



**BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE**  
**C.S.I Karnataka Central Diocese**  
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### **Report on Guest Lecture “ Sociology of Social Entrepreneurship”**

The Department of Sociology organized a Guest Lecture on “ Sociology of Social Entrepreneurship” on 18<sup>th</sup> September 2025 in accordance with the syllabus for II & III BA Sociology student, Guest speaker – Ms. Nalini Murthy, Founder FarmFreshBangalore.com, Bangalore.

The Guest Speaker Ms. Nalini Murthy, Founder of FarmFreshBangalore.com, who shared her inspiring journey and entrepreneurial vision with students and faculty, focusing on sustainable agriculture, social entrepreneurship, and consumer health awareness.

Ms. Nalini Murthy addressed:

- The problem of residue-laden food and the gap in farmer–consumer linkages.
- Farm Fresh Bangalore’s innovative subscription model called Economic Healthy Packages, ensuring fair income for farmers and fresh food for consumers within 12 hours of harvest.
- The role of social entrepreneurship in solving challenges of marketing, livelihood, and food security.
- Success stories of farmers and consumers who benefitted from Farm Fresh’s ecosystem. The importance of youth participation in sustainable agriculture and entrepreneurship.

#### **Conclusion:-**

The Guest Lecture concluded with a vote of thanks, recognizing Ms. Nalini Murthy’s contribution to agricultural innovation and social responsibility. The session was both informative and inspiring, leaving students motivated to explore opportunities in sustainable business models and natural farming ecosystems.

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 #19, 3RD CROSS CSI COMPOUND, MISSION ROAD, BENGALURU-560027  
 KARNATAKA AFFILIATED TO BENGALURU CITY UNIVERSITY

**Department of Sociology**  
**organises a Guest Lecture**  
**On**  
**Sociology of Social**  
**Entrepreneurship**



**18th Sept 2025**  
**11:00 AM – 12:00 PM**  
**VENUE: G4**

**GUEST SPEAKER**  
**Mrs. Nalini Murthy**  
 Founder  
 FarmFreshBanglore.com  
 Bangalore

