

WEBINAR REPORT

SOCIAL ENTREPRENEURSHIP

30th June 2021

The Department of Financial Administration, School of Management at Central University of Punjab, in collaboration with Institution's Innovation Council (IIC), CUP under the patronage of Vice Chancellor Prof. Raghavendra P. Tiwari organized a National Webinar on "Social Entrepreneurship". The keynote speaker of this webinar was Prof. Karunesh Saxena, Director and Chairman, Faculty of Management Studies, MLSU, Udaipur.



The programme commenced with the welcome address by Dr. Anand Thakur, Dean, School of Management followed by the formal welcome by Prof. V K Garg, Dean of Student Welfare. Further, Dr. Ruchita Verma, Programme Convener, introduced the keynote speaker and theme of the webinar to the audience and highlighted its significance in the current situation. While highlighting the achievements of keynote speaker Dr. Verma mentioned that Prof. Karunesh Saxena has served as director of various institutions and has also chaired professor of ICSSR New Delhi, also has created 200 educational films for UGC. He has been a resource person to various academic institutions around the world.

Keynote Speaker Prof. Karunesh Saxena, discussed about the background of social entrepreneurship. He spoke about the inception of the term "social entrepreneurship" by Bill Drayton. He explained how social entrepreneurship is different from Corporate Social Responsibility. He described about the process and importance of being a social entrepreneur. Also, he shed light on how social responsibility aims to bring changes for social welfare and upliftment. He further mentioned about the core characteristic, problems, main areas and process of social entrepreneurship. He also briefly talked about the book "God's Own Kitchen" by Rashmi Bansal and her classification of social entrepreneurs, namely rainmaker, changemaker, and Spiritual Capitalists. Prof. Saxena educated the minds of young audience with the exciting example of social initiatives undertaken by the great entrepreneur, Mr. Ratan Tata.

During the session, faculty member, research scholars and students of the university showed their active interest by participating in the Question Answer session. Towards the end of the webinar, Dr. Monisha Dhiman extended the vote of thanks and the webinar ended with the National Anthem.