



Rajiv Gandhi National Institute of Youth Development

(Department of Social Engineering)



2yrs- Master's in Social Innovation & Entrepreneurship



WHY?

MASTER'S IN SOCIAL INNOVATION & ENTREPRENEURSHIP?

This social entrepreneurship course is designed to introduce the concept as well as engage students in the learning experience of this emerging field.

Through the course, students will:

- * Be exposed to the concept of social entrepreneurship and social enterprises and how social entrepreneurs are transforming society to deliver social impact in their communities .
- * Understand the role of measuring impact and how to quantify the social impact for investors, donors, and beneficiaries to help ensure utilisation of scarce resources.
- * Be aware of how they might apply social entrepreneurship skills in their future career to address social problems

OUR ACADEMIC MODEL

- Individual or group activity on a topic area of interest to the students on social change.
- Weekly discussion and reflection questions on readings.
- Short activities to support readings.
- Mini cases and videos about social entrepreneurs.
- Weekly exercises to enhance learning from writing your own social value proposition to completing a theory of change.
- Weekly shared student journal/discussions with peers.
- Interaction with social entrepreneurs through expert talks and lectures.
- Semester-wise field work and one month Internship with social enterprises.



BRIEF OF PROGRAMME STRUCTURE:

DESIGNED FOR GRADUATES WITH SOCIAL ENTREPRENEURIAL FLAIR WHO ARE LOOKING TO ESTABLISH THEIR OWN SOCIAL ENTERPRISE AND APPLY BEST APPROACHES TO DESIGNING, DEVELOPING AND RUNNING OWN INNOVATION DRIVEN SOCIAL VENTURES, IN A SUSTAINABLE WAY.

IV. OPEN ELECTIVE COURSES

- Theatre for Community Capacity Building
- Fund Raising for Social Initiatives



V. Exposure Visits to Commercial and Social Enterprises

VI. Skill Enrichment Programmes

VII. Internship in Social Enterprise

I. FOUNDATION COURSES

- Understanding Youth
- Indian Society, Economy and Polity
- Gender and Society

II. CORE COURSES

- Research Methodology
- Innovation and Entrepreneurship
- Social Entrepreneurship Opportunities & Models
- Marketing for Social Enterprises
- Leadership and aChange
- Concurrent Field Work:
- Group exercises – I, II and III
- Social Entrepreneurship Tools & Approaches
- Project Management
- Science, Technology and Social Issues
- Social Innovations and Sustainability
- Dissertation with Viva

III. DISCIPLINE CENTRIC ELECTIVE COURSES

- Principles of Management
- Principles of Economics
- Basic Accounting and Financial Management
- Business Ethics & Corporate Governance and Social Responsibility
- Risk Management in Social Enterprises
- Assessment of Social Enterprises (Self-Study)
- Financial Inclusion
- Advocacy and Networking for Social Change
- Managing Private – Public Partnerships
- Venture Conceptualization and Business Planning
- Understanding Sectoral Opportunities for Social Enterprises
- Design Thinking and Frugal Innovation

PRE-REQUISITES FOR THE PROGRAMME

- BACHELOR'S DEGREE WITH A MINIMUM OF 45 PERCENT MARKS (FOR SC/ST CANDIDATES WITH MINIMUM OF 40 PERCENT MARKS) IN ANY DISCIPLINE FROM A RECOGNISED UNIVERSITY.
- THE CANDIDATES WILL BE SELECTED ON THE BASIS OF MARKS SECURED IN THE QUALIFYING EXAMINATION AND PERFORMANCE IN THE INTERVIEW CONDUCTED.
- RESERVATION OF SEATS WILL BE FOLLOWED AS PER THE GOVERNMENT OF INDIA RULES.

WHAT WE LOOK FOR?

- We seek students with the drive and determination to stand out from the crowd
- We want students who can redefine solutions to conventional problems, and strive to pre-empt unconventional dilemmas with cutting-edge ideas.
- We demand integrity and passion.
- We seek students whose personal characteristics suggest that they will make the most of the incredible opportunities at RGNIYD both academic and non- academic.
- We are on a quest to find those whose presence will enhance the experience of other students.
- We look for students who will practice innovation beyond the “nuts and bolts,” recognizing that it is crucial to every endeavour.



AFTER YOU GRADUATE

After the completion of Post-Graduation from RGNIYD, the students will have greater prospects to explore the domain of Social Entrepreneurship.

The graduates can venture in the corporate world and associated endeavours to translate their academic learning into professional success.



OUR INITIATIVES...

VILLAGE ADOPTION PROGRAMME

The village adoption programme is an appropriate extension endeavour carried out by the Department of Social Engineering, RGNIYD and International Lions Club. It aims to extend resources and technical support for the development of Kachipattu Village, (Located 3.K.M away) Kanchipuram District, Tamil Nadu. The students of the department enthusiastically participate in contributing to community development.

STEPS

STEPS (Students Theatre for Empowering Participating and Sensitising) is an open forum for all students and staff to exhibit their talent through theatre and performing arts. It is a platform for students to display their artistic and creative abilities in an innovative manner to empower the downtrodden communities. The department has initiated a number of programmes to enable the students to present their talent.



OUR INITIATIVES...

PRISM-AN ACADEMIC DISCOURSE (PEER TO PEER DISCUSSION)

Initiated by the Department of Social Engineering "PRISM" facilitates high level of participation of students to enhance their skill viz, communication, critical thinking, articulation and use of vocabulary. Events are organised regularly and coordinated by the student convener.

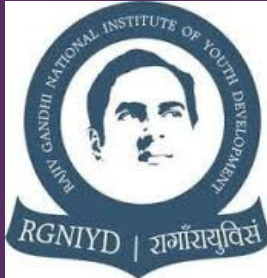
EXPOSURE TO STUDENTS BEYOND ACADEMIC EXPOSURE

The department facilitates and encourages the post graduate students to attend conferences, seminars and workshops organised by the parent institution and external training organisation. The special feature of the department is to enhance the ability of the students by providing them skill development training programmes to enrich the zeal of entrepreneurship.



Avash Kumar Thakur (2015-2017)
Masters in Social innovation and entrepreneurship is a course which has enhanced my creativity and problem solving skills. The exposure and advanced guidance from the department was marvellous. The freedom to think and execute has lead me to a new height.

Vimal Prabu (2015-2017)
Social Entrepreneurship as a course shuts door of doubts whether social work can be made sustainable. This department has exposed me to high level of relevant networks and brought in more on field experience to sharpen my skills.



THE RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT (RGNIYD), SRIPERUMBUDUR, TAMIL NADU, IS AN INSTITUTE OF NATIONAL IMPORTANCE BY AN ACT OF PARLIAMENT UNDER THE MINISTRY OF YOUTH AFFAIRS AND SPORTS, GOVERNMENT OF INDIA.

RGNIYD IS A VITAL RESOURCE CENTRE FOR YOUTH DEVELOPMENT WITH ITS MULTI-FACETED FUNCTIONS OF OFFERING ACADEMIC PROGRAMS AT POSTGRADUATE LEVEL ENCOMPASSING VARIOUS DIMENSIONS OF YOUTH DEVELOPMENT, ENGAGING IN SEMINAL RESEARCH IN THE VITAL AREAS OF YOUTH DEVELOPMENT AND COORDINATING TRAINING PROGRAMS FOR STATE AGENCIES AND THE OFFICIALS OF YOUTH ORGANISATION, BESIDES THE EXTENSION AND OUTREACH INITIATIVES ACROSS THE COUNTRY. THE INSTITUTE ALSO FUNCTION AS A THINK-TANK OF THE MINISTRY AND PREMIER ORGANIZATION OF YOUTH – RELATED POLICY ACTIVITIES IN THE COUNTRY. IT HAS A WIDE NETWORK WITH VARIOUS ORGANIZATIONS WORKING FOR THE WELFARE AND DEVELOPMENT OF YOUTH PEOPLE AND SERVES AS A MENTOR

RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT (RGNIYD)
MINISTRY OF YOUTH AFFAIRS & SPORTS, GOVERNMENT OF INDIA
POST BOX NO. 6, SRIPERUMBUDUR POST, TAMIL NADU – 602105, INDIA
PHONE : (091)044 – 27163127 FAX : (091)044 – 27163227
WEBSITE : WWW.RGNIYD.GOV.IN
