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## A Comprehensive Study of Social Entrepreneurship in India

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### ABSTRACT:

Social entrepreneurship has become the buzz word in India and around the world. People have found this concept of philanthropy a bit intriguing in nature. It has the best mixture of social service and entrepreneurship; this combination makes it most attractive and so unique in nature. Usually entrepreneurship is related to economic activities and being ruthlessly profit making and ignoring social benefits or societal wellbeing. In the present era of heavy industrialization and economic growth, societal gains have taken back seat or even out of the sight all around the world, including India, with the concept of social entrepreneurship rising in India and around the world has helped in serving the society in more meaningful manner than ever before along with living the spirit of entrepreneurship with its fullest. Social entrepreneurship is not a newer concept but the positioning of the concept has risen to new heights in recent times. As government of India has made CSR a more realistic responsibility than a mere formality, corporates are now looking for their grater roles in helping the society in a way that is both economically and socially beneficial. As the definition of social entrepreneurship itself clarifies that its fine combination of entrepreneurship and societal gains. In recent times, the concept has taken new identities and shapes, and has been accepted among wider areas. Some of the prominent organizations in India has accepted this form of doing business and shaped the society in a very positive manner. This is the objective of social entrepreneurship that entrepreneurs are now more responsible for society and its well-being than earning profits only. This concept also addresses social need and social innovations in its totality, in the opinion of experts; social entrepreneurship is nothing but identification of social need and addressing that need with a unique social innovation. This is where the social and economic entrepreneurship differentiate with each other, economic entrepreneurship focuses on economic need, on the other hands, social entrepreneurship focuses on social needs. This paper is a detailed study on variety of topics related to social entrepreneurship, including the conceptual framework and process of social entrepreneurship. This research paper also includes the various challenges faced by social entrepreneurs and puts forwards its recommendations to improve the overall situation of social entrepreneurship/entrepreneurs in India. Research paper further discusses similarity and contrast between social and economic entrepreneurship along with explaining the traits for a social entrepreneur. The paper also explains the concepts like social needs and social innovations from entrepreneurship's point of view. Social entrepreneurship has increased its scope and importance in recent years, this paper also includes both areas as well. At last, how social entrepreneurship can change or impact on the social setup and social fiber in India and other developed nations specifically at the bottom of the pyramid level is also underlined in this research paper.

### KEYWORDS:

Social entrepreneurship, Social Innovation, social entrepreneurs, economic entrepreneurs.

### I. INTRODUCTION:

Entrepreneurship is the core force of economic growth; the economic development which one experiences is just due the prevailing force of entrepreneurship. The commonality between all the developed nations all around the world is the presence of entrepreneurship. Economic development is totally based upon the growth of entrepreneurship and more the entrepreneurship is grown, infrastructure as well as all the indicators of development has also grown. In very short span of time, government of various states all around the world, have understood and underlined the importance of entrepreneurship. Thus governments have started working on the basic ground work/infrastructure required for the systematic development of entrepreneurship in their respective countries. India also understood the importance of entrepreneurship and worked a lot in the overall development of entrepreneurship. The very basic element of overall development including social, can be contributed to entrepreneurship's detailed development. For the sake of understanding, entrepreneurship was first used for business/economic context in 18th century by a French economist

Richard Contillon, who associated entrepreneurship with business risks and uncertainty bearing. The entrepreneurship has many other types as well; it is divided on different traits and criteria, one of the criteria being Social. This type of entrepreneurship is very unique in nature and has different blends of components. The prime objective of social entrepreneurship stands different than the usual objectives of entrepreneurship; here social benefits are clubbed with economic benefits. Most of the times, social entrepreneurship is used in synonymous with social service/work. The similarities are there, but the biggest difference is existence of profits. In social work, NGOs or social workers only focus on work which is being done for the poor or deprived section; it is not for profits, but for service. On the contrary, social entrepreneurship includes profits in social service together and puts non personal benefits in focus. The Indian Diasporas actually needed something like this where the society gets maximum of benefits from entrepreneurial traits. Social entrepreneurship is a very beneficial phenomenon as it addresses the bottom of the pyramid of market by offering products and services, which are both innovative and cheap. Making the goods available to deprived section of the market and earning profits from them. The consumers of social enterprises are very low income people, who have minimum income but maximum demands, social entrepreneurs' device such a product or services which can address both the criteria of this market segment which is generally referred to as bottom of the pyramid market. In a nutshell, social entrepreneurship fills the gap which is left unattended by economic entrepreneurship. It makes its profits as against to social work/services by selling a unique and innovative product/services to neglected section of customers, helping them grow and develop the standards of living, while social entrepreneurs make money out of it. One can put it like this as well; social entrepreneurship is just another type of entrepreneurship with certain characteristics, including making profits, selling, and innovation. But difference is, it is not totally depended or stresses upon the profit making, rather it focuses on social changes and social gains over personal gains. Societies who are experiencing social inequalities can benefit a lot from socialist form of entrepreneurship. The entire mechanism of social entrepreneurship remains same as economic entrepreneurship, except few distinctions, which set apart this from conventional or economic entrepreneurship. India has been in need of social entrepreneurship for a very long time and could be benefited more. Some social enterprises which are established in India are changing the very face of society by balancing the social imbalance. Government of India also encourages such initiatives by motivating them and awarding them time to time along with some private institutions doing the same. There are some examples of social entrepreneurship which clears that touches the very basic of the society. The most prominent example include micro financing, educational institutions, medical institutions etc. The prime objective of social entrepreneurship is to bring changes in the society rather than earning money for themselves. But they are still financially clubbing their activities.

## II. LITERATURE REVIEW:

### 2.1. T. SWETHA AND DR.K. VENUGOPAL RAO (2013):

Entrepreneurship introduces a critical element of dynamism into an economic system. The process of globalization and liberalization has introduced a series of changes such as the introduction of dynamism into the system through the process of globalization. The purpose of the article is to clarify the history of entrepreneurship, its stages of development, also discussed eminent entrepreneurs from the history of India to the present day. The data was collected from a secondary source. Furthermore, this document describes the role of female entrepreneurship in India. Since they have spent time at the memorial, women are contributing a lot to the development of any nation in the world. It goes without saying that Indian female entrepreneurs have contributed significantly to India's industrial development. Apart from giving good citizens to the nation, women have also given good organizations to the nation.

### 2.2. R. JAYANTHI (2019):

Entrepreneurship plays an important role in the economic development of any country. Entrepreneurship serves as a pillar for a nation's economic prosperity, as it leads to job creation, contribution to national income, rural development and industrialization, technological development, export promotion, etc. In India, the government has taken various initiatives for the development of entrepreneurship in the country from time to time. Entrepreneurship has attracted the attention of policy makers in India. A number of high-level initiatives have been launched, including Start-ups India, to promote private sector development. However, the role of entrepreneurship in development remains a mystery to many political observers. The main objective of this article is to study entrepreneurship in India and its promotion in the framework of the "STARTUP INDIA" SCHEME. This study was conducted on the basis of secondary data collected from multiple evidence sources, in addition to books, magazines, websites and newspapers.

### 2.3. INDIRA KUMARI (2014):

The concept of business development involves equipping a person with the information and knowledge necessary for starting a business and honing their entrepreneurial skills. Today, business development programs are treated as an important industrialization tool and a solution to the unemployment problem in India. This article attempted to study the business development (ED) process in India and the role of the business development program in a nation's economic growth. The data used for the study comes mainly from secondary sources. The entrepreneur with his vision and ability to take risks can transform the economic scenario of the country. They play a vital role in initiating and supporting a nation's economic development process. The overall goal of a business development program is to stimulate an individual to embrace entrepreneurship as a career and enable them to successfully identify and seize opportunities for start-ups.

## 2.4. ADITYA LAL (2016):

Business development is not a recent concept that has suddenly caught the attention of our nation's government. It has been present since Vedic times and has continued to influence the culture and economy of our country over the centuries. Today it is considered an important tool for development, industrialization and a solution to the eternal problem of unemployment. This article attempted to study the evolution of entrepreneurship in India and the current scenario of entrepreneurship in the development of a nation. The data used in the study comes mainly from secondary sources

## III. OBJECTIVE:

The present study is based on specific objectives, which it justifies also. The objectives have been selected to keep the importance and rationality of the research title in mind. Following are the objectives which this research study intends to achieve-

- To study social entrepreneurship with its basic framework.
- To underline the roles and responsibilities of social entrepreneurs in India society.
- To study the overall contribution of social entrepreneurship and social enterprises in India.
- To list out the challenges faced by social entrepreneurship in India.
- To give suggestions to face prevailing challenges for social entrepreneurship in India.

The study shall be covering all the objectives with proper explanation, it is very important to note that, though this research paper has said objectives, but it aptly covers the overall sense of social entrepreneurship in India.

## IV. HYPOTHESIS:

The present study is based on the following hypothesis:

**H1** Social Entrepreneurship contributes in the upliftment of society in India.

**H0** Social Entrepreneurship does not contribute in the upliftment of society in India.

**H1** Social Entrepreneurship faces challenges in India.

**H0** Social Entrepreneurship does not face any challenges in India.

## V. RESEARCH METHODOLOGY:

### 5.1. PRIMARY DATA

Primary data was not collected for the research paper.

### 5.2. SECONDARY DATA

The research methodology which is applied during the research study is descriptive in nature. The data collection of data is done on secondary basis and the research is strictly done to meet the objectives set previously for the present research. The data and information which is furnished in the study is taken from the various secondary sources. Various reports and studies, books on social entrepreneurship have been refereed in the present research. The objective of the research is to find the very basic idea regarding social entrepreneurship; the data collection and research methodology have been selected to keep the primary objectives in mind. The sources from where the data has been collected for the present study is listed below-

- Reports of various industrial agencies like CII, ASSOCHAM, FICCI, etc. has been duly referred for the study.
- Published reports from government bodies like ministry of commerce and industries
- Research papers on related topics have been taken for the inputs
- Web resources related to the topic have been used for the information
- Websites and published material of social enterprises working all over India and globally.
- All the other published material on social entrepreneurship or entrepreneurship has been referred during the research.

### 5.2.1. MEANING AND DEFINITION OF SOCIAL ENTREPRENEURSHIP:

Social entrepreneurship is one of the important tributary of entrepreneurship, it is more than just philanthropy and has deeper and immense impact on social changes/upliftment in developing nations. Government has started encouraging social entrepreneurship to great extent so that the social inequalities can be handled and an ideal society can be achieved as well. Social entrepreneurship is meant by special sort of initiatives, which is both social work and economic in nature. Wikipedia defines social entrepreneurship as "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. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact she/he has on society." This definition of social entrepreneurship is clearly puts forward the basic components of social entrepreneurship; they are-

- It is undertaken by special group of people refereed as social entrepreneurs.
- It is situation where social problem is identified and solved using entrepreneurial principles.
- The main purpose stands at bringing social changes, rather than making individual profits.



- Social entrepreneurship is successful in terms of not the big profits, but the unquantifiable social impacts.
- The venture established by social entrepreneurs is called as social enterprise and prime focus is on social innovations for prevailing social problems.

“Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value for society. Social entrepreneurs are innovative, motivated for resolving social issues, resourceful, and results oriented. They prepare a mind-set after best thinking in both the business and non-profit worlds to develop strategies that maximize their social impact by addressing social inequalities and social problems. These entrepreneurs exist in all kinds of organizations: large and small; new and old; religious and secular; non-profit, for-profit, and hybrid. Such organizations comprise the ‘social sector’”

### 5.2.2. WHO IS A SOCIAL ENTREPRENEUR?

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”

‘Social entrepreneurs are not content to just give a fish or teach how to fish. They will not rest until they have revolutionised the fishing industry.’

#### Bill Drayton, CEO, Chair and founder of Ashoka.

In simple terms “Social entrepreneurs Identify and relentlessly pursue opportunities to create sustainable solutions to social problems continuously innovate, adapt, and learn act boldly, not constrained by resources currently in hand, and hold them accountable for-

- Achieving their predetermined social impact; along with
- Using resources at their optimum levels, the important thing to note down is that all characteristics' are similar to economic Entrepreneur.

### 5.2.3. CONTRIBUTION OF SOCIAL ENTREPRENEURSHIP / ENTREPRENEURS IN INDIA:

The social entrepreneurship is most applicable in nations which have developmental issues. India being a developing nation has its own social challenges and social developmental issues. Social entrepreneurship can resolve all the social inequalities which are prevailing in India. In recent times, some start-ups/new ventures has developed keeping social interests in mind and providing sustainable solution to social issues and earning their profits as well. Since the nature of profit is all, this makes the difference in economic and social entrepreneurship. Social entrepreneurship in India has wider scope than economic entrepreneurship. The need of social entrepreneurship in Indian context is a very vital as well, as most of the products and services are focused at the higher end customers and the people who have limited means are deprived from their needs due to lack of resources. Social entrepreneurship takes cares of this deprived section of market and provide goods/services to them at their terms and conditions. Such society needs fulfilling becomes very challenging as well, due to no or less profits to begin with. There are many examples where people have opted for social entrepreneurship than economic entrepreneurship, government and other factors have played a lot in doing so. Where ever the societal gaps are wide and societal inequalities are persisting, social entrepreneurship becomes very relevant like in India. Following are arguments which cement the needs for social entrepreneurship in India and places like India all over the world. Following are the contribution made by social entrepreneurship in India-

- Social entrepreneurship focuses on deprived/weak section of society, India has over 27 crore people living under such conditions. So social entrepreneurship becomes relevant and it is needed the most for uplifting this section of people.
- Social entrepreneurship sees social benefits as primary and profits as secondary. This helps in getting great products/services on quite affordable prices.
- Social entrepreneurship address the social problems, such problems may include illiteracy, girl child abuse, financing, health, potable water etc. Social entrepreneurship helps in meeting these social problems by capitalizing the local resources and applying entrepreneurial principles. In that case we need social entrepreneurship, so that we can minimize the impacts the social problems.
- Social entrepreneurship also innovates like any other branch of entrepreneurship, but this innovation is slightly different. This innovation is termed as social innovation, as they are focused upon the social problems. The social innovation is nothing but finding out the most innovative and unique solution of social problems.
- One of the most important needs of social entrepreneurship is towards bottom of the pyramid. This bottom of the pyramid referred to the people who have minimalistic income, but high acceptance for social innovations. There are many social enterprises who have prepared their products and services for bottom of the pyramid as well. Social entrepreneurship is the only way to fulfil the needs and demands for bottom of the pyramid, this argument is the strongest for the existence of social entrepreneurship in India.

- Social entrepreneurship like any other economic activity provides employment the people having basic skills. This also makes social entrepreneurship needed in Indian context as India has the maximum number of people unemployed and this problem can be solved by social entrepreneurship effectively.

#### 5.2.4. SOCIAL ENTREPRENEURSHIP IN INDIA:

- In Maharashtra, Zero Miles is building multi-utility drinking water centres to bring people together for community development.
- Aadhan builds classrooms — and a host of other spaces — from discarded shipping containers.
- Traditional Indian crafts and artistry can benefit greatly through access to online and urban markets via social enterprises. Ziveli is such a social enterprise, bringing the kauna craft-work of Manipur to the world.
- Divya Rawat is using mushroom cultivation as a way of curbing migration and providing livelihoods to people in Uttarakhand. This is also helping repopulate many 'ghost villages' in the state.
- In a country where women often have to walk miles to find and collect drinking water for their families, the Water Maker project to produce water from thin air is no less than magical. It is, in the words of one grateful recipient, "khuda ka paani."

These are the few examples of social entrepreneurship in India, which are into different domain of working. The majority of this social entrepreneurship is focused on rural and semi urban areas. As the need for social entrepreneurship is growing, the social enterprises are growing as well. The social entrepreneurship has a wide area of coverage from cottage industry to village produced goods, farm produced to handicrafts etc. Social entrepreneurship is also spreading over education and health sector as well to provide cheap education and health care to people. It is also a way to uplift the way and conditions of living of people.

#### 5.2.5. SOCIAL ENTREPRENEURS IN INDIA:

As per the Asian entrepreneurs "Social entrepreneurs are those adventurous, dare devils who drive deep into the pressing problems of society and try to find solutions to them, not by leaving the responsibilities in the reins of the government or business, but by trying to change systems as a whole and persuading societies to take new initiatives". The definition itself clears out the basic concept and fundamentals of social entrepreneurs; it also clears the characteristics and traits of social entrepreneurs as well. Situations which are prevailing in India, sets a good tune for social entrepreneurs in regions like India. There are few distinction between an economic and social entrepreneurs, the primary being their domain of working and the client base they are catering to. Although basic characteristics and core functions remain the same. Following are the some examples of social entrepreneurs in India, who are working in different domain of social entrepreneurship -

- **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.
- **Ajaita Shah**-Business Week ranks her as the most influential leader under 30, working for a 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.
- **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 letter grew into an innovator and a social entrepreneur.
- **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 FabIndia. She collects, what she calls 'priceless' products from these talented and dedicated villagers and helps them earn their living they deserve.
- **Trilochan Shastry**-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 judgement coaxing politicians to confess to their misdeeds. His efforts led to the form of ADR (Associations for Democratic Reform) responsible for scrutinising 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.
- **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.
- **Sanjit "Bunker" Roy**- One of the most celebrated and well known social entrepreneur of India. He is an Indian social activist and educator who founded the Barefoot College. He was selected as one of Time 100's 100 most influential personalities in 2010 for his work in educating illiterate and semi-literate rural Indians. Bunker is a founder of what is now called Barefoot College. After conducting a survey of water supplies in 100 drought prone areas, Roy

established the Social Work and Research Centre in 1972. Its mission soon changed from a focus on water and irrigation to empowerment and sustainability. The programs focused on setting water pumps near villages and training the local population to maintain them without dependence on outside mechanics, providing training as paramedics for local medical treatment, and on solar power to decrease dependence and time spent on kerosene lighting. He was recognised in 2010 in Time for the programs of the college which have trained more than 3 million people in skills including solar engineers, teachers, midwives, weavers, architects and doctors.

These social entrepreneurs are changing the very face of social upliftment in India by the exceptional work they are doing in the various spheres. These social entrepreneurs are making significant differences in the quality of lives of people in rural and semi urban areas, mainly by transfusing innovation and exploitation of business opportunities available locally.

### 5.2.6. BASIC TRAITS/CHARACTERISTICS OF SOCIAL ENTREPRENEURSHIP:

The social entrepreneurship has basic traits of looking for ways to dealing with social issues/problems in more innovative and entrepreneurial manner. Social entrepreneurship begins with identification of social problem/shortcoming then it moves to systematically analysing the identified problem, considering all the possible aspects. Then social problem is solved by using innovative approach by social entrepreneurs through their social enterprises. The basic traits of social entrepreneurship is in seeing the social problem and solving it by local expertise. Following are the traits of social entrepreneurship, which are commonly existing in social entrepreneurship-

- Social entrepreneurship has risk taking capacity like any other branch of entrepreneurship, it takes risks and uncertainties in setting up a social entrepreneurs.
- Social entrepreneurship has vision and foresights as well, it sees the problems and finds the solution like nobody can imagine about.
- Social entrepreneurship provides leadership and direction to people who are working in social enterprise for achieving a common goal.
- 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.
- Creating social values is one of the most important and distinctive trait of social entrepreneurship. This trait also keeps it apart from economic entrepreneurship. Unlike economic entrepreneurship, social entrepreneurship focuses on creating social value along with economic value. Social value referred to social benefits which are visible as well.
- 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.
- Social entrepreneurship is primarily focused on non-personal gains sometimes referred as social gains. This is the trait which defines social entrepreneurship, as economic entrepreneurship only focuses on personal gains and profits by exploiting an opportunities in the market, unlike social entrepreneurship.
- 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.
- Apart from these characteristics/traits of social entrepreneurship, there are several other traits which set it apart from rest of the branches of entrepreneurship. In true senses, social entrepreneurship enables the societies and people for taking up the challenge to uplift the living standards of theirs. Social entrepreneurship is not purely social work; social entrepreneurship earns profits by their tools/products offered to societies.

### 5.2.7. ROLES AND RESPONSIBILITIES OF SOCIAL ENTREPRENEURS TOWARDS INDIA SOCIETY:

As mentioned earlier as well, India and similar societies provide best grounds for social entrepreneurship to prevail and grow to its best. Developed societies have limited scope for social entrepreneurship, as the social inequalities are minimalistic. On the other hand, social inequalities are at its maximum in underdeveloped, developing and least developed nations. The responsibility of any entrepreneur is highly and prominent in nature, but when it comes to social entrepreneurship or social entrepreneurs, they are inevitable for social upliftment. As our experience has told us again and again that social value creation, social gains and social changes can only be achieved by selfless people, who apply entrepreneurial skills along with managerial skills for societal gains and non-personal profits. These selfless people are termed as social entrepreneurs. The roles and responsibilities of social entrepreneurs are given as under with reference to India society-

- Social entrepreneurs have the capacity to influence the society by their unique product/service aimed at the social upliftment. Their role begins with identifying the social problem which concerns everybody rather than certain sect of people in society. So identifying an appropriate social issues/problem is very important.
- Social entrepreneurs in India face certain problems related with mind-set of people who do not want to change their way of doing things. The biggest role of social entrepreneurs is pursuing them to make fundamental changes, which will reflect in overall society.
- Social entrepreneurship depends upon social innovations; the challenge is to create such innovations which can resolve the social problem completely by using minimum resources.



- Social entrepreneurs have the role to reach at the remotest corner of country for targeting the social sections, which are deprived to basic facilities. The responsibility of social entrepreneurs is to reach such people and serve them positively.
- Social entrepreneurs are supposed to provide employment as well with their unique approach. Providing employment to local people having minimum skills and qualifications is biggest responsibility of social entrepreneurs.
- One of the important roles which social entrepreneurs have to play in India society is to make visible changes in societies with social balancing approach.
- Social entrepreneurs have to make the society's inequalities go away using positive methods. This can be done by doing proper and adequate research of the section of the society where the product/services have to be introduced.
- Apart from the roles and responsibilities mentioned above, there are certain other roles and responsibilities as well which are shouldered by social entrepreneurs. With changing time and dimensions of society, the needs and requirements are also changing along with it. Social entrepreneurs have to be in tune with changing societies. India also one of the societies which are rapidly changing and revamping towards greater shifts. These changes and developments are within reach to few and away from a lot, this difference has to be fulfilled by the social entrepreneurs and that is their greatest role.

### 5.2.8. CHALLENGES FACED BY SOCIAL ENTREPRENEURSHIP IN INDIA:

Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. All the challenges are either controllable or non-controllable, but all the challenges are manageable. Social entrepreneurship is slightly and somehow fundamentally distinctive to economic entrepreneurship, so are the challenges of social entrepreneurship. In India particularly social entrepreneurship is subjected to many challenges. These challenges are preventing the growth and spread of social entrepreneurship in India as against to other regions and nations, who have made the social entrepreneurship a mission. The interesting thing to note down is this; all the challenges which are faced by social entrepreneurship are very different in nature. These all are concerned with mind-set rather than based on some physical attribute. People are mentally blocked towards the social entrepreneurship in India. Some of the prominent challenges faced by social entrepreneurship in India are given below-

- **Confusion with social work-** Social entrepreneurship is mostly in India is confused with social work, hence it is unable to make a mark as an individual entity in India. This is starting of challenge for social entrepreneurship.
- **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.
- **Arranging finance-** One of the challenges for entrepreneurship in India remains lack of financial sources. The social entrepreneurs offering a unique product and set of services make it even harder to get financial aid from the established financial institutes. This is a very dire situation and a considerable reason for the under development of social entrepreneurship in India.
- **Shortage of talented/dedicated workforce-** This is a very unique challenge faced by social entrepreneurship exclusively. Generally people get into jobs to get a handsome salary and perks, but with social entrepreneurship this becomes a bit hard. Since the prime objective of social entrepreneurship is to get social gains/benefits rather than personal gains/benefits. Under these condition it is very hard to get people to work for the firm.
- **Setting and communicating value objectively-** The important challenge of social entrepreneurship is to setting and communicating values clearly. Usually what happens is, value may differ from society to society based upon their exclusive needs. But social entrepreneurs have to set common values, which can be communicated easily.
- **Elevating the individuals-** The most prominent and visible challenge before the social entrepreneurship is to elevate people from their current place of standing by making positive and substantial opportunities. In this process each individual must be catered to their individual requirement rather than as a society as a whole. This poses a different type of challenge for social entrepreneurs.
- **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.
- **The commercial assumption-** Social entrepreneurship does not take commercial viability or assumption as their priority. This is one of the biggest challenges when it comes to commercial assumption of facts and ideas. Since socially things may be accepted but financially/commercially they may not. This creates a dilemma for social entrepreneurship in India. Commercial non viability also makes firms less motivated for the getting in to social benefiting projects.
- **Lack of evidence-** Unlike economic entrepreneurship, social entrepreneurship has fewer evidences of changes they have pioneered in society. Such changes are very hard to keep a track of, as people move from one place to another frequently for several reasons.
- **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.

### 5.2.9. MEASURES TO FACE CHALLENGES EFFECTIVELY:

There is no doubt that social entrepreneurship is subject to many challenges and these challenges are growing with time and dynamics of society. Social entrepreneurs have to take care and keep note of tiny details to face the prevailing (above mentioned) challenges. Although the list of challenges faced by social entrepreneurship is not completed, some other challenges are there apart from the listed ones. The important proposition is, how to overcome the challenges which are faced by social entrepreneurship in India. There are few steps/measures which can be practiced to face the prevailing challenges of social entrepreneurship in India-

- **Proper training and development institutions-** Government must open some specialized councils and institutions for systematic development of social entrepreneurship. Some of the institutions are working in the area of economic entrepreneurship; some must be opened for social entrepreneurship as well.
- **Inclusion of social entrepreneurship in course syllabus-** One of the most effective way of disseminating awareness towards social entrepreneurship is to include a paper/subject on the same at higher education level.
- **Creation of mass awareness-** Steps should be taken to make the mass aware towards the social entrepreneurship, so that people do not get confused between social entrepreneurship and social work. Media, social media, other vehicles can be deployed for the same.
- **Providing infrastructure and basic facilities-** Government and other stake holders must work on the basic facilities to the social entrepreneurship. These facilities can attract people towards becoming social entrepreneurs, thus the spread of social entrepreneurship will increase to multi folds.
- **Social entrepreneurship development programmes-** Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship. Such organization will help in increasing the overall motivation of social entrepreneurs.
- **Funding to social entrepreneurship-** If the funding issue of social entrepreneurship is resolved, the maximum level of challenges faced by social entrepreneurship can be managed properly.
- **Government projects** should be given to social entrepreneurs- Governments of several states time to time plan different programmes for rural and semi urban areas. If the priority of such programme allocation is given to social entrepreneurs, they will flourish in no time. Government machineries and other sophisticated mechanism do not understand the social issues more accurately but social entrepreneurship does understand the social issues/inequalities better.
- **Awards and public felicitation-** Time to time on proper and prestigious platforms social entrepreneurs must be publically awarded for their exception/distinct contribution as a social entrepreneur.

## VI. CONCLUSION AND FINDING OF THE STUDY:

Social entrepreneurship can change the face of society in India, there have been many such examples and projects which run under the banner of social entrepreneurship and proved to be life altering for people of that vicinity. In India especially social entrepreneurship has better prospects as the social problems are at full swing here. Social entrepreneurship is a unique combination of entrepreneurial traits and philanthropy. In social entrepreneurship products and services are designed to make maximum social impact along with making considerable profits for the firm. Here the working area of firm is typically the area/region which are generally ignored by big firm of economic entrepreneurship. In a way the product and service offerings of social entrepreneurship is quite unique and caters the societal requirement better than economic requirements. This is an exact situation of entrepreneurial traits being implemented for a social cause/problem. Other than that all the basic elements of entrepreneurship are similar to its parent entrepreneurship. If the government and other stake holders can work out the challenges of social entrepreneurship effectively, then social entrepreneurship is beyond any doubt is the most important tool which has the full capacity to change the very face of society in India.

The study has the following findings-

- Social entrepreneurship is a 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 issues/problems which are prevailing in India.
- There are many examples of social enterprises which are working in India and changing the very face of society in India by their unique offerings, which involves the local expertise to create social values.
- The growth of social entrepreneurship has reflected upon the employment and infusion of skills among people at the bottom level. The best example in this regard is barefoot college of Rajasthan.
- The level of education and healthcare has also increased due to social enterprises and their growth in recent times in India. Social entrepreneurship is facing a lot of challenges in India and these challenges are very evident as the growth of social entrepreneurship is very low as compared to the other regions in developed nations. Government is slowly realizing the worth and impacts of social entrepreneurship in India and taking proper actions to increase the aptitude of people towards social entrepreneurship.
- Since all the social entrepreneurship ventures are set in such areas where economic entrepreneurship do not wish to operate, thus we can say that the social upliftment of those backward areas are made due to such ventures only. The best of such incident can be exemplified in Grameen Bank's endeavour.



- The study further underlines that the attitude towards the social entrepreneurship is growing that is despite of all the challenges which they face.
- Finance has been identified as one of the most important element in the growth of social entrepreneurship in India. Government is making special arrangement for it. Some venture capitalists, angel investors, crowd funding etc. are being used for filling the funding gaps.
- It also observed during the study that social entrepreneurship is subject to challenge and those challenges can be addressed by proper and substantial planning and measure, which are mentioned in the research paper.
- The research paper also underlined the roles and responsibilities of social entrepreneurship, which have been duly mentioned using various aspects.
- The study also underlines and identifies the basic/fundamental traits/characteristics of social entrepreneurship.
- The study was based on certain objectives; all the objectives have been fulfilled successfully.
- The future potential of study can also have some suggestions to improve the overall status of social entrepreneurship in India, along with that there are several domain where the research can take place in future.
- The hypothesis of the study have been tested on secondary data basis and it is found that-
  - ✓ Social entrepreneurship is contributing in the upliftment of society in India.
  - ✓ Social entrepreneurship is facing challenges in India.
 Hence, both the alternative hypotheses have been proved, and null hypothesis have been rejected.

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