



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# Innovation, Business Models and Entrepreneurship

## SOCIAL ENTREPRENEURSHIP

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- SOCIAL ENTREPRENEURSHIP speaks of
- PROBLEMS – WOMEN, CHILDREN POVERTY
- But before we go ahead try and recall what we discussed on Definition of Marketing?
- Remember it referred to the exchanging Offerings that have value for Society at Large.
- Therefore in principle its quite same when we speak of association of Social with reference to Marketing or Entrepreneurship or just Entrepreneurship.

- Now once we identify problems we speak of innovative solutions, capacities, resources, social arrangements and transformation.
- You must have heard of PADMAN a movie is about to be released and then Shri Satyarthiji won Nobel Prize for supporting children with a huge cause and then there are inventions and innovations at ground level. Surf and you find thousands.

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- TDU, AYURVEDA, RELATED PRODUCTS, WATER PURIFICATION, ARTIFICIAL LIMBS, AMUL and So On.

# Thank You

