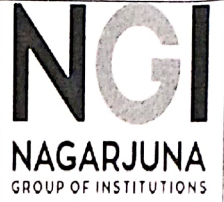




**Nagarjuna College of Engineering & Technology**  
(An ISO 9001-2008 Certified, NBA\* & NAAC 'A+' Grade Accredited  
Autonomous Institution under VTU, Approved by AICTE)  
Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164  
Department of MBA



### Activity Report

**Date of Event:** 20<sup>th</sup> February, 2023

**Activity:** Guest Lecture on "Community Service-Value Proposition".

**Details of the Resource Persons:** Mr. Shravan Shetty, Co-founder The Bodhi Tree.

#### Details of Event:

Students of the second year MBA programme would have been exposed to theoretical aspects pertaining to entrepreneurship as they would have studied Entrepreneurship Development as a part of their third semester. But not much emphasis would have been placed on social entrepreneurship due to lack of awareness and scope in that sector. A philanthropist Oscar Auliq Ice had said "The rise of social entrepreneurship gives hope for the future" and the MBA department in association with Institution's Innovation Council echoed this by organizing a guest lecture on February 20, 2023 to bring awareness to the students. The resource person was Mr. Shravan Shetty who is currently associated with the Bodhi Tree as its co-founder. Mr. Shravan is a self-proclaimed social sector veteran and from 2010 onwards has been extensively working "across the intersections of Education, Employability, Corporate Training & NGO capacity development (sic)". He was introduced to the assembled students by third semester student Ms. Geethapriya.

Mr. Shravan began by writing the outline of his talk on the board. He asked the students if they had done 'something nice' as they had started the day to anyone around them. Giving his personal example, he cited how as a student he was made to keep track of all the "good deeds" that were done. By making a reference to the organizational study that the students would have undertaken, he made students understand the Non-Profit sector would have samaaj, sarkar and bazaar as the key players and they would have scope for students to carry out projects. The advantage of carrying out in this sector, as per Mr. Shravan, was that here they would be open to suggestions and completely application oriented. Moreover, students would have an advantage if they could mention in their CV's if they had undertaken a social project which could be akin to work experience that one would have gained! All this was possible as real time problems that corporates would face, could also be addressed and Mr. Shravan cited the example of his co-founder Ms. Deepti Natarajan of the Bodhi Tree. As a clue for identifying suitable projects and non-profit organizations, Mr. Shravan told the students to apply the Segmentation, Targeting and Positioning (STP) concept as well as corporate branding.

As a part of the talk, Mr. Shravan also gave general inputs to the present students related to his talk. He asked them to check on the United Nations Sustainable Development Goals (UNSDGs) so that they could align their social entrepreneurship initiatives accordingly. Since all of them had opted management subjects related specialization, he called on them to hone their MS Excel skills so that they could remain competitive. HOD Dr. Geethanjali G asked students to reflect on what Mr. Shravan had highlighted and to bear in mind the lessons he had faced as challenges while working in the social sector. The guest lecture that came to a close after Q&A session and with Prof. Chinmaya Prakash proposing the vote of thanks.

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