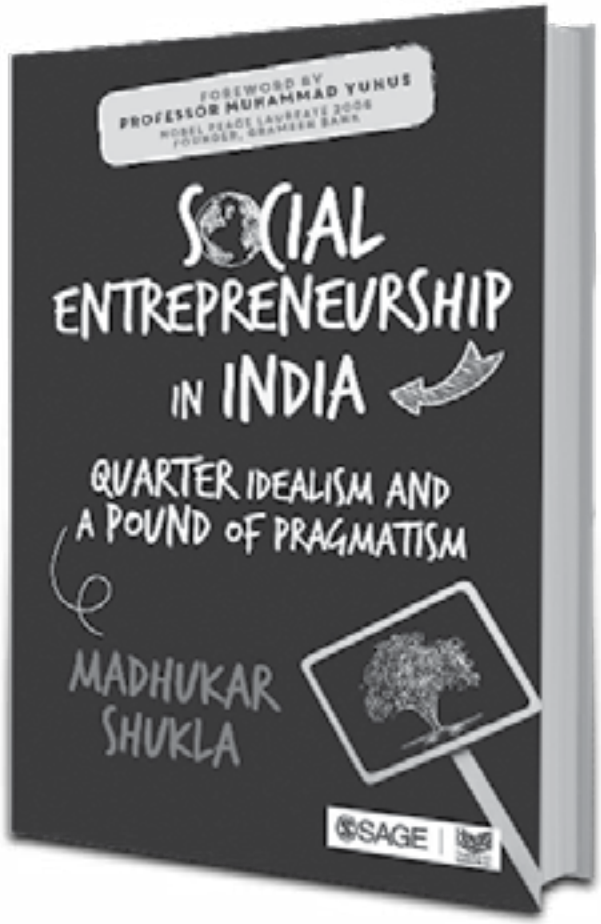
Book Review

Social Entrepreneurship in India Quarter Idealism and A pound of pragmatism

by Dr Madhur Shukla

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About the Author

Dr Madhur Shukla is Chairperson, Fr. Arrupe Centre for Ecology and Sustainability and Professor (Strategic Management and OB) at XLRI, Jamshedpur, India. He has keen interest in theory and practice of social entrepreneurship. He also serves on the Board of School of Management and Labor Studies TISS and is a member of the board of Governors of XLRI Jamshedpur. He was the conference coordinator of National Conference on Social Entrepreneurship during 2009-2017.He has served as a jury of the oikos Case Competition on Social Entrepreneurship and as an assessor for the Echoing Green Fellowship Competition -A global competition to identify social entrepreneurs. Dr. Madhur Shukla holds a Master's Degree in Psychology from Lucknow University PhD from IIT Kanpur. Prior to joining XLRI in 1990 he has worked with National Productivity Council and Administrative Staff College of India, Hyderabad. He was also a visiting faculty to ESADE, Barcelona during 1993-94

Appreciation and Critique

In the author's own words this book - Social Entrepreneurship in India, Quarter Idealism and A pound of pragmatism, is a personal learning journey which began in 2005 with the Ashoka Innovators team participated in their initiation of the teachings of social entrepreneurship across the academic world in India. Several such experiences and recognition for his contribution in the area of social entrepreneurship led to creating the theme of this book.

Author in his book has narrated the evolution of Social Entrepreneurship in India in three different theme such as-Firstly, dealing with the unique set of people who 's inspired pragmatism makes them start a social enterprise. Secondly listing all the varied approaches and types of social enterprise that are operating in India. Lastly, understand the Indian Social Entrepreneur and his unique ways of success.

Author has adopted a very academic style of writing with a lot of the content for the book drawn from his work in the area and the research conducted to compile 120 social entrepreneurs in India. The important reading point of the book is the narration of each of the120 social entrepreneurs. These cases bring out all the three themes that is connected by the author.

Author has found critical acclaim from prominent academician and practioners of the social entrepreneurs.

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