



**GDP SCHOOL FOR
SOCIAL ENTREPRENEURSHIP,
SKILL BUILDING &
APPLIED SOCIAL RESEARCH**

PROGRAMME:

Certificate course in building social entrepreneurship (Internship mode)

DURATION:

3 months

OBJECTIVE:

To build foundation for essential skills for entrepreneurship ,the course offers practical sights and insights, hands-on modules with expert guidance and working on live project with blend of both applied theory and field practice.

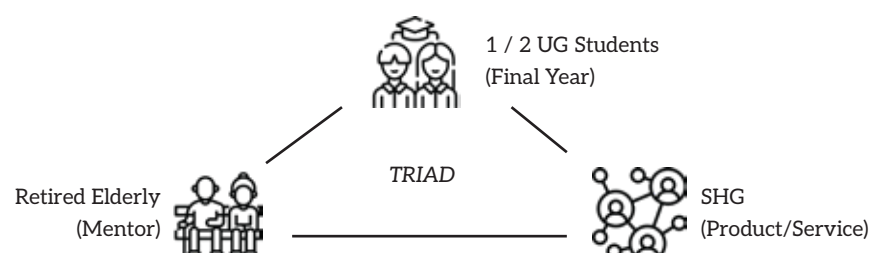
BENEFITS:

- It aims at solving social issues faced by UG students, Self Help groups & Retired Elderly
- Builds employability skills
- Build Research skills
- Accelerates the growth journey for founders
- Prepares UG students for securing/qualifying for various Central /State Government schemes towards Incubation/MSME/EDC/CMRY etc.

CURATED DESIGN:

GDP Foundation has been successfully testing the model for over last 5 years through its award winning (Rotary award) flagship program Talking talukas.

1) The UG students (final year) who prefer internships are invited to apply by creating a triad cohort.





2) The UG students need to identify SHG (Self Help group) in the geographic vicinity of their college such that the product /service offered by SHG resonates with their preferences. Data base of SHG is available on GSRLM /GIPARD /DRDA/GCCI Asturi website/programs and can be easily availed.

3) The UG student needs to on board retired elderly (professional) as mentor for which they can reach out HR Managers of industry in their close vicinity. Colleges should about a faculty co-ordinator.

4) College to provide a smart classroom for conducting sessions with required Administrative support.

THE INTERNSHIP PLAN

SR. NO.	SUB TOPICS	DAYS	EXPERT
01	DESIRABILITY: 2 sessions (a) Phenomenology (b) Business Canvass (c) Market research Field work Assignment : Opportunity Validation for your venture		Kishore Shah
02	VIABILITY: 2 sessions (a) User centricity (b) Iterative design (c) Functionality &Aesthetics (d) Consistency & Accessibility (e) Attention to detail Field work Assignment: Redesign SHG product/service		Hemal Lad
03	TECHNOLOGY: 2 sessions a) QR code b) Payment Gateways c) Technology enabled model Field work Assignment : Integrate QR codes		Kaushal Prabhudessai





SR. NO.	SUB TOPICS	DAYS	EXPERT
04	VISIBILITY : 2 SESSIONS a) Story & narrative. b) Social media Influencers. c) Teaser flyers d) Posters Field work Assignment : Build a narrative /flyer /poster		Prasad Deshpande
05	FEASIBILITY & CAPACITY : 4 SESSIONS a) Business model b) Revenue streams c) Cost structure d) CRM e) 6M & SQDCM Field work Assignment : Paid Pilot		Kishore Shah

A) EVALUATION & ASSESSMENT

A1) Sub topic Applied Assignment : 10 points (per subtopic)

A2) Business model -testing : 20 points

A3) Commercial -paid pilot : 30 points

Each sub topic faculty will evaluate at the end of their session.

B) SESSIONS CONDUCT

- Sessions will be held once a week Tuesday/ Thursday/Saturday 2.30 to 4.30 noon in Hybrid mode (in person and online)
- Field work twice a week in designated catchment /market area /leads under guidance of Experts
- Sessions (in person and online) to be attended in college premises and a dedicated smart classroom to be made available.
- Entire Cohort has to attend (UG students + SHG + Elderly professional)
- Calendar plan may shift to accommodate holidays/sudden unforeseen events.
- Every cohort needs to maintain a neat folder file which has Course outline, session plan and blank pages (lined) for taking notes, this file needs to be carried for each session.
- Pework and post session assignments will have to be done without compromising quality and timelines.
- Experts will inform in advance about prework /preparations /supplementary reading etc.





C) ADDITIONAL REINFORCEMENTS

1. Visits to Incubators /industry
2. Industry experts interaction (online) from time to time.

D) CODE OF CONDUCT

Refer the document on website

E) COMPLETION & CONVOCATION

1. Consistency ,quality ,application and paid pilot are prerequisite for completion of the certificate course and only those cohorts who comply and excel will be awarded the certificate.
2. Special recognition -awards /rewards to cohorts who done exemplary work and if their ventures have got required momentum.

F) NEXT STAGES

1. Those ventures who wish to move forward basic legal assistance will be provided for entity formation.
2. UG students who wish to qualify for NSTEDB incubation schemes /EDC schemes /SIDBI schemes will be provided with insights and contacts.
3. Cohorts can enrol for our advance mentoring/consulting programs for
 - i. GTM :Go to market Strategies & Execution planning : 3 months
 - ii. Scaling : Multi dimensional growth & development of their ventures : 6 months .
 - iii. Seed funds may be granted for cohorts with exemplary performance and or special subsidy for consulting towards point (iii a & b)

G)UPDATES

We will keep updating our programs/projects and share the information through our:

1. Website
2. Social media
3. Newsletter