Community Development through Social Entrepreneurship

Goal: Community development by igniting entrepreneurial talents within the community's human and social capital, providing a clearer view of overall growth through an enterprise development approach.

Date and duration: 23rd -25th SEP 2025 (Three days)

Venue: Karl Kubel Institute for Development Education, Anaikatti Road, Mankarai, Coimbatore

1) Programme concept:

a) **Background:** India, with its diverse socio-economic landscape, faces numerous challenges, including poverty, unemployment, healthcare disparities, and environmental degradation. Traditional approaches to solving these problems often fall short. Social entrepreneurship has emerged as a powerful tool to address these issues through innovative, sustainable, and scalable solutions. Social entrepreneurs in India are driving change by leveraging business principles to achieve social, cultural, and environmental goals, making significant contributions to the nation's development.

b) **Objective:** This concept paper aims to explore the landscape of social entrepreneurship in India, highlighting its importance, the challenges it faces, and the opportunities it presents. It will also provide insights and recommendations for fostering a robust social entrepreneurship ecosystem in the country.

2) Understanding social entrepreneurship

a) **Definition:** Social entrepreneurship involves using entrepreneurial principles to develop, fund, and implement solutions to social, cultural, or environmental issues. Unlike traditional businesses, the primary goal of social enterprises is to generate social value rather than maximizing profits. Social entrepreneurs focus on creating lasting impact through innovative solutions that address the root causes of societal problems.

b) **Key Characteristics**

- **Mission-Driven**: Social entrepreneurs prioritize social impact over profit. Their ventures are designed to address pressing social issues such as poverty, inequality, and environmental degradation.
- **Innovative Approaches**: Social entrepreneurship involves creative and effective solutions to entrenched social problems. This often involves challenging traditional methods and thinking outside the box.
- **Sustainability**: Financial and operational self-sufficiency is crucial. Social enterprises aim to be self-sufficient or generate profits that can be reinvested into their social mission.
- **Scalability**: Successful social enterprises often seek to expand their impact to reach a larger population or address broader systemic issues. This might involve replicating their model in different regions or expanding their services.

3) Programme content: To facilitate the participants to acquire:

- A **clear understanding** of the concept of **"Social Entrepreneurship"**
- Ability to **transform the NGO Schemes** such as healthcare, education, agriculture, economic development, livelihoods & environmental sustainability to social entrepreneurship.
- Connecting the entrepreneurial, financial resources, marketing, and value chain addition to make the social entrepreneurship acceptable to the community.
- Through social entrepreneurship, **identify resources and form partnerships** to achieve the **Sustainable Development Goals (SDGs)** and foster comprehensive community development.

4) The learning outcome:

- Transform from charity and traditional development focus to social enterprise model of course keeping the social development agenda intact.
- Develop necessary skills and knowledge. This includes business acumen, strategic planning, and impact measurement.
- Understand the mentorship support available for the budding social enterprise agencies, MSME & Startups through
- Promote leadership development, pre investment feasibility study, marketing strategies.
- Form a new perception of social enterprise model and ways to influence the lives of the marginalised/vulnerable around the project.
- Acquire a mindset which makes you feel that you are part of a bigger social/business network than the cubicle of your agency office.

5) Course faculty:

- Dr. C. J. Paul, Principal Consultant,
  M/s. Chazhoor John Consultancy Services, Chennai.

- Dr. Prema P, Gender & Environment consultant,
  M/s. Chazhoor John Consultancy Services, Chennai.

Language : English.

Last Date : 10th September 2025.

Programme Cost : Rs.7500+18% per participant (incl. Food and Accommodation)

For online registration, please click **https://forms.gle/pLdo1m8pjyFoonVy8** to register.

If you would like more details, visit www.kkfindia.com or call 9047698422 or write to trainings.desk1@kkid.org.

We look forward to your registration.