

# SOCIAL ENTREPRENEURSHIP

**Organized by:** Unnat Bharat Abhiyan Unit of Christ College.

**Date:** 25.8.2025

**Venue:** Chavara Seminar Hall

**Coordinator:** Dr. Arun Balakrishnan M B

As part of the *Unnat Bharat Abhiyan* (UBA), our institution conducted a programme on **Social Entrepreneurship**, aimed at fostering innovative, sustainable, and socially responsible business solutions. The initiative aligns with UBA's vision of linking higher education institutions with rural communities to address developmental challenges.

## **The Programme was conducted to**

- To create awareness among students and community members about the concept of Social Entrepreneurship.
- To highlight the role of entrepreneurship in addressing rural and social issues.
- To inspire participants to develop innovative ideas that combine profitability with social impact.
- To encourage youth engagement in community-based problem solving.

**Resource Person:** Dr. Manju, CEO of Forest Post

**Participants:** Students of 2<sup>nd</sup> B. Com aided and MSW Students of Christ College.

The lecture was an eye opener towards the world of Social Entrepreneurship. Participants were introduced to success stories of rural innovators and social enterprises. She outlined also on the challenges and obstacles she faced while educating, empowering and Marketing the products. Dr. Manju engaged the crowd with life experiencing videos which was very informative. Participants expressed that the programme was highly informative and motivating. Many felt encouraged to take up small-scale initiatives to address issues in their own villages. The programme successfully met its objectives by creating awareness and inspiring youth towards innovative, socially impactful entrepreneurship. It reaffirmed UBA's mission to transform rural communities through knowledge and sustainable practices.







