

# Social Entrepreneurship Add On Certificate Course

July to October 2019

21 Students

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





# Objectives & Features

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- 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



9<sup>th</sup> 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

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- 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.

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- 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**

