



SOCIAL ENTREPRENEURSHIP EDUCATION ***@ COLLEGE OF SOCIAL WORK, NIRMALA NIKETAN***





BEGINNINGS...

College responds to the “Emerging Needs” by observing the Signs of the Time

- Since early 2000s: Emergence (may we say re-emergence) of social entrepreneurship
- 2013: Unlimited India interacted with College for nominating novice social entrepreneurs for incubation support
- 2015: Collaboration with Apana Basin Consulting to co-create a short course in Social Entrepreneurship



COURSE DEVELOPMENT...BSW LEVEL

Reviewed

1. Distance learning diploma in social entrepreneurship by Entrepreneurship Development Institute, Ahmedabad (for Adult Learners).
 - Curriculum was more hands-on and helped the candidates pick skills & encouraged them to start enterprises.
2. Full time 'Master of Arts' in Social Entrepreneurship' program offered by Tata Institute of Social Sciences
 - Train masters students to develop their entrepreneurial talents with a focus on skills, take up leadership and become change agents.
3. Scholarship based MBA at the University of Oxford's Saïd Business School
 - Methodical and Practical.

2016 - Syllabus revision of BSW - Four-credit core course on Social Entrepreneurship introduced.



BSW — 4 CREDIT COURSE

1. Idea of Social Entrepreneurship	<ul style="list-style-type: none">❖ Introduction to social entrepreneurship: definition, need, role❖ Theory and conceptual issues❖ The social entrepreneurship ecosystem❖ Case studies on successful social entrepreneurs
2. Foundations of Social Entrepreneurship	<ul style="list-style-type: none">❖ Foundations of entrepreneurship❖ Traits and characteristics of a Successful Social Entrepreneur❖ Social entrepreneurial motivation and competency development
3. Business Plan Writing	<ul style="list-style-type: none">❖ Business plan: designing a competitive model❖ Conducting a feasibility analysis❖ Crafting a winning business plan❖ Deciding on forms of ownership
4. Marketing	<ul style="list-style-type: none">❖ Marketing considerations❖ Pricing strategies❖ Creating a successful financial plan
5. Fundraising for Social Enterprises	<ul style="list-style-type: none">❖ Sources of funds: equity and debt❖ Crowd funding, and angel investors❖ New venture team and planning
6. The sixth unit enables the student to connect to the practical dimensions of social entrepreneurship through visits to leading or successful social entrepreneurship models.	



DEVELOPMENT OF ADD-ON COURSE

- As the social entrepreneurship course was only available at BSW level, there was demand from the MSW students for an add-on course on Social Entrepreneurship.
- With funding from RUSA an add-on course was designed for MSW students covering 12 Modules through 30 Hours – 24 Hours of Sessions and Workshops and Six Hours of practicum including a Visit to social enterprise and a inhouse Business Pitch Competition.
- Objective - to introduce the concepts and skills necessary for self-employment.
- The students received a certificate that added to their CV.



LAUNCHING MA (SIE)

- In September 2022 launched the MA (SIE) Programme
- The programme is multidisciplinary in nature as per National Education Policy 2020 recommendations and draws heavily from the blend of praxis of theory and cases, experience, and student inquiry.
- The programme is structured around elements that are interwoven throughout: the field of social innovations, business structures used by entrepreneurs in urban and rural contexts, and realities of starting and/or managing an enterprise and social venture.
- The program aims at developing critical thinking, collaboration and evaluation skills useful to students contemplating careers in social business consulting, or in international development institutions.
- The courses are designed to create an innovative and sustainable approach for addressing the developmental issues.



LAUNCHING MA PROG – S.I. & E.

The **expectations from the students** - demonstrate the role of social innovators and entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming, etc).

This programme will help to **prepare students personally and professionally for meaningful employment** by reflecting on the issues of social innovations and entrepreneurship.

After the completion of the programme **students are expected to start their own venture.**

Management appointed two full time faculty for this new initiative which was a major decision.

SYLLABUS – MA PROGRAM

S.No	Nature of Courses	Courses	Credits in Theory	Credits in Practical
1	Core Courses	1. Social Problems	4	
		2. Social Innovation	4	
		3. Research Methodology	4	
		4. Entrepreneurship	4	
		5. Accounting for Decision Making	4	
		6. Organisational Behaviour	4	
2	Discipline Specific Elective	1. SHG, Microfinance and Livelihoods	4	
		2. Management of Coop & Producer Companies	4	
		3. Business Ethics and Social Responsibility	4	
		4. Capstone Project	4	
3	Generic Elective	1. Investment and Risk Management	4	
		2. Operations Management	4	
		3. Marketing	4	
		4. Supply Chain Management	4	
4	Ability Enhancement Course	1. Micro-Economic Analysis	2	
		2. Macro-Economic Analysis	2	
		3. Human Resource Management	2	
		4. Business Law	2	
5	Skill Enhancement Course	1. Rural Internship		6
		2. Urban Internship		6
		3. Entrepreneurial Project-Phase I		6
		4. Entrepreneurial Project-Phase II		6

Sequence of Courses

Semester 1 (20 Credits)	<p><i>Core Courses</i></p> <ul style="list-style-type: none"> • Social Problems (4 Credit) • Social Innovation (4 Credit) • Research Methodology (4 Credit) <p><i>Ability Enhancement Course</i></p> <ul style="list-style-type: none"> • Micro Economic Analysis (2 Credit) <p><i>Skill Enhancement Course</i></p> <ul style="list-style-type: none"> • Rural Internship (6 Credits)
Semester 2 (20 Credits)	<p><i>Core Courses</i></p> <ul style="list-style-type: none"> • Entrepreneurship (4 Credit) • Accounting for Financial Decision Making (4 Credit) • Organisational Behaviour (4 Credit) <p><i>Ability Enhancement Course</i></p> <ul style="list-style-type: none"> • Macro-Economic Analysis (2 Credit) <p><i>Skill Enhancement Course</i></p> <ul style="list-style-type: none"> • Urban Internship (6 Credits)
Semester 3 (20 Credits)	<p><i>General Electives (students shall choose 3 out of 4)</i></p> <ul style="list-style-type: none"> • Operations Management (4 Credit) • Marketing (4 Credit) • Supply Chain Management (4 Credit) • Investment and Risk Management (4 Credit) <p><i>Ability Enhancement Course</i></p> <ul style="list-style-type: none"> • Human Resource Management (2 Credit) <p><i>Skill Enhancement Course</i></p> <ul style="list-style-type: none"> • Entrepreneurial Project-Phase I {Venture Planning} (6 Credits)
Semester 4 (20 Credits)	<p><i>Discipline Specific Electives (students shall choose 3 out of 4)</i></p> <ul style="list-style-type: none"> • SHG, Microfinance and Livelihoods (4 Credit) • Management of Cooperatives and Producer Companies (4 Credit) • Business Ethics and Social Responsibility (4 Credit) • Capstone Project (4 Credits) <p><i>Ability Enhancement Course</i></p> <ul style="list-style-type: none"> • Business Law (2 Credit) <p><i>Skill Enhancement Course</i></p> <ul style="list-style-type: none"> • Entrepreneurial Project-Phase II {Venture Start-Up} (6 Credits)
80 Credits	

TEACHING – LEARNING PROCESS...

Methodology is “Andragogy”
~ adult learning process of
employing various tools and
techniques to make learning a
self-directed.

Social entrepreneurship – a
self-driven initiative – thus
andragogy is most suitable.





TEACHING – STRATEGIES...

- Through Games – Fish Bowl Exercise, DISRUPT, .
- Through Case Studies – critically reflect, analyze and trace the process of starting one's venture, using stories from Indian context
- Start was challenging – started with social work concepts – livelihood promotion
- Myth – How can a welfare agency get into the profit making space?
- Introduced to success stories of social entrepreneurs – interaction with the community, sustainability of the social sector
- Interaction with Social Entrepreneurs – understanding their struggle, the space required, the team built...
- Social entrepreneurship – a self-driven initiative – thus andragogy is most suitable.

JOURNEYS OF CSWNN SOCIAL ENTREPRENEURS

Nicole Coutinho

- BSW & MSW + Add on
- Fitness Coach – first with tribal Children
- Then with Senior Citizens
- Launched – GenoMove in 2022
- Registered Enterprise but also still holds her job



JOURNEYS OF CSWNN SOCIAL ENTREPRENEURS

Ayusha Bhajanka

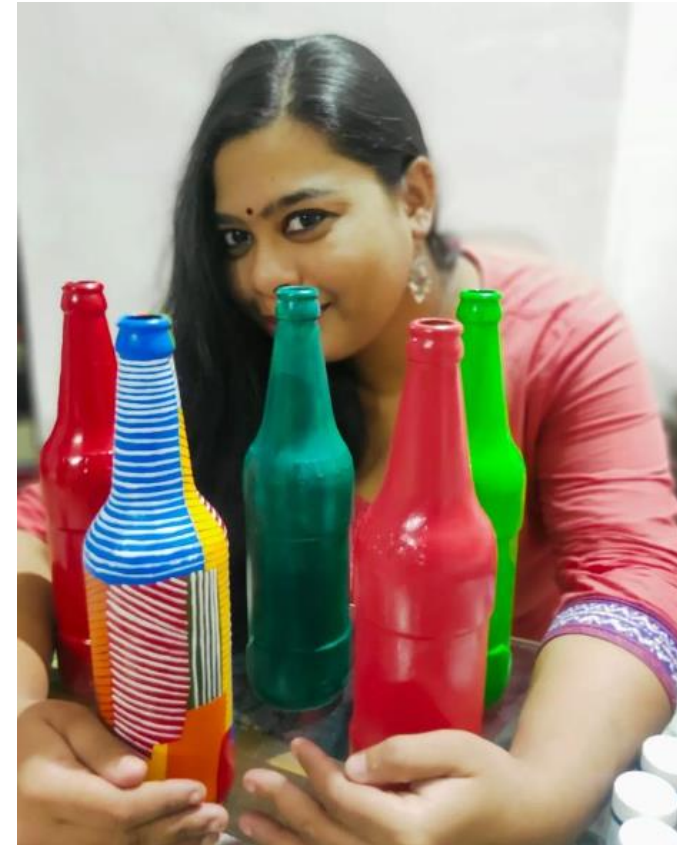
- BSW Elective
- Open Café - “Battein Ankaheesi”
- Forum – Mental Health
- Published her book
- Currently pursuing her further studies in the UK



JOURNEYS OF CSWNN SOCIAL ENTREPRENEURS

Karishma Fonseca

- MSW + Add on
- Hobby – Bottle Art
- Launched “the Batli Project”
- Process of Registration...
- Currently into Training





CREATING THE STARTUP ECOSYSTEM

Formation of **Nirmiti Centre for Social Innovation and Entrepreneurship**

- Free **Office Space** to support emerging Student Start ups

Pre-Incubation – a phase to prepare student

- Skills and Knowledge to validate and assess their ideas
- Define their business models in detail
- Services Provided:
 - **Orientation / Workshops Sessions** – Different Aspects of Entrepreneurship – also available through the Add on Course
 - **Basic Idea Testing**



CREATING THE STARTUP ECOSYSTEM – INCUBATION

Registration of Start-up

- Under a form of business entity – Partnership, LLP, Pvt. Ltd. Co., Sole Proprieter
- Registration Certificate

Admission to Co-Working Space

- Utilization of Campus Infrastructure
- Connection to the Industry, Professionals, Leaders, Chambers of Commerce



FIELD OUTREACH, CAPACITY DEVELOPMENT AND NETWORKING

- Core Strength of CSWNN – Field outreach – to the Community
- Entrepreneurship Development Programme to Rural Areas
:Raigad and Palghar Talukas in Maharashtra
- Promoting Eco System among faculty – focus on academics – Copyrights, subject models, training materials, processes
- Faculty Development Programme – 5 days – 20 Institutes participated
- Follow up – SNDT University – set up of their E-Cell - ICE
- Collaboration of RUSA – Funds for NCSIE Set up space and organization of programmes



AS EDUCATORS...NETWORKING

- Constant Updating with the literature emerging in academics & business world.
- Networking with colleagues from Management School – also invited them as visiting faculties
- Active on Networking Groups – Whatsapp –WiE
- Part of the Email Network on various AIC groups and Social Enterprise Network like Vilgrow, Yourstory, the Better India



AS EDUCATORS...USING SOCIAL MEDIA

- Uploading of Activities and Programmes on all platforms
- Facebook page – Social Entrepreneurship Matters – sharing information, social entrepreneurship stories
- Whatsapp Community – connecting all students across all the Add on Course Batches and some of the interested elective course students
- Share similar stories as on the facebook page along with daily business news from four online business news platforms.
- Provides the students opportunities to visualize the sectors they could tap into for the future.



IN COLLABORATION WITH GOVT: MOE, IIC, NISP

- College participating in all Government Initiatives through Ministry of Education, Institute Innovation Council – since 2021
- Participated in IIC Ambassaor Trainings
- Invited faculty from Atal Innovation Centres – Somaiya Institute of Management, NMMIS, Jaihind, Rambhau Malgi Prabhodini.
- Attended the faculty training programme organized by AIC-RMP in 2021, through them collaborated with many faculty
- MoE active with us – building ecosystem and process
- Formulation of National Innovation & Start Up Policy and Planning of Activities
- Support by the Management Governing Board – approved NISP in Aug 22



SOME SIGNIFICANT MILESTONES...

Year	Activity	Stakeholders
2016	Core Syllabus on SE drawn up	For BSW Sem V students
2018-19	SE Four Credit Course taught for the first time	For BSW Sem V students
2019-20	Add on SE Certificate Course – RUSA Funded	Open to MSW Students
2019-20	SE Two Credit Course as an Elective	For BSW Sem V Students
2019-20	Training Modules on Entrepreneurship Developed and Published	For Social Entrepreneurship Teacher Trainers
2019-20 & 2020-21	Entrepreneurship Development Programmes offered as four days module	For Rural Youth – 50 Tribal Youth
June 2021 - March 2022	Developing M.A Social Innovation and Entrepreneurship Syllabus	Candidates who have passed undergraduate degree from any stream
August 2022	CSWNN Governing Board Approved and Adopted the National Innovation and Startup Policy	For CSWNN – Students of Social Entrepreneurship and NCSIE
September 2022	Launch of the MA – Social Innovation and Entrepreneurship Programme – 1 st batch	6 Students
November 2022	Faculty Development Programme – Topics on SE & Teaching Methodologies	For Social Entrepreneurship Teachers
July 2023	MA – Social Innovation and Entrepreneurship Programme – 2 nd batch	11 Students



WAY FORWARD

- We are still at the nascent stage – experimenting and tweaking it for best results at the field.
- Challenges Faced – Building a new perspective into the existing stronghold of the old – changing mindsets to allow new to emerge
- How can social work coexist with business?
 - Examples of Prof. Mohammed Yunis and Mr. Kailesh Satyarthi – intertwine rights with business.
- Future – Financial Support for needy students – scholarships
- Start up Culture – through E-Cells and IIC Activities and Self driven activities
- The MA Programme and the BSW Elective course has potential to promote a startup culture – become job givers and not just job seekers.
- NEP 2020 shares this ideology, approach and action
- We hope to take it to the next logical level – promote social entrepreneurship research

CORE TEAM



Principal: Dr. Lidwin Dias

HoD: Dr. Ronald Yesudhas

Core Faculty Members:

1. Mr. Cletus (Coordinator, MA Program)
2. Dr. Virochan (Coordinator, Startups)

Secretary: Ms. Pratima

EDPs & FDPs





ONLINE WORKSHOPS AND OFFLINE VISITS



NETWORKING AND EVENTS



 **College of Social Work**
Mumbai Institute

 **INSTITUTION'S INNOVATION COUNCIL**
(Ministry of Education Innovation)

**COLLEGE OF SOCIAL WORK
(AUTONOMOUS) NIRMALA NIKETAN**

**E-Cell and Students Committee
Organise**

Idea Hackathon

18.01.2023, 2.00 PM

**Present Entrepreneurial Ideas to solve
Violence against women in public spaces
Or
Problems of small scale farmers in India**

**Maximum 4 teams/individuals from a class
5 minutes presentation on any one among the topics**

Register yourself at:
<https://forms.gle/vnirMz6GMSkNyW7>
Don't miss the chance to win points for your class.