

Thinking Social Seminar – Tiruchirapalli



Tata Social Enterprise Challenge (TSEC) – a joint initiative of the Tata group and the Indian Institute of Management Calcutta (IIMC) held the fourth in the series of student seminars on ‘Thinking Social’ seminar series, organized by IIM Calcutta Innovation Park (IIMCIP), on March 21st 2015 at Tiruchirapalli, with the National Institute of Technology- Tiruchirapalli, as the host Institution. The day-long seminar was attended by around 100 strong audience representing the students, academia and NGOs/Institutions.

The speakers of the day comprised of Prof Satyajit Majumdar from the Tata Institute of Social Sciences; eminent social entrepreneur Sriram V Ayer, founder of Nalanda Way Foundation; local social entrepreneur Dr Ajay Kumar Tannirkulam, Founder of Magasool, Prof G. Kannabiran from NIT-Trichy and Prof Chandradeep Mitra from IIM Calcutta. Connecting the youth to social enterprise, the speakers shared their perspective on the key challenges, opportunities and learnings in the social entrepreneurship space.

At the inaugural session, Mr. Subhrangshu Sanyal, CEO–IIMCIP, talked about IIMCIP’s mission of creating a powerful ecosystem for budding entrepreneurs with a focus on social enterprises. He provided an overview on TSEC and the “Thinking Social” initiative.

Prof G. Kannabiran of NIT-Trichy said “This objective of this seminar is to generate awareness about social entrepreneurship among students and inspire them to take up the challenge of solving some of the social issues”.

In the technical session, Prof. Chandradeep Mitra, of IIM Calcutta introduced the concept of social entrepreneurship and provided an overview on the social entrepreneurship environment in India. He stressed on the need for effective partnerships and collaborative ecosystem.



Addressing the students, Prof Satyajit Majumdar of Tata Institute of Social Sciences said, “Social Entrepreneurship is a multi-dimensional concept and one should start by defining the problem and by identifying the complexities”. → He inspired the audience by demonstrating some success stories from the social entrepreneurship domain.

Dr. Ajay Tannirkulam, founder of Magasool, presented his journey as a social entrepreneur. He talked about his social enterprise which aims at making agriculture viable for small and marginal farmers and discussed the challenges he faced during implementation of his idea.

Another eminent social entrepreneur Sriram Ayer, founder of Nalanda Way Foundation, talked about how he took up social entrepreneurship and how Nalanda Way was founded. He advised the students “Identify a cause that appeals to you strongly, take one issue at a time and try to address that”.