

# Shalu Garg



# *Social Entrepreneurship and Incubation*

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**Author's Acknowledgement:** The writing of a Textbook always involves creation of a huge debt towards innumerable authors and publications. We owe our gratitude to all of them. We acknowledge our indebtedness in extensive footnotes throughout the book. If, for any reason, any acknowledgement has been left out we beg to be excused. We assure to carry out correction in the subsequent edition, as and when it is known.

# P

## *Preface*

Social entrepreneurship is definitely a powerful force of change, because it combines ingenuity, sympathy, and business acumen to address some of the toughest challenges societies face today. In the face of myriad problems from poverty and inequality to environmental degradation, social entrepreneurs are standing up to build sustainable answers, that will generate social impact while promoting economic growth. Their contributions are reshaping industries, shaping policy, and inspiring communities around the world.

This book, *Social Entrepreneurship and Incubation*, is an initiative to explore this dynamic interface of social entrepreneurship and the incubation ecosystem underpinning it. Entrepreneurship in the social world does not only require a good idea, but the right environment, mentorship, and resources that breed the scaling of impactful initiatives. This book looks into how social enterprises grow and transform with the incubation support systems that interlock with them.

We will explore the various models of social entrepreneurship, from grassroots movements to larger-scale initiatives, and delve into the role of incubators and accelerators that provide vital infrastructure to emerging social ventures. These incubators offer not only physical spaces, but also mentorship, networking opportunities, and access to funding – all of which are essential for social entrepreneurs to refine their ideas, scale their operations, and achieve sustainable impact.

Through the use of case studies and examples coupled with research, we shed light on best practices and innovative approaches in an incubation ecosystem, building on insights from all over the world. Focusing on India as a rapidly growing hub for social innovation, the book addresses how the local context – social, cultural, and economic impacts social enterprise success. In doing so, by studying the challenges and opportunities unique to India, we create even more effective models for social change that can be applied globally.

Being a resource for aspiring social entrepreneurs, it can equally be an asset for their mentors, investors, and all the policymakers who are working to make this world more inclusive and sustainable. It is a call for all those who believe in the transformative power of social entrepreneurship to support, incubate, and nurture the next wave of changemakers.

Ultimately, this book is an interrogation of the potential found at the juncture of entrepreneurship and social good. It draws and tries to expose in a complete form, how these forces intermingle to bring into being a world, that is not only prosperous but equitable and sustainable for generations to come.

Ms. Shalu Garg



## *Acknowledgement*

I would like to thank all those people and contributors associated with the making of this book, *Social Entrepreneurship and Incubation*. This journey has been a source of inspiration and humbleness, without the support and encouragement of these individuals it would not have made possible.

First and foremost, I am profoundly grateful to Mahadev for the inspiration, guidance, and strength provided throughout the creation of this book. I am fortunate to receive your blessings, Shiv Shambhu.

I thank my parents and family for their unwavering belief in me and, most importantly, their patience in the long hours spent writing and researching. It is with their support that I draw strength.

I would like to extend my greatest appreciation to experts, scholars, and practitioners in the social entrepreneurship field, who have shown very forthcoming generosity. Their understanding has been insightful and has provided great depth and context in the topics elaborated in this book. Specific thanks are due, to those involved in the early incubation of social enterprise, whose work continues to inspire and challenge traditional business paradigms.

I would also like to extend my sincerest gratitude to the different social enterprises in India and around the world, whose stories and struggles form the heart of this book. Their courage to innovate and make real changes has inspired me to explore further into the world of social entrepreneurship.

Thanks also to the team in the publishing house for their professionalism, guidance, and support through the publishing process. The expertise in transforming this manuscript into a book is very much appreciated.

Finally, a special thanks to the readers and all those who engaged with my ideas along the way. Your feedback and support have been invaluable.

This book is dedicated to all those striving for a better, more inclusive world through social entrepreneurship and incubation. It is my wish, that it would be a small contribution to the ever-increasing movement of positive social change.

Warm regards,

Ms. Shalu Garg



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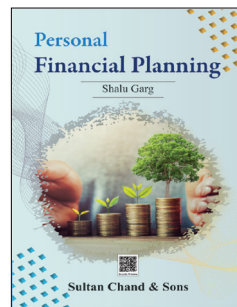
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# Personal Financial Planning

## Shalu Garg

### About the Book

“Personal Financial Planning” is a comprehensive guide that aligns with the latest guidelines issued by the University of Delhi. Tailored to cover the entire syllabus, this book serves as an indispensable resource for students seeking a thorough understanding of personal finance. It delves into key aspects such as budgeting, investment strategies, risk management, and financial goal setting. With its up-to-date information and adherence to university guidelines, “Personal Financial Planning” is designed to empower students with the knowledge and skills needed to navigate the complex landscape of personal finance successfully. Whether you’re a student or an enthusiast eager to enhance your financial literacy, this book is a reliable and up-to-date reference that ensures a comprehensive grasp of the subject matter.



### Salient Features

- Story Bites: Learn about finances through cool and interesting stories.
- Brain Booster Activities: Fun challenges to flex the brain muscles.
- Case Studies: Helps in understanding various hypothetical situations.
- Convo Corner: Gives the summarised form of the lesson.
- Knowledge Quest: Adventurous quest to tackle conceptual questions.
- Scenario Queries: Get ready to tackle tricky, real-life money problems.

This book’s diverse set of features is carefully crafted to cater to different learning styles and ensures a holistic and engaging learning experience for students pursuing personal financial planning studies.

### Contents

#### Unit-I: Introduction to Financial Planning

- Financial Planning
- Time Value of Money
- Savings, Spending and Financial Discipline.

#### Unit-II: Investment Planning

- Investment, Risk & Return and Portfolio
- Bond, Real Estate and Investment in Projects
- Financial Derivatives and Mutual Funds.

#### Unit-III: Personal Tax Planning

- Tax Structure in India
- Exemptions and Deductions.

#### Unit-IV: Insurance Planning

- Life and Health Insurance
- Property Insurance, Credit Life Insurance and Professional Liability Insurance.

#### Unit-V: Retirement Benefits Planning

- Retirement Planning and Pension Plans
- Reverse Mortgage and Estate Planning.
- *Practical Exercises Guide.*

## About the Book

*Social Entrepreneurship and Incubation* is an interesting and insightful guide that introduces students to the world of social enterprises and incubation. The book is targeted at potential social entrepreneurs, blending theory with practical applications into one seamless learning experience, an immersive and dynamic experience for all its readers. Every page taken reveal the important principles that shape social entrepreneurship, so students can create a positive social impact. It is more than just a textbook; it's an interactive tool to prepare students for success as social entrepreneurs. Whether you are a student, an emerging social entrepreneur, or just simply curious about how to make a difference, this book is a complete, engaging, and practical guide to navigating the world of social entrepreneurship.

## Salient Features

This book's diverse set of features is carefully crafted to cater to different learning styles and ensures a holistic and engaging learning experience for students.

- ❑ **Cognitive Challenges:** Engaging exercises designed to help students connect theory to real-life applications.
- ❑ **Case Capsule:** Small case studies that conclude with thoughtful question encouraging critical and practical approaches to problem-solving.
- ❑ **Case Review:** Detailed case studies of successful social enterprises which allow a deep investigation of growth and challenges.
- ❑ **Real-World Applications:** A selection of empowering and inspiring examples from social entrepreneurs, especially in India, that illustrate the real-world impact.
- ❑ **Trend Spot:** An up-to-date display of developing trends and innovations in social entrepreneurship.
- ❑ **Wow Fact:** Interesting facts about social entrepreneurship, keeping the material fun and informative.
- ❑ **Snapshot:** A brief chapter review that reinforces key takeaways.
- ❑ **Theory Quick Check:** Questions based upon a few theory concepts with an aim to test the understanding.
- ❑ **Scenario Queries:** Challenges for testing the knowledge based on action-oriented questions.
- ❑ **Activity Adventure:** Group projects and interactive role-play aimed at practicing pitching and collaborating around social enterprise ideas.

## About the Author

**Shalu Garg**, an Assistant Professor at the University of Delhi, has a strong academic background and a passion for teaching. She completed her graduation and post-graduation from University of Delhi. Garg's dedication to education and teaching has led her to positions at renowned institutions of University of Delhi. She has also contributed to the academic community by publishing lessons in collaboration with Campus of Open Learning, University of Delhi. Garg has also authored the books *Personal Financial Planning and Marketing for Beginners* with the renowned publishing house Sultan Chand & Sons.



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