



Management Development Program
On

STRENGTHENING **SOCIAL ENTERPRISES** FOR LIVELIHOOD PROMOTION



February 2-4, 2022

Venue: IIM Lucknow

Program Director
Prof. Priyatam Anurag

Introduction:

Promoting livelihoods by creating stable and dignified living for the community offers opportunity for social enterprises to create social impact in a sustainable manner. Livelihood promotion involves developing people and their potential including their capabilities, networks and resources. It involves strengthening backward and forward linkages for improving access to capital, technical inputs and markets.

Besides improving material conditions, social entrepreneurs are also required to work on challenging and transforming pre-existing beliefs and social norms detrimental to dignified living. To this end, social enterprises have to strengthen the ecosystem for livelihoods in their target areas by mobilizing community members and working in collaboration with government and corporate partners and developing formal and informal associations for creating lasting change.

Objectives:

The present training program has been designed for social startups (engaged in rural livelihood) to strengthen them to take up interventions in rural livelihoods. The 3-day course would address:

- Understanding the frameworks, challenges and the opportunities in the livelihood promotion
- Micro-level analysis of livelihood of households
- Strengthening Institutions for the Poor
- Case studies for livelihood promotion models; and
- Business planning exercise for balancing impact and profitability

Duration:

Three Days (February 2-4, 2022)

Content:

- Livelihood Promotion: Overview and Frameworks
- Livelihood Analysis and Planning
- Building and Strengthening Institutions for Livelihood Promotion
- Rural Marketing, E-Commerce and Livelihood Promotion
- Scaling up Livelihood Initiatives
- Government Programs as Development Platforms
- Integrating Microfinance and Livelihoods

Participants:

The program has been especially designed for social entrepreneurs from ideation to scaling up stage, who have startups (ideas) focusing on livelihood improvement in rural and urban settings.

Methodology:

- Lecture presentations
- Experimental learning using case studies
- Small group exercises and presentation by participants

Date, Venue and Accommodation:

The programme is scheduled for three days during February 2-4, 2022. The participants would stay in air-conditioned rooms at the IIM campus, Lucknow, on a single occupancy basis. Programme sessions will be held at “Manthan” – the Institute’s Management Development Programme Center. The program sessions can be switch to online mode depending on the Covid19 situation by following the state government guidelines.

Programme Fee:

There is no participation fee as the entire program fee of Rs. 50,000/- per participant will be paid by IIML- SIDBI Centre for Innovations in Financial Inclusion (SCIFI). The fee includes board and lodging in the Institute’s Executive Enclave, tuition, course material and use of the Institute’s Computer Center, Library and other infrastructural facilities, etc. Participants have to bear the travel cost of their own.

Registration:

The online registration form (<https://tinyurl.com/mrf6pyma>) duly filled in should reach us at latest by **January 21, 2022 (Friday) by 23:59 IST**. A confirmation of nomination letter/email will be sent to nominees after the due date.

Certificate Of Participation:

The Institute issues a Certificate of participation on conclusion of the programme.

About Programme Director:

Dr. Priyatam Anurag holds a Ph. D. in Strategic Management from IIM Bangalore and a P.G. Diploma in Rural Management from IRMA and currently is a Faculty in Strategic Management Group at IIM, Lucknow. He is a faculty mentor and member of executive committee of SCIFI. Before joining IIM Lucknow, he has consulted for Livelihood and Enterprise Development Projects while working as a Faculty member at the Indian Institute of Bank Management Guwahati. Previously, he worked as a Regional Credit Manager in the Corporate Credit and Market Risk Division of HDFC Bank. He can be reached at anurag.priyatam@iiml.ac.in .

Brief profile of IIM, Lucknow

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation.
- The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals.
- The IIM Lucknow campus is located about 19 KMs away from the Railway Station and 33 KMs from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass.

Brief profile of IIML-SCIFI

IIML-SCIFI was established through an agreement between two leading public institutions, SIDBI and IIM Lucknow with the aim to nurture start-ups working on financial inclusion aided by technology (FinTech), Agritech/ Agribusiness, Rural Livelihood & Women Empowerment.

The incubation center seeks to explore, understand and turn ideas into reality by providing required support, mentoring and access to ecosystem resources.

About 1200 sq. meter of built-up area has been earmarked by IIML for SCIFI incubator. 35 seats plug-and-play facility with conference room and training hall has been developed to begin with. There are independent cabins as well as shared co-working space with centralized air conditioning, power backup, internet and ready to use personal computers.

To reach us, please contact:

The Programme Manager (Academic Services) or Manager SCIFI

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