



Building Social Entrepreneurship Capacity among Technology Graduates

Centre for Social Innovation & Entrepreneurship (CSIE), IIT Madras along with Social Impact Lab at University of Southampton, UK is now inviting applications from colleges to be part of the 3-year program titled “Building Social Entrepreneurship Capacity among Technology Graduates”. This program is sponsored by Ministry of Skill Development and Entrepreneurship (MSDE) in association with UK India Education and Research Initiative (UKIERI).

About the program:

The program aims to build capacity for socially entrepreneurial activity with specific focus on skill based opportunities in the domains such as handicrafts, food processing by providing college students in Tamil Nadu and Kerala with skills training through curriculum based social entrepreneurship education. The skills will be in the areas of social media technologies, value addition to food processing, big data analytics, etc. We aim to do this by supporting teachers in technology colleges to develop and implement social entrepreneurship modules with focus on the skills listed above and providing students with experiential and cross cultural learning opportunities in social venture creation and real world problem solving.

The program brings together UK and Indian expertise in technology and social entrepreneurship education and incubation to:

- Develop entrepreneurial skill-sets among graduates from higher institutions.
- Increase capacity for socially entrepreneurial activity in engineering institutions.

Social entrepreneurship education serves a dual purpose of developing students’ entrepreneurial skills whilst also empowering them to apply their technological training to solve real world problems using skills such as social media technologies, GIS mapping for local disaster mitigation initiatives (like mapping of inland water channels, drainage systems, etc). By exposing students to the principles of social entrepreneurship, the project will simultaneously offer them a platform to develop their own skills in social media technologies, food technologies and big data analytics in the priority sectors such as livelihoods, food processing and handicrafts as social entrepreneurs/self-employed persons.

Program Structure:

The program involves three phases to be delivered over three years; knowledge transfer, implementation of curriculum based skill focused social entrepreneurship education in handicrafts, livelihoods and food processing sectors and a social venture accelerator programme.

Knowledge transfer

The principle component of the knowledge transfer stage will be four teacher training modules, designed to provide college teachers with a sound understanding of the principles of social entrepreneurship and its application in technology education. The four modules are:

- Systems thinking
- Design thinking
- Assessment and skills based learning
- Early stage venture incubation

In line with our experience and expertise, these modules have been selected both to accurately reflect the in depth process of identifying and designing a solution to a social or environmental problem, whilst also maximising on the potential skills development for participating students.

Identified areas for skills development include:

Social Entrepreneurship skills

1. Financial literacy
2. Business skills
3. Project management

Technical skills

1. Social media technologies
2. Big data analytics
3. Food technology

Soft skills

1. Communication skills
2. Teamwork
3. Presentation skills

Teachers will receive training on designing modules which promote the acquisition of these skills and provided with innovative assessment methods to support students' skills development, including online badges and digital portfolio building.

The final module will also provide teachers with the processes for supporting early stage social ventures that may come out of the modules in order to ensure students' continued skills development post-study.

The modules will each run twice during the first year.

The teacher training modules will be supported by a resource toolkit, which will be available post-training. This online toolkit will include resources for content and syllabus development, including stages and templates; marketing materials and advice on marketing for student recruitment and engagement in social entrepreneurship modules; information on incubating student social ventures, such as external bodies and support organisations, funding and finance options and how to access and find suitable mentors.

The second phase of the project is support for teachers post-training who are looking to implement and establish social entrepreneurship modules. This support will take three forms: a consultancy service working with colleges to develop their modules, a system of accreditation to ensure standardization and support for colleges wishing to incubate student social ventures.

All colleges that have participated in the training modules are eligible for a consultancy service, where they will receive bespoke support to design and implement their social entrepreneurship modules, with a specific focus on embedding them in the curricular. The consultancy will cover – syllabus design and adaptation of learning materials, assessment design and additional pedagogical methods training. An additional consultancy service will also be available for colleges looking to develop systems for early stage social ventures support.

The curriculum will be designed in the three areas of skill –sets mentioned earlier: Social entrepreneurship, technical skills and soft skills. The curriculum is designed with specific focus on the priority sectors of livelihoods, food technology and handicrafts. For curriculum development, the core team of the implementing partners will be involved and external support from faculty and practitioners from industry will be brought in. The curriculum will be designed with syllabus, total hours of study. References will be made with the National Qualification Register.

The consultancy service will be offered during the second year, and will be supported by the establishment of a consortium of participating colleges, connected virtually and administered by the partners to promote knowledge transfer and develop best practice. The consultancy service is offered on fee basis at nominal rates for the sustainability of the initiative.

Once colleges have established their modules, they will be eligible for accreditation by the partners on submission of required evidence. The accreditation system will promote the establishment of centres for social entrepreneurship in Tamil Nadu and Kerala and ensure high quality learning opportunities using the latest pedagogical methods.

The third phase of the project is a social venture accelerator programme for college students to develop and launch market ready ventures. The programme is a natural progression given the investment made in developing the teaching content for the social entrepreneurship modules and will bind together all the stakeholders associated with the project including the Social Impact Lab, CSIE and the technical colleges.

Interested colleges are required to fill the “expression of interest” form and send it to - csie@wmail.iitm.ac.in , cc: sandeepgangaram@alumni.iitm.ac.in by 20th August 2019

The colleges will then be contacted for one on one meeting to discuss the same.