

ENT 202

Social Entrepreneurship (SoE)

Introduction

Classroom Code

ip3bffg

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Social Entrepreneurship



Topics to be covered

- Defining and Understanding Social Entrepreneurship
- UN Sustainable Development Goals
- Finding the Social – Entrepreneurship balance in your idea
- Theory of Change
- Design thinking for social change
- 4ORCE Social Innovation Framework for planning - 4Ps of 'Changescape Analysis', Impact and Ripple Impact, 4 O's of program design
- Social Business Canvas Modeling for your Changemaking plan
- Buffalo Cowbird Model of SE
- Planning for Scale and scaling up
- Scaling social impact
- Useful Resources for SEs



Evaluation

- Attendance, Class Participation **5%**
- Mid term exam **15%**
- End term exam **25%**
- 2 Assignments, 2 Reflections **20%**
- Your Social Entrepreneurship 2 yr Plan **35%**
 - *Upto 3000-word end term plan submission*
 - *Class Presentation and QA session*
- (For M.Tech – Research Study)

REFLECTION

<http://www.theatlantic.com/video/index/474588/why-empathy-is-a-bad-thing/>

#SoE Meaning

Social
Entrepreneurship:
The Case For
Definition
– *Roger L. Martin &
Sally Osberg*

- The social entrepreneur should be understood as someone who **targets an unfortunate but stable equilibrium** that causes the neglect, marginalization, or suffering of a segment of humanity; who brings to bear on this situation his or her **inspiration, direct action, creativity, courage, and fortitude**; and who aims for and ultimately affects the **establishment of a new stable equilibrium that secures permanent benefit for the targeted group and society at large.**

What is social entrepreneurship?

- **.Who are social entrepreneurs?**

- They are the private citizens who are addressing the HUGE problems of the world
- They are “agents of change” who are unreasonable enough to believe they can make a difference
- They are the brains and passion behind social enterprises

- **What are social enterprises / social entrepreneurships?**

- A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being—this may include maximizing **social** impact alongside profits for external shareholders.
 - Mission driven
 - Focus on the double or triple bottom line: People, Profit, Planet
 - Looking for both a social and financial return

Social Enterprise – Possible Revenue Models

Non-Profit Model

- Completely charity driven
- No source of independent earning

Donation

Hybrid Non-Profit Model

- Goods & services are delivered to populations under-served by mainstream markets
- Runs more like a for-profit business
- Rely on donors AND earned income strategy

Donation + Service, goods

For-Profit Model

- Always focused on social mission
- Rely on direct revenue *service*
- Aim is not to maximize profits for investors, but rather reinvest for the benefit of under-served groups or the mission they serve.
- Seek investors interested in combining financial and social returns.

BP {

All Focus: Double or Triple Bottom Line

Recent Indian Examples


At a glance: 5 agritech startups to watch out for

<https://www.forbesindia.com/article/agritech-special-2022/from-ninjacart-to-vegrow-5-indian-agritech-startups-to-watch-out-for/79589/1>

Name	Founders	Year founded	Total funding	Latest valuation
Ninjacart	Thirukumaran Nagarajan, Kartheeswaran KK, Ashutosh Vikram, Sachin Jose, Sharath Loganathan	2015	\$377 million	\$782 million
DeHaat	Amrendra Singh, Shyam Sundar, Adarsh Srivastav, Shashank Kumar	2012	\$162 million	\$520 million
ReshaMandi	Mayank Tiwari, Saurabh Agarwal	2020	\$50 million	\$185 million
Vegrow	Praneeth Kumar, Shobhit Jain, Mrudhukar Batchu, Kiran Naik	2020	\$40.5 million	\$167.4 million
Absolute	Agam Khare, Prateek Rawat, Samder Singh	2015	\$116.5 million	\$500 million

*By Marina Ross – CEO, Nanobarrier | 2017 Cartier Awards
Finalist for Europe – learnings from a SE training program she
attended*

1. In social entrepreneurship, impact should come first and profits second
2. To scale the impact is more important than to scale the organization
3. Social entrepreneurs comprise only 5% of all the entrepreneurs in the world
4. Growth is not the same as scaling :c growth ≠ scale
5. Innovation and scaling shouldn't be done simultaneously ≠ immo.
6. Scaling should come in two: an entrepreneur and a manager } scale
7. Surprises are the new normal. Resilience is the new skill
8. The world right now can be described in four words: **V**olatility, **U**ncertainty, **C**omplexity and **A**mbiguity (old military term VUCA) **VUCA**
9. The principle of the hiding hand: the **p**roblem is more complex than any entrepreneur can imagine at the beginning
10. **P**artnership is the new black



Books you might
like to read

That's all for today!