

Insight

# A clarion call



**This** is the age of 'Dangerous Optimism'. Our opportunities today are not limited by our resources but by our imagination. We are moving towards an "enclave" economy, where we have nearly 200 million, well-educated, well-to-do Indians participating in the march towards globalisation, while the remaining 800 million are illiterate. In order to improve their lot, we urgently require a new cadre of "social entrepreneurs."

All leading universities in

the US offer programmes in social entrepreneurship, where they teach students how to apply their business and managerial skills to solve social problems. Social entrepreneurs identify new processes, services and products and combine proven processes to address a complex set of social problems. They are thus the ultimate scenario planners of our time.

They use the same creative resources as any other entrepreneur, but instead of applying these problem-

solving skills to a business situation, they apply them to social issues and the results are often very encouraging. We need to follow the same pattern in India.

Meanwhile, we also need to confront ourselves, with the

A social entrepreneur uses the same creative resources as any other entrepreneur, but applies them to social issues for positive results, says Sandeep Singh

following set of questions:

- Do I, as a representative of a billion people, feel an obligation to influence the pattern of development in my country?
- Do I, accept the responsibility of changing the social structure in my country to promote common good for the masses? And, if I do, then how can I increase my involvement in grassroots issues?

Here, let's remember the words of N.R. Narayan Murthy, who said, "Attracting the best talent to this profession is essential to change our world."

*This article is an extract from a speech delivered by the author to students of the Graphic Era Institute of Technology, Dehradun on their Convocation Day*

## SHRI RAM COLLEGE OF COMMERCE UNIVERSITY OF DELHI, DELHI-7

### ADDENDUM

**REFERENCE :** Advertisement for the post of Lecturers in the Department of Commerce & Economics published in The Hindustan Times, dated 21.03.2006.

Applications are invited for the post of a Lecturer (One) in the Department of Commerce/Economics from candidates under "Physically Handicapped" category.

Qualifications and other conditions, as published earlier, shall remain same.

Application (hand written / typed) with complete Bio-data along with certificates in support of educational qualifications and category of the candidate should reach the Principal, Shri Ram College of Commerce, Maurice Nagar, Delhi - 110 007 within 10 days of publication of this advertisement.

PRINCIPAL

## DISHA INSTITUTE OF MANAGEMENT AND TECHNOLOGY

NARDAHA-CHANDKHURI MARG, TEHSIL ARANG DIST. RAIPUR (C.G.)  
TEL: 0771-4024669, 2472001-007 (SERVICE LINES), FAX : 2472010

AICTE Approved, needs faculty for B.E. & MBA Program. This Institute is spread over 12.5 Acres of land & 18 KM away from city of Raipur having building spread to 3-lac Sqft. Constructed Area.

Applications are invited for Computer Science & Engg, Mechanical Engg., Electrical & Electronics Engg., Electronics & Telecom. Engg., English, Physics & Mathematics And Management Department.

POSITION	QUALIFICATION	EXPERIENCE
PROFESSOR	M.E./M.Tech./MBA & Ph.D.	10 Yrs
READER	Ph.D./M.Tech./MBA	2-3 Yrs
LECTURERS	B.E./M.Tech./MBA	1-2 Yrs

VENUE : DIMAT, Raipur (Candidate may report at Disha Towers at the address given below.

SALARY As per AICTE Norms (Higher Salary may be given to the deserving Candidates) Those candidates who are unable to attend the walk In Interview may forward their application & resume at the address given below.

**Eurasia**  
invites applications for