

Incorporating Social Entrepreneurship in Higher Education A Success Story of University of Agriculture, Faisalabad.

A- Summary

University education rarely focuses its attention and imagination on teaching students how to turn a vision into reality; how to design and develop social change organizations. Youth Engagement Services (YES) Network Pakistan launched first-ever Youth Social Entrepreneurship Program in the higher education institutions of Pakistan to find the most effective way to reach the largest number of young people with social entrepreneurship education, social enterprise development services and project planning skills – only with these capacities will self-reliant action take place among youth. The Youth Social Entrepreneurship Program endeavors to answer several questions: How can universities help create, develop and sustain a rising generation of social entrepreneurs and their ideas? What new forms of learning environments successfully integrate theory and practice? What conditions best support university students in studying, creating, and developing social change organizations, thinking through their ideas, and connecting with their inspiration? What are the best ways to address youth unemployment?

In this context, Social Entrepreneurship program was launched by the YES Network Pakistan in the University of Agriculture, Faisalabad with the different objectives, such as: a) sensitizing and building capacity of faculty members; b) developing entrepreneurial drive among students (raising awareness and motivation); c) training students in the skills they need to set up a business and manage its growth; d) providing practical opportunity to students to use their undiscovered entrepreneurial talents and e) integrating the concept of social entrepreneurship in the curriculum.

Looking back, it is very evident that the program has been very successful in achieving its objectives and notable positive results. The project has created in a short period a healthy institutional and social environment to support the practice of social entrepreneurship. It has already appealed to many students to develop entrepreneurial mindsets, behaviors and skills that is not helping to create their own futures, but also to contribute to Pakistan's economy and to our standing in the world. The program has built a strong community of practice and knowledge that is engaged in improving ecosystem that supports social entrepreneurs. The integration of the concept of social entrepreneurship in different disciplines of the University of Agriculture, Faisalabad is very encouraging. The demand for social entrepreneurial learning is increasing.

1

Instilling a shared vision in the top management of the University of the Agriculture

B.

KEY ACTIVITIES



2

Signing of MOU between YES Network Pakistan and the University of the Agriculture, Faisalabad



3

Sensitization/Training of the Focal Person/ Faculty Members in the field of Social Entrepreneurship



4

Launching ceremony of Social Enterprise program in the University of the Agriculture, Faisalabad

B. KEY ACTIVITIES



5

Orientation Sessions on Social Entrepreneurship with Students



6

Seminars on Social Entrepreneurship



7

Launching of Social Enterprise Competitions

B. KEY ACTIVITIES



8

Financial Assistance to Students



9

Award ceremony to recognize the contributions of students and faculty members in the field of social entrepreneurship



10

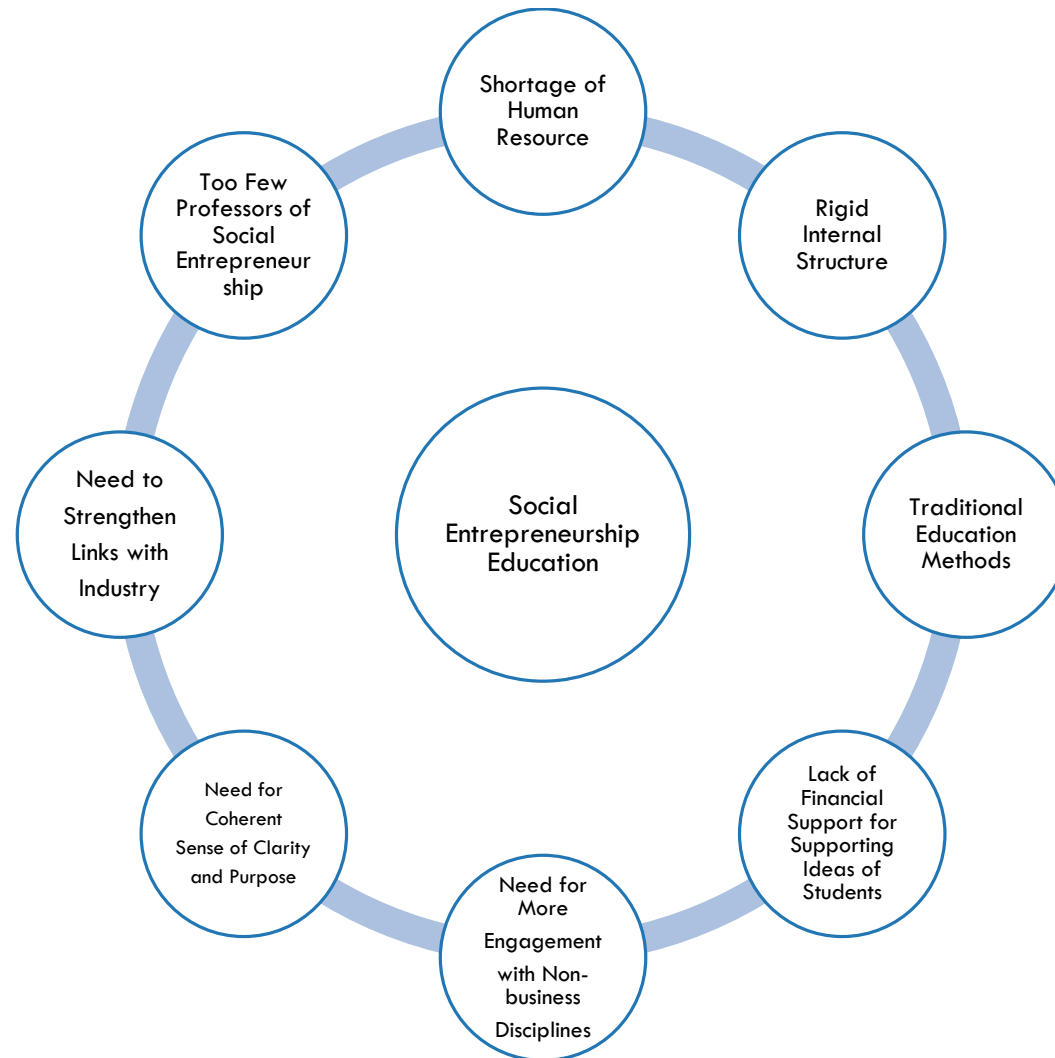
Integration of Social Entrepreneurship into the curriculum of the University of the Agriculture, Faisalabad

45 MPhil Students of Rural Sociology are currently studying Social Entrepreneurship in the University of the Agriculture, Faisalabad

20 Students of Population Science are currently studying Youth Entrepreneurship in the University of the Agriculture, Faisalabad

One Assistant Professor from Bahauddin Zakariya University is doing PhD in Social Entrepreneurship from University of the Agriculture, Faisalabad

C. Challenges and Opportunities for Mainstreaming Social Entrepreneurship in Higher Education Institution



D. Higher Education Implementation Framework

Our Program offers an Implementation Framework for making Higher Education Institutions more conducive to the development of entrepreneurial mindsets, behaviours, skills and opportunities. With the successful implementation of the Social Entrepreneurship program in higher education, we hope to build a momentum for social entrepreneurship in higher education. The successful implementation of the Social Entrepreneurship program has helped YES Network Pakistan to build a framework to help Higher Education Institutions to create an enabling environment. The typical stakeholder landscape for Social Entrepreneurship in Higher Education includes the following:

