



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 04
No. of Questions: 05
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023

Three Hours

ENT 32213- Social and Green Entrepreneurship

Academic Year 2021/2022

Instructions

- The question paper contains 05 questions.
- Answer only four questions including question number 01.

Question No: 01

Read the case titled "The Story of Goonj" and answer the questions given below.

The Story of GOONJ

Anshu Gupta earned a post-graduate diploma (PGD) in journalism followed by a PGD in advertising and public relations from the Indian Institute of Mass Communications in 1992, and then a master's degree in economics. During his tours of disaster-struck villages in India upon graduation, he observed that although the lack of clothing was the first visible sign of poverty, it was not taken seriously as a subject. Even though there were no formal figures to verify his observation, he knew that thousands of people died or suffered from lack of clothing every year. Anshu teamed up with his wife Meenakshi, and at the outset, they wrote to a few funding agencies to explore potential prospects for collaboration. However, they were turned down as the issue of clothing fell outside of those organizations' parameters. GOONJ began in 1999 with 67 items of personal clothing that Anshu and Meenakshi had collected over the three years of their marriage. Famously known as the "clothing man of India", Anshu Gupta aims to bridge the gap between extreme poverty and affluence. That tiny step transformed into a revolution which now has become one of the largest social enterprises in India.

Initially, Anshu and Meenakshi worked from home, using their rented flat as a hub of activity and personal washing machine to wash the clothes. They made small arts and crafts items to attract people's attention and sold them at a traditional marketplace in Delhi. One of their key products was Bamboo Clocks that they manufactured with the help of a home carpentry kit.

Questions

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(b) Ho

(c) D

(d) I

(e)

The product received a rather positive response, which encouraged them to repeat their success and turn the venture into a source of revenue for GOONJ. Two aspects of Gupta's vision make this project different. The first is that nothing is given away free of charge; Gupta's motto is "clothing for dignity," and he has also put in place a Cloth for Work program across the rural areas where GOONJ has a presence. Thus, Goonj designs and distributes trade kits that match people's skills (e.g. carpentry, shoe repair, cycle repair, tailoring, and barber work). In exchange for the trade kit, recipients contribute to village development through labour or by giving a portion of the profit generated from the trade. Since 2008, Goonj has created kits for more than 20 different trades. The second is that nothing goes to waste. If a piece of cloth cannot be used as clothing, it is processed and converted into something that can be sold, such as a bag, quilt, or yoga mat. Currently, 2.2 million pounds of material are processed annually by GOONJ. Further, GOONJ motivated villagers to engage with works such as digging wells, laying roads, and repairing school buildings in exchange for clothing instead of cash. Therefore, Gupta's model uses clothing as payment for work carried out by people in villages; this in turn enhances their dignity.

Every year, Goonj receives over 1,000 tonnes of clothing, books, shoes, furniture, toys, utensils, construction materials, medical supplies, and office equipment. All of these items are sorted, repurposed, repacked and transported to communities according to their specific needs. While people in urban areas often discard what they no longer want, Goonj is teaching people to contribute based on what the poor actually need, thus giving dignity to the receiving communities. To date, Goonj operates in 21 states in India, transferred more than 1000 tonnes of used clothes and other household goods and touched the lives of people in other areas such as education, health, access to water, and better infrastructure. GOONJ's growth so far is largely credited to the strategy of partnering including organizations as diverse as the government, corporates, grassroots organizations, Ashoka Fellows, the Indian army and even local governing bodies in the villages. They have facilitated the collection and channelization of material in various parts of the country, helping GOONJ scale across geographic boundaries. Corporations, for instance, valued the goodwill out of partnering with GOONJ, and willingly covered the costs of transport and logistics for the material they helped collect.

Through its network of 250 NGOs, 200 company partners, and 500 volunteers, today, it is a social enterprise spread across 4000 villages in over 23 states and employs almost 1000 people, led to 500 infrastructure projects across 1,500 villages every year, including the creation of schools, concrete roads, bridges, wells, irrigation canals and toilets. Over the years as Goonj achieved major awards, including World Bank's Development Marketplace award and NASA's Launch award, Anshu also won recognition as an Ashoka and Schwab Fellow while he was also listed as one of India's top social entrepreneurs by Forbes Magazine and Fast Company.

(Source:file:///D:/SOCIAL%20ENTREPRENEURSHIP/SE%20related%20documents/GOONJ%20Process_of_Social_Entrepreneurship_in_In.pdf,https://www.schwabfound.org/awardees/anshu-gupta).

Quest

(a)

(c)

Questions

- (a) What factors affected to start Goonj by Mr. Anshu Guptha?
(02 Marks)
- (b) How Mr. Guptha made the Goonj's social business unique?
(06 Marks)
- (c) Describe five stages of the development of a social enterprise with reference to Goonj.
(08 Marks)
- (d) Explain the sustainable development goals which have been addressed by Goonj with justification.
(05 Marks)
- (e) Recognize the social impact of Goonj.
(04 Marks)
- (Total Marks 25)

Question No: 02

- (a) Define the term "Social Entrepreneurship".
(03 Marks)
- (b) Describe the characteristics of a social entrepreneur.
(06 Marks)
- (c) Compare and Contrast "Social Enterprise school of thought" and "Social Innovation school of thought".
(06 Marks)
- (Total Marks 15)



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Question No: 03

(a) Demonstrate the core processes of the Bottom of the Pyramid Protocol. (05 Marks)

(b) Define the concept of “Green Business Certification” and list out the economic benefits of obtaining green business certifications. (05 Marks)

(c) Explain the types of Social Capital with an example. (05 Marks)

(Total Marks 15)

Question No: 04

(a) Distinguish between “Linear Economy” and the “Circular Economy”. (05 Marks)

(b) Discuss with examples in which ways a green entrepreneur can contribute to save the Planet. (05 Marks)

(c) Select a particular industrial sector and identify five green business opportunities in that sector. (05 Marks)

(Total Marks 15)

Question No: 05

Describe three of the followings.

- (a) Principles of Social Business
- (b) Reverse Supply Chain
- (c) Green Jobs and Decent work
- (d) Triple Bottom Line Concept

(Each carries 05 Marks = Total Marks 15)