



**Vinod Gupta School of Management  
Indian Institute of Technology Kharagpur**  
in collaboration with  
**Ministry of Micro, Small, & Medium Enterprises**



Dedicated to the Service of the Nation  
राष्ट्रीय सेवार्थ समर्पित

Invites you to

**Advanced Management Development Programs  
On  
Social Entrepreneurship**

From  
**20<sup>th</sup> to 24<sup>th</sup> February, 2023**

at

**Vinod Gupta School of Management  
Indian Institute of Technology Kharagpur**

For details, please contact:

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**Details:**

1. There is no program fee, and boarding and lodging (on twin-sharing basis) for the duration of each program will be arranged by the organizers.
2. Participants will be selected from a pool of Entrepreneurs registered on the Udyam portal. Nominations may be submitted via <https://forms.gle/JT8f4piLChdKgJHk9> by Friday, the 6<sup>th</sup> of January, 2023.
3. Seats in these programs are limited, and applicants will be selected in consultation with officials from the Ministry of Micro, Small, and Medium Enterprises, and informed promptly.
4. The selected participants will be required to submit an Application Fee of Rs. 2000/- via a crossed cheque drawn in favour of **CEP-STC, IIT Kharagpur**, along with a hard/ printed copy of their application form, as per the deadline intimated to them, preferably by Speedpost, to the following address:

Nodal Officer for Ministry of MSME sponsored MDP  
Vinod Gupta School of Management,  
Indian Institute of Technology Kharagpur  
Kharagpur – 721302  
West Bengal  
Phone: +91-9647182743

5. A confirmation note will be sent to each participant upon receipt of the cheque.
6. Cheques will be returned to participants when their Certificates of Participation are awarded at the end of the program.

Name of the Implementing Agency	Vinod Gupta School of Management IIT Kharagpur
Background of the Institute	Vinod Gupta School of Management started in 1993 as a unique initiative among the Indian Institutes of Technology. A management school within IIT Kharagpur, VGSOM imbibed the parent Institute's culture of research and quality teaching. More than 25 years since its inception, the school has grown holistically, winning several accolades and setting new benchmarks of excellence. Today, VGSOM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy along with technological advancement to develop managers, who appreciate both critical technological issues and their business implications. IIT Kharagpur, as an established world class institute, helps VGSOM leverage its strength in terms of infrastructure, intellectual resources, illustrious alumni and its "will to be the best" Business School in India.
Organization	Vinod Gupta School of Management regularly organizes Management Development Programmes (MDPs) and training programs for educators in India and abroad. Highly qualified faculty with outstanding academic credentials and diverse industrial/consultancy experience associate with colleagues in India and abroad to provide the best possible learning environment to the students. Faculty also contribute to the knowledge base through their research and consultancy projects with their partners in the industry and academics. Now, more than two decades after its inception, the school has grown holistically, winning several accolades and setting up new benchmarks for excellence. As a part of the world renowned IIT Kharagpur system, the school enjoys access to state-of-the-art infrastructure, one of the most well-equipped libraries in the country, and a very large, well-established network of alumni.

### Social Entrepreneurship

Need of Training	“Social entrepreneurship examines the practice of identifying, starting, and growing successful mission-driven for profit and non-profit ventures, in terms of organizations that strive to advance social change through innovative solutions”. This course aims to introduce budding managers and entrepreneurs to the concept of social entrepreneurship to enable them to contribute to social change while focussing on the need for sustainable business processes.
Brief description of the topic	“Social entrepreneurship examines the practice of identifying, starting, and growing successful mission-driven for profit and non-profit ventures, in terms of organizations that strive to advance social change through innovative solutions”.
Possible outputs/outcomes of the ESOP programme	<ol style="list-style-type: none"> <li>a. To introduce managers to social entrepreneurship.</li> <li>b. To help managers become social change agents</li> <li>c. To sensitize budding managers and entrepreneurs to sustainability issues</li> </ol>

### Program Schedule

Day	Session-1	Session-2	Session-3	Session-4
1	Introduction to social entrepreneurship	Mapping the social entrepreneurship ecosystem	Innovations and social change	Barriers to social change
2	Identifying opportunities for social venture creation	Assessing social change opportunities	Theories of social impact and social change	Market and industry analysis
3	Business planning for social entrepreneurs	Developing the social venture strategy	The social enterprise: <ul style="list-style-type: none"> <li>• Resourcing social entrepreneurship</li> <li>• Defining the social value proposition</li> <li>• Funding the social venture</li> <li>• Structuring the social change venture and other organizational considerations</li> </ul>	Positioning the social venture for social and strategic advantage
4	Evaluating outcomes and measuring impact	Scaling social impact	Social entrepreneurship and vulnerable populations: Migrants, Tribal populations, etc.	Women and social entrepreneurship
5	Technology and social entrepreneurship	Social entrepreneurship and sustainability	Legal and ethical considerations in social entrepreneurship	MoMSME policies & schemes