



Lodhi Road • Gurgaon • Greater Noida

# IILM International Short Term Programme

Social Entrepreneurship & Rural Markets- Making Sense Of Bottom Of The Pyramid







IILM is one of the leading business schools in India with three campuses in National Capital Region of Delhi. Established in 1993 IILM offers management courses at the under graduate and graduate level with curriculum bench marked against the best in the world.

## IILM CREDENTIALS

IILM is one of the business schools from India to be inducted into a group of 31 higher education institutions as a Champion in the United Nations Global Compact PRME (Principles for Responsible Management Education) initiative. With a strong commitment towards the mission of Responsible Management, IILM has designed short term programmes to develop and nurture future leaders to emerge as responsible citizens of tomorrow.

IILM has been accorded accreditation by the South Asia Quality Assurance System (SAQS). Only 14 business schools in South Asia have received this accreditation till date.

IILM has been ranked 11 (Palmer 3 category) for 2014 in EdUniversal rankings of best business schools in India



# SOCIAL ENTREPRENEURSHIP & RURAL MARKETS - MAKING SENSE OF BOTTOM OF THE PYRAMID

## Overview of the Program

This course explores social entrepreneurship as an emerging and dynamic field. Participants will gain insights into developing social enterprises through case studies and examine the potential of social entrepreneurship as a catalyst for social change. Also the barriers, limitations and constraints to achieving sustainable impact will be discussed. In addition to analyzing the work of leading development economists, we will look at case studies of social enterprises in emerging economies as models of intervention, innovation and social change. In this course we also analyze social innovations and value co – creation practices developed by some of the organizations that are operating at the Bottom of the Pyramid (BOP)

## Objective:

This course focuses on how social enterprises in emerging economies set themselves as models of intervention, innovation and social change. The key deliverables of the course are:

- To identify the potential of social entrepreneurship as a catalyst for social change and the barriers, limits and constraints it faces to achieve sustainable impact.
- To sensitize the participants with challenges and distinctive innovations characterizing the rural market
- To inculcate a deep understanding of consumer decision making in rural markets



<b>Module</b>	Social Entrepreneurship – Indian Perspective Bottom of the Pyramid – Rural Markets
<b>Contact Hours</b>	60 hours
<b>Duration</b>	2 weeks April 13th, 2017 – April 26th, 2017 July 4th, 2017 – July 15th, 2017 August 17th 2017 –August 31st 2017
<b>Minimum registrations</b>	15 for customized programme
<b>Eligibility Criteria</b>	<p><b>To be eligible you must:</b></p> <ul style="list-style-type: none"> <li>• Be at least 18 years old at the age of applying</li> <li>• Enrolled in a University/ Institution</li> <li>• Be proficient in English language i.e. full mastery of English across all 4 skills equivalent to user (Common European Framework C2)</li> </ul>
<b>Fee</b>	1000 USD (2 weeks) (cost includes: tuition fee, accommodation, travel in India & airport transfers, meals on campus)

## Universities that have participated in the IILM International Short Term Program in the past:

London School of Economics, UK	Royal Holloway, London	University of Kent, UK
Keele University, UK	Swansea University, UK	University of Leeds, UK
King's College, London	University College, London	University of Liverpool, UK
Kingston University, UK	University of Birmingham, UK	University of Manchester, UK
Bournemouth University, UK	University of Bristol, UK	University of Technology, Australia
Queen Mary University, UK	University of Essex, UK	University of the West of England, UK
Queensland University of Technology, Australia		





### Visits to Places of Tourist Interest

#### Overview of Indian Cottage Industry, Handicraft and Small Scale Industries

Indian craft workers, small scale industries in tier II cities. Indian hand-loom, textile and stone in-lay and wood carving

#### Agra

The city is known for its beautiful blend of Mughal and Persian architecture. Visit to one of the Seven Wonders of the World the magnificent TajMahal along with Fatehpur Sikri and the Agra Fort.



#### Dwell in the Mysticism and Spirituality of the Indian way of Life at the Parmarth Ashram, Rishikesh

Parmarth Ashram, located on the holy banks of river Ganges, offers comfort, inspiration and uplift your body, mind and spirit as well as a deeper connection with the Divine.

Rishikesh is also known as the Yoga Capital of the World. Rishikesh is equally famous for adventure sports like White Water Rafting, Kayaking, Rafting and Rock Climbing

Explore the Holy cities of Haridwar, also known as the “Gateway to God”, the most Holy places of the Hindus who visit Har Ki Pauri for a Holy Dip in the sacred Ganga River



## CULTURAL EXCURSIONS

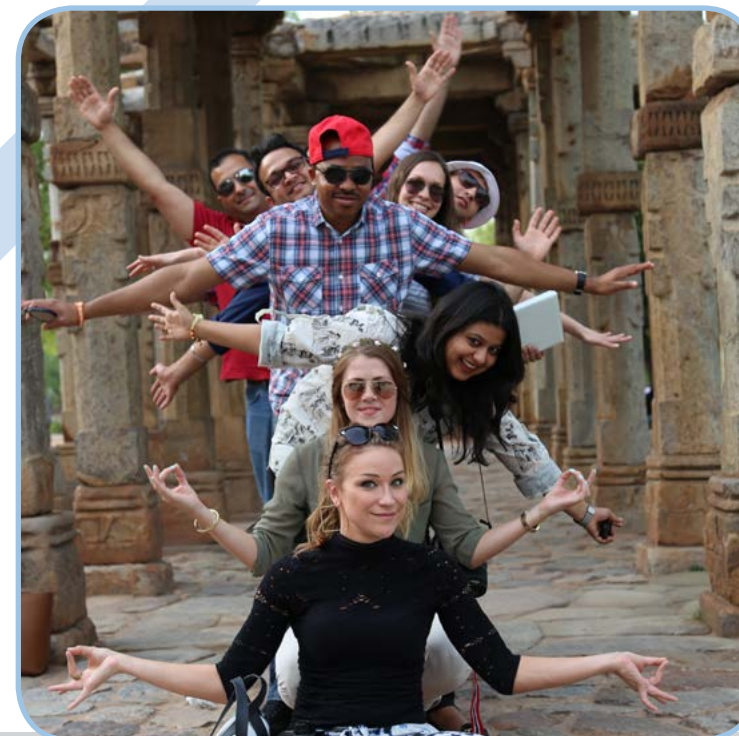
A Cultural exposure cannot be complete without connecting the International participants to the roots of India’s rich culture heritage. The International participants will also visit Agra, Delhi in addition to Rishikesh, and the holy city on the banks of the River Ganges. The India experience will be unlike anything international students have done before.

The participants will develop inter-cultural competencies by experiencing the true Indian culture by visiting these places.

The programme includes classroom sessions, visit to an NGO, visit to a School, Industry visits along with cultural excursions including visits to monuments of historical and religious significance. The class-room sessions provides a perspective into the growth of Social Entrepreneurship in the Indian Economy. The visit to an NGO provides an insight into the organization’s methods of achieving its goal of challenging socio-economic inequalities, the industry visits provides an insight into the growth of the Indian economy, while the excursions to the Qutab Minar and Taj Mahal in Agra gives the participants a perspective on Indian History, Art, Culture, Rituals and Religious sensitivities of the Indian way of life.

#### Explore Delhi and the National Capital Region

Delhi is the capital city of the country; rich and vibrant with its traditional cultures and history. The city is home to several educational institutions and corporate houses and offers a snapshot of the entire country. A safe and secure accommodation is provided to all students in our Gurgaon Campus.





# INTERNATIONAL RESIDENCES AT IILM

IILM offers world class residential facilities for all international participants to ensure that they are comfortable during their stay

All the rooms are equipped with beds, bed-side tables, wooden cabinets, racks and attached bath. Each floor is equipped with pantry services, drinking water, washing machines, fridges and microwaves for usage. The rooms have air conditioners, heaters and geysers for hot water

## Residential facility is connected with Wifi and under CCTV surveillance

The premises is guarded by security personnel round the clock and installed at all exits. The main gates are connected through CCTV cameras, surveillance systems, manned commandos to provide a safe, secure and comfortable environment to all students

Cafeteria: The meals are cooked and served in the cafeteria; the meal timings and menu are shared with all the residents. A variety of cuisines are catered to feedback and specific requests are taken into account. Besides the regular buffet, the cafe also has snack counters that serve a variety of small eats and light snacks



"These 2 weeks have been everything I have expected and more – it has given myself and my career a focus, which I have felt I have lacked since graduating a year ago.

Its also been great to spend these 2 weeks with such a great group of people!

The lectures and visits have also given me confidence in my ideas and abilities

Opened my eyes to the 'third sector' and has energized me to one day start my own social enterprise and has ignited the passion in me"

Kerwin Blackburn  
University of Manchester

"IILM with its students and staff, provides a unique opportunity to apply the classroom to real world examples. The surreal industry visits not only explores the social issues but the journey people are taking to improve the lives of others. I wish it was longer. Thank you!"

Alexander Bellamy  
Queensland University of  
Technology, Australia

## Feedback from earlier participants:

"From this course I took back with me India's optimistic and practical outlook on change. I experienced this from every person I met whether in the NGO's, at the institute (IILM) or at the Ashram. The course has captured my beliefs that I would like to work in a field, which impacts the social sphere positively"

Beth Gaffney  
University of Bristol

"From the very beginning IILM was welcoming. India soon became a home away from home. I loved immersing myself in the culture with the food, the language, the learning and the lifestyle. It was all so insightful to visit such beautiful places. Study and sightseeing is a great combination, and social entrepreneurship is an exciting concept to deconstruct in the context of the BOP in rural India."

Jessica Schilling  
University of Technology, Australia

# TENTATIVE ITINERARY

Day-1	Day-2	Day-3	Day-4	Day-5	Day-6	Day - 7	Day-8	Day-9, 10 & 11	Day-12	Day 13
9:00 am - 12:30 pm Breakfast Traditional Indian Welcome Registration along with an Introduction to IILM	9:00 am - 10:00 am Breakfast	9:00 am - 10:00 am Breakfast	6:00am Departure for Agra	7:30 am – 9:00 am Breakfast	9:00 am- 10:00 am Breakfast	7:30 am – 9:00 am Breakfast	7:30 am – 9:00 am Breakfast	5:30 am Depart for Rishikesh	8 am – 9:30 am Breakfast	7:30 am – 9:00 am Breakfast
1:00pm - 2:00pm Lunch	10:30 - 12:00 pm Session 1	10:00 am Session 3 at Industrial / NGO Visit	Dinner en route	9:00 am - 10:30 am Session 6	10:00 am Session 9	9:00am Local Delhi Tour	9:30 am - 11:00 am Session 10 & 11	Depart from Rishikesh	10:00 am - 12 noon Session 15 & 16 Assessment/Presentation	Departure (subject to flight timings)
3:30 pm Depart for Qutab Minar & Delhi Haat (Local shopping & Dinner)	12:15-1:15 Lunch	3:00 PM Return to Campus	11:00pm Return to Campus	10:30 am -10:45 am Tea Break	11:00 am - 3:00 pm Visit to Lodhi Road campus and Roshni Rai School	7:00pm Dinner at Connaught Place	11:15 am - 12:15 pm Session 12	10:00 PM Return to campus	12:15 - 1:15 pm Lunch	
10:00 pm Return to Campus	1:15-2:45 Session 2	4:00 pm - 6:00 pm Session 4 & 5		10:45 - am 12:15 pm Session 7	3:00 pm onwards Bollywood movie and Indian shopping followed by Dinner	10:00 pm Return to campus	12:15 pm - 1:15 pm Lunch		1:30 pm - 3:30 pm Experience Sharing, Certificate Distribution, Group Photograph and Closing Ceremony	
	3:00 pm - 4:00 pm Self Study	6:00 pm - 7:00 pm Bollywood Dance Workshop / Cultural Evening		12:15 pm - 1:15 pm Lunch	10:00 pm Return to campus		1:30 pm - 2:45 pm Session 13		4:00pm onwards Musical evening	
	5:00 pm Kingdom of Dreams/Shopping/Zangoora + Dinner	7:30 pm Dinner on campus		1:30 pm - 6:00 pm Session 8 at Industry / NGO Visit			2:45 pm - 3:00 pm Tea Break		7:30pm Dinner on campus	
	11:00 pm Return to Campus			6:00 pm - 7:00 pm Yoga / Meditation class			3:00 pm - 5:00 pm Session 14			
				7:30 pm Dinner on campus			7:30 pm Dinner on Campus			

### **Application Procedure**

The participants can post queries for interest in the programme on the following link <http://www.iilm.edu/international.iilm.edu/applynow>

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### **Contact Us:**

Email : [international@iilm.edu](mailto:international@iilm.edu)

T: +9111-40934354/328

Facebook : <https://www.facebook.com/ExperienceIndiaWithIILM>

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### **IILM Institute for Higher Education**

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### **IILM institute for Business and Management**

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