

# My Social Venture in a Bag ©: Empowering Girls through Entrepreneurship



## My Mind My Hand

*uplifting my community with my mind and my hands*

By Dr. Minna Allarakhia and Raisa Allarakhia

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## Introduction

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for additional resources.

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# INTRODUCTION

The goal of the Social Venture in a Bag© guide and program, is to encourage girls to view entrepreneurship as an opportunity to develop their confidence, knowledge, and skill sets, whilst uplifting their families and communities economically and socially.

Social entrepreneurship has as its objective the use of new product or service development to drive change through the triple bottom line: economic, social, or environmental change. Social entrepreneurs may seek to create new job opportunities, create change in education and healthcare, or protect the environment through sustainable development.

The guide is designed as a journey. Participants will begin with a self-assessment of their interests, knowledge, and skills, and then map these assets to new business opportunities.

Having conducted a personal analysis, participants will determine the needs of their community and how social entrepreneurship can address these needs. Students will

consider business creation, their target consumers, the business model, costs, pricing, and marketing. Participants will additionally consider the partnerships and/or mentorship needed to enable business launch and product/service development. In the end, our hope is that participant experiences will be shared with peers and that participants will eventually serve as mentors for other young social entrepreneurs.

This guide can be used along with resources from our website and our workshops on social entrepreneurship. As students embark on their journey, their stories can be added to the guide and our website. We look forward to hearing about your journey.

Best of luck from your fellow social entrepreneurs,  
**Raisa Allarakhia and Dr. Minna Allarakhia.**  
[www.mymindmyhand.org](http://www.mymindmyhand.org)



# EMPOWERMENT THROUGH SOCIAL ENTREPRENEURSHIP

Social entrepreneurship has as its objective the use of new product or service development to drive change through the triple bottom line: economic, social, or environmental change. It is our goal that stakeholders use this guide to empower girls through social entrepreneurship.

Girl's rights are important. A girl is the center of a community. Girls do have power. In fact, when girls are educated, they are able to create a better future for their entire community.

Through social entrepreneurship, girls can not only create steady income for themselves and other family members, but also enable others in their community to thrive economically and socially.

For example, products and services can be designed to meet community needs. As community

members thrive, they can in turn share their resources with others. In this sense, a cycle of sharing is created.

Through this personal journey, you will learn about your values, beliefs, your aspirations, and goals in life. Beginning with a picture of yourself, you will learn how to create future opportunities to help your family and your community that stay true to your values, beliefs, and aspirations.

We will also introduce you to the concept of sustainability so that you can consider how to enable your community whilst protecting your natural environment.

*View this journey as the beginning steps into your future.*

Best wishes,  
**Raisa Allarakhia.**



# EXAMPLES OF SOCIAL ENTREPRENEURSHIP

## THE TRIPLE BOTTOM LINE

Consider across these four examples of social entrepreneurship, how the designed solutions meet:

- The economic needs,
- the social needs and/or
- the environmental needs of the community?

What else might you suggest to these social entrepreneurs to ensure the long-term sustainability of their ventures?

Are there other examples of social entrepreneurship that you have encountered in your community?



PROBLEM	SOLUTION	TRIPLE BOTTOM LINE IMPACT: ECONOMIC, SOCIAL AND/OR ENVIRONMENTAL	GROWING THE VENTURE FOR LONG-TERM SUSTAINABILITY
The quality of education in an isolated community is affecting the opportunities available to children.	Community members (skilled women and graduates) work together to teach these children.		
Girls in the community have poor access to feminine products creating a challenge for these girls to attend school.	Women from the community use natural materials available locally to design feminine products for these girls.		
Youth within the community do not have access to training opportunities to become work ready.	Organizations within the community provide internship/mentorship opportunities to these youth.		
Community members are facing challenges with respect to accessing nutritional food.	Community members organize a marketplace with local farmers to sell their products.		