

A Study of Social Entrepreneurship in India



Neha Rani

New colony, Fatehpur Billoch Teh.- Ballabgarh

Distt.- Faridabad

E-mail: neha99nr.rani@gmail.com

Abstract

Social entrepreneurship is not a new concept, but in recent years it has become a buzz word for whole world. Usually the main objective of entrepreneurship is to earn the profit and fulfil their economic needs and this is called economic entrepreneurship, in this, entrepreneurs focus on their economic needs to ignoring the social benefits and societal wellbeing.

But when entrepreneur fulfil their economic needs and also consider the societal needs, it's called social entrepreneurship. There is a element of societal at large which must be associated with entrepreneurship, call it social entrepreneurship.

Here we can say that economic entrepreneurship makes efforts to fulfil their economic needs but a social entrepreneurship makes efforts for social needs.

The main motive of this research paper is to study the conceptual framework including characteristics. This paper also discusses about the challenges faced by social entrepreneur and provide some recommendations to improve social entrepreneurship in india.

Keywords- Social and Entrepreneurship Social and economic needs, Social Changes.

Introduction

To understand about the social entrepreneurship, first we have to understand the meaning of entrepreneurship. Entrepreneurship is a process in which an entrepreneur establishes an enterprise to make profits. Here the main motive of entrepreneurship is to earn the profits. But when we connect this entrepreneurship to social needs, then it became social entrepreneur. Social entrepreneurship is a sort of initiative in which both social work and economic needs are included.

In social entrepreneurship, an entrepreneur makes profit along with social changes and social benefits. Social entrepreneurship is bringing an offering of products or service which have value for society at large, then the line between social entrepreneurship and entrepreneurship diminishes.

Social entrepreneurship is another type of entrepreneurship and it has certain characteristics like selling, earning profits etc, but distinction is that it does not totally depends upon the personal gain rather than it focus on social changes and

societal benefits. Indian government also encourages this type of initiative time to time and motivate and facilitate the social entrepreneurs. The main objective of social entrepreneurship is social change rather than personal gain.

Social Entrepreneurship

Wikipedia defines social entrepreneurship as "social entrepreneurship is the work of social entrepreneurs. Social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to make social change. Whereas a business entrepreneur assesses success in terms of the impact she/he has on society."

Social Entrepreneur

"Social entrepreneurs are individuals with innovative solution to society's most pressing social problems. They are both visionaries and ultimate realists, concerned with the practical implement of their vision."- Ashoka (2012).

Social entrepreneur is a person who interested to starting a business not just for personal gain but for

a social welfare and social changes. These entrepreneurs operate their business may be for profit or non-profit under the umbrella of social entrepreneurship. They recognize social issues and problems and proposes user-friendly and innovative solution to societal issues through their ideas and initiatives. Like poverty reduction, women safety and empowerment, education for poor children, financial services etc are the most common problems/issues that entrepreneurs address.

Literature Review

Shobna, in their title “Current Scenario of Social Entrepreneurship in India” conclude that “social entrepreneurship is the work of social entrepreneur. A social entrepreneur is someone who recognize a social problem and uses entrepreneurial principles to organize create and manage a venture to make social changes. The indian scene is full of possibilities and challenges.” Suhashini, P.Narmatha and s. Pavithra in their title “a study of social entrepreneurship in india” define that social entrepreneurship is the best combination of social service and entrepreneurial skills to look for social problems. Social entrepreneurship has the capacity to Socially Innovate. These innovations are the exact and creative answer to social issue/problems which are prevailing in India.

Komalpreet Singh, Manu Sharma in their title “Social Entrepreneurship in India: opportunities and challenges” defines there are many challenges faced by the social entrepreneurs like conveying the business idea, working remotely, getting fund, government approval, competition from others, acquiring technologies, promoting awareness and getting skilled workers.

Mohd. Rizwan Ahmad in their title “Social Entrepreneurship and challenges in India: review” define that social entrepreneurship is the unique blend entrepreneurial and philanthropic qualities. In social entrepreneurship products and services are designed to make maximum social impact along with making considerable profits for the firms.

Characteristics of Social Entrepreneurship

- Social entrepreneurship is mainly focused on resolving the social problems not only on the personal gain. Economic entrepreneurship is always focus on profit earnings but social entrepreneurship focus on social changes.
- The main aim of social entrepreneurship is creating value to the society. It focuses on creating the social capital without measuring the performance in terms of profit.
- In social entrepreneurship, profit motives are secondary rather than primary.
- Social entrepreneurship provide social innovation, social innovation means the innovative ideas to prevailing the social problems and issues.
- Social entrepreneurship has more risk because its main objective is to make social changes not personal gain.
- Social entrepreneur are the change agent in social entrepreneurship for society. They change the society through their innovative ideas, concept and knowledges. They understand the social problems and give a accurate solution.
- In social entrepreneurship, entrepreneur must have creative and innovative solution for social problems.
- Social entrepreneurship provides directions to entrepreneur and it also led them to achieving their common goal.
- Social entrepreneurship has a great vision, it can see social problems and make some creative solutions like nobody can imagine about that.

Roles of Entrepreneurship in India

- Social entrepreneurship mainly focus on weaker section of the society and work on their problems. Social entrepreneurship is must for upliftment of these societies.

- Social entrepreneurs mitigate the inequalities by using some positive methods. This can be done by proper researches for this weaker section.
- Social entrepreneurs also provide employment. It's a biggest task for social entrepreneur to providing employment at minimum skills and qualification.
- Social entrepreneurship focusses only on the social problems, such as illiteracy, women safety and empowerment, girl child, agriculture, pollution, potable water etc. social entrepreneurship help to resolve these social problems by applying their principles and capitalizing the local resources.
- Social entrepreneurs reach at the remote area/corner of the country where the basic facilities are not deprived. This is the responsibilities of entrepreneur to reach them and provide these basic facilities.
- By using their creative ideas and social innovation, social entrepreneur can resolve the social problem at minimum resources.

Challenges faced by Entrepreneur

Lack of fund: To arrange the sufficient fund is biggest challenge for social enterprise. Most of the social entrepreneurs are individual, therefore, it's difficult to accumulate enough funds at beginning. over some time, many ventures flourish but a majority of ventures struggles to maintain its existence due to lack of capital or income.

Dual motive: Social entrepreneurs create social value by addressing various social problems. Its primary motive is to resolve the social problems but along with its secondary motive is to earn profit. The duality of motive has remained a big problem for social enterprises.

Implementation difficulties: In beginning, good ideas for social benefit sound promising but during implementation these ideas get watered. There can be some reason for failure of implementation like insufficient finance, lack of human resources, natural disaster, stock market fluctuation, political

upheaval etc. the idea should be capable to evolve and adopt the changing circumstances.

Government and law: If the laws and government should be favourable for social entrepreneurship. Such as permits, licence and other support should be provided by govt.

More risk: Social entrepreneurs work for society rather than personal gain. They go against their limits and take risk. Sometime, they shunned by their family. They earn only to sustain their business.

Lack of dedicated workforce: In social entrepreneurship, people often choose this form of business only to enjoy the good salary and personal benefits. They can earn personal benefits in guise of social work and fulfill their needs.

Creative thinking: It is necessary to think in order to remain in the social sphere. So that along with solving the social problems, money/profit also be earned to run the business. And this is possible only when the entrepreneur think creative.

Dynamic nature: The social needs and problems keep changing with the time. macro environment like political factors, demographic factors, legal factors, natural factors etc also keep changing and just like that people's psychology, needs, problems also keep changing time to time.

Measures to face Challenges

Providing infrastructure and basic facilities: A social entrepreneur should be provided the basic facilities by the government so that he does not have to be out of the competition due to lack of basic facilities and don't have to face obstacles during his entrepreneurship.

Proper training and development institutions: Many trainings institution have been created for the economic entrepreneur so that entrepreneur grow their business and achieve their objectives. In the same way for the development of social entrepreneur, government should open the training and development institutions.

Include social entrepreneurship in course syllabus: Social entrepreneurship should be taught to the students so that there is awareness about

social entrepreneurship in children too and further they should not have any problem in becoming a social entrepreneur, along with this our society should also be aware of social entrepreneurship.

Funding to social entrepreneurship: The government should also provide financial assistance to social entrepreneurs from time to time, so that they can move forward and run their business smoothly.

Government project given to social entrepreneur: To promote social entrepreneurship the government should give the projects, related to goods and services, to social entrepreneurs only so that they can stay in the market for a long time and face the competition.

Awards and public felicitation: Social entrepreneurs should be honoured and government should give him awards for their good social works. So that they stay tuned and also people should respect them for their work.

Some Successful Social Entrepreneurs

Hanumappa Sudarshan: Finance minister, arun jaitly awarded Hanumappa Sudarshan as a social entrepreneur in 2014. Karuna trust that is associated with healthcare services, is founded by hanumappa. This award is under the reputable schwab of social entrepreneur.

Anshu Gupta: Gupta was born in a very simple family in Uttar Pradesh. When he realized the need of clothes for poor people, then he founded a social enterprise, named Goonj. Here the used clothes of urban population are collected, repair them and distributed among the poor and needy peoples.

Santosh Parulekar: Santosh create career opportunities for unemployed youths in the rural areas of India. He founded the “pipal tree” company whose main motive is to give formal training to youth and give them good and reputable jobs in Indian companies. Pipal tree has been in operation since 2007 and has trained over 1500 workers and would like to open training centres in future. These qualification make him a perfect example of social entrepreneur in India.

Harish handed: Harish hande is an renewable energy social entrepreneur . SELCO is co-founded by him in 1994-95 after realizing the benefit of solar energy. SELCO has installed 120000 system in Karnataka and it has been dedicatedly working on sending solar energy across rural parts of India. In 2011, Harish was awarded by the prestigious “Ramon Magsaysay award”.

Urvashi Sahni: Urvashi sahni is the founder of study hall education foundation (SHEF). She has been felicitated with the prestigious social entrepreneur of the year award 2017. Sahni gave their major contribution in the field of education for the specially enabled girl child. SHEF has trained over 5000 trainers and changed the lives of countless girls across the country.

Conclusion

In India, social entrepreneurship can change the face of society. Social entrepreneurship is a social activity, which is done by social entrepreneur, and social entrepreneur is someone who recognize the social problem and solve them to use their innovative and creative ideas. Social entrepreneurs use their principles and make social changes. There is better scope and prospectus in social entrepreneurship. India is full of possibilities and challenges and social entrepreneurs have to face these challenges to make social changes. At the end, we can say that social entrepreneurship is a best combination of social work and entrepreneurial skills and an entrepreneur uses these skills to make social changes. Moreover, social entrepreneur has the creative ideas and skills to mitigate these social problems.

References

1. E. Manikandan, Ms. D. Mohanampal, “a study of social entrepreneurship in India – opportunities and challenges”, journal of emerging technologies and innovative research (JETIR), February 2019, volume 6, issue 2, ISSN:2349-5162
2. S. Shobana, “current scenario of social entrepreneurship in India”, journal of

International Journal of Professional Development

Vol.12,No.1, Jan-June2023

ISSN: 2277-517X (Print), 2279-0659 (Online)

management, volume 6, issue 6, December 2019

3. S. Suhashini, p. Narmatha, s. Pavithra, “a study of social entrepreneurship in India”, international journal of creative research thought (IJCRT), volume 9, issue 10 October 2021, ISSN: 2320-2882
4. <https://mashummollah.com>, “most famous social entrepreneurs in India” accessed as on 13/5/2023
5. <https://www.yourarticlelibrary.com> accessed as on 13/5/2023
6. <http://en.m.wikipedia.org> accessed as on 13/5/2023

www.ijpd.co.in