Social Entrepreneurship: Teaching and Incubation Model

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Entrepreneurship in Social Context

• Entrepreneurship as economic and business activity is known and established

• Entrepreneurship as a process to foster social progress is recent phenomenon in research and academics

• ‘Social Entrepreneurship’ is in infancy stage as a field of intellectual pursuit

• But, major attention towards entrepreneurial innovation for ‘sustainability’ and ‘sustainable development’ is evident, hence the entrepreneurial eco-system
Social Entrepreneurship
Social Entrepreneurship as generally understood (based on scholarly literature review)

- Social Entrepreneurship is response to failure of market, government or both

- Social entrepreneurs are reformers and revolutionaries with social mission, make social change with innovative solutions for the societal problems

- Social entrepreneurs make fundamental changes in the way things are seen and done in the social space

- Social entrepreneurs take up innovative practices; enhancing education, productivity, socioeconomic status of the marginalised
Social Entrepreneurship as it exists in the scholarly literature

- Entrepreneurship view:
  behavioural approach, social mission driven, resource mobilization, context focused

- Social view:
  social mission and social value creation, social problem solving, meeting social needs, creating social change, entrepreneurs as change agents

- Research methodological view:
  no original theory – under development hence mostly case studies, conceptual work, borrowed from other discipline
Social Entrepreneurship is Essentially Contested Concept (ECC) and a Cluster Concept*

*(Choi and Majumdar, 2013, in Journal of Business Venturing, Elsevier)*
• The sub-clusters are –
  social value creation,
  social entrepreneur,
  social entrepreneurial organization,
  market orientation, and
  social innovation

• Hence need to first establish which sub-concept(s) we desire to emphasize in understanding the Concept

• No definition needed, collaborative approach to build knowledge on each-other’s work
Why is Social Entrepreneurship relevant today?
Social Entrepreneurship and Sustainable Development

- UN Millennium Sustainable Development Goal - announced in September 2015

- Social Entrepreneurship is going to be major driver in achieving the Goals in countries like India to solve issues like education, livelihood, health, sanitation; though developed countries also face unique social challenges

- Hence, the need for trained professionals to innovate solutions
Social Entrepreneurship Education

• Major Themes – Social Mission and Entrepreneurship

• The rationale – Social Context, Entrepreneurship, Managerial Context and Social Innovation

• Social Entrepreneurship does not have clear academic home in universities

• Resides in domains – humanities, social and behavioral sciences, public policy, sociology, urban studies and management

• Debate – balancing commercial and social mission
Social Entrepreneurship Incubation Eco-System
Four stages of Emerging Eco-System for Social Entrepreneur (Shukla, Farias and Tata, 2012)

**Stage 1:** Sowers of Seed – youth journeys, youth fellowships, campus clubs and business plan competitions

**Stage 2:** Pipeline Creators – academic prgograms, non-academic programs offered by NGOs, incubators, etc.

**Stage 3:** Early Supporters – philanthropic funding and angel investors

**Stage 4:** Late Supporters – investors, funders, grant makers
Support System in Emerging Eco-System for Social Entrepreneur
(Shukla, Farias and Tata, 2012)

**Technical Support**: for start ups, scale up, and in Human Resource Management

**Network Support**: aggregators, and through Seminars and Conferences

**Advocacy Support**: sector specific organisations
Social Entrepreneurship Education Model at Tata Institute of Social Sciences, Mumbai, India
Tata Institute of Social Sciences (TISS)

- Established in 1936, renamed as TISS in 1944, declared deemed university in 1964, fully funded by the University Grants Commission, Government of India

- Engaged in socially relevant high quality professional education in range of inter-disciplinary areas of Social Sciences – teaching, research, field actions, advocacy and professional support

- Schools, Independent Centers and Resource Centers, offering graduation, post-graduation, M. Phil. and Ph. D., diploma and certificate programmes

- Campus in Tuljapur, Guwahati and Hyderabad
Objectives of Center for Social Entrepreneurship, School of Management and Labour Studies

• To develop individuals as entrepreneurs with focus on social entrepreneurship

• To enable budding and practicing social entrepreneurs, with concepts and practice, to solve social problems

• To create an environment for dialogue, discussion and creation of research base for developing domain of knowledge in social entrepreneurship for sharing among interest groups and to enable practitioners in enhancing effectiveness of their operations.
Center for Social Entrepreneurship – Domains

Knowledge domain
- Research – empirical
- Research – conceptual
- Research Conferences
- Doctoral research
- Case studies – teaching and research reference

Education domain
- Full Time Masters Programme
- Executive Education
- Faculty Education
- Guidance and mentoring to others, and sharing

Venture domain
- Support alumni start ups
- Support non-alumni start ups
- Advise other organizations already engaged in similar activities
Center for Social Entrepreneurship – Model

**Enablers**
- Network
- Fund and Funding
- Collaboration for knowledge - technology transfer (e.g. ICT, Mumbai and IIT-Madras)
- Research as input to our activities

**Process**
- Teaching and sharing
- Mentoring
- Experiential Learning (interaction and visits, pilot, continuous internship)
- Venture creation
- Financial support
- Research knowledge creation

**Result**
- Venture start ups by alumni
- Research outputs
- Non-TISS Venture advised/mentored
  - Organizations supported or advised
  - Active collaborative support
Master of Arts in Social Entrepreneurship

**Infrastructure Support:**
Incubation Center supported by University Grants Commission, Government of India

**Venture Support:**
‘DBS-TISS Social Venture Initiative’ supported by DBS Bank India
Masters Programme Theme in Social Entrepreneurship

Entrepreneurship

Management Tools & Methods

Society & Social Context

Social Entrepreneurship
Entrepreneurship Life Cycle, Masters Programme and Incubation System connect

Exhibit 1: Firm Life Cycle and the Entrepreneurial Journey

- Our Masters Programme starts here
- Incubation System
- Our Masters Programme ends here
Major Achievements – Academic and Structure

- MA in Social Entrepreneurship – listed among Top Five Innovative Global Programmes by Ashoka, USA
- Generally accepted as pioneer and leader with unique education model and major publications by faculty and research scholars
- Four Conferences (National – 2 & International – 2) Organised, one edited volume published by Springer (2015), editing work of second in progress
- Invited by global forums and agencies - Deputy British High Commission, British Council, Russian Government, UNESCO Asia-Pacific and UNCTAD for expert consultation and for seeking guidance
- Outreach – India Post, Ford Foundation, RGNIIYD, MSRLM, NUSSD
- Approached by reputed institutes IIM-Calcutta, IIM- Indore, IIT-Madras for support
Major Achievements – Incubation and Venture Creation

- 37 Social Ventures created, 30 are working (rate of survival is 10 times more than the global average)
- Ventures located in more than 10 states of India and operating in difficult rural areas
- One of the Incubate ventures Sampurn(e)arth won GSVC (2014) at USA, and many awards received by students in reputed business plan competitions
- Sampurn (e)arth Successfully finished its first round of VC funding with more than INR 10 million
- Many of the ventures being featured in national and international media
- Strongly emerged as a ‘pipeline creator’ for Venture Accelerators, Impact Investors as well as Venture Capitalists
Strategic Partnerships

- Caring friends (network and funding)
- DBS Bank India (funding and programme partner)
- Institute of Chemical Technology, Mumbai (technology)
- Indian Institute of Technology, Madras (knowledge and programme)
- Indian Institute of Management, Calcutta Innovation Park
- Biotechnology Industrial Research Assistance Council
- Society for Entrepreneurship Educators (faculty support)
South Asian Network for Impact Master (SANIM) – a South Asian Regional Network

- All Stakeholders for social impact through education in all disciplines especially entrepreneurship and management
- All South Asian countries for learning and sharing
- Currently anchored by Center for Social Entrepreneurship at Tata Institute of Social Sciences, Mumbai, India
- Regular meetings and interactions
- Case Writing and Teaching Workshop (by invitation) at Tata Institute of Social Sciences, Mumbai, India from December 09 to 11, 2015
- Next Meeting at Tata Institute of Social Sciences, Mumbai, India from January 28 to 30, 2016
Proposed Handbook on Social Entrepreneurship

- Multiple volumes
- Universal reference
- Inviting authors on social entrepreneurship
- In partnership with Springer Publication
- Aiming to publish 1st volume by January 2017
Thanks