



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

“Social Entrepreneurship”

2020-2021



A Stand-alone Business School
Maharaja's Education Society's (MSES)



FEEDING THE FUTURE



DIAME Entrepreneurship Development Cell & TIE Coimbatore

Jointly invite you for a Special Talk on

SOCIAL ENTREPRENEURSHIP



Speaker
Ms Suman John
CEO & Managing Director

Director, Bank of India, Coimbatore
Employment for the differently abled
Kangaroo



01st May 2021
Saturday, Time: 8:00 am

REGISTER NOW

Dr A G V Narayanan
Director - Coim

Ms Benjara Singhal
President - Coimbatore

Suman John has been working in the area of social entrepreneurship since 2005. She was a founder of the Bank of India, Coimbatore - an organization dedicated to providing viable career and employment opportunities to differently abled persons. From 2005 to 2010, she led the team to start a social enterprise called *Shree Kangaroo*, a gifting company, which caters to creating the range of gifts for kids, seniors, wedding, baby, graduation, and other special occasions. The foundation, the primary focus of the company is to create livelihoods for the differently abled and ensure their professional and personal growth.

After working in the social sector, she worked for 8 years as a senior executive with Deloitte India and worked in India.

The top or talker from **ShreeKangaroo Institute of Management, Trichy**, Coimbatore, special education (Kangaroo) from Special Education Services and has been awarded the award for the best Social Entrepreneurship from the University of Pennsylvania-Centre for Social Impact Strategy. She also served as a leading speaker for the 2019 summit.

Her significant contribution in the field of social entrepreneurship has been widely recognized by the Management Association of India (MAI), All India Women's Entrepreneurship Awards 2019, the Social Entrepreneur Awards.

Zoom

DJAME & TIE, Special Talk by Ms Suman John, CEO & MD, Divya Innovations

Ms Suman John

What is social innovation?

Social Innovation – “We contend that **social innovation** is the best construct for understanding and producing **lasting change**. We redefine social innovation to mean: A **novel solution** to a social problem that is more **effective, efficient, sustainable or just** than existing solutions and for which the value created accrues primarily to **society** as a whole rather than private individuals”

Phills, Deiglmeier and Miller (2008)

Zoom

16:52 / 1:24:31

Scroll for details

Ms. Suman John delivering a lecture on “Social Entrepreneurship”



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“Social Entrepreneurship”

Programme Report

She said “Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. She said that One example of social entrepreneurship is microfinance institutions. These institutions provide banking services to unemployed or low-income individuals or groups who otherwise would have no other access to financial services. ... Rather, a social entrepreneur seeks to implement widespread improvements in society. Entrepreneurship is the act of setting out on your own and starting a business instead of working for someone else in his business. While entrepreneurs must deal with a larger number of obstacles and fears than hourly or salaried employees, the payoff may be far greater as well.

She said “Diya trains and employs the differently-abled. At Diya, Foundation training is provided in data entry, chocolate making, candle making, screen printing, making crafts from paper, and recyclable products like newspapers, bottles, bobbins, etc. At Diya Innovations,

we employ the differently-abled and make a variety of corporate and individual gifting alternatives - chocolate, candles, a line of household linen, decorative lighting options, interesting crafts from recycled paper, bottles, etc. Around 75 participants from DJAME and other institutions participated in the program.



Director

Dr. A. G. V. Narayanan
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