

Social Entrepreneurship in India

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Abstract

Social entrepreneurship is the use of the techniques by startup companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. The paper also explains the concepts like social needs, social innovations and challenges for social entrepreneurship in India

Keywords: Social entrepreneurs, Social entrepreneurship, Challenges.

Introduction:

Social entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor. A term that captures a unique approach to economic and social problems, an approach that cuts across sectors and disciplines grounded in certain values and processes that are common to each social entrepreneur, independent of whether his/ her area of focus has been education, health, welfare reform, human rights, workers' rights, environment, economic development, agriculture, etc., or whether the organizations they set up are non-profit or for-profit entities.

The field of Social entrepreneurship is growing fast, which addresses and recognizes a social problem. It adopts the principles of the enterprises to plan and execute a social venture so

that desired social change is acquired. Different sectors such as government, financial institutions, social enterprises and individual social entrepreneurs are coming forward for an integrated and coordinated approach for the development of social entrepreneurship. Social entrepreneurs are essential and important factors of quick social transaction. Social enterprises act as a vital catalyst for bringing social change and innovation and to raise the current status of people towards progress.

Objectives:

- To study the concept and meaning of social entrepreneurship.
- To study the opportunities for a social entrepreneur in India.
- To study the challenges for social entrepreneurship in India.
- To study the Difference between Business Entrepreneurship and Social Entrepreneurship.

Research methodology:

This paper is generally based on secondary data. The secondary data has been collected with the help of research papers, journals, magazines, and articles from newspapers and various websites.

Concept Social Entrepreneurship:

Social entrepreneurship is the work of a social entrepreneur. A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. They relentlessly pursue opportunities to serve this mission, while continuously adapting and learning.

Social entrepreneurs are those entrepreneurs who basically undertake social entrepreneurship. They have all the traits of economic entrepreneur, except the motivational force they have which is derived from social inequalities and social insufficiencies. Social entrepreneurs are the people who undertake any social problem or short coming and convert that into a solution cum product. They aim for non-personal profits rather than a profit, the primary objectives of their existence is to serve the society rather than earning profits. They also innovate; their innovation is referred as "Social Innovation". The entrepreneurial initiatives play a key role in developing a country's economic and social wellbeing.

Social Entrepreneurs in India:

The following Examples of social entrepreneurs in India, who are working in different domain of social entrepreneurship:

1. **Jeroo Billmoria:** Jeroo Billmoria is an accomplished social entrepreneur and the founder of several international NGOs. Her pursuits have earned her accolades with Ashoka Innovations for the Public, the Skill Foundation and the Schwab Foundation for Social Entrepreneurship.
2. **Ajaita Shah:** Business Week ranks her as the most influential leader under 30, working for tenure of 5 years in SKS Microfinance and Ujjivan Financial Services. Frontier Markets organisation is her brain child. Being a 2012 Echoing Green Fellow is to be of aid to 30 million rural households in the next 3 years.
3. **Harish Hande:** Founder of SELCO, he has a reputation of installing 120,000 systems in Karnataka, his aim being making renewable resources the predominant source of energy in rural India. Stressing as an observer of minute details, he later grew into an innovator and a social entrepreneur.
4. **Sushmita Ghosh:** She deals mainly with craft and restore from rural India, contributing to the present success of Rangasutra (a for-profit venture) and retailing from Fab India. She collects, what she calls 'priceless' products from these talented and dedicated villagers and helps them earn their living they deserve.
5. **Trilochan Shastri:** Often a simple act of bravery can move mountains. That is the story of this social entrepreneur. He filed a PIL which later turned into a judgment coaxing politicians to confess to their misdeeds. His efforts led to the form of ADR (Associations for Democratic Reform) responsible for scrutinizing the elections every 5 years. Politicians now are more answerable and it is also spreading awareness among the public as to what the Fundamental Rights by the Constitution of India really entail.
6. **Hanumappa Sudarshan:** Winner of the Indian Social Entrepreneur of the year 2014, awarded by Finance Minister Arun Jaitley. He is the founder of the Karuna Trust, associated with healthcare services. The award is under the reputed Schwab Foundation for Social Entrepreneur.

Difference between Business Entrepreneurship and Social Entrepreneurship:

- The primary difference between the business and the social entrepreneurs is the purpose for setting up the venture. While the business entrepreneurs' efforts focus on building a business and earning profits, the social entrepreneurs' purpose is to create social change.
- Business entrepreneurs focus more on the profit and wealth side. The social entrepreneur's main focus is the social and environmental well-being.
- A business entrepreneur may create changes in the society, but that is not the primary purpose of starting the venture. Similarly, a social entrepreneur may generate profits, but for him/her that is not the primary reason for starting the venture.
- Their main goal is to satisfy customer needs, provide growth for shareholders, expand the influence of their business, and to expose their business to as many people as they can. The main goal for the social entrepreneur is not wealth or money.
- The main priority for this type of entrepreneur is to gain profit. They need to gain profit so they can ultimately keep providing services or goods to their customers, provide for themselves and their families, and provide for their business expansion.
- Social entrepreneurs try to make the world a better place to live in. They focus more on the greater good. Sometimes, they will invest a lot of their time and energy in changing society with little in return. Social entrepreneurs focus on many different topics, such as the economy, social disorganization, and inequality.

Characteristics of Social Entrepreneurship:

1. Social entrepreneurship has risk taking capacity like any other branch of entrepreneurship, it takes risks and uncertainties in setting up a social entrepreneurs.
2. Social entrepreneurship has vision and foresights as well, it sees the problems and finds the solution like nobody can imagine about.
3. Social entrepreneurship provides leadership and direction to people who are working in social enterprise for achieving a common goal.
4. The biggest and probably the unique feature of entrepreneurship is creativity, which also exists in social entrepreneurship as well. Social entrepreneurship looks for creative solutions for social problems.
5. Social entrepreneurship keeps on providing social innovations; social innovations are the unique solution for prevailing social inequality or social problem. One of the most important

traits of social entrepreneurship is social innovation, which is available in social entrepreneurship only.

6. Social entrepreneurship must not be confused with social work at all, as it has profit motives too. But the profit comes secondary rather than primary like economic entrepreneurship.

Challenges for Social Entrepreneurs:

1. **The problem of creativity:** The next problem which is faced by social entrepreneurship is lack of creativity regarding thinking great ideas for betterment of society and earning profits as well. This fusion is very hard to think and implemented particularly in India.
2. **Lack of Planning and appropriate structure:** This is the challenge which is haunting the entrepreneurship for many decades and still does to some extent. Lack of planning is very crucial and it is normally the cause of failure of social enterprises. The proper and adequacy of infrastructure including the training, finance, consultation, and research are not in place for social entrepreneurship in India.
3. **Deficiency of financial assistant:** From a financial perspective, approaching the fresh market social entrepreneurs require funding for designing, implementing and refining innovative ways of bringing previously excluded groups into the marketplace. The best and brightest talent demand for a handsome salary and stock options as a reward of their hard work. So, it becomes very difficult for non-profit organizations to pay a large amount from their own funds or by raising funds from local money lenders at a high rate of interest.
4. **Changing environment:** After introduction of LPG in 1991, the flood gates of technology have been opened to all, simultaneously, the government policies are changing with changing global perspective. Now, the organizations need to be better equipped to respond to the challenges of the 21st century. They should embrace technological, political risk as a key opportunity for global renewal, and make it a priority to spot and legitimize those who have the capacity to imagine and the ability to implement what they imagine through disciplined innovation.
5. **Lack of an ethical framework-** Since social entrepreneurs are very concerned about the societal changes and upliftment of people, sometimes they adopt a less ethical way of

conducting their business. This challenge is very rarely visible yet exists in some extreme cases in India. Since society to society the ethical parameter shifts.

6. **Lack of Skilled Manpower:** Social enterprises feel necessity for competent workforce volunteers, laborers and community participants to make parallel the long term growth motives. But social enterprises needs training and development programme as they are typically employ from the underprivileged sector of the society. The organizations have to attempt to fulfill the aspirations of all these divergent groups and still come out with the best results.

Conclusion:

Social entrepreneurship has emerged to a greater extent and is well appreciated. The bottom of the pyramid is getting benefitted due to social entrepreneurship. The social entrepreneur needs to be innovative, socially aware and ready to take risk. 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. Though these challenges exist there are many successful examples of social entrepreneurial ventures like Lijjat Pappad, Amul & Gramin Bank. There is lot of scope for social entrepreneurs in India.

As discussed earlier, India is permitting an increase in social entrepreneurship and attempts by social entrepreneurs to find economical solutions to various sections of society. The changes in technological and political environment hike the competition so; social entrepreneurs have to become more dynamic and creative. Indian social entrepreneurs have come up with innovative ideas which have impacted the lives of thousands of people in terms of their sustainability and scalability. They may be profit making in order to support the social mission they lead but it is only a mean and not an end in itself.

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