



Proceedings

National Workshop on  
**Social Business Lab**  
**@ B-Schools**  
&  
**UTTHAN 2012**

(SOCIAL BUSINESS PLAN COMPETITION)

JANUARY 6-7, 2012

An initiative under:  
Special Assistance Program DRS-1 (UGC)  
Faculty of Management Studies  
Banaras Hindu University

## Inaugural Session

The Faculty of Management Studies, Banaras Hindu University organized a two-day Social Business Plan Competition **UTTHAN 2012** and a National Workshop on “**Social Business Lab @ B-Schools**”. On January 6-7, 2012 as part of initiatives under DRS (1) -Special Assistance Program of UGC.

The twin-event was inaugurated on 6<sup>th</sup> January, 2012 at 10:30 am by the Chief Guest Mr Arun Kumar, Joint President, HINDALCO Industries Ltd in the august presence of senior Professors from the Faculty and other Universities as well, people related with different social enterprises and participants from different institutions. Prof S K Singh (Dean & Head, FMS) welcomed the guests and emphasised the need for sensitizing tomorrows’ managers towards the plight of the deprived. The Chief Guest Mr Arun Kumar talked about the problems that a large portion of the Indian population is facing and also let the gathering know about the different CSR activities that HINDALCO was carrying out. He appreciated the organization of such events as they motivate the youth to contribute to the betterment of the society.



Mr Arun Kumar inaugurating the event. Also in picture Prof Deepak Burman, Prof S K Singh and Prof H C Chaudhary (from left)

## Social Business Lab @ B Schools

The workshop on **Social Business Lab @ B Schools** began with a brainstorming session on the need, model, format, clientele and structure of a social business lab, which can foster creativity, innovation and social entrepreneurial spirit among students to develop their own social business solutions. The session was chaired by Prof P R Agarwal (Head, School of Management Sciences, MNNIT, Allahabad). The session was attended by three different set of stakeholders: the theorists of social entrepreneurship represented by eminent academicians like Prof Geetika (Former Head, School of Management Sciences, MNNIT, Allahabad), Prof Santosh Rangnekar (Head, DOMS, IIT Roorkee), Prof N K Sharma (IIT Kanpur), Prof C Lal (Former Dean & Head, FMS, BHU), Prof Raghbir Singh (GNDU, Amritsar), Prof A N Tripathi (IT BHU); the social entrepreneurs like Mohit Raj and Sanchi Marwaha (TYCIA, New Delhi), Sandeep Ahuja (Operation Asha, Delhi), Anil Jaggi (Green Earth Alliance, Dehradun), Brijmohan Kandpal (Udhyogini, Jabalpur), Manoj Sharma (related with a host of social activities in Uttarakhand), Pawan Kumar (Premjyoti, Varanasi), and Anurag Agrawal (Intellectap, Hyderabad); and the budding social entrepreneurs who had come up with social business plans to participate in UTTHAN 2012. The academicians talked about the issues involved with social entrepreneurship and how these could be tackled in a social business lab whereas the practitioners discussed the real time problems that they faced and what skills and competencies could help someone withstand similar situations.



Brain Storming Session on "Social Business Labs@ B-Schools" in progress

## UTTHAN 2012: Social Business Plan Competition

After the completion of the workshop, **UTTHAN 2012** the social business plan competition began. It is an annual event organised by FMS, BHU under the banner of SAP (DRS-1), UGC. UTTHAN 2011 was successfully organised on January 27-28, 2011 in which teams from different B-Schools throughout India had participated. The same enthusiasm was felt for UTTHAN 2012, too. A total of eighty (80) teams had participated in the first round of which thirty four (34) qualified for the second round. Finally fifteen (15) teams were selected to present their business plans during UTTHAN 2012. Prof H C Chaudhary welcomed the jury members and the participants to the event and laid down the rules and regulations for the competition. The eminent panel of jury comprised of Mr Chinmay Sengupta (COO, ICICI Foundation), Mr Manoj Sharma (Social Entrepreneur from Uttarakhand) and Prof N K Sharma (IIT Kanpur). Mr Subrata Mukherji (President, ICICI Foundation) was also present during the presentations. There were a total of thirteen (13) presentations from participants representing different reputed B- Schools of India. The presentations were co-ordinated by Dr P V Rajeev of FMS, BHU.



Participants posing for a group photograph



Jury members and other guests during a presentation

The presentations continued on the second day of the event until 12 noon. The jury members and other guests discussed the different issues related with each business plan and gave their valuable inputs.

## Valedictory Session

The twin-event concluded with a valedictory session which was presided over by Prof V K Kumra (Registrar, BHU). The Chief Guest of the event Mr Subrata Mukherji, President, ICICI Foundation gave his feedback on the social business plans and spoke at length about the issues involved during the implementation and execution stage of different business ventures.



Prof S K Singh welcoming Prof V K Kumra (Registrar, BHU)



Mr Subrata Mukherji (President, ICICI Foundation) addressing the session

Prof Deepak Burman, Deputy Coordinator SAP, DRS-1 (UGC), FMS BHU, proposed the vote of thanks to the Chief Guest, the Registrar (BHU), and other guests. He also appreciated the efforts put in by the coordinators and volunteers who had worked hard for days to make the event successful.

## Results

The results of the social business plan competition UTTHAN 2012 were announced during the valedictory session by the jury members. A total cash prize of Rs 55,000 (Fifty Thousand Rupees) was distributed among the five best teams. The result of the competition was:

1. First prize of Rs 20,000 to Team **Shabda Shiksha Sansthan** from DoMS, IIT Roorkee
2. Second prize of Rs 15,000 to Team **Utthan** from DIMAT, Raipur
3. Third prize of Rs 10,000 to Team **Organic Waste Management** from FMS (South Campus), BHU, Varanasi
4. Consolation Prize of Rs 5,000 to Team **Jeevan Utkarsh** from CBA, Central University of Jharkhand, Ranchi
5. Consolation Prize of Rs 5,000 to Team **Saamarth** from FMS, BHU, Varanasi



The winning teams getting the prizes from the Chief Guest, Mr Subrata Mukherji & Prof V K Kumra (Registrar BHU)

The whole event was organised under the banner of **SAP, DRS-1(UGC), Faculty of Management Studies, Banaras Hindu University**. The event was co-sponsored by **ICICI Foundation**. The cash prizes were sponsored by **Hero Moto Corp**.



# THE TIMES OF INDIA

## UTTHAN 2012 begins at FMS

Students at the event



**Implementing the** strategy, the group, led by the group's president, **SHRADDHA** (L), spoke for the group and hopes to bring it to the attention of the state government and the central government. The group is also planning to launch a website for the group.

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# रविवारसरीर

# हिन्दुस्तान

रविवार की विशेषता

## किसी की चाहत उद्यमी बनना, कोई समाजसेवा में ही खुश

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# SUNDAY hindustan times

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## FMS-BHU biz event ends with alumni meet

JANUARY 03, 2012



**FMS-BHU biz event ends with alumni meet**

The event was held at the FMS-BHU campus and was attended by a large number of alumni and faculty members. The event was a great success and was well-received by all.