



Ignacio Crespo

Ignacio Crespo led an activist campaign in Ecuador during his high school years against excessive alcohol consumption. Under his leadership, the initiative (Vivamos las Fiestas en Paz) expanded to involve more than 180 schools. Ignacio's campaign involved the establishment of open forums, training programs for high school teachers, and national media communications. His work was recognized in the Municipality of Quito legislature as an "unprecedented student effort." Ignacio also served as class president three of his four years in high school and in 2006 as president of the Ecuadorian chapter of Operation Smile. In his first year at Penn, Ignacio served as the Community Service Committee Marketing Director in the Wharton Latino Undergraduate Association, where he developed expertise in fundraising and developing civic service projects abroad. As a sophomore, he was involved with a fundraising project that raised more than a \$1,000 for a program that furthers the education of the sons and daughters of imprisoned women in Quito. Additionally, Ignacio volunteers with the University City Hospitality Coalition every week, working with West Philadelphia's homeless. Ignacio is an Economics major and French Studies minor in the College. His capstone project research on social business enterprise in India is an outgrowth of a summer internship with the Chintan Environmental Research and Action group in New Delhi.

CAPSTONE PROJECT

Community-Based Enterprises as an Alternative Model for Rural Sustainable Socioeconomic Development: The Case Study of Jasmine Growers of Coastal Karnataka

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The field of development is in a constant struggle to find models that can alleviate poverty in emerging economies. Despite the value that social entrepreneurship has in creating innovative business solutions to historical problems, the development frameworks that accompany this ideal often fall short because they fail to acknowledge the complex realities of indigenous rural communities. The community-based enterprise (CBE) framework offers a fresh perspective on the topic of fostering sustainable socioeconomic grassroots development by involving communities in their entirety as the principal actors in creating economic and social value for themselves. In testing this hypothesis, the case study of jasmine growers of coastal Karnataka is presented in an effort to provide quantitative and qualitative evidence that highlights the gains and value of the application of the CBE model. Following a survey methodology, it was found that jasmine growers have successfully run a transparent social venture for over eighty years that delivers discrete economic gains and creates rich social capital among community members. Even though the reproducibility of the CBE model presented is questionable due to its dependence on specific natural resources, this project contributes to future research on similar topics.