



Social entrepreneurship contest on in ISB, yet again

Students of Indian School of Business (ISB) have launched 'ISB iDiya Challenge,' for the second time. It's a national competition of ideas for social ventures with an aim to promote social entrepreneurship in India. The challenge will invite ideas from working professionals for profitable business models with measureable social impact. Ideas can be submitted online at www.isb.edu/iDiya.

Speaking about the need for such a competition, Ajit Rangnekar, Dean, ISB, said, "We at the ISB are committed to creating a large impact on the society through support-

ing sustainable social ventures. I am delighted that our students' initiative 'iDiya' has received such a positive response and support from NASSCOM and other progressive institutions. I urge industry leaders to actively propagate this competition among their staff."

Som Mittal, president, NASSCOM, inaugurated the second edition of the challenge. Addressing the students on "Social Enterprise and Technology: A Winning Combination", he said: "Inclusive growth through business has become a national imperative. The largest innovations will happen not by people who meet

the market need but by those who create it." Declaring NASSCOM's support to ISB iDiya, Mittal announced that the best technology idea from among the winners of the ISB iDiya challenge will be showcased on the NASSCOM website.

Interest people can submit ideas by September 19, 2010. The submissions will be evaluated on various criteria including measurable social impact, criticality of the social need and financial sustainability of the enterprise. The best ideas will be chosen by a panel of venture capitalists, industry leaders, entrepreneurs and ISB faculty.

Ideas are invited for all categories be it agriculture, education, environment, health, sanitation and the list goes on. In addition to cash prizes, special prizes may be sponsored by partner organisations for the best idea in specific categories. The winning teams will attend an all-expenses-paid bootcamp at the ISB campus with direct, ongoing mentoring from venture capitalists, partner organisations, entrepreneurs and experts. The top 20 ideas will be showcased on the ISB iDiya website.

The first 'ISB iDiya Challenge' in 2009 brought in 125 idea submissions from

The B-school is pushing self employment as if there is no tomorrow. The melt down and the rising number of this breed in the US and Europe may have convinced everyone that this is the model for change



ISB Dean
Ajit Rangnekar

all around the country. The winner, SourcePilani - a unique rural BPO business model, has trained 25 villagers around Pilani since attending the iDiya Bootcamp in December 2009. In all, SourcePilani has trained 200 villagers since its inception and plans to grow twofold by the end of 2010. The ISB iDiya Challenge is being organised by the Net Impact Club (Gold Chapter) at the ISB, the first in Asia. Net Impact began in 2003 when a network of new generation leaders committed themselves to using the power of business to improve the world.

Business advisory firms in the United States and Europe have reported that after the meltdown, the num-

ber of people there pursuing their own businesses have increased after they lost their jobs.

However, when the situation eased nothing changed and people continued to remain self-employed all the time.

The ISB is pushing this concept and this model all the time and promises to become the hub of entrepreneurship and of family run businesses in India.

It has already become a chosen meeting place for these two domains.

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