

**SOCIAL ENGINEERING-18PDH103T**  
**ASSESSMENT-SOCIAL ENTREPRENEURSHIP**

**Objective of the assignment**

- As a social entrepreneur, frame a marketing policies/strategies and objectives, that would contribute liberally to social well-being.
- It is the responsibility of each and every individual to bring a massive shift.
- As a team, contribute a marketing strategy that would help in the development of our society.

Here we give you the chance to promote your product /service/awareness campaign through group presentation as a video.

**Group Video presentation**

- Choose a product /service/awareness campaign
- Take a role to
  - ✓ Promote
  - ✓ Market
  - ✓ Adopt a strategy
  - ✓ Implement
  - ✓ Execute
- Explain the impact of it

**Time duration:**

- 5 minutes (video)

**Report – written (softcopy) document should comprises the following:**

- Introduction- Problem statement
  - Content- Idea/Explain the execution
  - Conclusion- Reason out its impact
  - Word limit: 300 words
  - Upload the report in GCR
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