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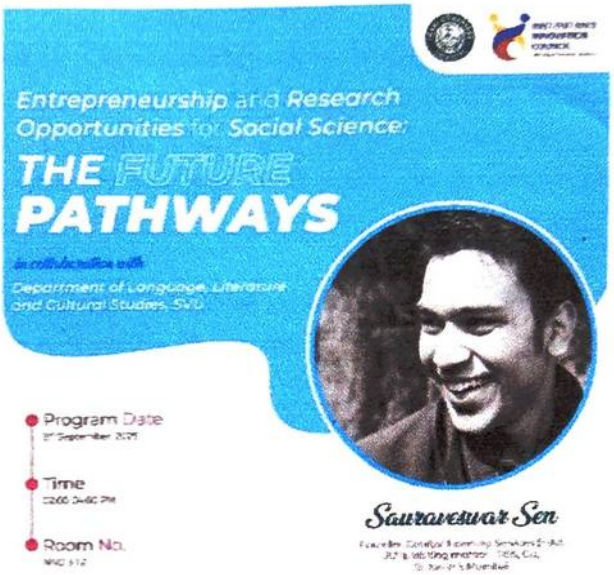
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INSTITUTION'S INNOVATION COUNCIL

Entrepreneurship and Research Opportunities for Social Science

The Future Pathways

Date: 08-09-2025
Time: 02:00 PM onwards
Venue: NND 312
Organized by: IIC of Swami Vivekananda University
In Association with: Department of Language, Literature and Cultural Studies



Institution's Innovation Council, Swami Vivekananda University, in collaboration with the department of Language, Literature and Cultural Studies organised a 1-day session on Entrepreneurship and Research Opportunities for Social Science: The Future Pathways on 8th September, 2025. The session was addressed by Shri Sauraveswar Sen, Founder, Catalyst Lerning Services.

The session started with the official felicitation of the resource person by Professor Keya Ghosh, Director, IIC, SVU. Shri Sauraveswar Sen then took charge and proceeded by interacting with the postgraduate students present from the departments of English, Psychology and Joutnalism and Mass communication.

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The session on **"Entrepreneurship and Research Opportunities for Social Science: The Future Pathways"** aimed to explore the intersection of entrepreneurship with social sciences, focusing on how the field can evolve and adapt in the future. The discussion highlighted the role of social science research in addressing contemporary societal challenges, its potential for entrepreneurial ventures, and how these fields can contribute to a sustainable, innovative future.

The discussion included examples of leaders from both the academic and entrepreneurial spheres who shared insights into emerging research trends, potential collaborations, and the evolving role of social science in shaping society.

- Social sciences, including sociology, psychology, economics, and political science, are fundamental in understanding human behavior, societal structures, and market dynamics. The speakers emphasized the importance of:

  Human-Centered Design: Entrepreneurs can benefit from insights provided by social science research in understanding user behavior and designing products or services that address unmet needs.

  Behavioral Economics and Consumer Psychology: Social science methodologies, like surveys and ethnography, can help in analyzing consumer decision-making, helping entrepreneurs create products and services that are more likely to succeed in the market.

  Market Insights: Social sciences play a crucial role in identifying market gaps, societal needs, and innovative opportunities, particularly in underdeveloped or underserved regions.

- The discussion also focused on emerging research areas within social science that hold significant entrepreneurial potential. Some key areas mentioned included:

  Sustainability and Green Entrepreneurship: With increasing global focus on climate change, entrepreneurs are integrating social science research to develop green innovations.

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Social science researchers can help entrepreneurs understand societal attitudes towards environmental sustainability, thus aiding the development of solutions that resonate with communities.

Digital Transformation: As digital technologies reshape business operations, social science research in areas such as digital literacy, online behavior, and social impacts of automation is becoming increasingly valuable.

Health and Well-beingWellbeing: Entrepreneurs in the health and wellness sector are increasingly relying on social science research to develop interventions and products that meet the physical, mental, and emotional needs of diverse populations.

Social Entrepreneurship: The rise of social enterprises—businesses that aim to address social problems—requires an understanding of both entrepreneurship and social issues. Research in social innovation, social impact measurement, and sustainable business models are essential for these ventures.

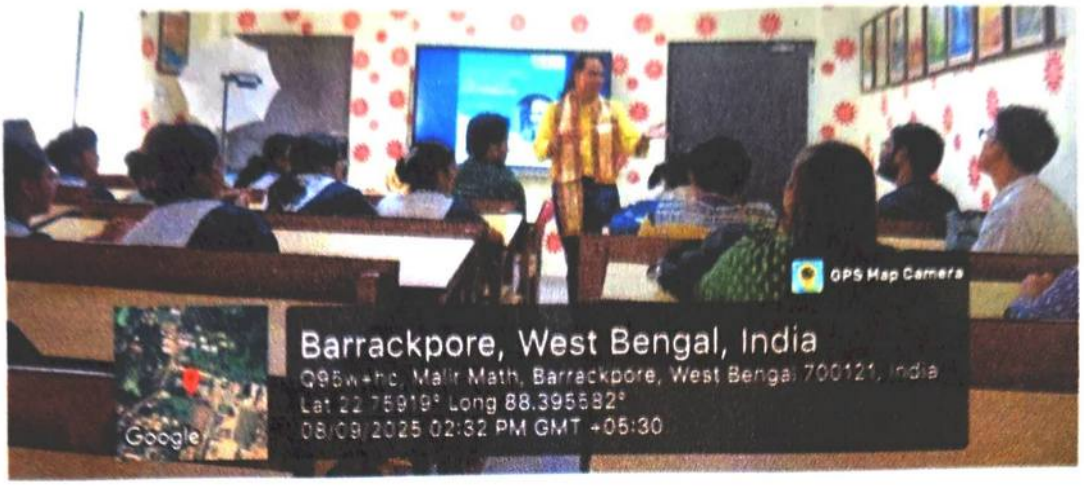
- A significant portion of the discussion was dedicated to the synergy between academia and the business world. The following points were highlighted:

Research-Practice Partnerships: Entrepreneurs should collaborate with researchers to ensure that products and solutions are grounded in rigorous academic research. Academic institutions can provide valuable data and frameworks for understanding complex societal issues.

Entrepreneurial Ecosystems: Universities and research institutes can be incubators for innovation, fostering startup ecosystems where researchers and entrepreneurs collaborate. This model has been successful in various tech hubs worldwide and can be replicated in social sciences.

Translating Research into Action: Academics often conduct high-level theoretical research, but there is a gap in translating these ideas into practical applications. Entrepreneurs can bridge this gap by taking research findings and using them to create practical, scalable solutions.

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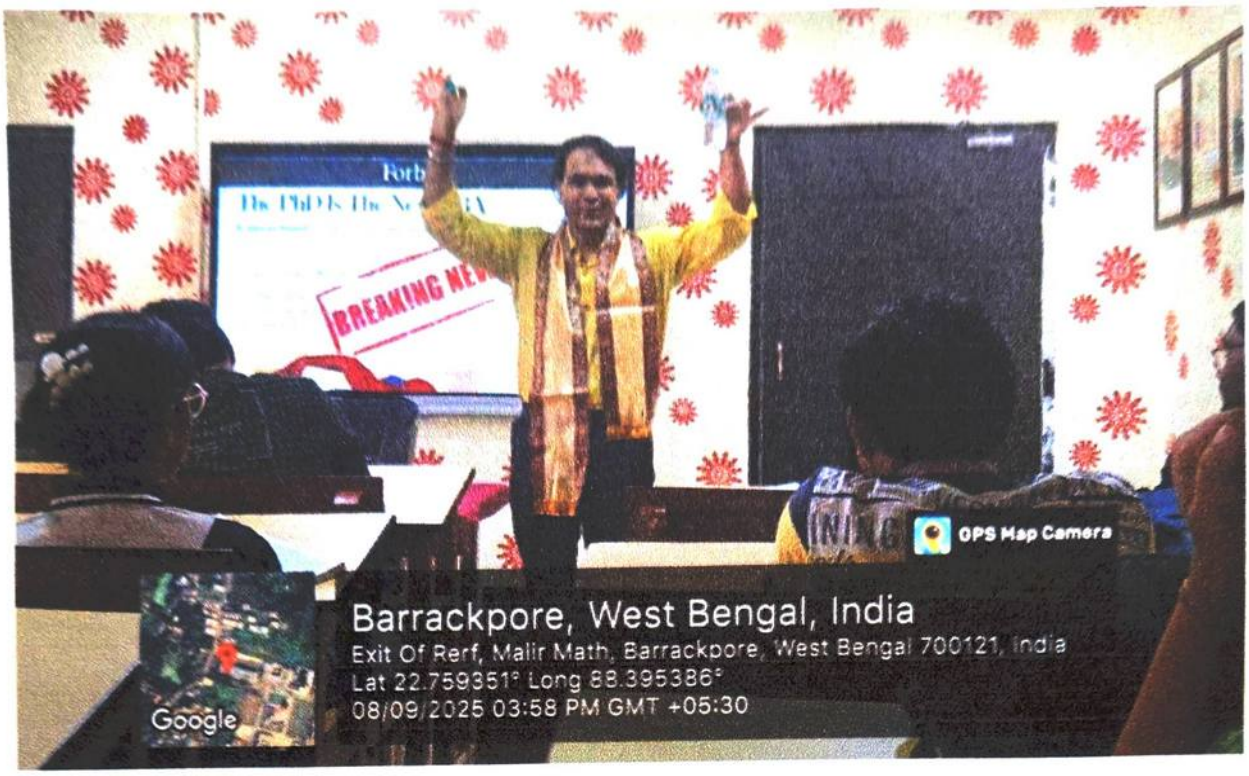
Practical Implications for Entrepreneurs and Policymakers

Understanding the connections between entrepreneurship and social science can have significant real-world implications for entrepreneurs and policymakers.

Entrepreneurs: By incorporating social science research into their decision-making processes, entrepreneurs can better understand consumer behavior, design inclusive business models, and make informed decisions about the social impact of their ventures.

Policymakers: Research findings can inform government policies to support entrepreneurship, particularly in terms of access to funding, education, and resources for marginalized groups. Policymakers can also design regulations that foster innovation while addressing social issues such as inequality or environmental sustainability.

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Conclusion

In a constructive feedback session, Dr. Arya Kamal Roy, Visiting Faculty Member, Allied Health Studies conveyed his reflections along with Shaheli Nag, M. A. English student. The session concluded with the vote of thanks delivered by Dr. Hindol Chakraborty, Assistant Professor, Department of Language, Literarture and Cultural Studies. Entrepreneurship and social science share a mutually beneficial relationship. Social science provides a deeper understanding of human behavior, societal needs, and economic systems, which can significantly enhance entrepreneurial strategies. Simultaneously, entrepreneurship offers social scientists a platform to apply their knowledge in real-world contexts, addressing issues such as inequality, social justice, and sustainability. By exploring and expanding research in this intersection, both fields can evolve together, driving innovation and creating businesses that are not only economically viable but also socially responsible.

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MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

Entrepreneurship and Research Opportunities for Social Science The Future Pathways

Date: 08/09/2025

Sl. No.	Name	Department	Registration No. /Faculty ID	Signature
1	Mritun Adhikari	Mechanical		Mritun Adhikari
2	Rajdip Khatua	Mechanical		Rajdip Khatua
3	Sumah Maiti	Mechanical		Sumah Maiti
4	Santanu Roy	Mechanical		Santanu Roy
5	Rabindra Nath Manna	Mechanical		Rabindra Nath Manna
6	Dipak Kumar yadav.	Mechanical		Dipak kumar yadav.
7	Subhadeep Mudi	Mechanical		Subhadeep Mudi
8	Joy Bhattacharyay	Mechanical		Joy Bhattacharyay
9	Arijit Gayen	Mechanical		Arijit Gayen.
10	Bikash Maity	Mechanical		Bikash Maity
11	Tofan Ghosh.	Mechanical		Tofan Ghosh.
12	Atanu Maji	Mechanical		Atanu Maji
13	Subham Barman	Mechanical		Subham Barman
14	Sayan Loga	Mechanical		Sayan Loga
15	Aditya Singh	Mechanical		Aditya Singh
16	Subho dip Gayen	Mechanical		Subho dip Gayen
17	PRAJAY SAHA	Mechanical		Prajay Saha
18	SANAYAN HALDER	Mechanical		Sanayan Halder.
19	Soumitra Das	Mechanical		Soumitra Das
20	Pradip Bhuia	Mechanical		Pradip Bhuia
21	Sayantan Kamila	Mechanical		Sayantan Kamila
22				
23	Siddhartha Sankar Das	E.E		S. S. Das.
24	Sarthak Das	E.E		S.D
25	Ahuba Sen.	E.E		Ahuba Sen
26	Debajyoti Dutta	E.E		D. Dutta
27	Rijik Das	E.E		R. Das
28	Pabitra Santra	E.E		P. Santra.
29	Surja Kanta Mahato	M.E		Surja Kanta Mahato
30	Dipak Sarkar	M.E		D. Sarkar
31	Avay Jana	M.E		Avay Jana
32	Iman Bari	M.E		Iman Bari
33	Pritam Ghosh	M.E		Pritam Ghosh
34	Soumya Samanta	E.E		Soumya Samanta.
35	Koushik Adhikary.	E.E		Koushik Adhikary.
36	Pritam Paul.	M.E		Pritam Paul
37	Nilkamal Bisras	M.E		Nilkamal Bisras

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39	Shuvojit Patra	M.E		Shuvojit Patra.
40	Pritam Chatterjee	M.E		P.C
41	Dishu Halder	M.E		Dhaldar
42	Subhradeep Paik	ME		
43	Rimpa Patra	E.E		Patra
44	Arup Pattanayak	M.E		
45	Animesh Mondal	M.E		Animesh Mondal
46	Proyoshi Chakraborty	E.E		P. Chakraborty
47	Santanu Dalui	~~E~~ E.E		
48	Ashna Kumar Patra	E.E		Ashna Kumar Patra
49	Mousam Mallik	E.E		Mousam
50	Soumyajeet Roy	M.E		Soumyajeet Roy
51	Dibankar Dari	M.E		D. Dari
52	Bijaom Kar	E.E		B. Kar
53	Sanaendu Halder	E.E		
54	Rahul Sahu	M.E		Rahul Sahu
55	Dibyajit Pal	E.E		Dibyajit Pal
56	Shubhadip Mandal	E.E		S. Mandal
57	Souvick Samanta	E.E		S. Samanta
58	Subha dip Samanta	E.E		S. Samanta
59	Sudipo Sinha	E.E		S. Sinha
60	Arijke Bhowmik	M.E.		A. Bhowmik.
61	Biswadip Saha	E.E		B.S
62	Jit Malty	M.E		J. Malty
63	SK Sahid Mahammad	M.E		S.S.M
64	Uday Mandal	M.E		Uday Mandal.
65	Akash Lohar	E.E		Akash Lohar
66	Dibankar Dari	M.E		D. Dari
67	Soupan Bhattacharjee	M.E		S. Bhattacharjee
68	Soumyajeet Roy	M.E		S. Roy
69	Rahul Sahu	M.E		R. Sahu
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71	Rohit Mehta	M.E		R.M
72	Priyangshu Banik	E.E		Banik
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