

Guest lecture on
“SOCIAL ENTREPRENEURSHIP”

On 8th April 2022, PCJ School of Management organized a guest lecture on “**Social Entrepreneurship**”. Dr. Vishwas Chakranarayan, Professor University of Technology, Bahrain was the resource person for the event.

The session was inaugurated by Prof. R.K. Gupta, Hon’ble Vice Chancellor, Maharaja Agrasen University and Sh. Suresh Gupta, Project Director, Maharaja Agrasen University.

Prof. (Dr.) A.K. Vashisht, Director, PCJ School of Management and the convener of the event, welcomed the dignitaries and the participants. He asked the participants to interact with the resource person and take leads from him regarding the opportunities related to the social entrepreneurship.

Prof. R.K. Gupta, Hon’ble Vice Chancellor, Maharaja Agrasen University, applauded the initiative of the PCJ School of Management to organize a guest lecture on one of the most relevant topics of this time as society is what makes a business successful or a failure. He explained that it is the responsibility of all the entrepreneurs to invest in the start-ups that will ultimately benefit the society. The trend of social entrepreneurship is gaining momentum and Sh. Suresh Gupta, Project Director, said that this guest lecture will definitely uplift the knowledge of students regarding the social entrepreneurship. This will pave their way towards becoming a successful social entrepreneur which will further help them to become a good corporate citizen.

Dr. Vishwas Chakranarayan in his address explained the meaning of social entrepreneurship. He also related the social entrepreneurship with the Maslow’s need hierarchy theory. In his address he also gave an overview of hydroponics farming and how we can do the soilless farming on our own terrace. He explained all these innovative ideas to the students so that they gear up for their future and apply them in the real life. In order to motivate them even more he also shared the success story of a common man who made wood from the cow dung. In nutshell the lecture was quite interesting and knowledgeable.

The session was attended by more than 100 participants and at the end Question Answer session was conducted. Our resource person applauded the students for such amazing questions and provided wonderful solutions for each one of them.

At the end Prof. (Dr.) Harvinder Singh, Organizing Secretary for the event, presented the vote of thanks and acknowledged the efforts of the whole team in making the session successful. The guest lecture was a great source of knowledge, activities and helped the attendees get a break from the monotonous learning.

