

Social Entrepreneurship Add On Certificate Course

July to October 2019

21 Students

Mr. Cletus Zuzarte, Ms. Irene Tayshethe & Dr. Prabha Tirmare,





Objectives & Features

- Understanding and interiorizing concepts of Social Entrepreneurship
- Enabling students to generate an Idea which can be expanded into an innovative enterprise
- Providing the space to design alternative livelihood initiatives for the marginalized & resourceless sections of society that can be competitive, remunerative and scalable
- A Social Enterprise Incubation Cell that will handhold the student through the entire process from Idea Generation to the Launch of the Enterprise
- Competition of Social Enterprise Projects, the best three Projects will be funded through a tie up with Funders (raised through available CSR & Social Enterprise Grants)



Objectives & Features

- Interaction with relevant stakeholders from the government and non-government sectors promoting livelihood and entrepreneurship
- Meetings cum Input Sessions every Tuesday from 3.00pm to 5.00pm
- Activities and Visits to Social Enterprises / Entrepreneurial Institutions.
- Starting on 9th July and ended on the 1st October
- Cost for the Course per student was Rs. 1,500/-
- Attendance - compulsory for every session and visit, only then the Certificate will be issued (at the end of the year).



Inauguration & Session I

Journey of Social Entrepreneur

Ms. Priya Agrawal – Antarang Foundation



9th July, 2019

Sessions II to IV



Lateral & Design Thinking
Ms. Alison Rosario
Salt & Light Foundation
16th July



Development of an Idea
Mr. Amitabh
Unlimited India
23rd July



Concept and Process of Social Entrepreneurship
Mr. Cletus Zuzarte
30th July



Sessions V to VII



Study of a Social Entrepreneur
Mr. Cletus Zuzarte
13th August



Marketing Strategies
Mr. Vivek Mendonca
Lawrence & Mayo (M.Dir)
20th August



Preparing a Business Plan
Mr. Vinod Noronha
Supreme Industries
27th August

Sessions VIII to X



Goal Setting & Mentoring
 Ms. Sharon D'souza
 Mentor
 17th September



Business Elevator Pitch
 Dr. Ronald Yesudas
 24th September & Competition on
 1st October



Exposure Visit to Antarang
 Foundation Social Enterprises
 3rd October
 & 5th October – Visit De-briefing



Assessment

- Business Plan – 50 Marks
- Profile of a Social Entrepreneur – 25 Marks
- Business Pitch Competition – 25 Marks - Presentation



Business Pitch Competition

- October 1st – Tuesday – 3pm to 5pm
- Panel of Reviewers – Dr. Prabha, Dr. Ronald, Ms. Sherry, Ms. Sharon
- Four Teams & One Individual Student Social Entrepreneurs
- Assessed on 5 points
 - Target Group
 - Problem
 - Solution
 - Impact
 - Sustainability





Learnings & Challenges

- Learning Experience for the Team – Flow of topics – concrete activities
- Contacting and Coordinating with Speakers
- Guiding and Mentoring Students for generating an Idea and preparing for the Business Pitch Competition
- Level of the Students – should be Masters Level and Third Year BSW
- Need to provide Resource Materials for Students
- Write a Session Summary which the students can take up.



Way Forward for Next Academic Year

- Need for an independent Institution / Expert Team to be Resource Persons & host Social Entrepreneurship Certificate Course, we can facilitate the process.

- 30 Students instead of 20
- Fees can be raised to Rs. 3,000/-
- Offer Social Entrepreneurship Certificate Course to external students through the Diploma Course - Can offer it for NGO Leaders or Women / Potential Social Entrepreneurs deputed from NGOs, Link to Alumni
- Work on linking current NGOs – field work placed students to take up Social Entrepreneurship Projects to work with the community, both urban and rural.
- Build Linkages with College Alumni who have been successful Entrepreneurs – e.g. Manisha Desai...
- Possible Funding Partner – Indian Merchants Chamber – Mr. Ramesh Daswani contacted, willingness expressed also possibility of linking with other CSRs those in their contact.



Any Further Suggestions!
Thank You

