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## **ISB invites ideas for innovative social ventures from professionals**

Special Correspondent

HYDERABAD: Students of 'Net Impact', a social responsibility club at the Indian School of Business (ISB) on Tuesday launched 'ISB Idiya', showcased as a unique initiative inviting ideas for innovative social ventures from working professionals across India.

The competition is not open to students who were not pursuing any full time programme and the business plans received would be evaluated on the criteria of social business context, business plan and innovativeness, financial sustainability and profitability and social impact.

In a press release, ISB Dean Ajit Rangnekar said the idea was to encourage social entrepreneurship among youth in India through 'Idiya' and hoped new age business models from youth would change the social sector scenario in the country.

It would support aspiring entrepreneurs from idea generation to executing through mentorship and entrepreneurial training.

Launching the initiative, Chairman and Founder of Basix, Vijay Mahajan said the world of business was not always about maximising social good. "If you want to work with social entrepreneurship, the fuel for it has to be commercial," he said.

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