

E-proceedings

NATIONAL WORKSHOP

*Social Entrepreneurship*  
@  
*B-Schools*

*20th February, 2010*

*"What business entrepreneurs are to the economy, social entrepreneurs are to social change. They are the driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up, and remake the world for the better."*

-- **David Bornstein**

Special Assistance Programme(UGC)

Faculty of Management Studies,

Banaras Hindu University

Varanasi

## THE GENESIS

Social entrepreneurship is an emerging field that offers opportunity to young professionals to create societal/economic value on a sustainable basis. According to some reports , globally this is the fastest growing sector and perhaps the only sector that is creating gainful employment worldwide.

In the academic field, Social Entrepreneurship is a recent but growing area of teaching and research in India. Of late, a few B-Schools in India have started offering elective course in Social Entrepreneurship.



Unfortunately, most management students/professionals view Social Entrepreneurship as a “by charity/for charity” venture, and not as a financially viable entrepreneurial activity.

The workshop aimed to provide a common space to the practitioners (Social Entrepreneurs/Enterprises, NGOs, Government Agencies, Academics, Funding Agencies, Support Organizations and Corporate) for interaction and learning from each other.

The main agenda of the workshop was to create need-based curriculum for social entrepreneurship to be taught at B-Schools in India. At the same time the workshop also tried to develop strategies for creating awareness among management graduates in B-Schools to work for social change.

The workshop was designed in such a way, which allowed the participants to not just listen and learn, but also to share, discuss and co-create as a take-away a need-based course curriculum for Social Entrepreneurship.

## THE INAUGURAL FUNCTION

The workshop was inaugurated in the seminar hall in the premises of Faculty of Management Studies, Banaras Hindu University at 10.30 a.m. amidst distinguished guests and participants.

**Shri Anil Shastri, Chairman, Lal Bahadur Shastri Institute of Management, New Delhi** was the chief guest and he inaugurated the workshop in the BHU tradition by garlanding the bust of Pandit Madanmohan Malviyaji and lighting the lamp. This was followed by the students singing the “Kulgeet”- in the honour of the legendary temple of learning .



*Workshop being inaugurated by Shri Anil Shastri, Chairman, Lal Bahadur Shastri Institute of Management, New Delhi*

Calling attention to the agenda of the workshop, Mr. Shastri said that the gap between India and Bharat can only be filled through initiatives in Social Entrepreneurship. Citing examples of institutes like TISS, XLRI, IGNOU and MDI which run courses in social entrepreneurship, the chief guest emphasised that there was a need to change the basic laws of bureaucracy as it was a pillar of emerging India. He said that managers needed to become ‘thinking’ managers and also that there needs to be a bunch of people for evolving leadership skills apart from social entrepreneurs.

**Prof. S.K.Singh, Head and Dean, FMS, BHU** welcomed the guests and expressed his view on the idea that a social entrepreneur is one who dreams of an unusual idea and executes it. **Prof.**

**H.C.Chaudhary, coordinator, SAP** talked about the agenda of the workshop.

## BRAIN-STORMING SESSION

The inauguration was followed by a three-hour long brain-storming session. **Prof. K.P. Pandey, Former Vice-Chancellor, Mahatma Gandhi Kashi Vidyapeeth, Varanasi** was the chief guest of the session. **Shri Anil Shastri** presided over this brain-storming session.



*Brain Storming Session in progress*

Prof. Pandey said that all educational frameworks should be socially co-ordinated and all social activities should be in an educational framework. He also said that there was a need for such a course in B-schools especially in universities. He remarked that 3 things were very necessary for social entrepreneurship course: meaning, activities and concrete move for achieving motivation, aspiration and feedback of this activity.

Various eminent resource persons from different parts of the country were present to spark off the best ideas. During the brain-storming, Prof. Sudhir Saran,(SMS, Lucknow), Mr. Manoj Sharma(Consultant, Dehradun), Prof. Raghbir Singh(Guru Nanak Dev University, Amritsar), Dr. Pramod Pathak(Indian school of Mines, Dhanbad) Swami Chidananand (Rajghat Education Centre, Varanasi),Dr. Sushil Kumar (Specialist-Livelihood Services,V-Shesh, Varanasi), Prof. C.Lal(Former Dean,FMS-BHU)Prof. Geetika (MNIIT, Allahabad), Mr.Rahul Arora (ACARA Institute,New Delhi), Mr. Swapnil Dixit (Tata Jagriti Yatra), Prof. Lakhotiya (Faculty Of Science, BHU), Prof.A.N.Tripathi, Mr. Kaushalendra(a young social entrepreneur from Patna and IIM-A alumnus), Mr. Sanjay Singh(Jaipur Rugs, a social enterprise)) and Mr. Ashutosh Kumar (Tata Jagriti Yatra) contributed through their dynamic ideas on the topic.



*The main points on which the brain-storming session emphasised were as follows:*

- ✓ Consciousness, commitment and concern are the basic building blocks of social entrepreneurship.
- ✓ There is an urgent need to awaken sensitivity in the students of B-schools in particular and all students in general, towards suffering of the underprivileged. Concern for the have-nots should be the driving force.
- ✓ Networking/interaction/guest lectures by social entrepreneurs will motivate the students.
- ✓ An environment should be created where the people can interact freely especially for making it conducive for social entrepreneurship to flourish.
- ✓ The attitude of the business schools must change and accept this as a discipline and not as a practice alone. Teachers also need orientation.

*Once the awareness is created the course should be such that:*

- Those who already have the passion for social enterprise could be ideal candidates to take up such a course.
- Field visits are a must, students who opt for this program must get-out of the classrooms and interact with the society.
- The final marks for this program should be based on a social business plan for a close to real life problem and a real location, judged by prospective investors.
- Exposure to possible funding sources should also be provided so that it attract for students to take it up.

Faculty members from various other management institutes also participated in the brainstorming session.

Prof. P.S.Tripathi (FMS-BHU) coordinated the session and Dr. Ashish Bajpai (FMS-BHU) delivered the vote of thanks.

### TATA JAGRITI YATRA: An Interactive session with students

The afternoon session was primarily meant for student-participants. It was designed as an 'interactive session' with Tata Jagriti Yatra Team to awaken the sensitivity among students to work for the have-nots.

Mr. Swapnil Dixit and Mr. Ashutosh Kumar of Tata Jagriti Yatra Team had an interactive session with students. They explained in detail about the concept of Tata Jagriti Yatra and its purpose and how it is a model for social entrepreneurship.

“ The aim of this unique Yatra is to awaken the spirit of entrepreneurship-both social and economic- within India’s youth by exposing them to individuals and institutions that are developing unique solutions to India’s challenges.



*Interactive Session with Tata Jagriti Yatra Team*

The team members explained to students the selection process involved in qualifying as a Yatri. A power point presentation on the Tata Jagriti Yatra was shown to students that kindled the fire of not just adventure and exploration but also of social entrepreneurial. Mr. Dixit interacted with students and answered their queries, enthusiastically.

Writing pads made from reused one side clean paper, prepared by '*GOONJ...a voice, an effort*' a social initiative body was distributed to all participants. GOONJ is a nationwide movement, turning wastage of the cities into a resource for people in the far-flung villages of India.

A case study on *3S-SHRAMIK SANITATION SYSTEMS* ( a social enterprise dealing with hygiene and sanitation standards in the country) was also distributed to the participants.

A magazine of great social relevance, called "*beyond profit*" was also distributed to each participant. It is a print and online magazine focusing on for-profit social enterprise in developing and emerging markets.



**MEDIA GLANCES**

21-02-2010

# आमर उजाला

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## इंडिया और भारत का गैप मिटाना है जरूरी : अनिल

वाराणसी। विकास के लिए इंडिया और भारत के बीच का गैप मिटाने की जरूरत है। यह सामाजिक उद्यमिता से ही संभव है। यह बातें पूर्व सांसद और लाल बहादुर शास्त्री इंस्टीट्यूट ऑफ मैनेजमेंट (नई दिल्ली) के चेयरमैन अनिल शास्त्री ने कहीं। वह शनिवार को बीएचयू के प्रबंध शास्त्र संकाय में 'मैनेजमेंट इंस्टीट्यूटों में सामाजिक उद्यमिता' विषयक राष्ट्रीय कार्यशाला को बतौर मुख्य अतिथि संबोधित कर रहे थे।

उन्होंने कहा कि उभरते भारत में दफ्तरशाही एक स्तंभ है। इसके मूलभूत कानून में बदलाव की जरूरत है। देश उसी दिन उन्नत होगा जिस दिन दफ्तरशाह हां कहेंगे जबकि राजनीतिक ना। संस्थानों में दौर की जरूरत के लिहाज से नेतृत्व गुण वाले विचारणीय मैनेजर बनाने पर जोर होना चाहिए सिर्फ मैनेजर पर नहीं। अध्यक्षता रेक्टर प्रो. बीडी सिंह की। कार्यक्रम समन्वयक प्रो. एचसी चौधरी ने विषय का



सेमिनार को संबोधित करते अनिल शास्त्री।

प्रतिपादन किया। ब्रेन स्टार्मिंग सत्र में मुख्य अतिथि पूर्व कुलपति प्रो. केपी पांडेय ने कहा कि समाज को ध्यान में रखकर ही शैक्षिक प्रारूप बनने चाहिए। कार्यशाला में प्रबंधन संस्थानों में पढ़ाने को सामाजिक उद्यमिता विषय के पाठ्यक्रम की रूपरेखा भी तय हुई।

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# दैनिक जागरण

## कानून में बदलाव की जरूरत

• 'प्रबंध संस्थानों में सामाजिक उद्यमिता' पर राष्ट्रीय संगोष्ठी

वाराणसी, शिक्षा प्रतिनिधि : लाल बहादुर शास्त्री इंस्टीट्यूट ऑफ मैनेजमेंट (नई दिल्ली) के चेयरमैन अनिल शास्त्री ने कहा कि इंडिया और भारत के बीच के अंतराल को भरने की जरूरत है जो सामाजिक उद्यमिता से ही संभव है। दफ्तरशाही के मूलभूत कानूनों में बदलाव की आवश्यकता है, क्योंकि यह भी उभरते हुए भारत का एक स्तंभ है।

श्री शास्त्री शनिवार को बीएचयू के प्रबंध



संगोष्ठी को संबोधित करते अनिल शास्त्री। संकाय में आयोजित 'प्रबंध संस्थानों में सामाजिक उद्यमिता' विषयक राष्ट्रीय संगोष्ठी के उद्घाटन समारोह में बतौर मुख्य अतिथि विचार व्यक्त कर रहे थे। श्री शास्त्री ने कहा

कि देश उस दिन उन्नत बनेगा जिस दिन दफ्तरशाह हां कहेंगे और राजनीतिक ना। अध्यक्षता बीएचयू के रेक्टर प्रो. बीडी सिंह ने की। प्रो. एस्के सिंह व प्रो. एचसी चौधरी ने भी संबोधित किया।

ब्रेन स्टार्मिंग सत्र में काशी विद्यापीठ के पूर्व कुलपति प्रो. केपी पांडेय ने कहा कि सामाजिक उद्यमिता पाठ्यक्रम के लिए तीन चीजें तात्पर्य, क्रियाएं और इसके संचालन का सतत व केन्द्रित प्रयास जरूरी है। कार्यक्रम में टाटा जागृति यात्रा के सदस्य स्वप्निल दीक्षित व आशुतोष कुमार ने इस वर्ष के अंत में प्रस्तावित यात्रा की जानकारी दी।



21-02-2010

# हिन्दुस्तान

वाराणसी नगर

## दफ्तरशाही कानूनों में बदलाव जरूरी

वाराणसी। वीएचयू प्रबंध शास्त्र संकाय की ओर से शनिवार को आयोजित 'प्रबंध शास्त्र में सामाजिक उद्यमिता' विषय पर लाल बहादुर शास्त्री इंस्टीट्यूट आफ मैनेजमेंट नई दिल्ली के चेयरमैन अनिल शास्त्री ने कहा कि दफ्तरशाही के मूलभूत कानूनों में बदलाव की आवश्यकता है। भारत, उस दिन उन्नत करेगा जिस दिन दफ्तरशाह 'हां' व राजनीतिज्ञ 'ना' कहेंगे। उन्होंने प्रबंधकों को केवल प्रबंधक नहीं बल्कि विचारणीय प्रबंधक बनने पर बल देते हुए एक सामाजिक उद्यमी के अलावा ऐसे लोग तैयार करने की बात कही जिनमें लीडरशिप के गुण हों। अध्यक्षता कर रहे वीएचयू के रेक्टर प्रो. वीडी सिंह ने शास्त्रीय जी के कृतित्व पर प्रकाश डाला। स्वागत करते हुए प्रो. एसके सिंह ने कहा कि सामाजिक उद्यमिता विचारों के मंथन करने से क्रियान्वित करने की प्रक्रिया है। तकनीकी सत्र में ब्रेनस्टार्मिंग कार्यशाला तथा वार्तालाप हुआ। मीके पर प्रमुख रूप से प्रो. एससी लखोटिया, प्रो. एससी चौधरी, प्रो. सुधीर सरन, प्रो. गीतिका प्रमुख रूप से थीं।

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### In Focus

#### 'PREPARE THINKING MANAGERS FOR A BETTER SOCIETY'

HT Correspondent  
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**VARANASI:** Business schools are not meant for making profit, but to prepare thinking managers for the betterment of the industries and the society as a whole.

Chairman of Lal Bahadur Shastri Management Institute in Delhi, Anil Shastri expressed these views. He was in the city to attend the inaugural function of a national workshop on 'Social Entrepreneurship at Business Schools' inaugurated at the Faculty of Management Studies (FMS) BHU on Saturday.

Corporate sector cannot neglect its responsibility towards the society and thus this workshop to encourage social entrepreneurship in management trainees is a noble concept, Shastri added. "Corporate Social Responsibility is not only a concept, but it needs to be implemented at the corporate levels to win society's trust over the industries," said Shastri.

Shastri said that education should not be treated as a source of livelihood and earning profit through these organisations was a wrong practice. Shastri held the laws of the land responsible for such practices in the country. Anil Shastri termed Varanasi, also the birthplace of his father Lal Bahadur Shastri, a major educational centre.

Prof HC Chaudhary, convener of the workshop introduced the theme. "The chief responsibility of the industries at this point of time is to fill the gap between India and Bharat and one of the ways to do the same is to incorporate social responsibility in the industries," said Chaudhary. Speaking of the likelihood of the course on 'Social Responsibility' being introduced in the faculty, Chaudhary said concerns including awareness of the students and fixation of the course curriculum should be taken care of.

Dean of FMS Prof SK Singh said, "Social entrepreneurship is emerging as a major discipline in the field of management. With growing concept of social responsibility of the industries, the society including the industries would benefit a lot," said Singh.



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TIMES

## 'Need to change basic laws of bureaucracy'

TIMES NEWS NETWORK

**Varanasi:** A national workshop on social entrepreneurship at B-schools was organised under special assistance programme of University Grants Commission the Faculty of Management Studies, Banaras Hindu University (BHU), on Saturday.

Addressing the inaugural function, chairman Lal Bahadur Shashtri Institute of Management, New Delhi Anil Shashtri said there is a need to change the basic laws of bureaucracy, and introduce social entrepreneurship in the management institutions. The function was presided over by the rector Prof BD Singh.