



## 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)?

Name: Saurabh Bhandari

Age: 24

Hobbies: Cricket, football, golf, travelling and visit friends

Studies: Business Administration Degree in the University of Rajasthan

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

AIESEC Jaipur – Starting as a normal voluntary member, and taking the challenge one year after in the local EB

AIESEC Hungary – I was vice president of the national comity of Hungary and responsible for the area of exchange.

UBS AG – After my term in Hungary I went for one year AIESEC traineeship in Zurich at UBS, having the responsibilities of Project Officer.

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

I'm the founder and CEO for a company based in Jaipur called Illusions4real.

Illusions4real is a Energy Saving Solutions provider offering various solutions by utilizing the energy of the Sun or providing alternate means to reduce your energy consumption levels and save the environment. At I4R we aim to build a green future



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for our global community. We work to develop and maintain a cleaner, energy-efficient world. !llusions4real aims at delivering its products and services to the consumer in a stipulated time frame, keeping in mind that consumes is a green citizen and his initiative to go in for an energy saving solution should not be neglected.

!llusions4real was established in mid 2008 with a vision to bring light to rural India. The dimensions grew further to support the vision and to make this world a green place. Working towards our vision, we launched the 'Lighting Up Rural India' campaign early in 2009.

Over a billion people in this world, even today, lack access to electricity. Several of these reside in rural India, for them life comes to a standstill upon dusk. The remote villages deprived of electricity are forced to use harmful elements of lighting such as kerosene, wood etc to sustain their daily routine post sunset. In today's time, when the world is waking to the issues of global warming, these villagers are not left with a choice but to add to the CO2 levels.

The 'Lighting up rural India' program envisions bringing together corporate and social groups to provide easy to use solar lanterns to the villagers and the needy.

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

Apart from being a good business opportunity, is also a good way to help and contribute to the preservation of the environment and the society. When I finish my internship at UBS I had the opportunity to stay, but I decided to come back and become an active change agent, helping and contributing for the development of my community.

#### 5. How did you experience in AIESEC contributed for that decision?

During the several years I was in AIESEC I developed the interest for entrepreneurship practices that could have an impact in the society and with all the preparation you have to become a change agent, I felt since the beginning that this was the right choice.

#### 6. What is for you social entrepreneurship?

Social entrepreneurship is when someone creates or develops something new that is profitable and at the same time provides a strong positive impact in society.

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



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**People Skills** – Every entrepreneur being social or not should have people skills. Capacity to communicate with the different stakeholders, convincing and inspiring them to participate in your project and follow your ideas is very important.

**Management Experience** – Is fundamental that the entrepreneur have some experience in managing an organization, not only due to the financial aspects (that are also important), but in order to know how to report the achievements to the several stakeholders, how to manage the people working with you and above all to know how to prioritize and allocate efficiently the resources to the different and many initial needs.

**Leadership** – This is a condition essential to every entrepreneur as he has to be able to manage and transmit his vision to all the stakeholders in order to engage them.

**Social purpose** – That is what differentiates the social from the normal entrepreneur. The social entrepreneur have always in mind that his processes and products not only should not have a negative impact in the society but should help the society to develop, creating social value to it.

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.

Definitely AIESEC helped me to develop all these skills. Through the national and international conferences and through my experience abroad I had the opportunity to communicate, work and exchange experiences with so many different people that helped me learn the importance of listening and respecting the different opinions as well as I learned how to communicate my ideas on a more efficient way. During also the time I was in AIESEC and through all the leadership positions I took, I developed some management and leadership skills. After you spend so many years in an organization like AIESEC is impossible in the end to be indifferent the social causes.

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

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