The Ateneo JGSOM and Gawad Kalinga Partnership

What We Do

- Set up partnerships and innovative collaborations between the different units in JGSOM and Gawad Kalinga villages

- In the context of:
  - awareness building
  - service learning projects
  - capacity building
  - going beyond students

How We Do It

- Strategic Management Class (GK track)
  - JGSOM + McKinsey + Gawad Kalinga
  - 1st semester – GK geographic & demographic modelling
  - 2nd semester – business development

WALANG
IWANAN

ATENEO

HSBC
WALANG
IWANAN

How We Do It

- Integration into the class syllabus
- Not just business research but also community engagement
- Frequent visits and consultations with the GK village leaders
- Impact on the community and not just the students

Why

- Shaping mindsets
  - Produce not just great employees BUT ALSO great Asian business leaders
  - That the privileged and the underprivileged can and should work together
  - And it really makes sense - if you help the poor, you help expand the market base, you help your businesses grow faster → and you get to help more people!
- Enlightened capitalism
  - Big profits with a big social conscience
  - Matching lofty idealism with enlightened pragmatism
  - Creating shared value for all
  - Setting up businesses that do not leave the poor behind

How We Do It

- Engagement with student organizations
  - Social Entrepreneurship Challenge (AMA)
  - Internship Program (LEX)

Main learning – given the annual turnover of student leaders/fficers, we need to set up a MOA to institutionalize the partnerships to create a certain level of continuity/ sustainability

How We Do It

- Engagement with the School of Management Business Accelerator (SOMBA) Program
  - year-long program for aspiring student entrepreneurs -- from "idea" to "Incorporation“
  - students enrolled in the program receive guidance and business coaching from the SOMBA staff
  - designed as a business incubator facilty and has academic credit components spread out over the entire program
  - GK as a social business laboratory

Learnings

- Don't just turn over the business to the poor – collaborate!
- Poverty not just financial --- it's also equally behavioral in nature
- The need to produce and nurture a steady stream of entrepreneurial minds