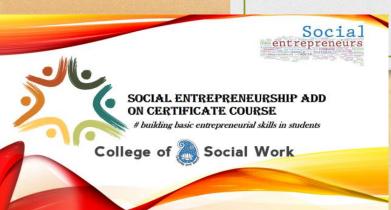
# Social Entrepreneurship Add On Certificate Course

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
16<sup>th</sup> July



Development of an Idea Mr. Amitabh Unlimited India 23<sup>rd</sup> July



Concept and Process of Social Entrepreneurship Mr. Cletus Zuzarte 30<sup>th</sup> July



#### Sessions V to VII



Study of a Social Entrepreneur Mr. Cletus Zuzarte 13<sup>th</sup> August



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



Preparing a Business Plan Mr. Vinod Noronha Supreme Industries 27<sup>th</sup> August



#### Sessions VIII to X



Goal Setting & Mentoring
Ms. Sharon D'souza

Mentor

17<sup>th</sup> September



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



Exposure Visit to Antarang
Foundation Social Enterprises

3<sup>rd</sup> October

& 5<sup>th</sup> 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 1<sup>st</sup> 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 Alumini
- 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

