



## SOCIAL ENTREPRENEURSHIP AND THE NGOs

### Scope

In the scope of my master thesis in Business Administration, called "The influence of Youth organizations in the promotion of Social Entrepreneurship and development of Social Entrepreneurs", I created a questionnaire that intends to study the influence of AIESEC experience in your development as social entrepreneurs /change agents.

### Methodology

The questions presented will be open questions, so feel free to write as much as you want. For this questionnaire I selected 6 persons on a National (Portugal) and international level, that in the opinion of the investigator represent cases of social entrepreneurs/ change agents and therefore they fit perfectly into the desired profile.

### NOTE:

I understand that due to the fact that these are open questions that you will need some time to answer it, but if you are interested we can have a talk on Skype/internet/phone to take some questions or even to have the whole interview. Either way, I would be really grateful for your time and for your support.

### QUESTIONNAIRE:

Therefore I would be pleased if you could answer to the following questionnaire:

1. Could you please tell me a little about yourself, (Name, Age, Hobbies, Studies background, etc)?

- 23
- Abhinav Gupta
- Sports
- Major in Marketing

2. Please tell me a little bit about your experiences in AIESEC (or through AIESEC) and which in your opinion were your highest moments?

#### Experience

- Join AIESEC Bombay
- 2 years in the EB (1 year exchange , 1 year finance)
- AIESEC India (Branding and marketing director)
- AIESEC Poland (Branding and marketing director)
- AIESEC International (Branding and marketing vice president)

#### Moments that changed me:

- Local level - through all the experiences and people I meet, it was always a shared desire to change the world. Dream big. Think out of the box and be ambitious
- Poland – brought a lot of insecurity and other challenges that I had to face it without any comfort zone, and a really learn on how to be around people and



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with them... also I learn how to be more conscious so I would not do anything that would offend culturally other people.

- AI – professionally to see how a global organization work, collaboration etc
- AI – By talking with other people, as you have 20 people from different countries in the same room with one only common element linking them was the fact we were all human. The conversation got very broad and that challenge some of my assumption about life (goals, actions, etc)

3. Could you please describe of what your current job is and what are your responsibilities?

Sports project in Bombay – get more people to play sports, as I believe sports is a great development and learning tool. In India there is a complete lack of opportunity to play sports and encouragement.

Project supported by a foundation, has the objective of work with 100 municipal schools in Mumbai (poor people from the slum). Organize a professionally run inter-school tournament system. (Cricket, running, football, etc)

With this the objective is to take the children from the slams and teach them through sport. Concept of communication, leadership, team work, determination, discipline, goal settings, that will take you further in the corporate world.

Integrating sports diaries, and reflexion circles, creating a habit in the kids mind.

Conceptualizing and heading the entire project, with a team of six people who support me also in the more operational part.

4. Why did you decide to choose this field instead of a more traditional one?

Because AIESEC planted that seed to change the world and during the six years that desire only strengthen. And due to the experience you have, you get use to think big. The idealism of the youth is what motivates young people into the association.

I put the entire business plan together in 3 weeks and I'm still young... so I can do my masters and go back to the market.

5. How did you experience in AIESEC contributed for that decision?
  - Burning desire and hope to change the world
  - Network around the world that can support me with my ideas encouraging me.

6. What is for you social entrepreneurship?

Entrepreneurship that has a positive impact on society. Even if is a traditional company, the importance is that they create social value in society.



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All your process is responsible e with that you can leave a footprint in the society I will call a social entrepreneur.

7. What are in your opinion the main skills that social entrepreneur should have?  
(Please mention at least 4 different skills)

Person who led their life by example – moral values is the goal of having a social impact. Taking a decision that is more important for everyone even if is not so important for you.

People skills – in the end of the day you are creating value for people, so you need to have people skills, work with people

Listening skills – you have to be able to listen as you have to listen first before in order to understand what they really really need

Visionary – you need to be able to think big, in order to have a big impact... so create a model that you can replicate and with that achieve bigger results.

Management experience - strong need to use management skills to define, measures of success, bottom line, goals, KPI, etc. In order to be able to report your results (social impacts).

8. Which of the skills mentioned before, did you had (or could had) the opportunity to develop through your participation in AIESEC? For each one, please also describe what you did or could have done (activity, action, responsibility, etc) to develop that skill.

AIESEC has a lot of credit for all of these skills because at least AIESEC made me aware of them and through the experience you are able to develop your skills.

Listening skills – for example by listening the people in order to know what they really need

Management skills – through my leadership experience in AIESEC I learn how to put in practice many of these things.

Ambition and dreaming big by their values, conferences, trainings... forced you always to think big, as the examples were also big (big CEO, etc)

Being a social organization I learn all the moral consciencialization.



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Thank you very much for the time you took to answer this questionnaire.  
Best Regards

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