

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539284

Date: 13-07-2022

Subject Name: Social Entrepreneurship

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	Briefly define and describe the following: (a) Intrapreneurship (b) incubator (c) cooperative society (d) Start up (e) Charitable organisation (f) Social inclusion (g) Circular economy	14
Q.2	(a) Discuss major characteristics of a successful and effective social entrepreneur	07
	(b) What are the major obstacles to being a social entrepreneur? Discuss.	07
OR		
	(b) How social entrepreneurs organize scarce resources to affect social change? Discuss by giving example	07
Q.3	(a) Analyze and discuss the impact of culture and society on social entrepreneurship	07
	(b) What should be the goals and mission statements of a social enterprise? Discuss by giving example.	07
OR		
Q.3	(a) Discuss how social entrepreneurship can be employed to empower disadvantaged community of India.	07
	(b) What should be the role of government in promoting social entrepreneurship	07
Q.4	(a) Discuss the Pradhan Mantri Mudra Yojna and its role and importance in boosting social entrepreneurship.	07
	(b) What are the major fund raising strategies that can be used to support and run social enterprise? Discuss.	07
OR		
Q.4	(a) Write a short note on community social entrepreneur	07
	(b) Write a short note on Global social entrepreneur	07

Q.5

Case Study: COLLECTIVE SOCIAL ENTREPRENEURSHIP FOR INCLUSIVE GROWTH

Established in 1972, the Self-Employed Women's Association (SEWA) is a "movement" of self-employed women in rural and urban India, and is the largest trade union of the country. It has pioneered the empowerment of self-employed women and of women employed in informal economy enterprises (i.e., small, unregistered enterprises) and protection) where 93 per cent of India's female labour force is employed. SEWA not only provides a voice to the numerous yet unprotected women workers, but also seeks to ensure work and income security, food security and social security for all its members and to promote women's leadership at the micro, meso and macro levels.

Founded by Ela Bhatt and as a registered trade union in Gujarat, SEWA initially worked in urban areas. Since the 1980s it has been successfully spreading to rural areas and outside the state of Gujarat. Its membership has been rapidly growing since 2000, from 318,000 members to 1.75 million in 2012. Currently, a large majority of its members (66 per cent) originate from rural areas. SEWA now works in 12 states, 50 districts and 700 villages in the country. Members are organized into diverse structures, including a trade union (with rural and urban branches), 130 cooperatives, 181 producers groups, numerous service organizations, networks, alliances, federations and self-help groups (SHGs).

SEWA's key activities consist of organizing self-employed women to promote their collective strength, cooperation and leadership at the grassroots level through unions, cooperatives, producer groups and networks; facilitating their access to social security and social protection through social service organizations; advocating better social protection and labour standards for them at the macro-level; and building their capacity through formal education and professional training.

The SEWA movement is a confluence of 3 movements: the labour movement, the women's movement and the cooperative movement.

- (a) Discuss how SEWA is promoting women leadership in rural India **07**
- (b) List the major activities of SEWA and discuss how these activities develop better rural India **07**

OR

- Q.5** (a) Discuss the structure and model of SEWA in the context of social enterprise theories. **07**
- (b) Discuss the movement model of SEWA and its success **07**
