



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA & MBA Programmes)

(An ISO 9001:2015 Certified Institution)

SOCIAL ENTREPRENEURSHIP

“Whenever society is stuck or has an opportunity to seize a new opportunity, it needs an entrepreneur to see the opportunity and then to turn that vision into a realistic idea and then a reality and then, indeed, the new pattern all across society. We need such entrepreneurial leadership at least as much in education and human rights as we do in communications and hotels. This is the work of social entrepreneurs.”- Bill Drayton

The Entrepreneurial Development Programme Cell, DIAS organized an interactive lecture & discussion on Social Entrepreneurship on February 08, 2019 by Mr. Sanjay Jain.

Mr. Sanjay Jain started the session by saying that Social entrepreneurship is the field in which entrepreneurs tailor their activities to be directly tied with the ultimate goal of creating social value. In doing so, they often act with little or no intention to gain personal profit. A social entrepreneur combines the passion of a social mission with an image of business-like discipline, innovation, and determination. The use of the term social entrepreneurship is gaining increased popularity. However, confusion and uncertainty are constantly noted about what exactly a social entrepreneur is and does.

Mr. Sanjay clarified the following queries of the audience i.e., How are social entrepreneurs different from other entrepreneurs? How are social entrepreneurs different from managers of social workers? What constitutes social entrepreneurship and what does not?

He said that the interest in social entrepreneurs stems from their role in addressing critical social problems and the dedication they show in improving the well-being of society. The public often hold social entrepreneurs in high regard because of the multitude of social needs they satisfy and the improved life quality they bring to affected societies. The ultimate goal of an entrepreneur is to create economic wealth whereas, for a social entrepreneur, the priority is to fulfill their social mission. Social entrepreneurs design their revenue-generating strategies to directly serve their mission to deliver social value.

He added by saying that Entrepreneurship is about creativity. Entrepreneurs use innovation and hard work to overcome obstacles to their success.

He also told students about problem identification and idea generation, i.e how to generate ideas and how to identify a problem. The key to generating ideas according to him is start identifying problem in current scenario- see what the existing company is doing and try to find out the hindrance in that scenario.



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It was an interesting session as it helped the students to clear all their Entrepreneurship related queries. All the students thoroughly enjoyed the session as it helped them to decide and start preparing for their goal of becoming an Entrepreneur.