



ACTION PLAN

SOCIAL ENTREPRENEURSHIP
COMPETITION

PLAYBOOK MANUAL

A comprehensive guide to
participating in Abhyuday, IIT
Bombay's Flagship social
entrepreneurship competition:
Action Plan 2019-2020





ACTION PLAN

PLAYBOOK



About Playbook

The purpose of this playbook is to help you (Teams) develop a deeper understanding of the opportunities you are trying to explore. The playbook would help build the team's layout, clear objectives for their project's ideas, identify metrics for measurements and provide common framework & approach for reaching a logical conclusion within the constraints of time, space & resources.

Attach photos of the visits in the questionnaire only according to its relevance (Maximum of 5 photos). **You may refer to the following items as a checklist before you embark on the journey.**

Strictly adhere to the word limit mentioned in brackets for each part.

Objective

(300 words)

In what ways will the situation change after your idea is executed?

- Why does the problem exist even today?
- Who are the different types of people (stakeholders) associated with the problem one way or another?
- How do you plan to solve the problems?
- What problem your team is trying to solve?

Metrics

(300 words)

Business as Usual (BaU) scenario (you can use google)

What are the important figures/ numbers associated with your projects?

(eg. if your team has chosen the area of education, your BaU could use the current literacy rate relevant - 74.04% to 100%)

- How would the numbers identified in the previous question (BaU) change / affected if your idea is implemented?

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Drawing Board

Framework / Approach



When rubber meets the roads

Give a short description of the field visits including the interaction with stakeholders.

Also, give the view of the stakeholders on the problems.

- Observations from the surroundings
- Stakeholders' view on the problem
- Other specific details

Major characteristics relevant to the playbook.

Should include (if relevant to the problem statement)

- Description of the stakeholders
- Different categories of stakeholders
- Profile of stakeholders' persona
- Education
- Expected income level

Geographic characteristics, the team feels relevant to the problem at hand, other relevant details the team came across in research.



ACTION PLAN PLAYBOOK



Do you really have it in you?

Why do you think your team is uniquely qualified to create the impact you proposed?

NOTE: The submission will include the following:

1. Answers of the above playbook in pdf format (including the photos)
2. Upload a video of field visits on youtube/dropbox and send us a link in this playbook itself.

(Video is optional but Photos are compulsory for the submission. The team will not be judged on the basis of photos and videos)

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