

PratiBIMB

-A Reflection from BIM, Bangalore



BIM
BANGALORE



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Blink 2008

The students of Batch 5 organised “Blink-Revolution drives the world” for the students of Batch 6 on Sep 15, '08. The subjects were diverse and the common ground was E-Business with respect to specific domains that included Auction, Sports, Investment, Kids, Entertainment, E-learning, Matrimony, Social Networking, Property and Real Estate. The judges were Mr. Srinath, an alumnus of BIM-B and Mr. Krishnan of Microsoft. The judges along with the students of Batch 5 fermented the minds and induced the students to realise their potential. It was thought provoking and an enriching experience for the students of Batch 6.

Parley

Ideas change the world but
ideas often stem from the
beautiful memories that nourish
the soul.

PratiBIMB

What Is Success?

To laugh often and much

*To win the respect of
intelligent people and the
affection of children*

*To earn the appreciation of
honest critics and endure
the betrayal of false friends*

*To appreciate the beauty
and to find the best in
others*

*To leave the world a bit
better, whether by a
healthy child, a garden
patch or a redeemed social
situation*

*To know even one life has
breathed easier because
you have lived*

This is to have succeeded.

Ralph Waldo Emerson

Social Entrepreneurship

Social Entrepreneurship is an act of an entrepreneur, recognizing the societal issues and addressing those by entrepreneurial/management techniques like planning, organizing, leading and controlling to manage a venture to bring about social change.

Let us take examples from history to understand social entrepreneurship: Mahatma Gandhi and Abraham Lincoln are among the greatest social entrepreneurs of the recent centuries. They have addressed issues of human beings who were treated as slaves and won freedom for them. These veterans have been the role models for two big nations in a period, when most people didn't know how to read and write, used bullock carts for transportation, used firewood for cooking, when radio was the medium of communication and 'n' number of other limitations....! Today we read and write multiple languages, use space ships to visit other planets, microwave ovens for preparing food, multimedia mobile phones to connect with each other and at the same time we speak of encouraging social entrepreneurs. What has been the learning from the past?! Is it only that people should be independent and wealthy? Is it that we have to improve our

technology, defence and become super powers? Ultimately, what is it that we as a society need? Let us discuss...

Today's Scenario

India, as a whole has grown manifold since the days of independence. We have economically raised ourselves, become a population super power and proceeding on to become a knowledge super power! The very day when I am typing this, our Nation's Capital had a serious of blasts killing many lives. India whose growth was complemented by agriculture has gone down the drain today. Information Technology is driving us, providing employment to the youth and contributes to the GDP replacing agriculture. Does that mean that we are growing across all horizons? Rich are getting richer and poor are still becoming poorer!

Social Players

'Non Governmental Organizations' have started wearing a blanket of addressing social issues to eradicate poverty, improve literacy rates, providing employment, but the question that arises is whether it has impacted the lives of people in this modern era where satellite television, mobile telephony and internet play a major role? The answer is no. The prime reason here is that people look at opportunities to increase their wealth and social service is not considered to improve

their personal lives. Educated people have started to move away and abroad looking for lucrative job offerings. People take it for granted that uplifting the society is the government's and administrators job.

Youth Clubs and Federations are slowly creeping into addressing societal problems like Child labour, Global Warming, Non-inclusive growth; however they are not supported with enough funds to make their mission a success. The Government on the other hand has its own way of proceeding with things where there is a process in the books but not in action. The administrators take care of the ministers and their favourite politicians to achieve what they need and focus on the people is only towards the end of their regime when new elections are announced. The last minute announcement by schemes is always there for attracting people where this will be successfully modified by the following government.

Large public sector corporations extend their service to society under the name of Corporate Social Responsibility (CSR) providing notebooks for the poor school going children and natural calamity victims but is all that enough to a society of the poor and unemployed.

So what is it that these NGO's, Govt. bodies and Corporations need to take off? The support they extend to the modern day Mahatma's and Lincoln's who are working close with and for society.

Need for a Social Entrepreneur

A Macro Knowledge of the entire globe on how living happens in various countries and cultures, a deep knowledge of the country's policies and practices, need of society, acumen on inclusive growth and 'know how' of the technology to stay connected with the world, information and the thirst for social up-lift. One of the greatest social entrepreneurs today, Mohammed Yunus from Bangladesh has created a storm across the world through the concept of Micro Finance, which has lit up the pace in many peoples' growth.

Slowly colleges and universities have taken up these social dynamics and started to deliver courses on 'Social Marketing', 'Social Entrepreneurship' and 'Micro Finance' which has gained attention and recognition. All it takes for any human being is to leave behind at least a sapling for the next generation to come. Why can't we encourage these birds who build a nest for society by all possible means? Jai Hind!!

R. Arunkumar

BIMB 5

Fresher's Party

One memory every student cherishes is the fresher's party. The students of Batch 5 organised a wonderful party for the students of Batch 6. Prof. Sharon Andrew, Prof. M.S Lakshminarayanan, Mrs. Prabha, Dr.Ravichandran, Dr.N.Chandrashekar, were present and they endeared themselves to the heart of every student with their moving speeches.

"Cheers to our Seniors"

Prizes were distributed to the winners of Blink 2008 and to the winners of other games. The floor was then left to the students of Batch 5 and Batch 6 who will treasure that day for years to come.



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Distributed to Faculty, Students and Alumni of Bharathidasan Institute of Management,
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