



Establishment of Centre of Excellence

Yunus Social Business Centre (YSBC)

[Established on 10/05/2018]

1. Introduction

The concept of Social Business has emerged as a transformative approach to addressing social, economic, and environmental challenges through sustainable and innovative business models. Social businesses are designed to solve societal problems while ensuring financial sustainability, thereby creating long-term positive impact without prioritizing profit maximization.

India continues to face significant challenges related to poverty, unemployment, financial exclusion, rural underdevelopment, child labour, gender inequality, and lack of entrepreneurial opportunities among marginalized communities. Higher education institutions are uniquely positioned to respond to these challenges by nurturing socially responsible leaders, driving innovation for inclusive development, and translating research into solutions that work both socially and economically.

In recognition of this responsibility, Amity University Rajasthan has established the Yunus Social Business Centre (YSBC) on 10/05/2018, as a multidisciplinary Centre of Excellence dedicated to advancing social entrepreneurship, financial literacy, community engagement, and sustainable development through rigorous research and applied practice. The Centre operates as an integrated platform for research, training, incubation, outreach, and policy advocacy, with the goal of building social businesses that deliver measurable, scalable impact across India. The Centre actively facilitates collaboration among academia, industry, government agencies, financial institutions, NGOs, community organizations, and international social business networks, building a multi-stakeholder ecosystem that channels investment, expertise, and market access toward inclusive growth and sustainable development. YSBC's activities are structured to deliver simultaneous academic, societal, and commercial value, combining applied research with experiential learning opportunities for students, scholars and stakeholders.

2. Vision

To become a leading Centre of Excellence in Social Business, Social Entrepreneurship, and Community Innovation by developing sustainable solutions for societal challenges and contributing to inclusive and equitable development.



3. Objectives

The primary objective of the Yunus Social Business Centre (YSBC) is to establish a comprehensive ecosystem for research, innovation, capacity building, incubation, and outreach in the field of social business and social entrepreneurship.

Specific Objectives

The Centre aims to:

- i. Promote awareness and understanding of social business concepts among students, faculty, entrepreneurs, and community stakeholders.
- ii. Promote and incubate innovative social enterprises by leveraging entrepreneurship, Artificial Intelligence, digital technologies, and sustainable business models to create scalable solutions for poverty alleviation, education, healthcare, environmental sustainability, agriculture, employment generation, and community development.
- iii. Conduct research, innovation, and capacity-building initiatives in social entrepreneurship, financial inclusion, rural development, livelihood generation, and AI-enabled social innovation, with a focus on harnessing emerging technologies to create sustainable, scalable, and inclusive solutions for societal development.
- iv. Strengthen financial literacy, entrepreneurial competencies, and collaborative capacity among students, rural communities, women, youth, and Self-Help Groups (SHGs) through partnerships with academic institutions, NGOs, government agencies, financial institutions, and industry stakeholders.
- v. Encourage experiential learning through field immersion, community projects, internships, Certificate courses and social innovation challenges.

4. Sustainable Development Goals (SDGs) Linked with YSBC Activities

The Yunus Social Business Centre (YSBC) shall align its research, innovation, outreach, capacity-building, and community engagement initiatives with the United Nations Sustainable Development Goals (SDGs), contributing towards inclusive, sustainable, and technology-enabled social development. The Centre particularly focuses on the following SDGs:

- **SDG 1: No Poverty** – Promoting sustainable livelihoods, social enterprises, and economic empowerment.
- **SDG 4: Quality Education** – Advancing education, skill development, entrepreneurship, and lifelong learning opportunities.
- **SDG 5: Gender Equality** – Empowering women and fostering inclusive participation in social and economic development.
- **SDG 8: Decent Work and Economic Growth** – Encouraging entrepreneurship, innovation, employment generation, and sustainable economic growth.



- **SDG 9: Industry, Innovation and Infrastructure** – Leveraging Artificial Intelligence, digital technologies, social innovation, and resilient infrastructure for societal impact.
- **SDG 10: Reduced Inequalities** – Enhancing financial inclusion, equitable access to opportunities, and social empowerment of marginalized communities.
- **SDG 17: Partnerships for the Goals** – Strengthening collaborations among academia, industry, government, financial institutions, NGOs, and civil society for collective impact.

5. Functions of YSBC

The Centre also performs multidisciplinary functions encompassing research, training, incubation, consultancy, outreach, and community engagement.

5.1. Research and Innovation

- Conduct research related to social entrepreneurship, social innovation, and inclusive business models.
- Undertake research, innovation, and capacity-building initiatives focused on rural development, financial inclusion, CSR, sustainable livelihood generation, and community empowerment, utilizing emerging technologies and social innovation to drive inclusive growth and societal impact.
- Develop impact assessment frameworks for social enterprises.
- Promote interdisciplinary research projects, working papers and research studies addressing societal challenges.
- Provide training, consultancy, and analytical support in research methodology, data management, statistical analysis, data visualization, and the use of advanced analytical software to strengthen research quality, impact assessment, and evidence-based policymaking.

5.2. Social Enterprise Development and Incubation

- Identify and nurture social entrepreneurs.
- Facilitate incubation and mentoring support for social enterprises.
- Assist in business model development, fundraising, and sustainability planning.
- Support commercialization of socially impactful innovations.

5.3. Financial Literacy and Inclusion

- Organize financial literacy programs for Students, rural communities, SHGs, and women entrepreneurs.
- Facilitate awareness regarding banking services, digital finance, savings, insurance, and credit access.
- Collaborate with banks, microfinance institutions, NGOs, and government agencies for financial inclusion initiatives.



5.4. Capacity Building and Training

- Conduct workshops, seminars, certificate programs, and executive development programmes.
- Organize entrepreneurship development programmes for students and community members.
- Develop leadership and problem-solving capabilities among youth.
- Promote experiential and community-based learning through field visits, community projects, internships, certificate courses, and social innovation initiatives.

5.5. Community Outreach and Rural Development

- Undertake community engagement programmes.
- Conduct studies to identify local social and economic challenges.
- Facilitate livelihood enhancement initiatives and skill development programmes.
- Promote awareness on child labour eradication, education, health, sanitation, and environmental sustainability.

5.6. Consultancy and Advisory Services

- Provide consultancy services for social enterprises, NGOs, and development organizations.
- Assist government agencies and development institutions in designing and evaluating social development programmes.
- Offer monitoring and evaluation services for CSR and social impact projects.

6. Operational Framework of the Centre

The Yunus Social Business Centre functions through an integrated and collaborative framework involving faculty members, students, researchers, community organizations, government agencies, financial institutions, NGOs, industry experts, and social entrepreneurs.

The Centre is headed by a Coordinator and supported by an Advisory Board comprising academicians, social entrepreneurs, development practitioners, industry representatives, and policy experts.

The Centre shall operate through thematic focus groups covering:

- Social Entrepreneurship and Innovation
- Financial Literacy and Financial Inclusion
- Rural and Community Development
- Livelihood Generation and Skill Enhancement
- Women and Youth Empowerment
- Education, Social Equity, and Community Welfare
- Sustainable Development and Social Impact



- Technology, Artificial Intelligence, and Digital Inclusion
- Research, Data Analytics, and Impact Assessment

Regular review meetings, workshops, conferences, and stakeholder consultations shall be organized to ensure effective implementation and continuous improvement of Centre activities.

7. Outreach Activities

The Yunus Social Business Centre (YSBC) shall undertake outreach, and community engagement initiatives aimed at promoting social innovation, entrepreneurship, financial inclusion, sustainable development, and evidence-based social impact.

Key activities shall include:

- Social Entrepreneurship and Innovation Awareness Programmes
- Entrepreneurship Development and Startup Support Initiatives
- Financial Literacy and Digital Inclusion Campaigns
- Social Innovation Challenges, Competitions, and Hackathons
- Community Development and Capacity-Building Projects
- Rural Immersion Programmes, Field Visits, and Community-Based Research
- Conferences, Seminars, Workshops, Training Programmes and Expert Talks
- Student Volunteering, Service-Learning, and Social Impact Projects
- Research, Consultancy, and Impact Assessment Initiatives
- Data Analytics, Statistical Support
- Publication and dissemination of research papers, working paper, case studies and best practices
- Collaborative projects with industry, government agencies, financial institutions, and civil society organizations
- Awareness programmes on Sustainable Development Goals (SDGs), social responsibility, and inclusive growth

8. Infrastructure and Facilities

The Centre shall utilize existing infrastructure and resources available at Amity University Rajasthan and shall progressively strengthen facilities to support its activities.

9. Expected Outcomes and Impact

The establishment of the Yunus Social Business Centre (YSBC) is expected to create a sustainable ecosystem for social innovation, entrepreneurship, research, and community engagement, contributing to inclusive growth and societal transformation.

The Centre shall strive to achieve the following outcomes:

- Increased awareness and adoption of social entrepreneurship and sustainable business models.



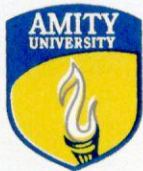
- Development, incubation, and scaling of socially impactful enterprises and innovation-driven initiatives.
- Generation of high-quality research publications, working papers, case studies, consultancy projects, and externally funded initiatives.
- Enhanced financial literacy, digital inclusion, and economic empowerment among students and underserved communities.
- Strengthened entrepreneurial, leadership, and employability competencies among students and other members of Centre.
- Collaboration among academia, industry, government agencies, financial institutions, NGOs, and community stakeholders.
- Development of innovative, technology-enabled solutions addressing social, economic, and environmental challenges.
- Improved livelihood opportunities, community resilience, and sustainable development outcomes.
- Enhanced experiential learning, community engagement, and social responsibility among students and faculty members.
- Meaningful contributions towards the achievement of the United Nations Sustainable Development Goals (SDGs).
- Strengthened national and international recognition of Amity University Rajasthan as a leading centre for social business, social innovation, and sustainable development.

10. Five-Year Activity Plan of YSBC

The Centre shall progressively work towards operational self-sustainability through revenue generated from training programmes, consultancy assignments, sponsored research projects, grants, industry collaborations, certificate courses, and capacity-building initiatives, while continuing to advance its social impact mission.

Year 1: Strengthening Research, Innovation and Community Impact

- Strengthen the Advisory Board and Mentor Network comprising academicians, industry experts, entrepreneurs, and social innovators to guide the Centre's activities and mentor aspiring entrepreneurs.
- Identify and support promising social business and startup ideas through incubation and mentoring in collaboration with the Amity Innovation Incubator.
- Organize a **Social Business Design Bootcamp** to nurture innovative and sustainable solutions for societal challenges.
- Facilitate industrial and exposure visits for students to successful social enterprises/ startups/ NGOs / community-based organizations.
- Establish interdisciplinary collaborations with various departments and institutions of Amity University Rajasthan for research, innovation, and community engagement initiatives.



- Launch Summer School or internship Programmes to enhance students' entrepreneurial, research, and employability skills.
- Create a research cluster comprising Ph.D. scholars, faculty researchers, and postgraduate dissertation students whose research aligns with the Centre's thematic focus areas.
- Publication in high impact journals/ Book/ Book Chapter.
- Organize awareness programmes/ seminars/ expert talks/ community outreach activities on social entrepreneurship, sustainable development, and innovation-driven social impact.

Year 2: Capacity Building, Research and Entrepreneurship Development

- Support student startups and social ventures through mentoring, incubation, and networking opportunities.
- Launch certificate programmes on Social Entrepreneurship/ Sustainability/ Financial Literacy/ and Impact Assessment.
- Facilitate internships and field-based projects with social enterprises, NGOs, and development organizations.
- Conduct advanced workshops on Research Methodology, Statistical Analysis, AI Tools, and Academic Writing for scholars and faculty members.
- Organize rural immersion programmes and community engagement projects in identified villages and clusters.
- Publication in high impact journals/ Book/ Book Chapter.
- Publish an annual research compendium highlighting the Centre's activities and research outcomes.
- Strengthen partnerships with government agencies, NGOs, industry bodies, financial institutions, incubators, and development organizations to promote collaborative projects and knowledge exchange.

Year 3: Research, Innovation and Entrepreneurship Promotion

- Organize Social Innovation Challenges and Business Plan Competitions for students.
- Facilitate mentoring and incubation support for selected startup and social enterprise ideas through Amity Incubation Centre.
- Conduct Faculty Development Programmes/ workshops/ expert sessions on social entrepreneurship and sustainable development.
- Publication in high impact journals/ Book/ Book Chapter.
- Undertake community-based research projects in identified thematic areas.
- Organize national seminars and conferences on social business and social innovation.
- Expand partnerships with NGOs, industries, and development organizations for student projects and internships.



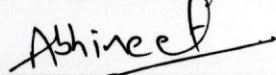
Year 4: Expansion and Knowledge Dissemination

- Introduce advanced certificate programmes in Social Entrepreneurship/ Sustainability/ Financial Literacy/ Data Analytics.
- Organize a National Conference on Social Business and Sustainable Development.
- Publish an annual research compendium highlighting the Centre's activities and research outcomes.
- Expand student outreach programmes and community engagement initiatives.
- Undertake collaborative research and consultancy projects with academic institutions and partner organizations.
- Publication in high impact journals/ Book/ Book Chapter.
- Organize exposure visits to successful social enterprises and community development projects.

Year 5: Centre of Excellence Development

- Strengthen International collaborations with universities, research centres, incubators, and industry partners.
- Host International-level conclaves/ workshops/ Expert talks on social innovation and entrepreneurship.
- Establish YSBC as a recognised platform for research, training, consultancy, and community engagement in social business.
- Develop a repository of best practices, case studies, and social innovation success stories.
- Enhance student participation in social entrepreneurship, research, and community development projects.
- Publication in high impact journals/ Book/ Book Chapter.
- Generate revenue through specialized training programmes.
- Contribute to the University's visibility in the areas of social business, social innovation, sustainable development, and community impact.

Submitted by



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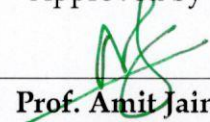
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