



INTEGRAL UNIVERSITY

www.integraluniversity.ac.in

Established under U. P. Act No. 09 of 2004 by State Legislation, Listed with UGC (UGC Act 1956 section 2F)

Kursi Road, Lucknow-226026 Uttar Pradesh (INDIA)

Phone: PBX 0522 2890812, 2890730, 3096117 (extension 2081) Fax No.: 0522-2890809

CENTER FOR CAREER GUIDANCE & DEVELOPMENT

(Media Cell)

Phone: 0522-2890765, 09616502629

E-mail: media@iul.ac.in

PRESS RELEASE

Date: 01-09-2016

Integral University brings international expertise in the field Social Entrepreneurship to Lucknow. Ledmac Ltd UK to set up a Centre on campus.

Lucknow, September 1, 2016: Ledmac Ltd UK has inaugurated its first Ledmac Social Entrepreneurship Development Centre (LSEDC) in Integral University, Lucknow. Centre was inaugurated with a Ribbon cutting ceremony in morning at 10:00 am by the **Chief Guest Mr. Nicholas Jordan, Chairman (D), Ledmac Ltd, UK** and **Prof SW Akhtar, Vice Chancellor, Integral University**

After inaugurating the centre, **Mr Jordan** delivered the inaugural address. Speaking at the occasion, Mr Nicholas Jordan, who has especially travelled from London for the inauguration said, "The Centre will work on creating a unique model whereby students will be encouraged & supported to implement their business ideas & innovations in villages & regions with socio-economic challenges.

Mr Jordan informed that the Centre has adopted a village Darjipurwa in sidhauri near Lucknow to pilot the model before rolling it out on a bigger scale. It already has its first budding scientist, an engineering student testing his solar power bank to light up the village streets.

Prof SW Akhtar in his short address, enlightened the topic social entrepreneurship with the relevant examples of Jaipur Rugs and Amul Dairy. He discussed the difference of entrepreneurship and social entrepreneurship. He told about how social entrepreneurship is helpful in upliftment of our society as well.

On the occasion, **Mr Sarfaraz Hasan, CEO of Ledmac Ltd, UK** released the case study on Integral University. He said Integral University itself is an excellent example of social entrepreneurship. He informed about various planned activities in different verticals for students, under the banner of LSEDC. Activities will be done in verticals like Projects, Events & activities, Research, Funding opportunities and Fellowships. Enrolled students will be benefitted by Projects and Training, Guidance & Mentoring and various certification courses.

At the end of the programme, LSEDC felicitated the two doctors, Dr Suhail Ahmad and Dr. VK Srivastav for their excellent work in adopted village Darjipurwa. Both of them together served around 400 people during a free medical camp organised few days back.

Programme was concluded with a vote of thanks, delivered by Dr Syed Nadeem Akhtar. The deans, HOD's and a large number of students listened to Mr Jordan and expressed their happiness to see the centre being created in the campus for their empowerment.



INTEGRAL UNIVERSITY

www.integraluniversity.ac.in

Established under U. P. Act No. 09 of 2004 by State Legislation, Listed with UGC (UGC Act 1956 section 2F)

Kursi Road, Lucknow-226026 Uttar Pradesh (INDIA)

Phone: PBX 0522 2890812, 2890730, 3096117 (extension 2081) Fax No.: 0522-2890809

About Ledmac Ltd

Ledmac Ltd, UK is a **London based education services** company that specialises in **building/supporting incubators, entrepreneurship education and social entrepreneurship projects.**

It is setting up a startup Incubator in Bangalore and has recently launched its Social Entrepreneurship Development Centre in Lucknow and has adopted a village near Lucknow to increase the impact of its work. Ledmac also works closely Administrative Staff College of India, Hyderabad and is currently running an international workshop series with them.

Ledmac is also one of the international partners of one of the largest incubators in India with whom they signed the MOU in Dec 2015 in the presence of visiting British dignitary, Rt Hon Sajid Javid, Secretary of State for Business, Innovation and Skills, UK.

Hanzla Arif

(Media Coordinator)

Integral University, Lucknow

Mo. No.+ 91 - 9616502629