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Attending TATA Social
Enterprise Challenge
Spark Seminar



SVGI, MBA Department

TATA Social Enterprise Challenge



SPARK SOCIAL SEMINAR

India's Most Prestigious Social Enterprise Challenge is Back!



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SPEAKERS

Kalyan Koley, Founder & CEO
Aegipan Animal Biocare Pvt Ltd



Praabhal Kumar Basu
Founder of ZAARII



03RD MARCH, 2023

IIM Calcutta, New Academic Block Amphitheatre-100-West Wing
DH Road, Joka, Kolkata-700104



The TATA Social Enterprise Challenge in the Amphitheatre @ IIM, Calcutta, Joka, DH Road, Kolkata on 3rd. March, 2023

IIM, Calcutta on 3rd. March, 2023: The Spark Social Seminar was held on the 184th. Birth Anniversary of Sir Jamsetji Tata, the visionary nation builder and philanthropist #JNTATA #Legendliveson. It was an excellent and memorable experience on such an auspicious event, inaugurated and initiated by the IIMCIP Start-up Entrepreneurship cell.

TATA Social Enterprise Challenge

The program started with an inauguration speech by the CEO of IIMCIP, Dr. Subhrangshu Sanyal, followed by an illustrious sessions to elaborate on the engagement model of IIMCIP & Tata Sons that includes the background of the Tata Ethos and values that's driving the growth and nation building of India.



The students of Swami Vivekananda Group of Institutes (SVGI) accompanied with the faculty member of SVGI MBA Department, Prof. Abhijit Malakar and the coordinator, Ms. Tania Mukherjee, were present in this interactive session, wherein students were encouraged to share their ideas and clarify their queries with the speakers, delegates & the IIMCIP cell.

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Post the registration on the session, the session begins with the explanation of IIMCIP work so far in bringing social changes. Ms. Tanusree Mazumder, Manager Program & Events, IIMCIP has elaborated the work initiatives that the premier Management institution IIMC has taken up so far. Dr. Namami as an effective engagement partners in the roll-out of these initiatives by IIMCIP, has emphasised on some of the Cases and Success stories that IIMCIP has achieved so far. This includes but not limited to i) **5C Network**, a curated platform by radiologists dedicated on cloud technology platform for market diagnostics,

TATA Social Enterprise Challenge

ii) **Krish Works** – a platform for West Bengal entrepreneurs working with hinterland less developed public and private schools for the holistic development of the underprivileged child, iii) **Monosha Biotech** – wherein Mr. Sourabh, an expert snake catcher with his team is supplying the venom to the anti-venom manufacturers and Pharmaceuticals companies & iv) **Dehaat App** - from Seeds to Market engaging technologies for next agri-revolution etc.



In the Tata AV for the TSEC (Tata Social Entrepreneurship Challenge) in collaboration with IIMC (tatasechallenge.org), the emphasis was on the '*Purpose*' always in front of the '*Profit*' as a business philosophy followed by the Tata Sons.

TATA Social Enterprise Challenge

The speaker's sessions were also a very memorable one. It was started by Mr. Prabal Kumar Basu, founder of ZAARII (zaarii.com), who elaborated on the importance of '*fast fashion*'. ZAARII is a curated marketplace that works with the home-grown labels from the micro small entrepreneurs who deals with the homemade or hand spun fabric. It elaborates the social aspects of it wherein 86 Billion clothes are manufactured in the world that's affecting the whole ecosystem adversely with the highest effect on the aquatic marine life. So the importance of generating the eco-friendly, bio-degradable clothes with fast fashion are going to make a big difference for the society.

The next speaker was Mr. Kalyan Koley, the Founder & CEO of the Aegipan Animal Biocare Pvt. Ltd. (aegipan.in), who has elaborated on the importance of Artificial Insemination (AI) by this pioneering company while they preserve the good germplasm of indigenous goat breeds. This has the direct connection with the farmer's income improvement and rural employment generation, as most of the rural Bengal women's are goat keeper or goat herder and their family income is dependable on this vocational activity, too.

TATA Social Enterprise Challenge



Post this session, there was an interactive Q-A session wherein students have asked different questions regarding the start-up ideas and challenges in the social entrepreneurship that were well addressed by the speakers and Dr. Subhrangshu Sanyal, CEO of IIMCIP. All the MBA & Executive MBA students of SVGI including Swami Vivekananda University (SVU), Swami Vivekananda Institute of Management & Computer Science (SVIMCS) and Swami Vivekananda Institute of Science & Technology (SVIST) have thoroughly enjoyed the session. The students of SVGI has shown a lot of enthusiasm and clarified their doubts in the interactive session and exchanged several brainstorming ideas during the session.

Finally, the session was concluded with the closing remarks of IIMCIP followed by the Hi Tea and Networking session.

TATA Social Enterprise Challenge



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MBA Department SVGI

Swami Vivekananda Institute of Management and Computer Science (SVIMCS) is one of the sought after B-Schools in the state of West Bengal. MBA Aspirants from other parts of India like Bihar, Jharkhand, Asam, Tripura, Odissa, UP etc also select SVIMCS to fulfill their MBA Dreams. SVIMCS is AICTE Approved and MAKAUT Affiliated. ASSOCHAM has recognised SVIMCS as Centre of Excellence for its Corporate Relation Initiatives. MBAs of SVIMCS are handling various responsible positions in various industries like FMCG, FMCD, Banking, NBFC, IT, ITES, Media, Hospital, Hospitality, Consultancies etc. Regular Industry Interactive Sessions, Workshops, Seminars, Role Plays, Live Projects, Simulation Exercises, Mentorship etc are being used to create Industry Ready Managers at SVIMCS.

