



Social Innovation Immersion Programme

SOCIAL INNOVATION LECTURE SERIES

2ND TALK

About the series: This lecture series presents social innovators/entrepreneurs, their journey, their models for delivering social impact, the lessons learnt and their tips/pointers for the next generation of social innovators/ entrepreneurs.

Knowing Why's and What's of Social Entrepreneurship

by

Prof. Satyajit Majumdar

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

on

Tuesday, 3 March 2015

4pm-5pm

Training room, Venture Center,
100 NCL Innovation Park,
Dr, Homi Bhabha road, Pashan,
Pune- 411008

Register here*

<http://vcevents.pandaform.com/pub/yle3o7/new>

*This is a free event, but registration is required

Tea will be served at 3.45pm

Prof. Satyajit Majumdar



Chairperson, Center for Social Entrepreneurship of the School of Management and Labour Studies at TISS

Abstract of the talk

Entrepreneurs are individuals who recognize opportunities where others see chaos or confusion BUT entrepreneurship is more than creation of business. Entrepreneurial culture is important from societal perspective. Social entrepreneurs are the catalysts for change. They create processes and develop innovative models for solving social problems. These do not wait for anyone to suggest them possible ways rather they are the rule makers, to set precedence for others to follow. They do not work only on emotions and intuitions, but also use scientific and management knowledge based tools to drive forward. Social entrepreneurs may or may not earn profit while discovering ways to achieve their mission of social change.

About the Speaker

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.