

PRESIDENCY UNIVERSITY, BENGALURU

SCHOOL OF MANAGEMENT



MANAGEMENT SAPIENCE

BI ANNUAL NEWSLETTER

SOCIAL ENTREPRENEURSHIP

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Social Entrepreneurship: The Motive and Vision



Social entrepreneurship is the creation of Institutions through entrepreneurial thinking that are driven by social ethics and based on an integration of Business, Social Service and Community Development Goals. It is a form of a social endeavor that attempts to adopt a structured business model and strategic approach in directing economic and social efforts to provide solutions to any issues of social concerns that promote a better state of well being. Formation of organisations to address social problems and create social value has always been an important feature of a capitalist society. But it is Social Entrepreneurship that gave identity to the individual and organisations dealing with social issues like poverty, empowerment, health cultural inclusion, environment and community development. Perhaps this marked the dawn of Ethical and Socially Inclusive Capitalism. Like any enterprise Social Entrepreneurship requires the vision, a team to execute the vision and the will to build something that will grow and sustain and improve the society. Internet technologies and the prevalence of Social media platforms have gone a long way in enabling Social Entrepreneurship deliveries. The ecosystem for Social Entrepreneurship has support systems to encourage, inspire, train and also fund social entrepreneurial ventures. This is just a beginning, but a long way to go... Yet, thankfully societal/ community focus is a part of the Indian Ethos.

Radha Padmanabhan
Vice Chancellor
Presidency University, Bengaluru

Should you be a Social Entrepreneur?



Social entrepreneurship is easier said than done. Everyone praises you if you are a social entrepreneur but very few want to be part of your journey. Everything that you need to do to be an entrepreneur is ten times harder if you are a social entrepreneur. Raising funds is harder because it takes a really long time to become sustainable and it is very unlikely that someone will acquire you. Attracting talent is much harder because you can't pay a whole lot and your employees leave as soon as they find a better paying job. You can't even pay yourself much and you are under constant pressure from family to leave the venture & move on to something which pays lot more. Every now & then you end up comparing yourself with your peers and feel that you have achieved "nothing" compared to them. In spite of the above factors, we still find folks who are social entrepreneurs or aspiring to be one. What is it that motivates them to be a social entrepreneur and keeps them going once they start the journey? I believe that it is the passion to solve the problem they faced themselves at some point of time in their life. Second is that their venture genuinely brings meaning to their life.

If you are an aspiring social entrepreneur and wish to solve a problem for the society, ask yourself if solving that problem will truly bring meaning to your life. If it does, you can handle all the challenges involved and it will be a worthwhile journey.

Deepak Goel
Founder Karma Circles, Investor, TEDx Speaker
New Delhi

India's prospect and challenges in Social Entrepreneurship



In the past decade, India has witnessed considerable growth in its social enterprise activity. The number and quality of innovative ideas and business plans has improved due to growing awareness, support, and quality training and workshops available for social entrepreneurs and social enterprise leaders. Despite these efforts for impressive growth, the reduction on poverty has been marginal. Lack of access to quality education constrains youth employability. Almost a quarter of the population is illiterate and about 98% of the young people enter the market without adequate skill sets. This is a major constraint in realizing the potential which India's large young population offers. Social Entrepreneurship could find solutions to these issues if supported adequately. The social entrepreneurs could focus on education and skill improvement sectors. However they too have many challenges compared to business entrepreneurs. The accessibility to finance is a major constrain they face as still funding social ventures have few takers in financial market. Government could support by bringing new schemes specifically for social entrepreneurs with differential interest rates. The educational institutions also could support in great way in this cause by having training centers for youth skill improvement and also investing in R&D on social entrepreneurship.

Ashok Kumar K
General Manager- Supply Chain Management
The Himalaya Drug Company, Bengaluru

PRO CHANCELLOR'S MESSAGE



I am happy to see the second issue of Management Sapience on a very relevant issue, Social Entrepreneurship.

Social entrepreneurship is the creation of ventures that use the power of commerce to sustainably meet social and/or environmental needs. Social entrepreneurs are expected to deliver both social and financial returns — and 'blended value'. The World Bank defines "social enterprises" as social-mission-led organisations that provide sustainable services to the so-called "base of the pyramid" populations.

Path-breaking generation of social entrepreneurs broke free of the false dichotomy between "it's a business" or "it's a charity" to experiment with business models, innovate new distribution and replication methods, and hold themselves accountable for results. Despite the enthusiasm, however, there is ambiguity about what social enterprises are and how they differ from NGOs on the one hand, and standard commercial enterprises on the other. While it may be possible to create carefully thought-out business models which are also socially beneficial, these models will require consistent input and vigilance to ensure that they don't become lopsided towards profitmaking at the cost of achieving social benefits, or vice versa.

I Congratulate the Editorial Team for raising this very pertinent topic.

Vijayan Immanuel

EDITORS' MESSAGE

Dear Readers, we take the pleasure to unveil the second issue of our Bi-annual Newsletter, Management Sapience, a topical theme based initiative by School of Management, Presidency University, Bengaluru. Each issue is meant to inspire, educate, and advocate for themes we care about. In order to keep the readers widely interested and updated, we have also included articles to communicate significant events and activities of Presidency University. The theme chosen for the second issue is 'social entrepreneurship' which is the most venerated issue in the country with large number of youth with significant skill gap. We are delighted to share that we received articles from stalwarts in the industry and academics of repute. We would like to encourage academia and industry to join with us contributing articles and enrich our columns. We are extremely grateful to the contributors for sparing their valuable time. We hope that you will enjoy reading this issue.



Pratika



Rosewine

Scaling a concept, rather than scaling an organization, requires a major mindset shift in the social entrepreneurship sector.

Jeroo Billimoria
Founder, Aflatoun and
Child & Youth Finance International



*They Alone
Live,
Who Live for
Others.*



**WHEN LARGE NUMBERS OF
CITIZENS ACQUIRE THE
CAPACITY TO SHAPE CIVIC
AND ECONOMIC LIFE, SOCIAL
ENTREPRENEURSHIP IS A
PROCESS THAT ENABLES
CITIZENS TO DO THAT.**



INDUSTRY SPEAKS



Guest Lecture at School of Management by Mr. Anirban Ghatak, Senior Director, MieRobot, DNeur Services OPC Private Limited

“A LITTLE BIT OF GOOD CAN TURN INTO A WHOLE LOT OF GOOD WHEN FUELED BY THE COMMITMENT OF A SOCIAL ENTREPRENEUR”

JEFF SKOLL
SKOLL WORLD
FORUM



Prof. Joy Mukhopadhyay of SOM Invited as Resource Person for FDP on Qualitative Research



The Role of Information & Communication Technology in Social Entrepreneurship in India

India's 2018 population is estimated at 1.35 billion based on the most recent UN data. 1 of every 6 people on the planet live in India, and the country as a whole has a population density of 412 people per square kilometer, which ranks 31st in the world. There are major challenges which this population is forcing on India and three require immediate attention are Poverty, Illiteracy and Healthcare. Sanitation is another important issue that needs to be dealt with involvement of all the stakeholders of the community. To address these problems its need of hour for youth of country to take up Social Entrepreneurship. The four key levers Social Entrepreneur should utilize and they are **Corporate Social Responsibility; Process Expertise and Mentorship; Information, Communication & Technology solutions and Business engagement.**

Out of above Pillars Information, Communication & Technology is second biggest enabler, assuming that the Social Entrepreneurs utilize the funds in country under CSR and reach out to corporates and forge partnerships. For any new enterprise to achieve truly sustainable social impact and scale, customers need to understand how the technology the enterprise produces benefits them. If customers clearly see how the technology will make their lives easier, help perform their jobs better or faster, or help grow their businesses, they are much more likely to choose to use the technology for the long term.

4G and Mobility:

One potentially positive effect of Mobility in real life, and one that has caused excitement for social sector,

Being a Fire starter with a Social Entrepreneurship Bringing Ideas to Life



We live in a world that experiences capitalism at its bitterest – cut throat competition for revenue, short term self-interest, enhancing returns by any means possible and blatant disregard for long-term consequences – for the individuals, societies and even environment, at large. It is in this scenario, that Fire starter ideas converge with funding and sustainable scope of work to evolve into a Social entrepreneurship. Effective Social Entrepreneurship aims to maximize social impact and wellbeing in clearly defined areas, while operating its goals and metrics. It is an evolving sector and it should move upwards from its current rudimentary presence to deeper social action areas, that drive human value and nurture social outcomes. Social entrepreneurs, in being a Fire starter, need to focus on few key aspects while operating in a diverse social fabric such as in India.

A) Know your Call to Action: What are you trying to achieve? A great idea may have the power to change the world, but is that the Goal? What is the broad message you want to convey?

B) Identify your Playground: Which area of impact or group of people will be benefiting from it? Which existing assumptions are you challenging and what is the alternate option offered?

C) Design your Metrics: What are the metrics that signal progress for your entrepreneurship? Which parameters should be measured? Which structure and system should be in place?

D) Funding your Action: Where does the funding come from? CSR funds of organizations, Grant funding or Seed Capital?

is their use in education. In general, more and more educators are embracing the potential of technology to supplement distance learning. Another area in which tablets have generated interest is the health sector. There are various ways in which tablets can potentially become a positive force in the industry, whether through being used as a teaching aid for medical students or being used to supplement nurses' and doctors' knowledge as they interact with patients.

Low Bandwidth Video Conferencing:

With such a large population it is challenging to communicate and collaborate to masses. Low Bandwidth Video Conference solution holds a great promise in area of Tele health, Telemedicine, e Education, Information distribution to masses.

Mobile Common Citizen Centre and Class Rooms:

Looking at the geographical challenges some of the innovative solution like converting a Bus into mobile class room and use the same facility for providing Tele Medicine and Citizen services can be very good. Additionally, these solution can be solar powered. CSR funds from Large Enterprises can be used for funding such project.

E Commerce Platform for Artisan and farmers:

Post offices are under utilized especially in village. Social Entrepreneurs can create market place for directly purchasing from Artisan and Farmer and use post office Infra for shipment and pay out. In Closing, a variety of factors will influence the success of any technology solution that aims to create social impact. Supportive policies, infrastructure, culture, and institutions are also hugely important. But customer-centric development and training should never be afterthoughts.

Rajat Mehta
Technology & 3D Printing Consultant
Gurugram

E) Who are your Partners in Progress? : Which organizations can be networked, who can be on the same platform for the cause? Who can be your Accelerators and Aggregators?

F) What's the Culture promoted? : Which cultural values do you want to instil in your potential employees and partners.

G) Entrepreneurship Sustainability: How do you sustain growth? Which systems need Design thinking? Which ones need potential support, if grown?

Social Entrepreneurs should step up to be part of the solution for the real-world challenges, and not get busy in just becoming job-creation units for self-sustenance and social presence/image. They should have the confidence to claim the space in doing business with the power of purpose of changing society for good. More power to them!

Vijay George Kuruvilla
Founder, Key Learning Performance Consultants
Bengaluru



ACADEMIC SIGHT

Innovation and Social Entrepreneurship

The growth of social entrepreneurship is interlinked by the entry into modern society of the mobile phone and the personal computer, two inventions that have revolutionized the idea of social reach, inclusiveness and information flow. Digital technology is all pervasive and has geometrically progressed in all aspects of lives. This has led to the current reality where digital technology influences all aspects of our professional lives. As a matter of fact we are witnessing an era where it's interesting to see that social innovation and technological upsurge are constantly interacting with each other very profoundly and deeply. Understand how social entrepreneurship and digital technology are combining and shaping each other in new, and sometimes in peculiar ways. The Social entrepreneur has to keep the following objectives intact:



- A) Explore and evaluate the possibilities in the new generation technologies for enabling social innovation in education, agriculture, democracy, and so on.
 - B) Design a outline for their own social innovation and recruit others to their cause OR be a team member to the development of a colleague's new social innovation.
 - C) Create and/or further develop new "Change Shops" on the platform and explore the possibilities of connecting globally to strengthen and spread a social innovation
 - D) Reflect on the increasing potential and pitfalls with regard to the role of technology in social change.
- We see a brighter and better tomorrow in times to come.

Vijay K. Chaurasiya
Associate Professor
Indian Institute of Information Technology (IIIT)
Allahabad, Prayagraj



Marketing & Sales Instincts in a Social Enterprise



Social entrepreneurship is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. My recent visit to ISKCON (International Society for Krishna's Consciousness, founded in 1966, by A.C. Bhaktivedanta Swamy Prabhupada in New York, USA) Bengaluru, attracted me the job openings poster of ISKCON at the exit gate in the areas of Sales & Marketing, Accounts and Finance etc. Being a sales and marketing Professor my thoughts were just focussing on how the mind-set of sales man who raise funds for social cause will be different from a typical hard-core sales man who runs after chasing the target and dreams about making more incentives by achieving targets. No doubt to say that sales and marketing staff of ISKCON are far better than traditional sales men as they hardly take few minutes to convince the customer and in fact they succeed in making customers to feel sorry for not buying their products or donating money for social cause.

The basic trait a sales man must have whether it's a commercial product or social cause product or service is the conviction a sales man carry about the social cause or commercial product. One cannot sell or raise fund for a social/cultural/environmental issues if he is not having conviction about the social entrepreneurship. In fact management students should start exploring the job openings in their core areas like sales & marketing, finance and accounting, project management etc. in a non profitable social entrepreneurship companies besides profit making organisations.

Sanjay Kumar
Assistant Professor, School of Management
Presidency University
Bengaluru

"SOCIAL ENTREPRENEURS ARE NOT CONTENT JUST TO GIVE A FISH OR TEACH HOW TO FISH. THEY WILL NOT REST UNTIL THEY HAVE REVOLUTIONIZED THE FISHING INDUSTRY"

BILL DRAYTON
ASHOKA

STUDENTS' PERSPECTIVE

Social Change through Social Enterprise



"Any definition of the term "social entrepreneurship" must start with the word "entrepreneurship." The word "social" simply modifies entrepreneurship. If entrepreneurship doesn't have a clear meaning, then modifying it with social won't accomplish much, either. The word entrepreneurship is a mixed blessing. On the positive side, it connotes a special, innate ability to sense and act on opportunity, combining out-of-the-box thinking with a unique brand of determination to create or bring about something new to the world.

On the negative side, entrepreneurship is an ex post term, because entrepreneurial activities require a passage of time before their true impact is evident.

A Social Entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives. He might also seek to address imbalances in such availability, the root causes behind such social problems, or social stigma associated with being a resident of such communities.

The main goal of a Social Entrepreneur is not to earn a profit, but rather to implement widespread improvements in society. However, a social entrepreneur must still be financially savvy to succeed in his or her cause.

Priyanka A. K.
MBA III Semester
Presidency University
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CAMPUS TALK

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ARTICLES INVITED FOR NEXT ISSUE ON
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1st Convocation of Presidency University held on November 23, 2018

The First Convocation of Presidency University, Bengaluru held on Friday, 23rd November 2018. 37 MBA graduands of 2015-17 batch and 43 graduands of 2016-18 batch received their degrees. Speaking on the occasion Sri G T Devegowda, Hon'ble Minister for Higher Education, Government of Karnataka said 'Education can bring together people of different beliefs, religion and ideologies. The large scale destruction of our environment by means of cutting of trees, illegal mining and dirty-ing the environment can be stopped by only education. Gift of education to an individual is permanent'.



School of Management spreading the message of cleanliness at Nandi Hills

School of Management visited the Nandi Hills – a place of natural beauty which has played a prominent role in the history of Karnataka and a popular tourist spot to clean the place of all dry waste. About 100 kgs dry waste was collected and handed over to the Nandi Hills waste collection center in line with the direction from Nandi Hills authorities. A Letter of Appreciation was issued by Special Officer, Department of Horticulture, Nandi Hills, for the cleanliness drive on the occasion of Rashtriya Swacchta Diwas, 2nd October 2018. The University has been conducting such events at various occasions.



Case Study Workshop organized by School of Management

Prof. S K. Majumdar of School of Management conducted a three day Case study workshop in the month of July for faculty development and upgradation. Faculties personally visited companies in groups and developed case study on them on various facets of management. Later the case was presented and distributed to students and faculty for further feedback. Faculties and Scholars of School of Management were highly benefitted by the workshop and some 15 cases were developed across all disciplines of management. This included digital start-ups, marketing, finance etc. The second in the series would be held in July 2019. The faculties have meanwhile sent their cases to various journals of repute.



Management Students @ 8th Annual Global Business Service Conclave

The School of Management Students participated at the 8th Annual Global Business Service Conclave on The Big Shift Towards Technology Integrated Business Service-The Art and Science of Delivering Value and ROI on Friday, November 30, 2018 at The Lalit Ashok, Bengaluru. The key objectives of this event are to capture, recognize and disseminate awareness/ impact of Business Process Management (BPM) by Global Indian Organizations through Shared Services, both captive and hybrid, thereby fully leveraging the best practices from global shared services and off-shoring operations. Students had a great knowledge sharing sessions and experience.



Campus Welcomes the new batch of MBA 2018-2020

School of Management hosted a two day orientation Programme for MBA batch 2018-2020 on August 6-7, 2018. The Chief Guest for the event was Mr. Sudeep Kumar Sen, AVP, Business Development, Strategy & Talent Grooming – South & East, TeamLease Services Ltd. Speaking on the occasion Mr. Sen highlighted the importance of Talent grooming at MBA level. Later the students were welcomed by Dr. Krishna Kumar, HOD of the School followed by address of Dr. Radha Padmanabhan and Dr. Vijayan Immanuel, Vice Chancellor and Pro Chancellor respectively. The vote of thanks was proposed by Dr. Pratika Mishra. The students were given due orientation on the academic rules and regulations and had some ice breaking sessions.



MBA Students @ Fresher's Day



International Yoga Day



Campus Ignites @ Euphoria

RECENT ACTIVITIES



Teachers Day Celebration @SOM



Cultural Club Inauguration



Go Green @ University Campus



MBA Student @ AIT, Bangkok