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eBULLETIN

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Dear Friends,

Hope all is well with you all! After successful completion of iBuD 3, we are happy to announce the date of iBuD 4 from 19th to 24th September in 2016. The participants always express their overwhelming feelings about their life changing experience at the end of every iBuD tour. Empowering the new entrepreneurs is a small part of our big social engineering process. BJS never back out where there are possibilities to do good works for the human community since its establishment. Right from educational rehabilitation, disaster response to youth empowerment, BJS has a good track record in the field of social contribution, which is also the special theme of our ebulletin of this month. It includes an analysis of social entrepreneurship & social contribution. We are portraying representation of BJS's social works and one page is dedicated to the personality of the month.

Friends, human are social animals as said by Aristotle thousands years ago. Being a social animal, we cannot live without society and it has vast contribution in the evolution of civilization. From the basic unit of family to the larger social

strata, society has many approved institutions, disciplines, rules & regulations, customs and rituals to bond the human community with the thread of assimilation & unity. It is our responsibility to give back something to the society. You don't need to become a social worker to contribute to the society, whereas, charity can be counted in small & honest initiatives. On the other way around, social entrepreneurship is the top down approach towards social work, where business principles are applied for community development and not for profit making. Somewhere I read that social work is the art of listening and science of hope. But if you work for the society with a business mind it ices on the cake by increasing the level of community development in a gradual manner. I request and encourage everyone to start at least a small initiative for the betterment of the needy people.

Through this issue, it's a great pleasure to introduce you to a dynamic social entrepreneur as the personality of the month – **Mr. Pradeep Lokhande – the Postcard Man of India.**

Prafulla Parakh,
National President, BJS

From the desk of National President



SOCIAL CONTRIBUTION

**Book your dates
& Plan your travel**

**5-6
Nov.
2016**

**BJS National Convention 2016
@ Chennai**

- ▶ National & International Speakers
- ▶ Jain leaders from various countries
- ▶ Keynote addresses by subject experts

Social Entrepreneurship & Social Contribution

Today, entrepreneurship is about packing new ideas and taking them into new destinations by applying the business principles on revolutionary sectors. Society and its development have to be considered as one such revolutionary sector which is sidelined at times in business growth and economic development. In social sector too there's business but here the business is not just measured on the basis of balance sheet. Its potential for social benefits and impact on the community decides the success. In simple term, it is basically business for social development.

The terminology "social entrepreneurship" conveys a model of identifying public problem and executes business insights to solve those problems. The aim of this social venture is not to give stress on profit but simultaneously & positively impacting on the society for good changes. But this type of entrepreneurship also demands the same motivation, innovation and confidence just like other businesses. The only thing is that priorities are different here.

Some examples of social entrepreneurs will help to understand the concept clearly. One such man is Dr. Verghese Kurien, who is known as the father of the India's milk revolution in India. Under his guidance the cooperative system for milk production was introduced in remote India and the country become the second largest milk producer in the world. Yet another example is of Montessori Schools which are known in every nook and corner of the world. An internationally accepted education model for children and the lady behind is Maria Montessori from Italy who is widely respected as a great educationist but is not know as a successful social entrepreneur.

Isn't this an enough dose of social entrepreneurship? How about taking a swift ride on "social contribution" now?

The simple meaning of "social contribution" is to give back to society. A good differentiation between "social contribution" and "social entrepreneurship" is easy to understand. The first thing is that one doesn't need to be an entrepreneur to contribute to the society as per the understanding of "social contribution" or doesn't need to be rich either to work for the people. Every big journey starts with a tiny step. Start feeding one hungry person and inspire other friends to scale up the activity.

In contrary to Social entrepreneurship which is generally a Top Down model, Social contribution is the Bottom Up approach where social work starts from the bottom or common people of the society who start their journey by working for at least one people from his/her own excess resources – whether money, goods or knowledge.

Both the models are helping society and feasible for every individual according to what suits them individually. Let's take a pledge to play our role wherever we see the Men, Women, Children, animals, flora, fauna and our scarce natural resources in danger either because of poverty and hunger, natural calamities or man-made disasters and atrocities! We must not forget that ocean is formed with many drops of water, so at least lets' help each other by contributing even one drop.

Social Entrepreneurship

Social Contribution



Social Contribution - BJS Way

The vision of BJS is "To collectively contribute towards Nation Building through Holistic Development of Society." This broad perspective is the mirror and reflection of what we do as out of our passion and responsibilities. BJS aims to target social evils that potentially damages the progress of the society, helps to face the challenging situations after massive natural calamities and attempts to change mindsets and to shape attitudes for positive and progressive change.

Holistic development is our planned strategy through which we want to ensure self-actualization & learning of every human being, a combination of individualistic mental, physical, social, spiritual & emotional growth. It can also be termed as a form of alternative education that relies more on humanistic & democratic approach.

The main goal of BJS is to contribute in nation building process by addressing the problems of national concerns. To achieve this, we have kept our work areas strictly focused on three key areas, namely, disaster response, educational initiatives and social development.

Disaster Response:

- Respond and support during major disasters for immediate relief activities across country
- Re-build educational and medical infrastructure in the disaster affected locations

Educational Initiatives:

- Provide infrastructure and facility while supporting with complete educational program and developmental care to rehabilitate disaster and trauma affected children
- Design and implement educational programs to provide timely inputs for younger generations' educational, emotional and social development

Social Development:

- Support the marginalized sections for physical health related issues through medical and surgical interventions
- Contribute to personal, social, educational and professional growth of community members through interventions for marriage and family related aspects as well as through programs for career and business development

Holistic development



planned strategy

self-actualization

& learning

growth

physical

mental

spiritual & emotional

social

BJS provide implementable & logical solutions to render the best social engineering approach for real development. BJS has an exemplary history with high-scale projects, speed of implementation and reach to wide-spread and remote locations that have resulted in sustainable impact.

We look forward to have wide web of larger network knitted with honest and dedicated volunteers all over the world to speed up the development.

Personality of the Month

A man changing India with postcards

When a person writes a letter to another, it contains all those things that an email can never have! Remember the old days, when people wait for the letters promised by dear ones and the joy is altogether different when your waiting ends with an envelope at your doorstep from the nearest post office. Who other than, the postcard man could tell you this better!

Challenging the technology and modern lifestyles, Pradeep Lokhande communicates with 49,000 villages of India with postcards. In the era of the modern communication modes, he is in contact with 58 lakh people with postcards only.

Pradeep Lokhande is an eminent social entrepreneur of Pune and founder of Rural Relations, an organization that exclusively works for rural development. By 2019, they want to have a digitalized republic by collecting data of all Indian villages. Moreover, under the leadership of

Pradeep Lokhande, the team works with the village opinion leaders & non-resident villagers for development & networking purpose. Right from keeping an efficient communication with villages till establishing library & computer education facilities in the remote areas, Pradeep Lokhande redefines the concept of new-age social entrepreneurship.

You don't need to be a university topper to do such extraordinary things. The things you need are passion, determination and path-breaking ideas. Today, Pradeep Lokhande and his organization is spreading brightness in the remote villages...tomorrow someone else can take this responsibility to move forward this noble step with some different innovative idea. So, keep your faith alive, challenge your innovative thinking and look for social solutions!



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Watch out for all the excitement, news, views, bytes & virals.
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We would appreciate your feedback and comments

Please write to us on info@bjsindia.org for your feedback

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