the second brain storming session are as follows:

- ✓ Making social work as a compulsory part of the curriculum at all levels of education and all over the India.
- ✓ Expanding outreach of the projects aimed at creating awareness and helping to solve social issues at local levels through mobile clinics.
- ✓ Involving teachers in live industrial projects and case studies for research and problem solving this will add to their profile.
- ✓ Encouraging faculty members for their full time commitment towards supporting, counselling, mentoring and hand-holding for budding social entrepreneurs.
- ✓ Introducing electives of entrepreneurship, social entrepreneurship and social innovation at interdisciplinary level.
- ✓ Introducing soft skills learning by the means of both theory and practical classes, to build skill, aptitude, empathy and service orientation.
- ✓ Providing support to the students even after they have completed their education.
- ✓ Grooming students on all the aspects of life and teaching them in a way they become more socially responsible.
- ✓ Providing tailored module and support to the students intended to establish social venture and indented to join social enterprise as an employee.
- ✓ Building network and collaboration with the alumni and stakeholders.

At the end, **Prof. H. C. Chaudhary**, Coordinator of the workshop thanked everyone for their active participation & valuable suggestions and hoped that Institute will get similar cooperation from all in the future events too.