

MADRAS SCHOOL OF SOCIAL WORK

QUESTA FORUM

Communication Space – What is Social Entrepreneurship to you?

Event No: 2

Date: 5.09.2022.

Time: 10 am – 11 am

Venue: Under Wisdom tree

Faculty Organiser: Prof. Agnes Roshini.

Student Organiser: V. Sarvashree

Documented by: Ms. Gurleen

Total Participants: 39

Organised by: QUESTA forum

The communication space opened with Taj Rasha of first year explaining what social entrepreneurship means to her. She said that social entrepreneurship means exploring business opportunities in the social sector. Having a charitable mindset is not right when it comes to solving social problems. Even a business which is not social can incorporate sustainable practices to alleviate the damage caused to nature, such as by switching to sustainable packaging and renewable energy. In the current era, there is a growing need for businesses to do good to the society.

Next, Sagar from first year elucidated his entrepreneurial journey. He started his business instagram account, Chennai Shoppers by purchasing 13k followers for rupees 3K. He sells copy products. In the beginning itself he realized that mindless posting doesn't really work on Instagram. He had to create his own, unique content. But even this led only to inquiring but not purchases. He realized that he had to win his audience's trust in order to make sales. For this reason, he incorporated COD, 7-day guarantee, and even replacement for damaged products. This really boosted his sales. But he still had a long way to go. People tend to not trust IG pages very easily, so he built a website and even a physical store in Chennai. He

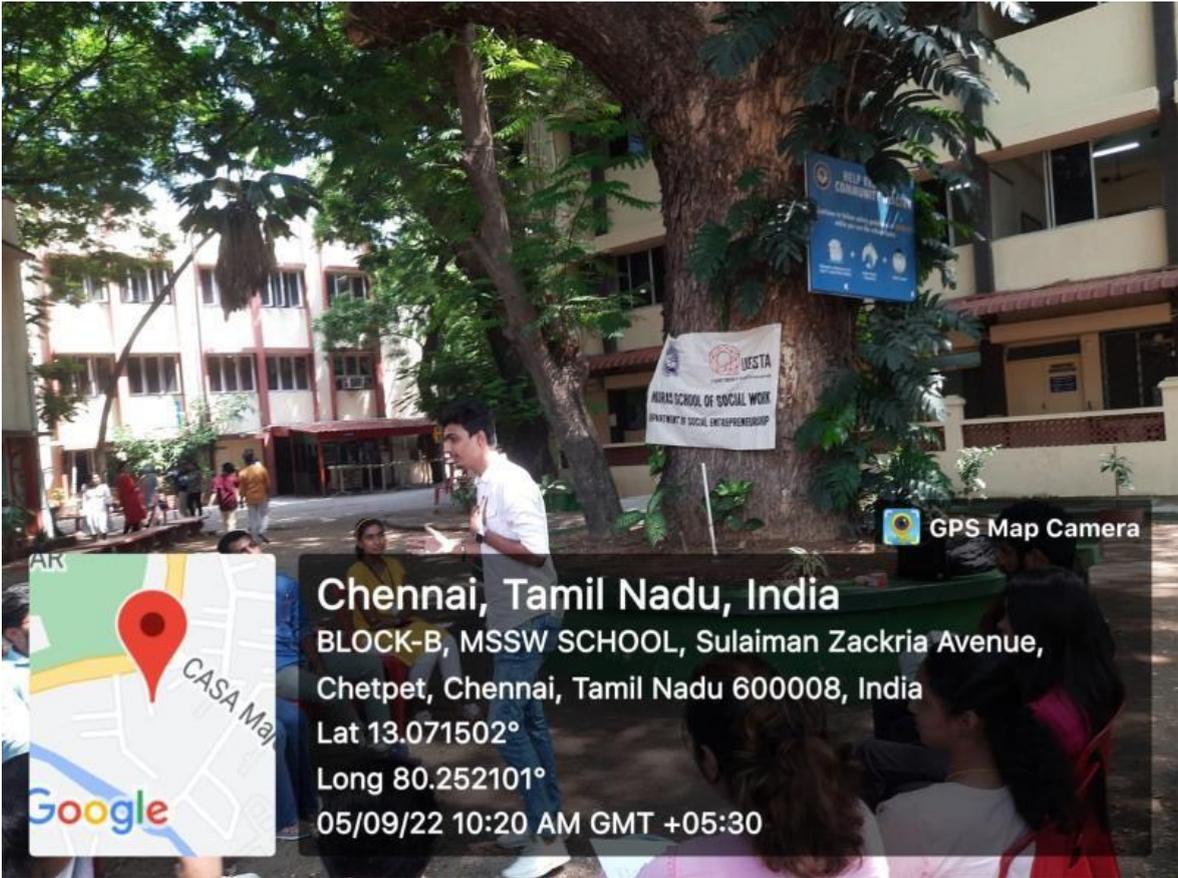
assured his customers that they would get exactly what they ordered - that the actual product would be the same as what they saw in the pictures online. His customers are primarily from Chennai's towns and villages. Since building trust is key to growing his business, he posts customer reviews on his stories and today they have 100k followers.

Speaking of his team, he said that they are a team of 5 friends and have never hired an outsider. Their business, though having faced many challenges, is growing wonderfully. What's more, they're planning to venture into kitchen ware and are even exploring the possibility of setting up another enterprise which is completely social and incorporating sustainable practices in their current business.

Since it was Teachers' day, the event ended with Rebecca singing one song for each professor.

Photos of the Event:





Conclusion:

In conclusion, the event provided a platform for students to share their ideas and experiences related to social entrepreneurship. Taj Rasha highlighted the need for businesses to incorporate sustainable practices and contribute to society. Sagar's entrepreneurial journey demonstrated the importance of building trust with customers to grow a business. The event ended on a celebratory note with a special tribute to the teachers. Overall, it was an inspiring and informative event that encouraged students to think creatively and make a positive impact on society through their entrepreneurial endeavors.