



Brief Report of the Workshop - Online workshop on Social Entrepreneurship, Swachhta and Rural Engagement

The second workshop, organized under the auspices of MGNCRE (Mahatma Gandhi National Council of Rural Education), was held on September 29th, 2020, from 2:30 PM to 5:00 PM via an online platform. This workshop continued the focus on the theme of "Social Entrepreneurship, Swachhta, and Rural Engagement," aligning with the broader goals of fostering social responsibility and community development among participants.

The resource persons for this workshop were two esteemed experts from MGNCRE, Prof. Naveen and Prof. Aditya ji. Their extensive experience and knowledge in the fields of social entrepreneurship and rural development brought depth and relevance to the discussions.

The primary aim of the workshop was to provide participants with a comprehensive understanding of social entrepreneurship—particularly its role in addressing social challenges through innovative and sustainable business models. Prof. Naveen initiated the session by introducing the concept of social entrepreneurship, emphasizing its importance in creating positive social change. He discussed various examples of successful social enterprises that have made significant impacts in their communities, highlighting the need for business models that not only generate profit but also address societal issues.

Following this, Prof. Aditya ji expanded on the theme of Swachhta (cleanliness), stressing the critical role of maintaining cleanliness in both urban and rural settings. His presentation covered the Swachh Bharat Mission, detailing how individual and collective efforts in promoting cleanliness can lead to healthier, more sustainable communities. He also discussed practical ways in which social entrepreneurs can incorporate cleanliness and hygiene into their ventures, thereby contributing to the broader goals of public health and environmental sustainability.

The workshop also delved into the importance of rural engagement. Both resource persons emphasized the need for active participation and collaboration with rural communities to ensure the success of social entrepreneurship initiatives. They discussed strategies for effectively engaging with rural populations, understanding their needs, and designing solutions that are both culturally appropriate and economically viable. The discussion highlighted the role of education, skill development, and local resource utilization in empowering rural communities.



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