

Social Innovation Lecture Series
presents 8th talk on



Problem Mapping - an approach for technology start ups in the social sector

Saturday, 22 July 2017 | Time: 4 pm -5.30 pm

(Registration and networking tea @ 3.30 pm)

Venue: Lecture Theatre, Venture Center, 100 NCL Innovation Park



Prof. Satyajit Majumdar



Chairperson of Center for Social Entrepreneurship
of the School of Management and Labour Studies
at Tata Institute of Social Sciences (TISS)

Abstract of the talk

Entrepreneurs create enterprises to solve problems while searching for market opportunities. Selection of Problem is not about idea generation or brainstorming for business idea generation which is generally being practiced by several established models of enterprise creation. In Problem Mapping Approach of enterprise creation entrepreneurs carry out immersion, engage in reflection and design small and fast experiments in search for viable options. Stakeholder engagement, visualisation of problem with multiple perspectives and thinking without solution bias are the critical dimensions of innovation in this process of enterprise design.

Speakers brief Bio

Prof. Satyajit Majumdar is has graduated in Electrical and Industrial Engineering, and later obtained post-graduate degree in Management, Applied M. Phil. and PhD. He is also a Fellow of Institution of Engineers (India). Presently as Professor and Chairperson of Center for Social Entrepreneurship of the School of Management and Labour Studies at Tata Institute of Social Sciences (TISS), Mumbai he teaches entrepreneurship, social entrepreneurship, strategic management, strategic human resource management, growth and technology strategy, corporate social responsibility and service operations management. With more than 33 years of experience, he is also consultant and corporate trainer in the fields of Entrepreneurship, Social Entrepreneurship, Growth and Strategy, Strategic Corporate Social Responsibility and Strategic Human Resource Management and mentors entrepreneurs and start-up organizations. He has been actively engaged in expert groups at national and international levels to provide guidance in academic program design and implementation including teaching and research, skill development, entrepreneurship development, livelihood creation and micro and small business management. In 2009, he was conferred Galpin International Research Fellowship by the Quinnipiac University, USA. Prof. Majumdar has many research papers and award winning case studies to his credit, published in national and international journals and edited volumes. His research interest area is 'growth strategy in entrepreneur managed small and medium business organization' and strategic CSR.

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