



**UDYAMEE**

AN IDEA TODAY A BUSINESS TOMORROW



**N. L. Dalmia**<sup>®</sup>  
Institute of Management  
Studies and Research  
(A School of Excellence of N. L. Dalmia Educational Society)

VOLUME 1, ISSUE 3, 2023

# "SOCIAL ENTREPRENEURSHIP: MAKING DIFFERENCE IN OTHER PEOPLE'S LIFE"



**STARS OF  
DALMIA**



**MEET  
THE LEADERS**



**NURTUR-E  
EVENTS**



**SOCIAL  
STARTUPS**







# TABLE OF CONTENTS

ABOUT NURTUR-E	2
EDITORIAL NOTE	3
STARS OF DALMIA	6
FACULTY ARTICLE	13
NURTUR-E EVENTS	15
MEET THE LEADERS	22
SOCIAL STARTUPS	26
STUDENT ARTICLES	30

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# **NURTUR-E, THE ENTREPRENEURSHIP CELL**



## **ABOUT NURTUR-E**

The Entrepreneurship Cell (E-Cell) is a student-driven body of N. L. Dalmia Institute of Management Studies and Research solely with the purpose to promote and inspire the entrepreneurial spirits among the students. We believe in facilitating the ideas and current start-ups on the campus to help develop them into businesses. Nurtur-E focuses on providing business knowledge and exposure to the students through seminars, events, debates, competitions, alumni interactions, and interactive sessions with existing Entrepreneurs and Venture Capitalists.

## **VISION**

To create an entrepreneurial environment and provide a platform for our students with creative ideas to see themselves as future business leaders.

## **MISSION**

To encourage and lend a helping hand to the students of NLDIMSR embarking on their entrepreneurial journey.

## **OBJECTIVES**

- Inculcate the passion and spirit among students to pursue entrepreneurship.
- To spread knowledge about entrepreneurship through guest lectures, workshops, etc.
- Identifying unique ideas and providing a platform to budding entrepreneurs.
- Motivate students to develop their start-ups.

## EDITORIAL NOTE

*“We think it is important to reinvest half of our profits in the business but why shouldn't we also reinvest half in our community of stakeholders.”*

- James Henrit and Kresse Wesling

“ It gives us immense pleasure to present before you, the third edition of *Udyamee*, an annual magazine by the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research. We at Nurtur-E, believe in creating a strong entrepreneurial ecosystem within our college and the magazine is our first step in this direction. We firmly hope you enjoy this edition and many more that will follow in the future.

In a world advancing for change, where the gaps of inequality and suffering seems unresolved, a ray of hope manifests—the power of ‘*Social Entrepreneurship*’. As we go through this edition, it reminds us of the captivating stories that have unfolded before us. It comprises of stories of social entrepreneurs who refused to turn a blind eye to the hardships faced by fellow human beings. They dared to challenge the society's status quo, constructing a path leading towards a better future.

You will unravel anecdotes, interview and thought-provoking articles and stories within these pages. The entire team of Nurtur-E Cell aims to radiate a spotlight on the exceptional individuals who have dedicated their lives to create a difference. People like **Pandurang Taware** who recognized the untapped potential of agriculture and rural tourism. He tirelessly works for farmers' rights and welfare, promoting fair pricing, accessibility to resources, and organic farming practises. You will come across organizations like “**weCHANGE**” which is a youth organization whose major focus is to provide holistic development along with facilitating medical aid, mental well-being workshops, personal counselling and entrepreneurship opportunity for marginalized community.

We would like to express our deepest appreciation to CEO of our college, **Prof. Dr. Seema Saini**, and our Director, **Prof. Dr. M. A. Khan** for their solid support and active engagement with the project. As every journey begins with a tiny spark of an idea, thanks to our faculty guides, **Prof. Anand Dhutraj** and **Prof. Dr. Vaishali Kulkarni** for igniting our minds with one such great idea and guiding us. We express our heartfelt gratitude to every contributor, writer, and entrepreneur who shared their business journeys and valuable insights. Your words have the power to ignite the passion within our readers' heart.

To our readers- We gladly invite you to embark on this journey of discovery and enlightenment. May these stories touch your heart and ignite your imagination. We hope that as you immerse yourself in the stories within these pages you will harness the realm of social entrepreneurship in your unique ways. Thank you all with immense gratitude and excitement for being a part of this phenomenal journey. ”

HAPPY READING! 😊  
With warm regards,  
Team Nurtur-E, NLDIMSR



## FACULTY MESSAGE

*Prof. Dr. Vaishali Kulkarni*

*Faculty Head*

*Nurtur-E, The Entrepreneurship Cell*

“I am very delighted that Nurtur-E, the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research, is proudly releasing the third edition of Udyamee: "*Social Entrepreneurship: Making difference in other people's life.*" The title emphasizes the focus on social entrepreneurship, highlighting the aim of making a positive difference in the lives of others. It retains the essence of creation and nurturing associated with entrepreneurship while emphasizing the broader purpose of creating ventures that bring about positive change and social impact.

The third edition of Udyamee will explore new and existing social start-ups and how they are crafting positive impact in people's lives. It will address key issues related to social entrepreneurship, emphasizing the importance of understanding business concepts, brand development, and building goodwill.

Additionally, Udyamee will feature inspiring stories of students who have taken the path of becoming independent business leaders. The magazine's mission is to encourage and guide students to pursue excellence in entrepreneurship as a career.

Best wishes to the Nurtur-E team for their dedication in bringing this theme to life. The release of Udyamee: "*Social Entrepreneurship: Making difference in other people's life.*" is sure to make a positive impact and inspire the entrepreneurial spirit in all who read it” !

## FACULTY MESSAGE



*Prof. Anand Dhutraaj*

*Faculty Head*

*Nurtur-E, The Entrepreneurship Cell*

“India's next wave of growth will be driven by new-age entrepreneurs, expanding traditional family businesses and establishing unicorns in the thriving Indian start-up ecosystem. The heart of social entrepreneurship lies in the zeal to turn an idea into a successful venture and make difference in people's lives. India is abundant in talent, but it is crucial to channel their ideas and efforts into ventures with potential for growth, wealth generation, and employment. We also need individuals who can blend business goals with a social purpose.

Welcome to the third edition of *Udyamee - An idea today, a business tomorrow*. This magazine delves into a range of essential topics that social entrepreneurs should explore to turn their visions into reality and make a meaningful impact in people's lives. Our primary focus is on embracing profound ideas that have the potential to become tomorrow's transformative forces, akin to Google, Uber, Netflix, and more. Our mission is to enhance young aspiring entrepreneur's effectiveness and maximize the positive influence on society.

Your feedback on our third edition is invaluable. Feel free to email us directly with your thoughts, what you love, what you dislike, and how we can improve further.”

Thank you for joining us on this entrepreneurial journey!

# STARS OF DALMIA

1

## *The Matchox*



*Mohit Dalmia  
(Batch- 2022-24)*

We are a leading provider of corporate gifting and event management services, catering to clients across India. Our extensive portfolio includes successful collaborations with renowned brands such as United Colors of Benetton, Adidas, Welspon, Boat, and many more.

2

## *The Dainty Box*



*Virti Shah  
(Batch- 2022-24)*

I started this business with my sister, Zina Mehta in January 2021. It is a women-owned jewellery business based on Instagram, where we sell all types of jewelry for both men and women. We have also collaborated with mega fashion and content influencers *Aashna Hegde* and also *Tarini Shah*.



# 3

## ***Sustainable Basket***



*Vani Badjatya  
(Batch- 2022-24)*

We are an online platform dedicated to curating and offering a wide range of sustainable products, with a strong emphasis on eco-friendly alternatives. Our mission is to provide a common marketplace which helps to connect environmentally conscious sellers with those discerning consumers seeking sustainable solutions.

Through our platform, we aim to promote and support the adoption of eco-friendly practices while making it convenient for individuals to make choices which are ethical and environmentally responsible in their purchases.

# 4

## ***Sani Organics***



*Nidhi Vijaywargia  
(Batch- 2022-24)*

We are an organic skincare brand with a nationwide presence. We also specialize in providing customized skincare products. Our mission is driven by a deep passion for promoting a restorative approach to skincare.

Through our range of organic offerings, we are committed to help individuals establish personalized and effective skincare routines, catering to their unique needs and preferences.

# 5

## **Flavors Of Heaven**



*Simran Dalvi*  
(Batch- 2022-24)

Incorporated in 2020, Makes customized cakes, cream cakes, tea-time cakes, muffins, healthy cakes, chocolates, and many more.

Always had a passion to open up my own dessert shop and this made me come up with my business 3 years ago. I make customized cakes, cream cakes, tea-time cakes, muffins, healthy cakes, chocolates, and many more. I have also delivered healthy muffins to a cafe in Thane. The best part about the business is when you receive feedback from your happy customers, and they share their experience as to how a small dessert made their event magical is something that means a lot to me.

# 6

## **Vatscorp India Pvt Ltd**



*Atul Pandey*  
(Batch- 2021-2023)

A Private firm incorporated on February 26, 2021, which is a HR consultancy firm which lines up with as many as candidates possible for various job openings ranging from IT sectors to BPO's and KPO's.

# 7

## ***The Food's Shastra***



*Prajwalit Nagdeve  
(Batch- 2021-23)*

Food's Shastra is an online platform dedicated to showcasing genuine Indian cuisine from various cities and states. We firmly believe that each region in India boasts a unique and rich culinary heritage, preserved through traditional cooking methods. Our mission is to ensure that every Indian gets to savor and relish the diverse food legacy of our country. Through a curated selection of authentic dishes and recipes, we aim to connect people with the traditional flavors and cultural significance of Indian cuisine. Our platform brings together regional experts, local chefs, and food enthusiasts to celebrate and promote the rich tapestry of Indian food.

# 8

## ***Crossdash Solutions***



*Akshat Kumar Singh  
(Batch- 2021-23)*

Cross dash Solutions is a web and application development platform that helps businesses in building dynamic websites and robust applications to meet their day-to-day business activities and functions.

With the incorporation of coherent strategy, along-with cutting-edge tools and technologies, deepest knowledge of user requirements, we have been helping clients in transforming their businesses.

# 9

## The CHANGE makers



*Sampada Inarkar  
(Batch- 2020-22)*

wechange.ngo Follow Message

310 posts    1,819 followers    93 following

**weCHANGE**  
Non-Governmental Organization (NGO)  
weCHANGE when we Connect ! Join us to make a difference.  
We are a Mumbai based NGO focusing on holistic development of Underprivileged teenagers  
[www.wechange.org.in](http://www.wechange.org.in)

*“I wasn’t involved in social service but always had a dream of doing something for underprivileged children. Also, I personally wanted to do social work throughout my life, so I along with my like-minded friends decided on a common agenda – To educate underprivileged children going to schools who do not have enough resources and need help.”*

*-Sampada Inarkar, Secretary and Co-Founder, weCHANGE*

With this simple goal in mind, on December 17, 2014, a small organization was founded with a mission in their mind to educate the underprivileged children of India. We started our journey by adopting a school in Thane, imparting primary education, and building up infrastructure for the school. We constantly used creative ways to inculcate a liking for education among these children. We tried and made it interactive, giving equal importance to sports, arts, and value education along with the basic education. Currently, our main project is to set up a skill development center for a nomadic tribe in Yavatmal. With the help of all our donors, well-wishers and on-ground support system, weCHANGE to set up its first skill development center with the help of all localities, gram panchayat and other on-ground volunteers.

This place is called Paradhi Pod, home to around 300 tribal families. The health status of the children is very poor and more than 50% of them are malnourished. The children are bright and interested in learning but the teachers are struggling with the teaching and learning tools. Teachers are highly passionate about the work and trying their level best to motivate parents to send their children to school. Women and adolescent girls are the most vulnerable to infections and other health problems being caused due to lack of nutrition and personal care.

WeCHANGE plans to transform the abandoned school (which was used as a warehouse to store the country’s alcohol during the lockdown) into a skill development center.



People often ask me why weCHANGE and why I did not join any existing NGO? After college, Sridhar (President) and I had to make a choice, whether to join an existing organization or create our own set of socially sensitized youths. We realized that joining another organization wouldn’t necessarily provide the credibility, accountability, and mandate we needed to work. We had a clear agenda, we wanted to extend support to every untouched area of society and to every citizen who called for support. Today weCHANGE has almost 200 volunteers supporting and strengthening our dream.

## About Us:

**We work predominantly for the Education and Healthcare of vulnerable youngsters.**

We are a youth-based NGO in Mumbai empowering underprivileged youth with the power of Education. We aim for holistic development with a major focus on value-based education. We are currently a team of more than 200 volunteers with diverse activities.

Shridhar (President) and Sampada (Secretary) realized the importance of connecting the right values and right direction with education for the overall growth of less fortunate children. They took a major step and started 'weCHANGE' in Thane on December 17, 2014.

### Vision

Ensure that an average social status is achieved and maintained among the less privileged youth which includes focusing on their needs and encouraging their Education, Public Health, and Basic necessities.

### Mission

Bring in persistent developments by providing constant support and guidance through value-based education, vocational training, mentoring, and holistic development to our beneficiaries. Promote a knowledgeable and self-sustainable society with moral and ethical grounds established.

## Scope of Work:

With an aim of the overall development of an individual, weCHANGE focuses on:

1. Interactive training sessions for teachers and students.
2. Effective audio-visual knowledge imparting methodologies.
3. Personal counseling.
4. Art and skill development workshop.
5. Physical fitness through yoga and sports.
6. Value and culture-based programs and sessions.
7. Healthy eating and personal hygiene practices.
8. Career guidance and finding sustainable solutions for an individual.
9. Providing moral support to deal with domestic and financial challenges.
10. Regular assessments and feedback sessions to tackle various challenges from time to time.

weCHANGE has been instrumental in providing volunteer support to various collaborative partners.

For weCHANGE *"To work for society, one does not have to go far. There is a huge disparity of resources all around us. All we have to do is give time and be dedicated."*

## Our Recent Projects

### EDUCATION - 'BE A MENTOR' FLAGSHIP PROGRAMME



### HEALTH CARE - DHARMENDRA MISHRA HEALTH CARE FUND



### ENTREPRENEURSHIP CELL - ECO FRIENDLY PRODUCTS & STITCHING HOPES

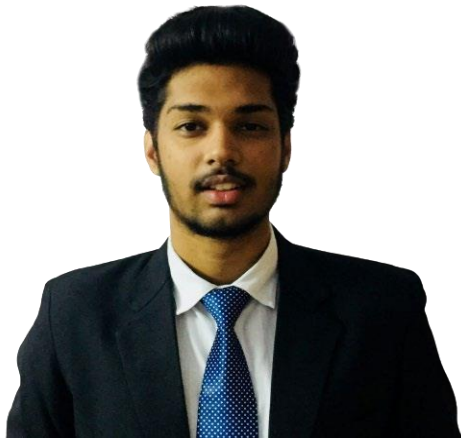


# weCHANGE

We work towards ensuring EDUCATION & HEALTH for all.

# 10

## ***Sprunt Adventure And Lifestyle***



***Jugal Wadhvani  
(Batch- 2021-23)***

After leaving my Job in the consulting industry to join my family business, nationwide Covid 19 took entry in India. Due to which everyone was at their home, people were enjoying and making content and enjoying maximum time on computers and mobile phones. After a time these electronics were destroying people's time. At that time me and my brother noticed that people have stopped noticing the natural things around them.

Hailing from the City of Lakes (Udaipur) encircled by the Aravali hills in Rajasthan, we've explored numerous hiking and trekking spots. Recently, with 3-5 friends, we embarked on a hike. While my companions captured the breathtaking hills in photos and videos, my brother and I initiated Sprunt. Our primary vision: foster nature appreciation in this tech era with affordable charges.

On October 18, 2020, we announced our first beginner trek in Udaipur. 30 people joined us on the trek. On reaching the top everyone's experience was so amazing that they experienced a whole new world altogether. Our primary goal of connecting people to nature and instilling gratitude for its gifts has been successfully achieved.

spruntlifestyle [Follow](#) [Message](#)

138 posts    651 followers    1,064 following

**Sprunt Adventure**  
We Are Travel Host Of Udaipur  
Adventure Is Not A Activity It's A Lifestyle 📍  
We Organize Group and Personal Treks & Camps 🏕️

Now, on weekends, we organize treks and hikes for all ages. After 10 treks, we introduced a nature walk for 40-50-year-olds. In 2022, we collaborated with the renowned Udaipur band "Arth Band" for all events. Families joined, and enjoyment soared. Next, we introduced technology-free 1-day camping experience in nature's embrace. Recently, we partnered with Royal Enfield Udaipur for biker nature experiences



With 20 treks, 10 nature activities, 5 camping events, 3 bike rides, 10 cleaning drives, and 5 plantation drives completed, we now have a loyal community of 200-300 individuals eager to join us on every trek. This social entrepreneurship idea has effectively promoted nature awareness and appreciation.

This social entrepreneurship idea helped me to achieve my mission and make people more about nature.



Prof. Anand Dhutraj

## NAVIGATING CHALLENGES AND MAXIMIZING IMPACT IN SOCIAL ENTREPRENEURSHIP

**S**ocial entrepreneurship is a rapidly growing field, with entrepreneurs around the world seeking to solve social problems through business models that create social and financial value. However, there are also some potential perils associated with social entrepreneurship.

One of the biggest challenges for social entrepreneurs is finding a sustainable business model. Social enterprises often have to balance financial returns with social outcomes, which can be difficult to do. This can make it difficult to attract investors and donors, which can hinder the growth of social enterprises.

Another challenge for social entrepreneurs is the risk of mission drift. As social enterprises grow and become more successful, it can be tempting to focus on financial growth at the expense of social impact. This can lead to a situation where the social enterprise is no longer truly social, and is instead just a regular business with a social mission.

Social entrepreneurs can also face backlash from traditional charities. Some charities view social enterprises as a threat, and believe that they are taking away donations that should be going to them. This can lead to negative publicity and make it difficult for social enterprises to raise funds.

Finally, social entrepreneurship can be a very demanding and stressful experience. Social entrepreneurs often have to wear many hats, and they may have to deal with complex and challenging social problems. This can lead to burnout, exhaustion, and loss of motivation. Despite these challenges, social entrepreneurship can be a powerful force for good in the world.

Social enterprises have the potential to solve some of the most pressing social problems of our time, and they can also help to create jobs and economic opportunity.

Here are some tips for social entrepreneurs to avoid the perils of social entrepreneurship:

- Create a clear and concise business model that outlines your social and financial goals.
- Be transparent about your social impact and how you measure it.
- Build relationships with traditional charities and other organizations that share your mission.
- Take care of your own well-being and make sure you have a support system in place.

Social entrepreneurship is a noble and important pursuit, but it is important to be aware of the potential risks involved. By following these tips, social entrepreneurs can help to ensure that their ventures are successful and sustainable.

Here are some additional tips for social entrepreneurs:

- Be patient. Social entrepreneurship takes time to build a successful business that has a real impact on the world. Don't expect to become an overnight success.
- Be persistent. There will be setbacks along the way. Don't give up on your dreams.
- Be passionate. If you're not passionate about your social enterprise, it will be difficult to succeed.

Social entrepreneurship is a challenging but rewarding path. If you're passionate about solving social problems, social entrepreneurship can be a great way to make a difference in the world.



“

We need more women entrepreneurs in our country. Social entrepreneurship might be a great opportunity for women professionals to break through the glass ceiling

**Manju Yagnik**

VICE CHAIRPERSON,  
NAHAR GROUP

Social enterprise models combine the **financial discipline** of market capitalism with the **passion** and **compassion** required to create a more fair and just world.

Hilde Schwab  
Chairperson and Co-Founder,





# JUGAADU ENTREPRENEUR



*Jugaadu Entrepreneur  
is a competition  
pitching products in  
an innovative way*

*4 Teams  
presented the  
topic before 2  
field-expert  
judges*

*Judges  
enlightened their  
insights and  
experience on the  
topic*

Nurtur E-Cell organised the *Jugaadu Entrepreneur* competition on August 26, 2022. The participants were given a product on the spot to pitch based on the parameters mentioned by a panel of judges. The participants had to use their creative ability and skills to pitch in using the given parameters.

A total of 14 participants were shortlisted from Round 1 of 211 participants and they were then divided into 4 groups. They were given 20 mins to prepare a pitch for that product. Each team unleashed their creativity and innovation skills before presenting them to judges. Judges Prof. Dr. M. R. Koshti and Prof. Anand Dhutraj provided insights and engaged in a Q&A session.

The event fostered creativity, mindset development, and confidence for budding entrepreneurs.

**Are you a jugaadu?**

The final round of  
**Jugaadu Entrepreneur**  
is here!

26<sup>th</sup> August, 2022  
Friday

4:00 PM  
to 6:00 PM

**N. L. Dalmia<sup>®</sup>**  
Institute of Management  
Studies and Research  
(A School of Excellence in N. L. Dalmia Educational Society)

By Nurtur-E  
The Entrepreneurship Cell

# CASE-A-THON 3.0



*Case-a-thon, an annual case study competition to solve real-life business challenges*

*6 Teams presented the topic before 2 field-expert judges*

*Judges enlightened their insights and experience on the topic*

On November 11, 2022, Nurtur-E Cell organized a case study presentation for the first-year students (Batch of 2024), 'Case-a-thon 3.0'!

Case-a-thon is an annual case study competition to solve real life business challenges. The purpose of this competition was to encourage MBA students of all specializations, streams, and programs to research a specific topic related to startups.

This year's topic was "Rapido's rapid disruption in the world of mobility". We were honored to host **Mr. Vasant Kumar Bhatia**, Active Philatelist and Numismatist, and **Prof. Dr. Baisakhi Mitra**, Academician, Consultant, Trainer, Researcher, Associate Professor as our esteemed judges for the event.

6 Teams presented the topic before 2 field-expert judges. Everyone put up their best efforts and gave tough competition to each other. The winners of Case-a-thon were *Team Schnell- Dikshi Jain and Krishna Darak*.

**N. L. Dalmia**  
Institute of Management Studies and Research  
(A School of Excellence of N. L. Dalmia Educational Society)

## Case-a-thon 3.0!

Our acclaimed judges for the event



**Vasantkumar Bhatia**  
Active Philatelist and Numismatist



**Dr. Baisakhi Mitra**  
Ph.D., MBA, BA (Hons)

**Event Details**  
Case-a-thon 3.0  
(Case Study Competition)

**Theme: Rapido's Rapid Disruption In The World Of Mobility**

**Date:** Friday, 11<sup>th</sup> November, 2022 | **Time:** 2:00 P.M. - 6:00 P.M.

# E-SUMMIT 2023



*Keynote speech  
portrayal of a  
vivid canvas of  
resilience and  
innovation*

*In a harmonious  
panel discussion,  
industry  
luminaries  
graced the stage*

On March 10, 2023, Nurtur-E conducted the annual **flagship event 'E-Summit 2023'**. The event encompassed dignitaries from various industries who came forth and shared their business expertise with the students. The theme was *"Enkindle Entrepreneur in you"*. The keynote speaker for the day -**Mr. Prashant Gade** portrayed his true story and real-life journey. It reflected how he confronted the harsh realities of disability when he noticed an amputee struggling to shave his face.

Prashant Gade (Keynote Speaker), Panelist members were: Mr. Pandurang Taware, Mr. Navnath Yewale, Mr. Subasish Pani, Mr. Anushree Maloo, Mr. Virendra Yadav, Dr. Sonali Tipre

It was followed by a panel discussion round. The panelists provided valuable insights into the world of entrepreneurship and highlighted the key attributes required for success in every aspect of business. They emphasized the importance of understanding the market, being adaptable, perseverance, focusing on customer satisfaction,

taking calculated risks, and having a clear vision and purpose. As students and dignitaries alike united under the celestial roof of entrepreneurship, the stage was set ablaze with dreams and possibilities.

**Nurtur-E**  
The Entrepreneurship Cell

**N. L. Dalmia**  
Institute of Management  
Studies and Research  
(A School of Excellence of N. L. Dalmia Educational Society)

**Presenting E-cell's  
Flagship Event**

E-Summit 2023  
Enkindle Entrepreneur In You

Friday,  
March 10<sup>th</sup> 2023

2:00 PM  
to 4:30 PM

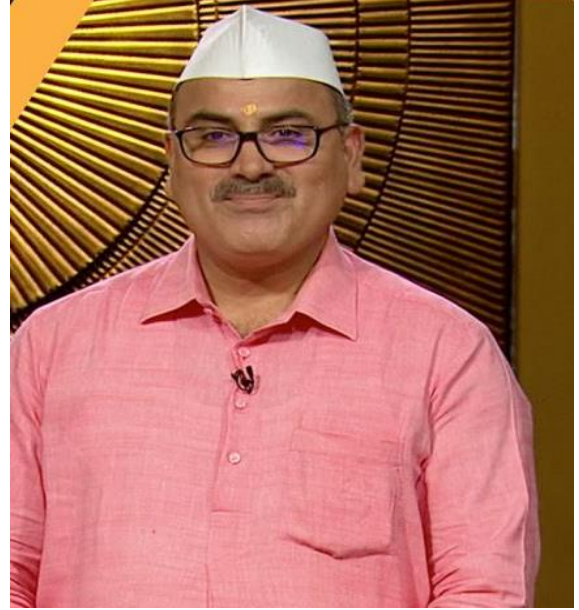
Auditorium,  
NLDIMSR



### **PRASHANT GADE**

(Founder of Inali Foundation)

Mr. Prashant Gade is an Indian entrepreneur, philanthropist, writer, and speaker. He is the founder of Inali Foundation, an NGO that provides prosthetic arms at low cost and free for poor people, who have lost them in an accident or don't have them by birth. Inali Foundation was started in 2016. Technologically they are on par with most other product that is available in the market internationally. Having researched on multiple variations of upper limbs that were and is available in the market, Inali Foundation, in 3 years has provided over 1500 upper limbs to people from all across India. The two variants of upper limbs that Inali Foundation has distributed are simple silicon-made cosmetic gloves and Mayo arm. Inali Foundation has entire limbs manufactured and assembled in India.



### **PANDURANG TAWARE**

(Founder of Agri Tourism)

Founder of Agri Tourism Development Corporation. He is the Father of Agri Tourism Concept in India. ATDC is a company that facilitates agricultural tourism in Maharashtra. ATDC now has 2500 trained farmers and 628 agritourism locations across the state of Maharashtra. Since the inception of the program, farmers across the state have experienced a 35% growth in their income. ATDC offers farmers agri-tourism training programs that equip them with the technical knowledge they need to diversify their products and establish small-holding tourism ventures. One of the sharks in Shark Tank India- Season 1, has invested in the startup of farmer Pandurang Taware. He has also bagged the prestigious National Tourism Awards in 2012.



## NAVNATH YEWALE

(Founder and CEO of Yewale Amruttulya)

He is the founder of Pune based tea startup that caters to the demand of tea among consumers through its outlet. It has an estimated of 30 branches in Pune and is aiming to expand by establishing as many as 100 outlets in Maharashtra. The secret behind Yewale Amruttulya's growth and success lies in its unmatched taste, credit for which goes to the Yewale family and their dedication to devising a recipe that ensures a similar taste at all of their branches.

This has helped the brand establish impeccable planning, meticulous management, and best service throughout the branches. The Yewale Chaha success story is a testimony to the fact that hard work and honesty always pay off.



## SUBASISH PANI

(CEO at Power of Stocks)

He is a full-time trader and the CEO of 'Power of Stocks'. Power of Stocks is a comprehensive stock market you-tube channel focused to simplify Trading and investing concepts. He has 1.3M subscribers on his YouTube channel. He has a profound name in the trading community and has appeared in talk shows like Josh Talks. He is known to generate a large profit of up to 2Cr in a single intraday session.

Subasish sir oversees the business and 18 overall development. He also handles strategic planning, marketing, finance management, and digital growth. Prior to his entrepreneurial debut. He was an equity research analyst and an active trader covering all aspects of the market, Mr. Subasish Pani's mantra is to "Believe in yourself, be disciplined with a risk management in place".



## ANUSHREE MALOO

(Founder, Of Nuutjob )

NuutJob a cosmetic brand that manufactures products for male hygiene from Shark Tank India season 1, who's deal was tapped by 3 sharks. Considering the changes happening in the world of Sun, Sweat, Wind, and Pollution, a lot of things happen in Male's life. The startup has 19 engineered, tested, and re-engineered products that don't have any harmful ingredients, their mission is to educate and stress the importance of Male intimate hygiene in India through humor, and flare up the idea - Cleanliness is Next to Manliness.

Anushree is a law student, she has made a significant contribution in growing the Nuutjob startup. She also has work experience for more than 5 years in the industries like Travel and Tourism and Modular Kitchen and Furniture.



## VIRENDRA YADAV

(MD and CEO at BU Projects and Consulting Pvt Ltd)

Mr. Virendra Yadav is known as Franchising and Channel Development expert in the Corporate World. He works as a Management Consultant on Business Strategy/Distribution for other Corporate as well. 20 He is an MBA from N.L. Dalmia Institute of Management Studies and Research and a Graduate of Mumbai University.

He is also a Certified Lead Assessor for ISO 9001:2008 Certification with insight into QMS and other quality initiatives. He is a Qualified Management Graduate with more than 18 years of experience in Sales, Channel Development, Franchise Development, Channel Management, Business Planning, Team Management, Business Development, and Relationship Management in the Financial Sector.



## SONALI TIPRE

(Founder, Director of PiSquare Group)

She is the founder, Director of PiSquare Group. This group has 2 companies that are in different verticals and are fast growing. The first company is PiSquare Analys tech, it is a business and data analytics platform, which enables organizations to mine their profit zones. It has branch offices in Bangalore, Delhi, UK and South Africa. BizzCult, another group company is a mobile application company, which empowers and educates Micro and Small Enterprise owners to achieve their true potential. She has experience of more than 15 years in corporate, teaching and training positions which helps her lead the overall business. Academically, she is a Ph.D., MBA, and Certified Forensic Accountant and has written numerous white papers and articles. 22 Due to her dynamic and enterprising nature, she was awarded "Female Entrepreneur in Services Segment", by the Small and Medium Business Development Chamber of India.



## ANUSHREE MALOO (Co-Founder- Nutujob)

### What was the story behind Nutujob?

Our inspiration came from observing our fathers using copious amounts of talcum powder in the bathroom. Initially, we couldn't understand the reason behind this excessive use and questioned its necessity. When we inquired, they hesitated to discuss it with their daughters, claiming it was a "male thing." But, we couldn't let go of our curiosity and embarked on a healthy discussion with them. We pointed out that since our school days, girls have been educated about intimate hygiene and provided knowledge about feminine hygiene products. So, we wondered why there was a lack of education and openness when it came to men's intimate hygiene. Talking to our male friends, we encountered resistance and skepticism. Many of them didn't see the need for specialized products and were reluctant to discuss such matters openly. However, we knew that just like women, men also required proper intimate care to maintain their health and well-being. We realized that waiting for discomfort or infections to strike wasn't the right approach. Men deserved proactive intimate care and the knowledge to make informed choices. Hence, the idea of Nutujob was born - a brand that aims to break the taboo surrounding male intimate hygiene and provide high-quality products designed explicitly for men.

### How did you tackle the working capital shortfall and what are your plans for the future?

After receiving a deal from three sharks on Shark Tank, we eventually decided not to take the investment as we realized that the initial 25 lakhs wouldn't be enough to make a significant impact in our category. Instead, we chose to remain bootstrapped and reinvested our sales revenue into Nutujob. Now, as we enter our second year, we believe it's the right time to consider external funding. While we have been able to manage our working capital with our reinvestment strategy, we understand that taking the next big step requires additional resources. With the potential funding, we plan to expand our distribution channels, explore offline opportunities, and grow the brand further. It's not because we can't reinvest, but we want to go all out and maximize Nutujob's potential for success in the male intimate hygiene market.

### Were there any competitors to nut job in Intital stages?

During our initial research of Indian hair brands, we discovered that some were addressing male intimate wellness, such as Be Safe, Urban The Brew, and Bombay Shaving Company. However, none of these brands were solely dedicated to male intimate hygiene. They either fell into grooming or body care categories, with intimate hygiene products being just a small part of their offerings. Recognizing this gap in the market, we decided to test the waters ourselves and launched Nutujob in May 2021 to exclusively cater to male intimate hygiene needs.

### How did Nutujob grow in the market?

In May 2021, we launched our company and started selling our products online through our website. We also listed our offerings on popular platforms like Amazon and Flipkart. When we heard about Shark Tank India coming to the country, we saw it as an opportunity to gain exposure and educate a larger audience about Nutujob. We applied, went through auditions, and were selected, providing us with a significant platform to showcase our brand. Through this exposure, we were able to reach the masses, and today, it brings me immense joy to see that Nutujob is widely recognized and understood by people.

### "Social Entrepreneurship"-Its Impact on Society



#### **Vasant K Bhatia**

##### *Founder-CFO at VCX Capital*

*With a strong entrepreneurial acumen and a background in digital currencies, he has successfully ventured into various industries, including food and beverage, retail, and international trading, showcasing his prowess in strategic planning and business management.*

Social entrepreneurship, though a relatively contemporary term, embodies principles and objectives that have been rooted in society for decades. Emerging as a distinct breed, social entrepreneurs share a resolute commitment to both enhancing the global landscape and operating profitable enterprises that cater to consumer demand. This paradigm shift marks a departure from traditional business approaches, reflecting an evolving mindset in the entrepreneurial sphere. The trajectory of social entrepreneurship has been shaped by a profound recognition of societal injustices, drawbacks, and imbalances, leading these innovators to engineer transformative solutions.

At its core, social entrepreneurship integrates the strategic principles and insights commonly wielded by startup founders and entrepreneurs into ventures that directly catalyze social change or address pressing social issues. Guided by a steadfast drive to alleviate systemic social or cultural challenges, social entrepreneurs epitomize a distinctive purpose-driven ethos. A notable exemplar of social entrepreneurship in India is *Sumita Ghose*, the visionary founder of Ashoka Changemakers. Her mission revolves around rekindling the dormant craftsmanship and latent talents within rural India, aiming to garner well-deserved recognition for these skilled individuals.

Further afield, *Muhammad Yunus*, an eminent social entrepreneur hailing from Bangladesh, stands as a compelling archetype. Honored with the Nobel Peace Prize for his establishment of Grameen Bank, Yunus is a pioneering figure in the realm of microfinancing and microcredit. His visionary approach has empowered countless marginalized individuals by providing them access to modest loans, thereby fostering the growth of their own enterprises. Yunus's unwavering commitment continues to be a beacon of "humane capitalism," offering a viable path for the economically disadvantaged to surmount financial obstacles.

In essence, social entrepreneurship encapsulates an ethos of purposeful innovation, bridging the chasm between societal progress and entrepreneurial pursuit. Through their ingenuity and altruism, social entrepreneurs drive meaningful change, transcending conventional business paradigms.

*"I am proposing to create another kind of business, based on "selflessness" that is in all of us. I am calling it social business"*



*Muhammad Yunus*



# Empowering Rural India Through Agri Tourism: The ATDC Impact

## Pandurang Taware

*Managing Director - Agri Tourism  
India/ Recipient, National Tourism  
Awards 2008 and 2012*



Pandurang Taware, the visionary behind Agri Tourism Development Company Pvt Ltd (ATDCPL), recognized the immense possibilities that lay hidden within the realms of agriculture. In 2010, he set out on a mission to double farming income through the sustainable income from Agri Tourism. This simple yet profound concept would not only bolster the rural economy but also preserve and enhance India's historical, physical, and cultural agricultural heritage. With relentless dedication, ATDCPL spread its wings to more than 200 villages, captivating the attention of farmers and tourism enthusiasts across the country. Through training and capacity-building initiatives, over 2500 farmers were equipped with the skills needed to embrace Agri Tourism, transforming their lives and communities forever.

Today, Maharashtra stands tall as the first state in India to have a Policy on Agri Tourism, a testament to the groundbreaking strides made by this visionary company. They have become the driving force behind the transformation of Maharashtra from a favorable tourist destination to a premier one. Agriculture Tourism, a brainchild of ATDCPL, has opened up new consumer markets, benefiting farmers, local communities, and tourism enterprises alike. The once unnoticed local agricultural products have found a place in the hearts of tourists, fostering an understanding of the significance of preserving agricultural lands.

But ATDCPL's mission goes beyond just financial gains; it revolves around empowering farmers and fostering social entrepreneurship. Instead of seeking urban migration, Agri Tourism offers on-site employment opportunities to farm families, strengthening the sustainability of small farms and uplifting rural India. In the journey of fulfilling this dream, ATDCPL has garnered recognition and accolades from across the globe. From national awards in India to global recognition in London and the Philippines, ATDCPL has proven its mettle time and again.

One such milestone in ATDCPL's journey was its participation in Shark Tank India. Here, it found a kindred spirit in Nimita Thapar, who saw the immense potential in Agri Tourism and decided to invest in this noble cause. Together, they are working tirelessly to showcase the beauty of Indian villages to the world. As we tread ahead, let us remember our roots, the essence of India lies in its villages and the hard work of its farmers. Empowering them through Agri Tourism is not just a step towards economic growth, but a leap towards preserving our traditions, culture, and heritage. Let us join hands and support this transformative movement, where agriculture and tourism intertwine to create a brighter and prosperous India. Through Agri Tourism, we can rediscover the beauty of our villages, embrace sustainable living, and celebrate the invaluable contributions of our farmers. Together, let us cultivate this vision, empowering our farmers and transforming India into a beacon of progress and prosperity for all.



## Nuutjob: Changing The Male Intimate Hygiene Sector In India -One Nut At A Time

### Anushree Maloo

*Co-Founder at Nuutjob as seen on Shark Tank India*

*What happens when you decide to have a very awkward conversation with your father about male genitalia? What happens when two women decide that they will not be told what to do based on the expectations of the society? What happens when men finally see a brand that they long needed representation from is launched.*

**You guessed it right, that's when a brand like Nuutjob is born.**

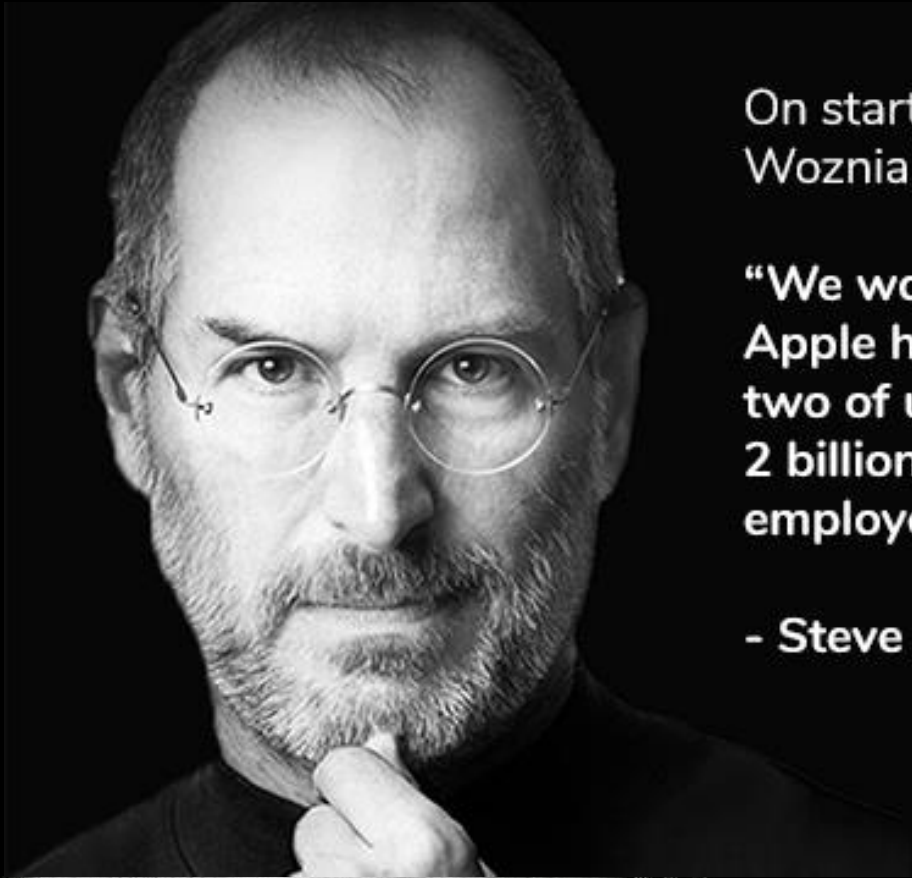
In India, discussing male intimate hygiene has long been considered a taboo subject, leading to a lack of awareness and limited options for men seeking products tailored to their needs. However, Nuutjob recognized this pressing issue and aimed to create a positive impact on men's health and self-care routines, with women at the forefront of our vision.

From its inception, Nuutjob's mission has been empowering men and challenge the stigmas surrounding male intimate hygiene. What truly sets Nuutjob apart is the fact that it's under the leadership of two determined and committed women who have broken the barriers and fearlessly stepped into this male-centric industry. Our mission is to revolutionize the Male Intimate Hygiene Sector, the way men approach personal hygiene and personalize it to meet individual needs. The brand aims to address a segment that has been widely overlooked and shamefully disregarded by the Indian audience.

To address this issue, Ananya and Anushree Maloo decided to develop a range of innovative and effective products to beat the everyday grime of sweat and odour in men caused by the hot and humid Indian climate. We offer them a uniquely engineered range of products that provide long-lasting relief, ensuring that they feel comfortable and confident at all times.

By understanding the unique needs of men, we have not only improved their intimate hygiene experience but have also sparked vital conversations around self-care. With our passionate advocacy for men's intimate health, we have built a safe space for men to share their experiences, ask questions, and seek support. Through educational initiatives and campaigns, we are dismantling the barriers that prevent men from seeking help and breaking the silence around sensitive issues. Previously men had few choices for personal care and had to resort to using skincare products marketed towards women. When we launched in 2021, the market was in its infancy and relatively small. Ever since there has been a rise in the level of consciousness among people in the context of skincare, the men's grooming industry has made significant advancements.

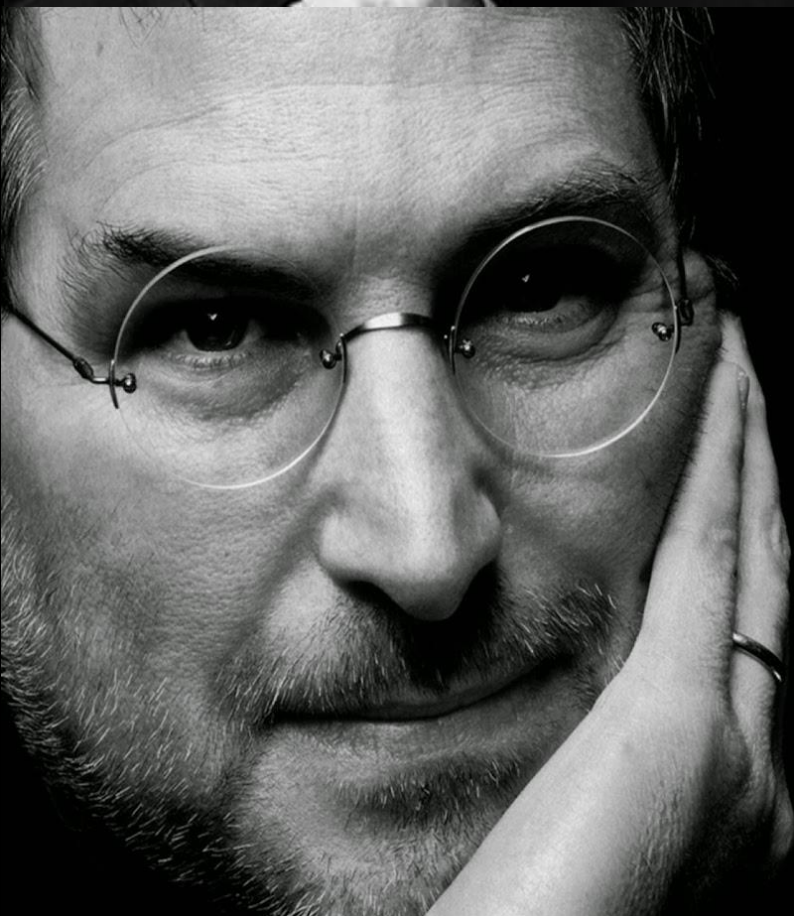
Nuutjob, one of India's first few brands dedicated to men's intimate hygiene, is proud to have contributed to the growth of this burgeoning industry. As a pioneer in the field, Nuutjob promises to continue taking care of men's intimate hygiene needs in India.



On starting Apple with Steve Wozniak:

**“We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a 2 billion company with over 4000 employees.”**

**- Steve Jobs**



# **Steve Jobs**

**1955-2011**

**“The ones who are crazy enough to think that they can change the world, are the ones who do.”**

# SOCIAL STARTUPS

## 1. Ather Energy



Founded: 2013  
Founders: Tarun Mehta and Swapnil Jain  
Headquarters: Bengaluru

Their flagship offerings include the Ather 450X and Ather 450 Plus electric scooters. An integral part of their ecosystem is the Ather Grid, a comprehensive network of electric vehicle charging stations.

The company's journey commenced with an initial fund infusion of 4.5 million (US\$56,000) in 2014, supported by IIT Madras and Srinivasa V Srinivasan of Aerospike. Sachin and Binny Bansal, founders of Flipkart, injected a seed investment of \$1 million in December 2014. A significant boost of \$12 million arrived in May 2015 from Tiger Global, pivotal in advancing vehicle development.

Ather Energy unveiled its debut scooter, the S340, on February 23, 2016, in Bangalore. Hero MotoCorp joined the Series B funding round in October 2016 with a notable 180 crore (approx. US\$23 million) investment. Additional funding of 130 crore (\$16 million) in 2018 propelled further growth.

The year 2019 witnessed a remarkable achievement for Ather Energy, as it successfully raised \$51 million in a new funding round. This notable feat was made possible in part by the remarkable contribution of \$32 million from Sachin Bansal, underscoring the strong investor confidence in Ather's trajectory and potential.

## 2. Phool



Founded: 2017  
Founders: Ankit Agarwal and Prateek Kumar  
Headquarters: Kanpur

An Indian biomaterials startup, with a visionary purpose – repurposing discarded temple flowers from waterways in Kanpur. They harnessed these blooms to craft valuable resources, including rose incense cones and Phool vermicompost, a sustainable alternative. Kanpur Flowercycling Pvt. Ltd., established in the same year, holds the Phool trademark. Remarkably, over 11,060 metric tonnes of temple waste have been rejuvenated into purposeful products.

Their journey commenced during a visit to the Ganges River Ghats, where the perils of pesticide-laden temple flowers struck them. Eager to address this environmental concern, they embarked on a mission to revolutionize temple waste management. After an extensive 18-month research phase, their ingenuity bore fruit in the form of incense cones and vermicompost.

The Florafoam invention stands out – a product entirely composed of flowers that elegantly biodegrades, offering a sustainable alternative to the sluggish decomposition of thermacol. This innovation has found recognition on India-based Amazon platforms. Recently, the business diversified into HelpUsGreen and Phool, signifying their commitment to a greener future.

### 3. Zun Roof



Founded: 2016

Founders: Pranesh Chaudhary and Sushant Sachan  
Headquarters: Gurugram, Haryana

ZunRoof, a prominent Indian solar rooftop startup founded in 2016 by Pranesh Chaudhary and Sushant Sachan, is headquartered in Gurugram, Haryana. Dedicated to enhancing personal energy utilization, the company has designed over 30,000 systems and installed 10,000+ residential solar rooftops nationwide.

ZunRoof's mission involves investigating individual energy requirements, offering cutting-edge solar energy and IoT smart solutions that encompass energy capture, storage, maintenance, and usage.

The startup's overarching objective is to leverage technology for comprehensive household improvement, with a persistent drive to establish solar energy as a commonplace utility across India, thereby escalating residential solar adoption on a broader scale.

### 4. Yulu



Founded: 2017

Founders: Amit Gupta, Naveen Dachuri, RK Misra and Hemant Gupta  
Headquarters: Bengaluru

Yulu, a technology-driven urban mobility platform integrating public and private transportation modes. Presently operating across Bengaluru, Delhi, Gurugram, Mumbai, Pune, and Bhubaneswar, the startup boasts an impressive fleet of 18,000 single-seater vehicles, catering to a user base of 2.5 million consumers. Its fundraising efforts culminated in an impressive \$19.9 million by February 2021.

A significant highlight for Yulu transpired in January 2019, marked by the introduction of a novel fleet comprising 2,000 electric vehicles, aptly named "Miracle." The company further augmented its offerings with an Internet of Things (IoT) charging box, facilitating cost-effective battery swapping. The evolution of Miracle continued in November 2019, featuring enhancements such as a bag holder, improved shock absorbers, and an upgraded footrest. An additional 8,000 enhanced Miracle e-vehicles were introduced in April 2020. Responding to the imperatives of the COVID-19 pandemic, Yulu integrated a "Last-sanitised" timestamp to their app in April 2020, prioritizing user safety. Furthermore, Yulu expanded its customer support by integrating 24/7 chat assistance into its app in June 2020.

Cumulatively, Yulu has traversed an impressive 27 million miles since November 2020, resulting in the burning of 4 million calories and mitigating 2.3 million kg of carbon emissions. Among its competitors, Bounce and Vogo stand out; however, it's noteworthy that Yulu's distinction lies in offering legitimate electric vehicles for short-term or long-term rentals, setting it apart from its fuel-powered counterparts.

### 5. BluSmart



Founded: 2019

Founders: Anmol Singh Jaggi, Puneet Singh Jaggi, and Punit K Goyal

Headquarters: Gurugram, Haryana

It is a pioneering ride-hailing startup established in 2019 by Anmol Singh Jaggi, Puneet Singh Jaggi, and Punit K. Goyal. Its fleet, comprising vehicles like Mahindra e-Verito, Tata e-Tigor, Tata Xpres-T EV, Hyundai Kona Electric, and MG ZS Electric, reflects its commitment to electric shared smart mobility. It stands out as India's inaugural electric shared mobility platform, fostering cost-effective, intelligent, and eco-friendly transportation.

BluSmart's inception on January 14, 2019, marked a significant milestone, with Mahindra and Mahindra collaborating to introduce the first wave of EVs on the platform. The startup secured a \$3 million angel round in September 2019, supported by JITO Angel Network and Deepika Padukone's investment office.

Demonstrating its environmental impact, BluSmart revealed that it has curbed over 4300 tonnes of CO2 emissions across 1.8 million trips in Delhi NCR as of July 2022. Notably, it joined hands with Jio-BP on World EV Day 2021 to establish a widespread charging infrastructure throughout India. Furthermore, a partnership with Tata Motors resulted in an agreement to supply 10,000 EVs, and the company earned Verra accreditation for carbon emission in July 2022.

Employing an asset-light strategy, BluSmart sources vehicles from entities like EESL through monthly leases. It offers user-friendly rides comparable to Uber and Ola Cabs via a mobile app. Priding itself as the world's sole 100% electric mobility solution, BluSmart employs distinctively branded electric vehicles reminiscent of Tesla models. This distinctive approach exemplifies BluSmart's commitment to advancing eco-conscious and efficient urban transportation.

## 6. Beco



Founded: 2017

Founders: Aditya Ruia, Anuj Ruia and Akshay Varma  
Headquarters: Mumbai

This eco-conscious enterprise is renowned for crafting biodegradable products from green, cornstarch, and bamboo materials. Their range includes eco-friendly alternatives to single-use items like tissues and cotton balls, aligning with a mission to curb plastic utilization. The startup prioritizes packaging sustainability by exclusively employing recycled paper, thereby minimizing plastic usage.

Actress Dia Mirza is the brand's face and investor, joined by Aamir Khan, Ranbir Kapoor, Bhumi Padnekar, and others. Founders Akshay, Aditya, and Anuj earned Forbes India's 30 Under 30 recognition. Beco's eco-friendly approach saved 500 tons of plastic in 3 years, with bamboo and cornstarch crafting products, entirely plastic-free from production to packaging.

## 7. Nexus Power



Founded: 2020

Founders: Nishita and Nikita Baliarsingh  
Headquarters: Bhubaneswar, Odisha

Nexus Power, an emerging Indian sustainable startup, is dedicated to crafting biodegradable batteries tailored for electric vehicles. Leveraging unburned crops, the company engineers rechargeable cells, effectively addressing air pollution concerns. Founded by Nishita and Nikita Baliarsingh, Nexus Power resonates with environmentally conscious individuals, offering a compelling solution for greener mobility. It also aligns with global efforts to reduce carbon footprint.

## 8. Waste Venture India Founded: 2012



Founders: Roshan Miranda, Parag Gupta, and Rob Whiting  
Headquarters: Hyderabad

Approximately 42 million tonnes of urban India's municipal solid waste is generated annually, posing environmental challenges. Rag pickers, who collect hazardous waste including discarded sanitary items, pharmaceuticals, and plastics, endure significant health risks.

Their compensation for vital waste management work remains inadequate. Recognizing this, Rob Whiting, Parag Gupta, and Roshan Miranda embarked on a mission. Their initiative, "Waster Venture India," founded in 2012, aims to provide fair wages to rag pickers while curbing the nation's waste burden. This startup offers comprehensive solutions for bulk waste generators, alongside expert waste collection and processing services for businesses and residences, thus uplifting waste pickers through meaningful employment.

## 9. Wakao Foods



Founded: 2020  
Founders: Sairaj Dhond Headquarters: Goa

Operating from Goa, "Wakao Foods" specializes in crafting delectable meals from the renowned "Jackfruit" of Panruti. Founded by Sairaj Dhond, this eco-conscious venture produces plant-based food and products. Leveraging platforms like Flipkart, Amazon, and more, Wakao Foods is rapidly gaining popularity across Indian households, establishing itself as a prominent name.

## 10. GoodDot



Founded: 2016  
Founders: Abhishek Sinha and Deepak Parihar  
Headquarters: Udaipur, Rajasthan

A vegan-friendly startup, GoodDot offers global traditional cuisine and popular fast-food flavors. Pioneering faux chicken items like tikkas, curry bowls, and biryani, founder Abhishek Sinha aims to shift omnivore diners towards plant-based options. Recognized as the best vegan restaurant of 2019.

GoodDot aspires to revolutionize sustainability, elevating both the environment and people's lives. These startups champion eco-friendly practices, fostering a sustainable ethos that resonates, encouraging wider adoption of mindful living.



KUNAL VIJAY SABOO

Year: 2022-2024

PGDM- Finance

## Who is a Social Entrepreneur?

**S**ocial Entrepreneur is a person who is willing to do social good to the society by understanding their problem and developing solution to minimize their problem. These are the individuals are willing to take risk and effort to create positive changes in society through their initiatives their goal in not to maximise profit but to solve bigger cause.

Social entrepreneurship is a growing trend along with ESG ( Environmental, Social, and Governance) and SRI (Socially Responsible Investing ) which works on the basic Principal that business uses resources which belong to society hence it is their responsibility to take care of society by providing them with good quality of product and services which improves quality of life of people.

### Some Example of Social Entrepreneur:

1) *Shantanu Naidu* – Shantanu Naidu is a founder of Goodfellows and works as an assistant to India Philanthropist Mr. Ratan Tata.

Goodfellows – Goodfellows is a Startup which aims to improve familiar relationships between grandparents with their young assignees by making them participate in various events and activities which helps to create a stronger bonds as a result young assignees and Grandparents gets love and respect for each others.

2) *Ria Sharma* – Ria Sharma born in New delhi is a social activist graduated from Leed’s University is a founder of ‘Make love Not Scare’ which works for the betterment of acid attack victim in India .Founded in 2014 and raises funds through crowd funding.



3) *Hanumappa Sudarshan* - Founded ‘Vivekananda Girijana Kalyana Kendra ‘ in the year 1980 for the development of Tribal population in Karnataka Also he has been awarded as Secretary ‘Karuna trust’ which focuses on development in rural areas in Karnataka and Arunachal Pradesh.

4) *Ajaita Shah* – Founder and CEO of ‘Frontier Markets’ which provides clean energy products. Frontier Markets has sold more than 25,000 clean energy products in India especially in region of Rajasthan and Andhra Pradesh.

5) *Virat Kohli* – Indian Cricketer and a former India Captain is the founder of ‘Virat Kohli Foundation’ which aims to helps in various sectors such as : Giving Opportunity for talented people in Sports Animal Welfare ,Health Care .

According to a report by Deloitte’s 2018 survey on The Rise of the Social Enterprise - States a whopping “86% of millennials think that business success should be measured in terms of more than just financial performance.”



I believe that social entrepreneurship is a way to promote equality and unity and Sustainability In the society and also help a business to create a positive image in the minds of its potential consumers which will help organization to fulfil its Moral Duties while generating profit .



MIHIR POPAT

Year: 2022-2024

PGDM- Finance



## **Social Entrepreneurship in India: *Driving Change and Creating Impact***

Idea of social entrepreneurship is quickly gaining acceptance especially among young people who are looking for ways to change the world. Using entrepreneurial ideas to develop, finance and expand sustainable firms that address social or environmental issues is known as social entrepreneurship.

Although the idea of social entrepreneurship is not new, it has gained popularity recently as more individuals have become aware of the social and environmental problems affecting our planet. Because it places a higher priority on social effect than on monetary gain, social entrepreneurship differs from traditional entrepreneurship. Social entrepreneurs aim to add value for society as a whole, as opposed to traditional entrepreneurs who may concentrate on developing goods or services that make money for their shareholders.

The emphasis on developing long-term solutions is one of social entrepreneurship's most significant characteristics. Social entrepreneurs are aware that for their organizations to have a long-term impact they must be financially viable. They attempt to develop long-term solutions that may be scaled up to have a greater impact rather than just offering a quick remedy to social issues.

The ability of social entrepreneurship to support job creation and economic growth is another advantage. Social entrepreneurs frequently succeed in building long-lasting companies that create jobs and promote economic development in their local communities. This might contribute to the development of a more wealthy and stable society which would then help to address many of the social issues that social entrepreneurs work to resolve.

Due to entrepreneurs' efforts to address some of the most urgent social and environmental issues facing the nation, social entrepreneurship has become a significant force in India in recent years. India is home to a sizable and expanding population of socially conscious people who are keen to improve society which has sparked the establishment of a thriving social entrepreneurship industry.

Poverty is one of the biggest issues India is now experiencing. Extreme poverty affects millions of individuals in the nation and social entrepreneurs are attempting to solve the problem by coming up with creative ways to give neglected populations access to the economy. One example of this is the social venture Milaap, which offers micro loans to female entrepreneurs in rural areas to launch or grow their business.

Education is a different social issue that social entrepreneurs in India are tackling. In India, many kids lack access to high-quality education, especially in rural areas. Social entrepreneurs are coming up with creative solutions to deal with this problem such as the Akshaya Patra Foundation which gives school children in India mid-day meals to increase attendance and academic success.

Another sector in India where social entrepreneurship is having an impact is healthcare. A lot of individuals in the nation lack access to fundamental healthcare services and social entrepreneurs are coming up with creative ideas to solve this problem. One illustration is the social venture CareNx, which uses telemedicine to deliver affordable and accessible healthcare services to remote populations.



PREYASH GADA

Year: 2022-24

PGDM- Finance

## Brushstrokes of Innovation: *Unveiling the Art of Social Entrepreneurship*

Process by which individuals, businesses, and entrepreneurs create and finance solutions that directly address social challenges is known as social entrepreneurship. Hence, a social entrepreneur is someone who looks into business prospects that benefit their neighbourhood, society, or the entire planet. Being an entrepreneur is difficult in and of itself, and tackling a social issue through it will surely make the road more challenging. In India, you have a social enterprise and are trying to make money to support a good cause.

A sort of company model known as social entrepreneurship puts social or environmental impact ahead of financial success. Those who start enterprises or groups to address social or environmental challenges in novel ways are known as social entrepreneurs. In contrast to conventional business models, which only prioritise shareholder returns and profit, social entrepreneurship is motivated by a desire to have a positive social or environmental impact. Social entrepreneurs are dedicated to improving the lives of the people they serve and are frequently driven by a personal connection to the problem they are trying to solve. Social entrepreneurship can take many different shapes, from non-profit groups that offer underserved populations with services like education and healthcare to microfinance programmes that lend money to small company owners in underdeveloped nations. Social entrepreneurship, in whatever form it takes, is about employing business know-how and inventiveness to make the world a better place.

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Social entrepreneurship can take many different shapes, from non-profit groups that offer underserved populations with services like education and healthcare to microfinance programmes that lend money to small company owners in underdeveloped nations. Social entrepreneurship, in whatever form it takes, is about employing business know-how and inventiveness to make the world a better place.



The capacity of social entrepreneurship to solve urgent social challenges in novel and creative ways is one of its main advantages. Since traditional corporate structures and government initiatives are not a barrier on social entrepreneurs, they are free to try out novel approaches to resolving social issues. This may result in ground-breaking inventions that significantly improve people's lives. The capacity of social entrepreneurship to develop long-lasting solutions to societal issues is another advantage. Social entrepreneurs can bring about long-lasting change that is independent of outside funding or government initiatives by starting enterprises or groups that are financially self-sufficient.

This is crucial in developing nations where outside aid can be erratic and unreliable. Social enterprise does present certain difficulties, though. Access to capital is one of the main problems facing social entrepreneurs. In contrast to regular firms, social enterprises frequently encounter difficulty obtaining finance from banks or investors since their social missions may be perceived as posing a danger to financial returns. Due of this, social entrepreneurs may find it challenging to launch their companies and make the effect they intend.

The necessity to strike a balance between social effect and financial sustainability is another difficulty faced by social entrepreneurs. While social entrepreneurs are motivated by a desire to bring about meaningful social change, they must also make sure that their organisations or businesses are financially stable over the long haul.

This takes careful management and preparation because it can be a delicate balancing act.

To sum up, social entrepreneurship is an effective tool for bringing about constructive social change. Social entrepreneurs are developing viable solutions that have the potential to have a long-lasting effect on people's lives by utilising commercial expertise and innovation to address urgent social concerns. Although social entrepreneurship has its difficulties, the potential rewards are substantial, and the movement is still growing. There has never been a better opportunity to get engaged in social entrepreneurship and change the world if you have an interest in doing so.





JYOTI KUMARI

Year: 2022-24

PGDM- Finance

## Triumph of the Compassionate Titans: *Inspiring Social Entrepreneurs Reshaping the World*

In the realm of social entrepreneurship, three remarkable individuals have emerged as beacons of hope, tirelessly working to bring about transformative change in society.



**Bill Drayton**, the visionary founder of Ashoka, has dedicated his life to support social entrepreneurs worldwide. With a heart driven by philanthropy, he championed structural reforms and reduced income discrimination using innovative business models. Ashoka unites talented social entrepreneurs, providing them with the financial support they need to catalyze positive impact across the globe. Drayton has earned the title of the father of social entrepreneurship, leaving an indelible mark on the world.



In the bustling streets of Mumbai, **Akanksha Hazari** has harnessed the power of cellphones to empower and encourage the underserved. As the founder and CEO of m.Paani, she has embarked on a journey to build a better India. Her mobile-based loyalty programs

connect spending in underserved communities to life-changing development rewards in education, healthcare, safe water, and energy. Hazari's dedication to bridging income gaps has led to partnerships with NGOs and major Indian telecom providers, enabling

her to pilot her initiatives in Mumbai's sprawling slums. She envisions a future where even the most marginalized individuals have access to opportunities that can transform their lives.



And then there's **Ratan Tata**, an emblem of compassion, ingenuity, and purpose. Stepping into the realm of social entrepreneurship after retiring as chairman, Tata's heart beats for those whom society has overlooked. His pursuit of raw entrepreneurship, technology-led innovation, and philanthropy serves as an orchestra of change, addressing the chronic struggles of millions of India's underprivileged. Tata's boundless dedication knows no limits, as he finds fulfillment in uplifting the downtrodden. A true karma yogi, he navigates the complex web of business and societal challenges with grace, leaving an extraordinary legacy that transcends generations. "*For Tata, this is another innings as a karma yogi,*" says Ashok Ganguly, former HUL chairman.

These three social entrepreneurs share a common thread: Their endeavors evoke emotions of inspiration and hope, touching the very core of our hearts. They remind us that social entrepreneurship is not just a buzzword; it is a compassionate journey, a symphony of innovation and empathy, orchestrated to create a harmonious and inclusive world. Their tireless efforts paint a vivid portrait of a future where barriers are broken, and dreams are within reach for all.

ADWAIT GAWDE

Year: 2022-2024

PGDM- Finance



## **Social Entrepreneurship:** *Empowering Communities for Lasting Change*

**S**ocial entrepreneurship is the practice of using innovative business solutions to address social and environmental problems around the world. It's a form of entrepreneurship that aims to make a difference in people's life while creating a sustainable business model. Social entrepreneurs are driven by the desire to solve some of the world's greatest problems such as unemployment, poverty, hunger, environmental degradation and inequality. They are passionate about creating a positive impact and use their business model to develop innovative solutions and bring about a radical change that can transform communities and change people's life for the better good.

By generating jobs and encouraging enduring economic growth in local communities, social entrepreneurship can play a significant role in combating unemployment. A way to do this is through adding positions within the organisation itself. By offering them training and education they may recruit people from the areas they serve. Several social companies provide their employees with on-the-job training and skill development programmes which can help them gain the knowledge and abilities they need to succeed in the workplace. Also, they might start companies that offer products and services to their local communities which might promote economic development.

Social entrepreneurship can aid in the eradication of poverty by tackling the problem of unemployment. It can do this by making goods and services available to those who are below the poverty line that is both affordable and accessible. Entrepreneurs create companies that cater to certain consumer requirements such as supplying cheap housing, healthcare and education. They can assist in removing the obstacles

preventing those living in poverty from gaining access to basics by doing this.

Inequality is a significant challenge that social entrepreneurs often aim to tackle. They recognize that inequality can prevent individuals and communities from accessing resources and opportunities to enhance their lives.

Degradation of the environment is one of the key areas where social entrepreneurship can have a substantial influence. Businesses must now implement sustainable practices including eco-friendly goods and services, recycling and waste reduction, sustainable agriculture, renewable energy, etc. due to the growing threat of climate change and other environmental problems. Innovative solutions to these problems can be developed and put into practise by social entrepreneurs.

Numerous types of social entrepreneurship exist, most of which combine elements of both profit and non-profit-oriented ventures. The emphasis on sustainability that social enterprise places on sustainability is its most significant feature. A novel variation on traditional entrepreneurship, social entrepreneurship aims to promote not only financial sustainability but also social and environmental well-being. Entrepreneurs are aware that in order to have a long-lasting effect their business strategies must be both financially and socially viable. They understand the value of cooperation and teamwork.

The social entrepreneurship movement is a significant and expanding one that is improving people's livelihoods all over the globe. It represents a fresh and cutting-edge strategy for dealing with some of the most urgent global problems and it has the potential to make a positive societal effect and long-lasting change in communities and societies around the world.

In India, environmental degradation is a significant issue as well, and social entrepreneurs are coming up with creative methods to deal with it and such is the social firm Chakr Innovation, which created a method to absorb diesel generator emissions and transform them into ink and paint.

The Indian government has also taken steps to encourage the sector after realizing the value of social entrepreneurship. The government has started several programs to help fund and promote social entrepreneurs like the Startup India program which gives money and mentoring to nonprofits.

In conclusion, social entrepreneurship has become a significant force in India as business people work to solve some of the most severe social and environmental problems facing the nation. Innovative approaches are being developed by social entrepreneurs to solve environmental deterioration, expand economic possibilities and enhance healthcare and education. The sector is positioned to continue developing and having an impact in India with the backing of the government and the rising interest in social entrepreneurship among young people.



SHLOKA KUMAR ADARSH

Year: 2022-2024

PGDM- Finance



## Creating Business with Positive Impact

**S**ocial entrepreneurship is an emerging concept in India that combines business principles with social goals. It is a model that aims to create a sustainable and profitable business while also addressing social issues such as poverty, inequality, and environmental degradation. In this article, we will discuss the concept of social entrepreneurship in the Indian context and examine its growth and impact in recent years.

India is a country with a rich tradition of social service and philanthropy. However, traditional forms of charity and philanthropy are often unsustainable and do not address the root causes of social issues. Social entrepreneurship is a new approach that seeks to create sustainable and impactful solutions to social problems. It combines the innovation and efficiency of the private sector with the social mission of the non-profit sector.

The growth of social entrepreneurship in India can be attributed to several factors. Firstly, the country's rapid economic growth in recent years has created a new generation of entrepreneurs who are interested in using their skills and resources to make a positive impact on society. Secondly, the government has also played a role in promoting social entrepreneurship through various initiatives and funding schemes. Finally, the rise of social media and digital technology has made it easier for social entrepreneurs to connect with potential customers and investors.



One of the most notable examples of social entrepreneurship in India is the microfinance industry. Microfinance institutions provide small loans to people who are excluded from traditional banking services. By providing access to credit, these institutions have helped millions of people start their own businesses and improve their lives. Another example is the clean energy sector, which is providing affordable and sustainable energy solutions to people in rural areas. Companies like Husk Power and SELCO Solar are using innovative technologies to provide electricity to communities that were previously off the grid.

"I believe you have to be willing to be misunderstood if you're going to innovate."

– Jeff Bezos, CEO of Amazon





BHUSHAN SANSARE.

Year: 2022-2024

PGDM- Finance

## Harmony of Hope: *The Symphony of Social Entrepreneurship in India*

In layman's words, Social Entrepreneurship is the process by which individuals, groups, start-up businesses, or entrepreneurs develop, fund, and implement solutions to social, cultural, or environmental issues. It is essentially a process of identifying and resolving social problems through social change using entrepreneurial principles, processes, and operations. It is a term for social responsibility and a method of addressing various societal issues, as well as a combination of social service and entrepreneurship. Social entrepreneurs use environmental and social innovation to benefit a specific cause. The concept of Social Entrepreneurship emerged in order to bring about positive change in people's lives. It is a beneficiary phenomenon that addresses the bottom level of the pyramid of market by providing innovative products and services. Elon Musk, Dr. Maria Montessori, Vinoba Bhave, and Harish Hande are some of the world's leading examples of Social Entrepreneurs who have attempted and continue to attempt to make a positive difference in the lives of others.

Currently, India is facing a slew of social and economic challenges, including unemployment, poverty, and low literacy rates, all of which can be overcome with creative thinking and positive models. Looking at the vast Indian population and the major challenges it faces, we can conclude that India has enormous potential for the development of Social Entrepreneurship. Education, agriculture, healthcare, renewable energy, and skill development have all grown in importance in the social enterprise ecosystem. In the long run, each of these sectors will face numerous challenges in their operations and expansion. For example, disparities between schools of different education boards have been observed for many decades.

Also, there have been numerous challenges in rural areas, including inadequate school infrastructure, a shortage of qualified teaching professionals, a lack of quality learning, and a high percentage of dropout rates among students. All of these issues can be addressed through social entrepreneurship by implementing measures such as

- Affordability of education in private schools with a basic learning environment.
- Highly qualified teaching professionals with a teacher-centered approach.
- A hygienic and secure infrastructure.
- Using cutting-edge technology, digitalize quality learning.

Best use of CSR funds invested by large corporations in the overall development of the education sector.

This is just an example of only one area where social entrepreneurship can help to raise the standard of education in India. All other sectors in India, including the education sector, have several prospects for growth and development through the application of social entrepreneurship. Its implementation will be greatly aided by systematic planning and wise resource allocation. The main objectives of social entrepreneurship include encouraging the empowerment of women and developing sustainable socio-economic structures. They also include focusing on important social and environmental issues with consistent innovations.

In conclusion, I would assert that social entrepreneurship has the power to transform Indian society. There are several instances in our society where something small but significant changed someone's life for the better. According to recent trends over the past few years, I would say that social entrepreneurship has become more prevalent and is well-liked in India. This trend will likely continue to develop quickly in the future as a result of technological advancements, rising competition and a more dynamic approach.





RUTUJA DAMLE

Year: 2022-2024

PGDM- Finance



## **Social Entrepreneurship :** *A Sustainable way of Doing Business*

The word “Social Entrepreneur” itself speaks of individuals or groups who are looking for novel and long-term solutions to societal problems. By incorporating business principles into social issues, social entrepreneurship has the potential to drastically better people's lives.

Social entrepreneurship is based on imagination, spontaneity, exploration, experimentation, learning from mistakes and working in uncertainty. Unlike mature, well-researched and vetted companies. Amul, SEWA, Lijjat and Sulabh Services are early examples in India of social entrepreneurship. Ahead to 2023, that social entrepreneurship will continue to play a big role in addressing some of the most pressing global issues.

Social enterprises focus on social and environmental impact, but wealth creation is done for self-sufficiency and the benefit of targeted communities (neglected and disadvantaged) rather than profit maximization. From investor perspective he/she wants to put money into businesses that give back to society, harm the environment less, have made an effort to address social issues, and adhere to laws and regulations.

For instance, in the healthcare sector, social entrepreneurs are developing cutting-edge technologies and business models to improve access to care and reduce costs. One example of this trend is the development of telemedicine platforms that allow remote patients to connect with medical professionals through video conferencing. development of affordable diagnostics and medical tools that can be used in resource-constrained settings. Low-cost medical devices and diagnostics are improving the health of people in the least developed countries.



Social entrepreneurs are also developing cutting-edge healthcare delivery models with an emphasis on patient-centred care in order to lessen healthcare inequities and improve the health of underprivileged areas. The advent of edtech platforms, which use technology to give students and teachers access to educational resources and tools, also the expansion of low-cost private schools, which are providing low-income levels children in underdeveloped countries with access to a decent education.

SELCO started by installing one solar system at a time, then expanded the project as the technology gained acceptance. The company has enlisted financial firms to offer affordable solar lighting systems.

Environmental degradation and climate change are two of the world's largest concerns. Social entrepreneurs are developing innovative responses to these problems, including waste reduction programs, sustainable agriculture projects and renewable energy technologies. Social entrepreneurs are creating cutting-edge strategies to combat poverty, such as job training programmes, vocational training and microfinance initiatives. People can use these programmes to get the resources, opportunities, and tools they need to get out of poverty.

Lastly, I would like to say social entrepreneurship has potential to bring long lasting changes by approaching social issues and enhance lives of millions around the globe.



AYUSH PESHION

Year: 2022-2024

PGDM- Finance

## Social Issues in Social Entrepreneurship

In order to address some of the most important global issues, social entrepreneurship, which is a rapidly expanding profession, blends economic techniques with social aims. The idea of social entrepreneurship is very tempting, but in order to succeed, social entrepreneurs must solve a number of social challenges.

Access to cash is one of the biggest social concerns that social entrepreneurs must deal with. The majority of social entrepreneurs have trouble getting finance, which makes it challenging for them to grow their businesses and accomplish their social goals. As their main goal is to make a profit, conventional funding sources like banks and venture capitalists frequently hesitate to engage in social enterprises. This limits the options available to social entrepreneurs when it comes to funding their ventures.

The absence of efficient regulatory frameworks is another social problem in social entrepreneurship. Social enterprises operate in between typical non-profits and for profit companies. They consequently frequently encounter regulatory obstacles and endure uneven legal treatment. Due to this, social entrepreneurs may face regulatory obstacles to their growth and effect. They find it challenging to manage regulatory regulations as a result.

In addition, to regulatory challenges, social entrepreneurs face the issue of measuring social impact. Social entrepreneurs frequently struggle to demonstrate their impact to potential investors or donors because social impact is frequently challenging to assess and quantify. Social entrepreneurs may find it difficult to obtain finance and establish credibility with stakeholders in the absence of precise measures for evaluating impact.



The difficulty of forming long-lasting alliances is a key societal issue in social entrepreneurship. Governments, non-profits, and local residents are just a few of the many stakeholders that social entrepreneurs frequently collaborate with. Developing long-term relationships with these stakeholders takes time, energy, and money. It can be difficult for social entrepreneurs to establish credibility and trust with their partners, especially when operating in various cultural situations.

The topic of ethical considerations must also be addressed by social entrepreneurs. While social entrepreneurship seeks to improve society, it is crucial to make sure that this influence is made in an ethical and long-lasting way. To guarantee that their work is both efficient and ethical, social entrepreneurs must manage difficult ethical issues relating to social impact, community involvement, and corporate operations.

In conclusion, social entrepreneurship is an exciting sector that has the potential to positively impact society and solve some of the most important problems today. To accomplish their objectives, social entrepreneurs must also manage a number of social concerns, such as finance access, legal frameworks, gauging social effect, creating long-lasting partnerships, and ethical considerations. Social entrepreneurs can bring about long-lasting change and improve the world by tackling these problems.

SANMAN SUDHIR RANE

Year: 2022-2024

PGDM- Finance



## Creating Positive Change for a Better World

**S**ocial entrepreneurship is a growing trend in business that focuses on leveraging entrepreneurial talents to benefit society. Social entrepreneurs are driven individuals who identify an issue in their community or the world and develop novel solutions to fix it. They are not just concerned with making a profit, but also with making a difference in the lives of others.

The desire to tackle social problems and effect good change drives social entrepreneurs. Personal experiences, such as witnessing inequity or suffering in their own communities, are frequently motivating factors. They apply their business knowledge and entrepreneurial skills to create long-term solutions to these problems.

The emphasis on social effect is one of the major characteristics of social entrepreneurship. Social entrepreneurs aren't satisfied with only making a profit. They desire to make a real impact in the lives of those who are affected by poverty, inequality, or other social challenges. This means they must be original and creative in their problem-solving approach. They frequently collaborate closely with the communities they are attempting to assist in order to understand their problems and find successful solutions.

The concept of sustainability is also a significant part of social entrepreneurship. Short-term treatments that just address the symptoms of a problem are not appealing to social entrepreneurs. They hope to effect long-term change that will benefit people for years to come. This means they must create long-term solutions that are both financially and environmentally sustainable.

Social entrepreneurs frequently interact across sectors, bringing together various stakeholders to develop solutions. They may collaborate with government organisations, non-profits, and commercial corporations to form new collaborations with better impact. They are not scared to challenge the current quo and create new ways to collaborate in order to achieve their objectives.



One of the most important advantages of social entrepreneurship is its capacity to generate employment and economic possibilities for people in neglected communities. Social entrepreneurs can produce economic growth and job creation by creating new markets and industries by discovering sustainable solutions to social challenges. This can have a knock-on impact, enhancing people's quality of life and helping to break the cycle of poverty.

Overall, social entrepreneurship is a fascinating and quickly expanding subject that is making a significant influence in the world. It is led by enthusiastic individuals who are dedicated to bringing about constructive social change and bettering the lives of others. Social entrepreneurs are developing new solutions to some of the world's most serious challenges by concentrating on social impact, reasonable sustainability, and collaboration. Social entrepreneurship is proving to be a tremendous force for good in the world, whether it is addressing poverty, inequality, or environmental challenges.



TANMAY JAIN  
PGDM- Marketing  
2021-2023

## Seeds of Change: *Nurturing Tomorrow's Social Entrepreneurs*

**S**ocial entrepreneurship is a term that describes the use of innovative and sustainable solutions to address social and environmental problems. Social entrepreneurs are not motivated by profit, but by a desire to create positive change in other people's life.

Social entrepreneurs often operate in sectors such as education, health, environment, agriculture, and human rights. They identify gaps or inefficiencies in the existing systems and develop new ways to meet the needs of marginalised or underserved communities. Some examples of social entrepreneurs are:

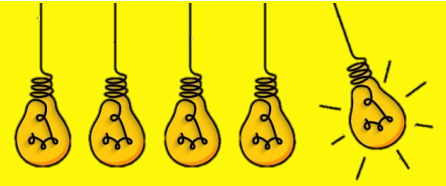
- Muhammad Yunus, who founded Grameen Bank and pioneered the concept of microfinance, providing small loans to poor people who lack access to formal banking services.
- Malala Yousafzai, who survived a Taliban attack and became a global advocate for girls' education and empowerment.
- Wangari Maathai, who founded the Green Belt Movement and mobilized women to plant millions of trees across Africa to combat deforestation and climate change.
- Blake Mycoskie, who created TOMS Shoes and implemented a one-for-one model, donating a pair of shoes to a child in need for every pair sold.



On personal level , I might not have been directly able to contribute to the cause but back in 2019 , I was a part of an NGO named “*Indian Development Foundation*” where I was a Social Ambassador and my task was to contribute to the projects of the Foundation like Sanitary Pads, Fundraising for poor students by collecting and selling old newspapers . Also, the one where I was happy to be a part of which focused on enabling the students to become social entrepreneurs themselves in the future by being a Mentor for them for the project named “*Student Leadership Programme*” where I taught class 7th students regarding various leadership skills that includes taking initiative , to teamwork strategy and on how to delicate as a leader.



The student themselves got so inspired with the mentorship, that they voluntarily took up cleanliness drive and came up with the idea of cleaning the surrounding. We provided them with gloves, bags for garbage collections and masks. I felt, this created a sense of ownership of the activities done by students in their daily lives which impact their surroundings and I hope atleast some of them endeavour to become a social entrepreneur one day thus in a larger picture creating a better place to live.



## Igniting Change for a Brighter Tomorrow

*This a stirring poem that celebrates the essence of social entrepreneurship and its transformative power in bringing positive change to the world. The verses highlight the noble purpose of social entrepreneurs, who are driven by passion and a deep sense of responsibility to address long-standing social issues.*

“A non-Profit Business – Social Entrepreneurship

Social entrepreneurship, a new wave of change,

Creating social value, a positive exchange.

It's about creating solutions, innovative and new,

To address social problems that are long overdue,

Driven by passion, fuelled by a cause,

Social entrepreneurs, a new kind of boss.

It's not just about making profits and gains,

But about using business for social good, without any strains,

To create a lasting impact, that goes beyond,

To create a world where social justice is spawned.

Entrepreneurship in India, a thriving scene,

Amul, SEWA, Lijjat, Sulabh Service, a few of the dream,

Innovating in healthcare, education, and more,

Creating positive impact, at the very core.

The rise of social innovation, a new wave of change,

Young social entrepreneurs, a mindset to rearrange,

Aiming to solve India's grand challenges, and beyond,

Social entrepreneurship, a bright future, a bond.”

-RUTUJA DAMLE

**THE ENTREPRENEUR  
ALWAYS SEARCHES FOR  
CHANGE, RESPONDS  
TO IT, AND EXPLOITS  
IT AS AN OPPORTUNITY**





*“Business need to go beyond the interest of their companies to the communities they serve.”*

*~ Ratan Tata*

# MEET THE TEAM



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PGDM-HR  
2022-24



Virag Mehta  
PGDM – Finance  
2022-24



Aayush Gupta  
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