



UNIVERSITY OF MYSORE
Department of Studies in Commerce
Post- Graduate Centre, Hemangotri, Hassan
Webinar Series on

“EXPLORING THE EMERGING DOMAIN OF SOCIAL ENTERPRISES”

Social enterprises, the business organizations with a social intent, are fast emerging as an important segment both in terms of academic interest and as constructive competitors in the market. Many developing countries have seen a surge in their formation. A report from the Asian Development Bank titled “India the Landscape report on Social Enterprises” has seen India as an important space where the socio-economic situation is very conducive for social enterprises to emerge and viably operate. Socially important sectors such as education, health, micro finance, alternative energy and organic foods are some of the key areas where social enterprises are seen playing a significant role in the Indian economy.

Though there is no single, universally accepted definition of social enterprises, they are generally believed to be business organizations driven by a social agenda, competing with the for-profit businesses, making a surplus facilitating viability and sustainability and ploughing back most of the surplus to pursue the social cause which is central to the enterprise.

Managing a social enterprise is a challenging task and necessitates both high professionalism and a clear understanding of the society and economy within which they operate. Resource mobilization, procuring and managing the human resource, competing with for-profit and large sized enterprises and governance & sustainability are the key elements of management of social enterprises. There are issues related to the legal and policy domain, with countries like not having either of them.

This webinar is aimed at exploring the key structural and managerial issues related to social enterprises. In a series of Four presentations, an attempt will be made to provide conceptual and theoretical clarity, overview of critical managerial issues, policy and legal issues and a particular focus on social enterprises in India.

The webinar will be of use to all those who are studying as well as teaching issues related to social enterprises at the undergraduate and post-graduate level. Sub-themes of the webinar are:

Date and Time	Sub-theme of the Webinar
6.11.2020 Time 11.30 AM	Theoretical Perspectives on Social Enterprises
7.11.2020 Time 11.30 AM	Resource Mobilisation Strategies for Social Enterprises
10.11.2020 Time 11.30 AM	Leadership & Governance of Social Enterprises
11.11.2020 Time 11.30 AM	Sustainability of Social Enterprises

Inauguration by
Prof. G. Hemanthkumar
Honourable Vice-Chancellor
University of Mysore, Mysore.

Resource Person
Prof. Yashavantha Dongre

Presided by
Prof. R. Shivappa
Registrar
University of Mysore, Mysore.

Welcome by
Prof. P. Sharanappa
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Webinar Link:

<https://zoom.us/j/93896468978?pwd=N2Y4ajFuUlB LMmNSckpuOkJqbFlxQT09>

- Meeting ID: 938 9646 8978
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