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IIMA's Entre Club to promote Social Entrepreneurship

IIMA, November 07, 2008: The second Social Entrepreneurship Fair - *Pratyarpan*, an event managed by IIMA's Enter Club is being at on November 09, 2008 (Sunday) at the Indian Institute of Management, Ahmedabad.

The event includes The Speakers Round, the Social B-Plan (*Rachana*), Incubation Plan (*Pratyancha*) followed by a cultural evening. The speakers round will showcase the work of some of the persons active in the social and development sector like Bhushan Punani from Blind People Association, Osama Manzar from Digital Empowerment Foundation, Puneet Gupta from IFMR, Parth Vasavada from YUVA and a few others. The objective of the event is to inspire people through the knowledge of work, motivation and challenges a social entrepreneur faces from of the experiences of the invited speakers.

The social B-Plan event - *Rachana* was launched in September 2008 where more than a hundred teams participated from all across India exhibiting their innovative ideas for businesses which benefit the country at large. After two rounds of rigorous competition, the top four teams will present their work in front of the jury. Under *Pratyancha*, teams will also compete for developing the best incubation and marketing plan for existing innovation from NID. IIMA had also launched the *Ek Samadhan* competition, where local people from all age groups will showcase their innovative solutions to everyday problems around them.

The Fair would end with a cultural evening, where documentary movies with a social message, will be shown. The event will mark the launch of a unique web portal for the social sector by students of IIMA and IIT. This would be accompanied with the release of the book "Pursuit of Goodness" authored by an IIMA Alumni.

The event managed by the Entrepreneurship Club of IIMA, consisting of a 15 first and second year PGP students, is provided direction by Prof Anil Gupta of IIMA. This is being actively supported by Dena Bank, Sintex Industries and Wagh Bakri Tea.

Ms Ishita Solanki

Manager, Global Partnerships & Corporate Affairs

Indian Institute of Management, Ahmedabad (IIMA)

Vastrapur, Ahmedabad 380 015 INDIA.

Telephone: 91-79-6632 4889 (D), 91-79-6632 4591 (O)