



**SOCIAL  
ENTREPRENEURSHIP**

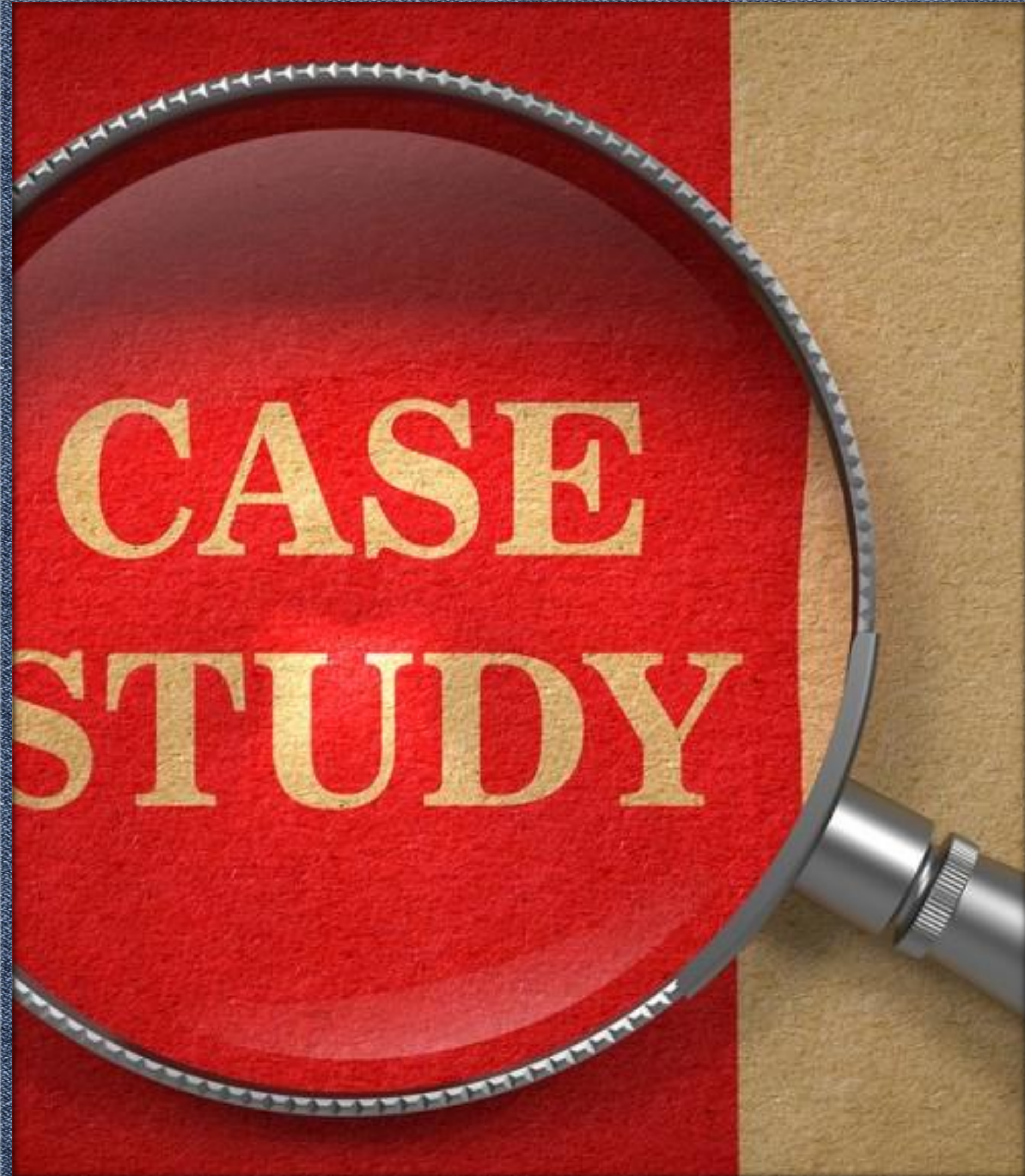
**MSB 4182**

COMPILED BY  
SADHISH PRABHU.S



**MODULE III**  
**OPPORTUNITY RECOGNITION**





# CASE STUDY

## CASE STUDY

**Case 1: Dr. Armida Fernandez, Trustee, SNEHA (Society for Nutrition, Education and Health Action)**

**Case 2: Shaheen Mistri, Chairperson, Akanksha Foundation**

**Case 3: Rajendra Joshi, Trustee, SAATH**

**Case 4: Dr. Devi Shetty, Chairman, Narayana Hrudayalaya Private Ltd. Company**

**Case 5: Geeta Ramanujam, Executive Director, Kathalaya**

**Case 6: Irfan Alam, Chairman, Sammaan Foundation**

**Case 7: Dr. Ashwin Naik, CEO, Vaatsalya Healthcare Solutions Private Limited**

**Case 8: Dr. Brij Kothari, CEO, BookBox Pvt. Ltd.**

**Case 9: Kaushlendra Kumar, Managing Director,(MD), KNIDS GREEN Pvt. Ltd.**



# **DR. ARMIDA FERNANDEZ, TRUSTEE, SNEHA**

(Society for Nutrition, Education and Health Action)



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The India Today Group

# SHAHEEN MISTRI, CHAIRPERSON

Akanksha Foundation



# **RAJENDRA JOSHI**

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Trustee, SAATH



# **DR. DEVI SHETTY**

## **CHAIRMAN**

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Narayana Hrudayalaya Private Ltd. Company



# **GEETA RAMANUHAM** **EXECUTIVE DIRECTOR**

Kathalaya





# IRFAN ALAM

# CHAIRMAN

Sammaan Foundation



# **DR. ASHWIN NAIK, CEO**

Vaatsalya Healthcare Solutions Private Limited



# DR. BRIJ KOTHARI, CEO,

BookBox Pvt. Ltd.



# **KAUSHLENDRA KUMAR, MANAGING DIRECTOR**

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KNIDS GREEN Pvt. Ltd.

# CASE STUDY

EDUCATION

BACK GROUND

WORK EXPERIENCE

OPPORTUNITY

# CASE STUDY

5 PART PROCESS

ST

LOCATION

MISSION

RECOGNITION

# 01 OPPORTUNITY RECOGNITION



# CONTENT

**1** **RECOGNITION & PLANNING PROCESS**

**2** **OPPORTUNITIES**

**3** **THE NATURE OF OPPORTUNITIES**

**4** **SOCIAL PROBLEMS INTO OPPORTUNITIES**

**5** **IDEA DEVELOPMENT OF SOCIAL PROBLEM**

**6** **CONCEPTUALIZATION OF SOCIAL PROBLEM**





# OPPORTUNITY

- ✓ To be discovered
- ✓ Experimentation and learning
- ✓ Contribution of personality traits

# OPPORTUNITIES

➤ **DEMOGRAPHIC**

➤ **FINANCIAL**

➤ **NUTRITIONAL**

➤ **RESOURCE**

➤ **ENVIRONMENTAL**

➤ **HEALTH**

➤ **GENDER**

➤ **EDUCATIONAL**

# OPPORTUNITY RECOGNITION

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- NOT BEING A PREPLANNED
- NOT BEING WELL-THOUGHT-OUT DECISION
- GROWING AN IDEA
- ADVANCING AN IDEA
- WORK EXPERIENCES
- PERSONAL EXPERIENCE
- EDUCATIONAL QUALIFICATIONS
- FAMILY AND SOCIAL BACKGROUND

Entrepreneurial opportunities do not simply **'jump out'** !!!!

# PROPOSITION

## 1

Social entrepreneurs recognise social problems as 'opportunities', which lead to social value creation by solving social problems.

**Process**

**Result**

1. Identify market failure / social problem
2. Theory of Change Idea Generation
3. Screen and select ideas
4. Draft business concept & models
5. Feasibility Study & Refine concept
6. Business Plan
7. Implement

Spurs problem analysis

Ideas for potential business solutions to social problems

Pre-qualified SE concepts w/compelling ToC

SE concepts which captures social & business components

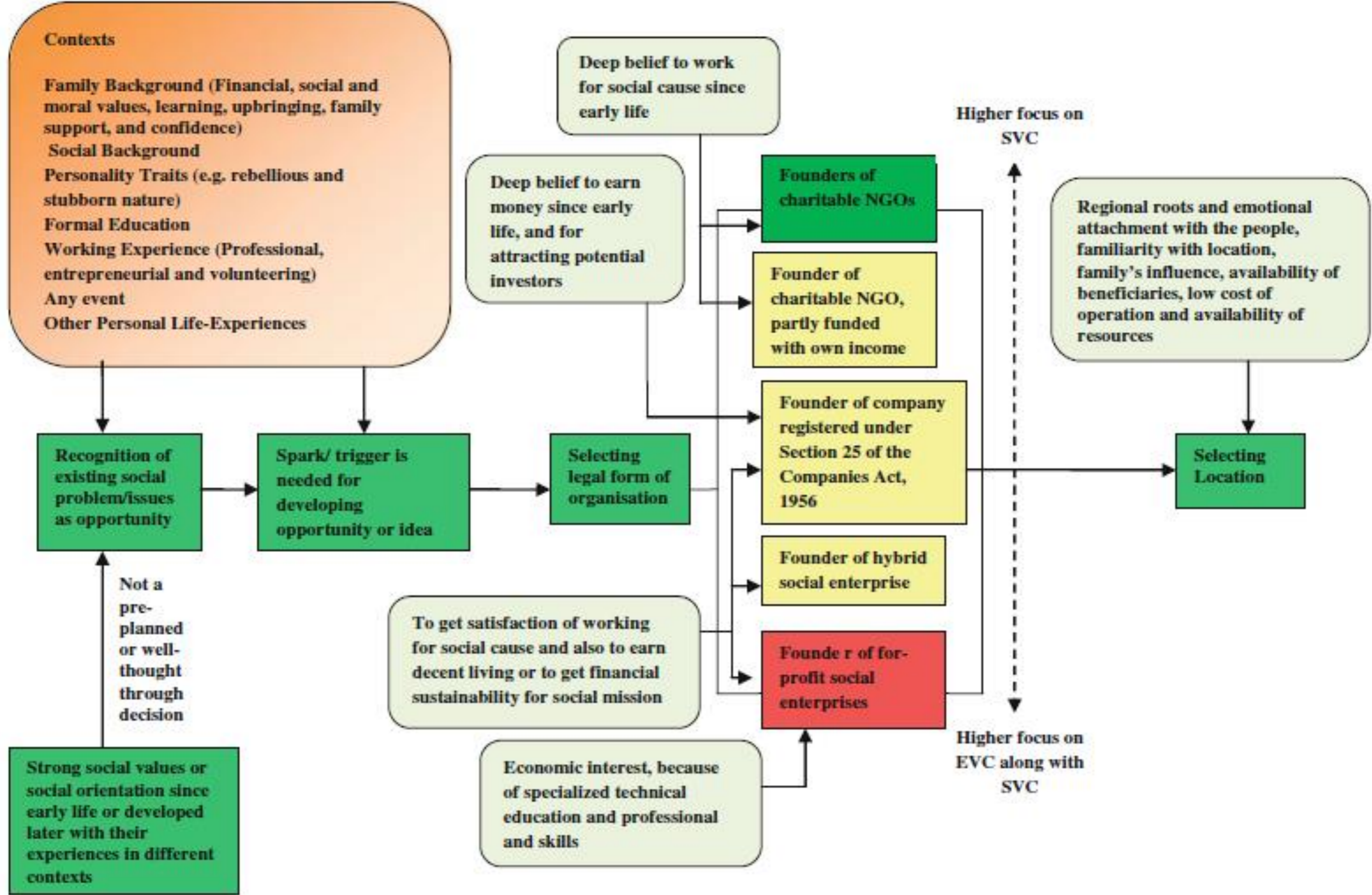
Validates feasibility of SE concept

Plan to implement

Social enterprise

# IDEA DEVELOPMENT





SVC: Social Value Creation  
 EVC: Economic Value Creation

# SOCIAL PROBLEM

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PROBLEM TO +VE

DESIRED OUTCOME

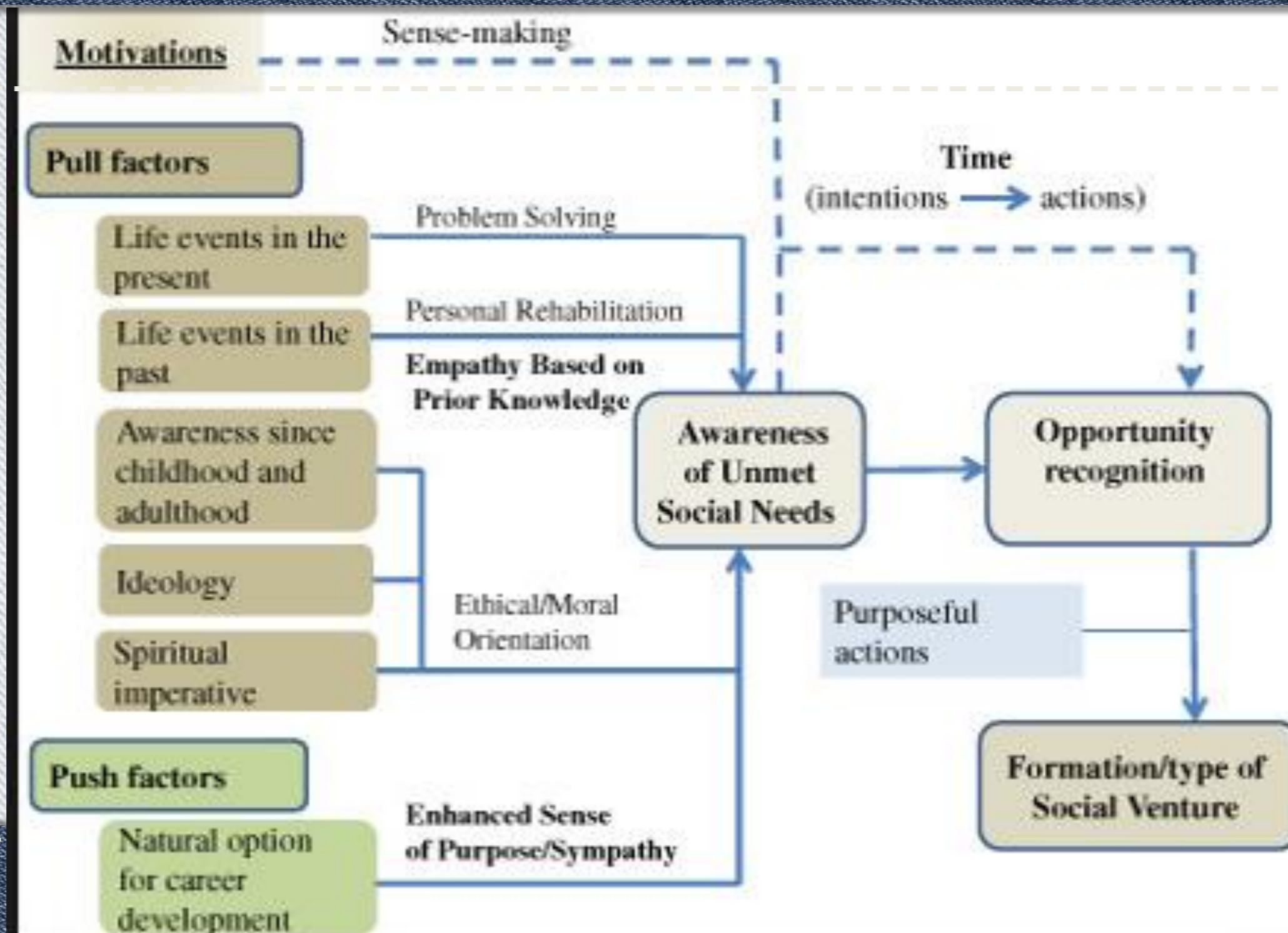
RESOURCE

WHAT NEXT ?

ACTION PLAN

# INTO OPPORTUNITY

# FORMATION OF SOCIAL VENTURE

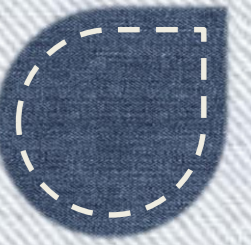




# PROPOSITION

## 2

**Capabilities' understood as social value, knowledge acquired through formal education, work experience and past experiences facilitate opportunity recognition/identification for social value creation.**



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**THANK YOU FOR LISTENING!**  
**ANY QUESTIONS?**

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