



Student Start-up Support System (S4)

S4-Social Entrepreneurship Boot camp

Date: 23rd & 24th August 2014

Time: 10:00 AM to 17:30 PM

Venue: 126, GTU Student Startup Support System Co-Creation Center (S4-C3), ACPC Building, LDCE Complex, Ahmedabad-15

Reference: <http://www.gtu.ac.in/circulars/14Aug/16082014.pdf>

S4 organized a two-day social entrepreneurship boot camp with the theme focused around “Idea to a social venture in just 48 hours” which offered students to meet successful social entrepreneurs and experts to help develop, shape and tailor innovation and ideas. Boot camp aimed at finding a problem in the social sector and ranged from pitching practices and tips to developing self management skills.

The boot camp had 235 participating students from 19 different colleges of Gujarat which included engineering and pharmacy Colleges from Vadodara, Jamnagar, Rajkot, Gandhinagar, Ahmedabad etc.

The boot camp started at 10:30 with formation of 11 teams from diversified background of branch and college. Mr. Hiranmay Mahanta (Hon Director GTU Innovation Council) kick started the event on Social Entrepreneurship giving introduction about S4 and introduced the panel of key personnel and entrepreneurs for the event. Experts for the panel discussion were Ms. Monika Yadav (Founder, Respire Foundation), Mr. Rahul Bhagchandani (Co-Founder, Youth Connect Foundation), Mr. Nitin Tailor (Founder, Serve Happiness) and Mr. Maharshi Dave (Founder, Farm Bridge).

“REPORT: Two-Day Social Entrepreneurship Boot Camp of 23-24 Aug 2014”



Ms Monika Yadav delivered the first session, opening with the phrase, “If you can dream it, you can achieve it.”- Walt Disney.

She focused on “Access of knowledge to Future”. She talked about various modes of social entrepreneurs. She gave information regarding social and sports entrepreneurs, the challenges faces in the process and the need of outcomes. “An idea doesn’t need to ensure the enterprise or institution. There are ways to explore and there are ways to exploit. You start with dreams and end with questioning.”

“Orienting ideas and impacting many, finding social problems and solving them for society, is social entrepreneurship”, said Monika Yadav.



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Monika Yadav, founder of “Crazy Science lab”- an innovation institute for kids. It facilitates with infrastructure, necessary for a kid to innovate. She asked to join hands for promoting innovation in education field, introducing various student membership programs. Various student based innovations were showcased like “Litter of Light”- where the device is a transparent 1.5-2l plastic bottle, as typically used for carbonated drinks, filled with water plus a little bleach to inhibit algal growth, fitted through the roof of a house. For information about the initiative visit: www.respiregroup.com.

The second talk was delivered by Mr. Rahul Bhagchandani; A case study was presented on social entrepreneurship through a TED video - Arunachalam Muruganatham: How I started a sanitary napkin revolution! (Video link- <https://www.youtube.com/watch?v=zKQL7UJYDIY>) Rahul focused on researching your idea and then implementing it. He talked about the technical aspects of business.



The minimal requirements, terminologies - shares and loans were explained. He introduced students to the basics of social enterprise legal structures and financing. It helped participants in taking smarter decisions about business structure and finance, make better investing decisions, and be able to more reliably consider financing options for early stage social venture enterprises.

Success driven by vision, passion and action makes a person an achiever. (For more information regarding youth connect magazine visit: www.youthconnectmag.com) Prosperity through knowledge, creating products of great affordability is the challenge for today's youth.

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C.A Anuj Sikchi took the topic and explained the legal aspects for start-ups in general and social enterprises in particular which included topics like business entity, basics of legal aspects of company law, a social enterprise structure, long term policies, frameworks, security types and documenting in his session.

According to him social entrepreneurship is to come up with ideas, innovate it, implement them and have an impact on society. Impact, scalability and sustainability are the three pillars of entrepreneurship. He talked about his motivation as creating a platform for organizations for spreading their work. He focuses on creating stories that have social power.

The third session started at 4:30 pm conducted by Mr. Maharshi Dave – A founder of FARM bridge- a platform for facilitation and rural motivation. He focused on innovation and entrepreneurship in the field of agriculture and rural development.

He said, “Today’s generation is quitting farming and agriculture sector, comparing industrial plots with agriculture”. He focused on innovation and corporate MNCs coming up in the sector. He explained the financial aspects for running an organization. He carried forward the session by dividing students for the workshops for the coming day. The team distribution was into themes of: politics, renewable energy, education, defence, poverty, environment, waste management and technology. The day ended with the gracious presence of the Vice Chancellor of Gujarat Technological University, Dr. Akshai Aggarwal.



Dr. Akshai Aggarwal , Hon VC, GTU interacting with participants

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The vice chancellor spoke about social enterprise being profitable. He explained that management of a social enterprises is required to be highly professional. He also gave famous examples of social/ charitable enterprises run professionally by Bill Gates or Azim Premji. He said that “GTU wants to use technology to build our own societal entities, which lend both convenience as well as beauty to social life.”

The second day, 24th August 2014, focused on various workshops conducted around the clock including design thinking, business model canvas and developing frameworks.

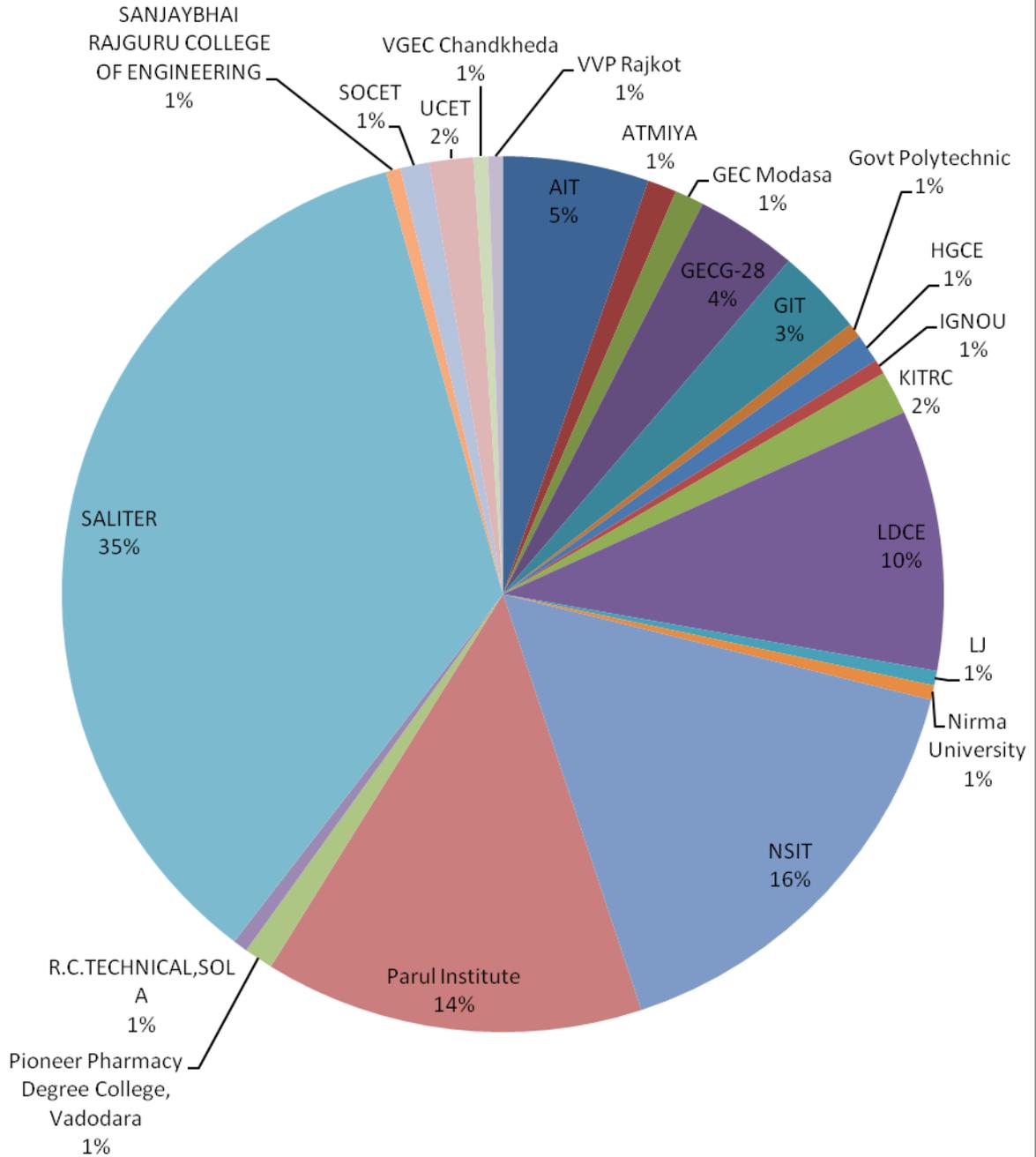
The day started with a brief introduction to innovation and idea.

The students were taken through the steps from project ideation to solid venture design: identifying the problem, defining theory of change, constructing a business model, managing resources, and even measuring impact. Theoretical frameworks for understanding social enterprise, connecting like-minded individuals, mentors and on-ground social entrepreneurs, enabling to pitch ideas were provided.

The workshop was divided in three sessions- planning, modelling and presentation. The students were asked to bring a problem that they wanted to address from among the given topics. The participants worked together for the rest of the boot camp on one chosen idea. Business Model canvas of the selected topics was prepared by brainstorming about the topic. A business model canvas was prepared by every team. BMC included key activities, understanding the customer segment, cost structure, revenue, customer relations, resources, value proposition and partners.

Students were then asked to present their ideas. Each group showed immense amount of enthusiasm and dedication to the project. **Group of Students from AIT were declared the winners of the workshop.** Later in the evening **Viral Mistry, founder of Aasmaan group foundation – student of LJET was recognized for his notable contribution in the sectors of Child rights, Child health and Child education.** The session ended at 7pm on 24th August 2014, with an inspirational call from Mr. Hiranmay Mahanta to join GIC as Fellows and to contribute to this Innovation movement led by young students.

Participating students from GTU affilaited Institutes for Social Entrepreneursip



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Feedbacks:

‘A very good initiative should be held every month. Also some new points were discussed’-
Alfair Karatak (Parul Institute of Engineering and Technology, Vadodra)

“Very innovative and awesome approach to reach to students and motivating them, Quality time spend on a Sunday noon” – Parth (NSIT, Ahmedabad)

Some glimpses of the event:



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