

Social Business Summit 2017 – Report

About the event –

Don Bosco Institute of Technology-MMS organized its annual event “Social Business Summit 2017” on 20th February. The theme of the Social business Summit was “**Digital Entrepreneurship for Social Change**”. Following topics were covered:

- **Digital Entrepreneurs for social business**
- **Technology used for social change – Success stories**
- **Digital India – The way ahead**

This seminar is focused on influencing the social entrepreneurs to explore the power of technology to bring excellence to their functioning. With the changing dynamics and developmental needs, genuine NGOs are required to be trained and prepared for the immediate future.

Purpose of the event –

The purpose of this Seminar is to provide the social businesses a platform where they can network, and learn about the latest trends, new opportunities to enable them to grow and be more professional. We also aim at targeting the digital entrepreneurs and motivating them to take efforts for social change as well as encouraging the NGO/SBOs to go digital.

Event Objectives –

- To sensitize our students to the social problems which need to be addressed.
- To showcase the successes achieved by both Corporates and NGOs/SBOs in various relevant social areas
- To become aware of the challenges which remain.
- To create a platform for facilitating networking among the different constituencies.
- To spread the awareness about sustainable development across other B-schools
- To highlight the issues faced by NGOs
- To help NGOs understand what are the expectations of the corporate and how they can fulfil these expectation
- To create awareness about the ‘DBCL NGO clinic’ which was launched last year and provides consultation services to the NGOs to help tackle the issues faced by them

Our students have worked with various NGOs/SBOs. This exposure is enhanced by this event. Hopefully some of them may even become social entrepreneurs.

Event Agenda –

Mentioned below is the schedule of activities that took place during the event.

Social Business Summit – Program Schedule February 20, 2017

02.00 pm - 02.10 pm	Lighting of the Lamp Prayer
02.10 pm - 02.20 pm	Welcome Address Fr. Mario Vaz, Executive Director, DBCL Felicitation of dignitaries
02.20 pm - 02.50 pm	Digital Entrepreneurship for Social Change Chief Guest Ms. Anupam Nidhi, Head - Group, Corporate Social Responsibility at Reliance Group of companies
02.50 pm - 03.30 pm	Technology used for social change – Success stories Mr. Jayanth Nataraju, Co-Founder, Sampurn(e)arth Mr. Raj Shekhar, Business Consultant & Coach, Realyze Consulting Mr. Sanjeev Kamat, General Manager (IT), TJSB Sahakari Bank Ltd. Mr. M S Rao, Founder & Managing Director, Vema Solar Pvt. Ltd.
03.30 pm - 04.10 pm	Digital Entrepreneurs for social business Ms. Jayashree Rao, National Head - Rural water solutions at Ion Exchange India Mr. Subramanian MV, Former President, Rural and Inclusive Banking, Axis Bank Ms. Madhumita Ghosh - Business Transformation Leader - BIG DATA & Advanced Analytics :Digital Practice-Global Business Services at IBM Mr. Manoj Sathe, Vice President, NSDL
04.10 pm - 04.40 pm	DBIMR Students Competition
04.40 pm - 05.30 pm	Inter-Collegiate Competition on topic ‘Technology for Social Change’

05.10 pm - 05.20 pm **NGO Clinic**
Dr. Das, Associate Prof. DBIMR

05.10 pm - 05.20 pm **Vote of Thanks**
Dr. Ramachandran, Dean, DBIMR

Summary of the event:

Don Bosco Institute Technology -MMS organized ‘Social Business Summit – 17’ on Monday 20th February, at its Kurla campus, the institute hosts the Social Business Summit every year where they bring together the Corporates, NGOs/SBOs and Government to facilitate networking and empowerment. This year the theme of the event was **Digital Entrepreneurship for Social Change**. The Chief Guest Ms. Anupam Nidhi, Head - Corporate Sustainability, Reliance Group stated the importance of going digital and the way it will help to bring about a change in the society. She also mentioned about the initiatives taken by the Reliance groups to use digitization for the welfare of the society. The other key note speakers for the event included Mr. Jayanth Nataraju - Co-Founder, Sampurn(e)arth, Mr. Raj Shekhar - Business Consultant & Coach, Realyze Consulting, Mr. Sanjeev Kamat - General Manager (IT), TJSB Sahakari Bank Ltd., Mr. M S Rao - Founder & Managing Director, Vema Solar Pvt. Ltd., Ms. Jayashree Rao - National Head - Rural water solutions at Ion Exchange India, Mr. Subramanian MV - Former President, Rural and Inclusive Banking, Axis Bank, Ms. Madhumita Ghosh - Business Transformation Leader - BIG DATA & Advanced Analytics :Digital Practice-Global Business Services at IBM and Mr. Manoj Sathe - Vice President, NSDL who spoke on encouraging digital entrepreneurs to think about sustainable business models and also technology that could be used for social change. Each of these speakers also made a mention of the steps taken by their respective organizations towards bringing about a social change. The institute also hosted an inter-collegiate competition for B-Schools during the summit on the topic ‘Technology used for social change’, which aimed at persuading students to think of technologically driven sustainable business models for the betterment of the society St. Francis won the first prize, followed by K.J. Somaiya and Symbiosis won the third prize.

Participants for the event:

Overall the event was attended by around 100 participants

NGOs – 50

Corporates – 10

Faculty (Internal & Visiting) – 10

Students (Internal & External) – 30

Technology for Social Change Inter-Collegiate Competition

DBIT-MMS Presents



Technology for Social Change **An Inter-collegiate Competition**

Competition Details :-

- Students need to think innovatively and recommend the change you want to see in using technology to address the social issue chosen by them.
- 3 students in each group
- Last day for registration is 10th Feb. 2017
- Register at <http://bit.ly/2jYITPL> OR call **Abhijeet** - +91 8422966769 / **Rahul** - +91 7303709992

Screening Round - Thursday, 16th Feb. 2017

Final Round - Monday, 20th Feb. 2017

Venue for both rounds - Don Bosco Centre for learning, Kurla



Competition Details

What's the Competition about?

- Social issues are widespread in India inhibiting the citizen from enjoying the fullness of life.
- Technology is the new game changer in empowering the ordinary citizen to realize life's potential.
- Can technology be used in a more impactful way to alleviate the social issues plaguing India?
- Think innovatively and recommend the change you want to see in using technology to address the social issue chosen by you.

What will the plan contain?

- Explain the Social Issue chosen by you
- Impact of the social issue in India
- Technology driven solutions that have already been implemented by others to tackle the social issue
- Your unique technologically driven solution to tackle this issue
- Explain the features and benefits of your product or service
- Explain how do you plan to implement it and how will it work
- Explain how it will help solve the social issue

Whom will one make the Presentation to and how long will the presentation be?

- There will be a screening round at DBIT-MMS on 16th Feb 2017
- The best groups will make the final presentation on 20th Feb 2017 during the annual event of the institute's 'Social Business Summit – 17'
- You will need to make a presentation of 5-7 minutes
- A Panel of judges will be evaluating the presentations

What will be the criteria for evaluation?

- Uniqueness of idea
- Implementability
- Scalability
- Cost efficiency
- Impact the idea would have in solving the social issue
- Creativity in making the presentation

Who can participate ?

- Groups of 3 students each who are currently doing their MMS from any recognized and affiliated college to the University of Mumbai.

What will be the Prize ?

- 1st Prize : Rs. 5000
- 2nd Prize :Rs. 3000
- 3rd Prize :Rs. 1000

Covering Letter For The Competition

(The students had taken this letter along with the above creative and competition details to colleges)

Dear Sir/Mam,

We the faculty, management, staff and students of Don Bosco's Institute Of Management and Research (DBIMR) are organizing our annual function "Social Business Summit" on February 20, 2017, at our campus in Kurla (West).

This year the theme of the event is: **Digital Entrepreneurship for Social Change**. The areas which we will be reflecting on and learning about are:

- **Digital Entrepreneurs for social business**
- **Technology used for social change – Success stories**
- **Digital India – The way ahead**

:

The purpose of this event is:

- To create a platform for networking between NGOs, Corporates and the Government bodies
- To empower NGOs with the relevant knowledge, attitudes and skills
- To sensitize our students to the social issues and the modalities of addressing them.
- To encourage businesses and NGO/SBOs to go digital

A detailed Concept Note on the event is enclosed

During this event we have organized an inter-collegiate competition named '**Technology for social change**' the details of which have been enclosed herewith. Requesting you to kindly encourage your first and second year MMS students to participate in this competition. Interested students can register here <http://bit.ly/2jYITPL>

Hoping for a positive response,

We remain,

Yours sincerely,

Dean
(DBIMR)

Evaluation Panel Members

- Mr. Kumar Ganeshan
- Mr. Vidyadhar Kulkarni
- Dr. Das

Evaluation Sheet

Group	Evaluation Criteria							Social Issue
	Uniqueness of idea	Implementability	Scalability	Cost efficiency	Creativity in making the presentation	Impact the idea would have in solving the social issue	Total Score	
	Out of 10	Out of 10	Out of 5	Out of 5	Out of 10	Out of 10	Out of 50	
Group 1								
Group 2								

Winners

In this competition 5 teams participated. However 2 of them did not report on the final day. And the winners were from the following colleges.

1st Prize – St. Francis

2nd Prize – K.J. Somaiya

3rd Prize – Symbiosis

NOTE – DBIMR students couldn't participate in the competition

