

# **MADRAS SCHOOL OF SOCIAL WORK**

## **QUESTA FORUM**

### **Samanvaya – Freedom Lecture**

**Event No:** 1

**Date:** 10.08.22

**Time:** 6:30 pm – 8:30 pm

**Venue:** Tag Auditorium

**Faculty Organiser:** Prof. Agnes Roshini.

**Documented by:** Ms. Shirsha

**Total Participants:** 50

**Organised by:** QUESTA forum

The Samanvaya Freedom Lecture was organized by the Department of Social Entrepreneurship and Samanvaya on August 20, 2022, from 6:30 pm to 8:30 pm. The event was held at the MSSW Campus and was documented by Shirsha. The lecture was inaugurated by Antony Sir, who welcomed Krishan and Gowri, the founders of Yellow Bag Organization, and mentioned the importance of the freedom lectures. He also welcomed Ram Sir's parents and Swamiji from Vivekananda Ashram.

Ram Sir, Chief of Samanvaya, introduced the speakers and talked about the 25 years of Samanvaya's works. Samanvaya was created as a social consulting firm, focusing on societal concerns, and working with ideas for overall sustainable growth. They offered programs like Contemporary Gandhi for their students, Green Economy for faculty development, Indian Way for understanding and learning from Indian community platforms, and others. He also talked about the third cohort of starting the MSSW campus's social entrepreneurship students, creating green enterprises, facilitating investments, attracting them for investing, creating a separate fund for indigenous entrepreneurship, and a community farm school. They also conducted research on future foods like millets, sustainable food systems, honey bee biodiversity register, and a book launch.

Krishan and Gowri, the founders of Yellow Bag Organization, addressed the audience. They

started a Q & A session among themselves as they addressed themselves as not good speakers. Gowri spoke in Tamil and talked about their decision to work together regarding the environment. They started their journey from the corporate sector and motivated people to quit plastic bags and use cloth bags. They moved from Chennai to Madurai, fitting the idea into the current eco-system based on the current trend of the business model. They also revolutionized the business model, not only in the product but also in the process.

Krishan asked Gowri about how their family and relatives supported their business idea. She explained that the transition from a regular job to entrepreneurship was a gradual process mentored by many people. They expected to connect the dots of education with usual perks of having a job and earning assets. It was disappointing for the family and relatives out of concern, but as the transition took place, they got appreciation from the same immediate relatives. They started believing the functionality works well.

Krishan then asked Gowri about the biggest gift from her career. Gowri explained that she started off with zero skills and has now improvised a lot. She can teach other kids and adolescents, and employees also share their personal life with her, which she tries to solve as much as they can. They have scaled up their educational activity by teaching them skills.

Gowri then asked Krishan about the kind of society he wants the upcoming generation to enjoy. Krishan answered that he wants the upcoming generation to grow in an environment with pure air, sharing, caring, and not just in monetary terms.

Krishan then asked Gowri about her experience as a student and social entrepreneur. She explained that during her undergraduate years, she had a lot of time and freedom, but she wasn't responsible enough. However, when she did her post-graduation, she became way more mature and started using her skills and became responsible as a social entrepreneur.

Krishan was then asked by Gowri about how he would like his college days to come back. Krishan replied that he would like to drive himself from home to college and take his favorite subject, Mathematics.

**Photos of the Event:**



**Conclusion:**

In conclusion Samanvaya Freedom Lecture held on August 20th, 2022 was an insightful event that explored the concept of freedom in the context of social entrepreneurship. The lecture was organized by the Department of Social Entrepreneurship and Samanvaya, with Antony Sir delivering the welcome speech and Ram Sir introducing the speakers, Gowri and Krishnan, founders of Yellow Bag Organization.