

XLRI's Initiatives in Social Entrepreneurship

Why “Social Entrepreneurship”

- It's a socially relevant Initiative
- It integrates management education with social concerns
- It is consistent with XLRI's Core Values and Identity

Mission:

...."to encourage entrepreneurship and service orientation"

Vision of XLRI

→ Inspired by Jesuit spirit of "Magis", XLRI aims at being a management school with:

- A passion for academic excellence
- Uncompromising human values
- A sensitive social conscience
- An abiding commitment to improving life in organizations and society
- integrity

1st Indian B-School to sign the UN Global Compact

- Principle 1 (Purpose) : We will develop the capabilities of students to be **future generators of sustainable value** for business and society at large and to work for **an inclusive and sustainable global economy**.
- Principle 2 (Values) : We will incorporate into our academic activities and curricula the **values of global social responsibility** as portrayed in international initiatives such as the United Nations Global Compact.
- Principle 3 (Method) : We will create educational frameworks, materials, processes and environments that enable effective learning experiences for **responsible leadership**.
- Principle 4 (Research) : We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the **creation of sustainable social, environmental and economic value**.
- Principle 5 (Partnership) : We will interact with managers of business corporations to extend our knowledge of their **challenges in meeting social and environmental responsibilities** and to explore jointly effective approaches to meeting these challenges.
- Principle 6 (Dialogue) : We will facilitate and support dialogue and debate among educators, business government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to **global social responsibility and sustainability**.

Key Social Initiatives of XLRI

→ **Parivartan - Village Exposure Visits**

Parivartan - Village Exposure Visits

- Part of “Induction Program”
- Live-in weekend experience
- Small groups; deep interiors of Jharkhand, Orissa
- Tie-ups with NGOs to facilitate learning
- Often result in business-plans for NGOs



Key Social Initiatives of XLRI

- Parivartan - Village Exposure Visits
- Aspen Instt's Teaching Innovation Program

Partnership in Aspen Instt's Teaching Innovation Prog

- Purpose: to build-in socio-environmental concerns into the management school syllabus
- Collaboration with academics from other Indian B-schools
- Work-in-progress...



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- Parivartan - Village Exposure Visits
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- **SIGMA Activities**

SIGMA (Social Initiative Group For Managerial Action)

- Basic Computer Literacy Program
- Afternoon Project Schools
- Summer & Rapid Social Internships in Social Sector
- Blood Donation Drive
- Shilp Mela
- XLRI Goonj Clothes Bank, etc...



Key Social Initiatives of XLRI

- Parivartan - Village Exposure Visits
- Aspen Instt's Teaching Innovation Program
- SIGMA Activities
- **XLRI-Goonj Clothes Bank**

Fostering Entrepreneurship with a Social Cause...



XLRI Jamshedpur

School of Business and Human Resources

गूज..

GOONJ.. a voice, an effort

SIGMA

Working for a better tomorrow

CEO Forum
&
Inauguration of
Clothes Bank



Mr. Anshu Gupta,
Founder Director - GOONJ

Venue: Fr. Prabhu Hall
Time: 4:30 PM, 5 August 2008



You are invited...



cial Cause...

Clothes Collection Drive



XLRI Jamshedpur
School of Business & Human Resources



CLOTHES BANK



Working together for a better tomorrow

Clothes for Work Program



गूज़..
 203, Ganga Vihar, New Delhi-110048
 TOLL FREE: 1800-233333 | M: 98111-4878
 E-mail: gonz@gnz.org.in | www.gonz.org.in

YASTRAAAN FEEDBACK FORM

Name of the Organisation: *St. Luke's Home*
 Address & Tel No.: *Villa - Washkera, P.O. - Bhandari-Derohat, S/O - Janki, 24th February*
 No. of Packs received (with date): *200 Packed*
 Date of distribution: *24/02/2015*

Villages / Blocks covered: (Kindly give the name of the villages / Block etc.)
Block - Washkera
Sub-village - Washkera
Ward - Washkera
Ward - Washkera
Ward - Washkera

Total no. of beneficiaries:

Male	100
Female	75
Children	100
Grand Total	275

Please enclose the list of beneficiaries - (in the specified format as given below)

S. No.	Name (M/F)	Item received	Date of distribution
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XLRI Jamshedpur
 School of Business & Human Resources



CLOTHES BANK



Working together for a better tomorrow

Key Social Initiatives of XLRI

- Parivartan - Village Exposure Visits
- Aspen Instt's Teaching Innovation Program
- SIGMA Activities
- XLRI-Goonj Clothes Bank
- **XLRI Social Entrepreneurship Trust**

XLRI Social Entrepreneurship Trust

- To generate resources to encourage and finance social entrepreneurship among the XLRI students, alumni community, and others.
- To provide a channel to XLRI alumni and others who have means and motivation to finance and support social development.
- To develop the XLRI brand consistent with the Institute's identity and mission.

Founder Trustees


1. **Fr E Abraham, S.J. (78PMIR)**, Director, XLRI
2. **Mr Bushen Raina (73BME)**, MD, The Tinsplate Company of India & President, XLRI Alumni Association
3. **Dr Madhukar Shukla**, Professor, XLRI & ex-Chairperson, Alumni Affairs
4. **Mr Rana Sinha (78BMD)**, MD, TELCON & President, XLRI Alumni Association (Jamshedpur Chapter)
5. **Fr James Santhanam, S.J.**, Administrator, XLRI
6. **Mr S Akhtar (94PMIR)**, Administrative Officer, XLRI & Treasure, XLRI Alumni Association
7. **Dr Ashis K Pani**, Professor, XLRI

Fostering Entrepreneurship with a Social Cause...



Projects Supported by the Trust

→ Incubation Funding/ Loans approved to 3 Social Entrepreneurship Ventures started by XLRI students:

- **पारोक्ष** - a venture to connect rural-tribal artisans & craftsmen to the market
- **स्वावलंबन** - a clean-energy venture using ox-driven generator to provide electricity in rural areas
-  - an online market research venture to generate funds for NGOs

Fostering Entrepreneurship with a Social Cause...

parichay

Crafts



Grass Mat



Bamboo Work



Terracotta



Dokra



Pyatkar Paintings



Stone craft

parichay
Introduce. Innovate. Celebrate!

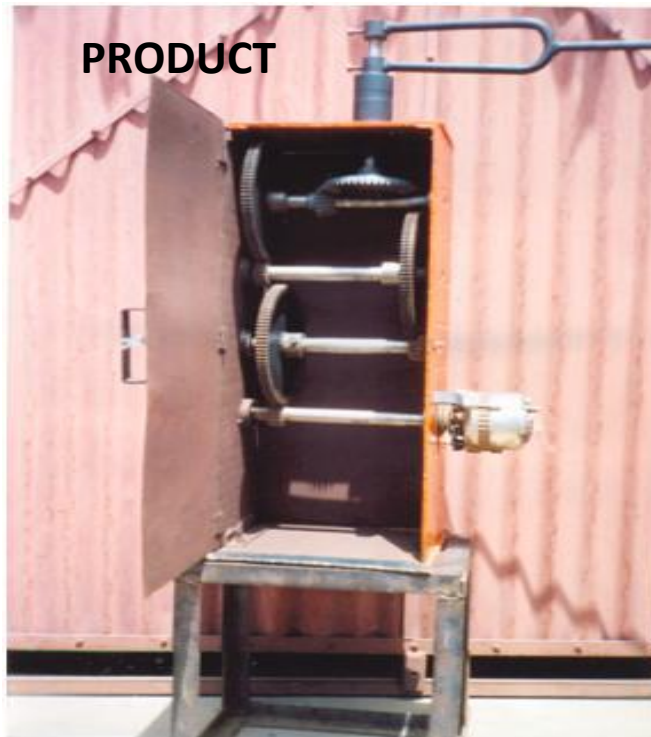
Fostering Entrepreneurship with a Social Cause...

parichay



OX-Driven Generator for Rural Electrification and Development

→ An Ox connected to the rotor through a shaft is directed in a circular path with the motor and apparatus at the centre of the circle, this movement generates energy that is stored in a lead based battery. The power generated in 1 hour of working is sufficient to charge a 40 Ah battery. This battery is used to power equipments in the houses.



Product Highlights

- Patented Product
- Clean Technology – Potential carbon credits
- Highly available resource – OX
- Ease of maintenance in Rural India
- Lowest cost in non-conventional energy sources
- Multi-utility: Electrification and Irrigation
- Geographical reach – Applicable at all terrains

Developments so far:

- The product is being manufactured in Ranchi through Outsourcing
- Jointly with JREDA, TATA motors and Crompton Greaves for Implementation in 3 villages



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Donation

We try to provide detailed information of all its donation related activities.

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How Dream4others works

[Login](#). [Answer a questionnaire](#) and [Dream4others](#) makes donation

1. **Register:** Contributors like yourself come to our site and through the registration process create their personal account on the website.

2. **Login:** Once you login, you find several questionnaires available for you to answer. You will find answering these surveys very interesting

3. **You answer the questions:** We use your views to solve complex business problems and generate funds

4. **We donate and distribute prizes:** A substantial portion of the funds thus generated are used for charity purposes and as prizes.



Key Social Initiatives of XLRI

- Parivartan - Village Exposure Visits
- Aspen Instt's Teaching Innovation Program
- SIGMA Activities
- XLRI-Goonj Clothes Bank
- XLRI Social Entrepreneurship Trust
- **1st National Conference on Social Entrepreneurship**

Fostering Entrepreneurship with a Social Cause...



XLRI Jamshedpur
School of Business & Human Resources



→ Theme: Providing Access to

- Education
- Healthcare
- Credit & Financial Services
- Livelihood opportunities
- Societal Resources
- Markets

→ 160+ participants – social entrepreneurs, NGOs, developmental professionals, academics & students



Fostering Entrepreneurship with a Social Cause...

Thanks