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CONTRIBUTION OF SOCIAL ENTREPRENEURSHIP IN EMPLOYMENT GENERATION, WOMEN EMPOWERMENT AND STRENGTHENING OF INDIAN ECONOMY

Varsha Shukla

Research Scholar

V.B.S.Purvanchal university

Abstract:

Purpose: The main purpose of the study is to better understand the state of social enterprises in India and plot the larger ecosystem within which they operate. This study will try to give the collective insights on the role of social enterprises in the provision of employment in India and empowerment of Indian economy.

Research design/ Methodology: In order to achieve the aim of the paper meta-analysis of the secondary data exerted from existing support system for this sector and in-depth analysis of facts and figures has been done for better understanding of landscape of social enterprises in India.

Findings: This paper represents a landscape of social enterprises in India and reveals their contribution in job creation, women empowerment and uplift of Indian economy.

Practical Implication: This analysis gives a clear view to both academicians as well as practitioners of this sector about the current scenario of the SE in India.

Originality Value: The empirical study of social entrepreneurship in India is rare, only theoretical advancement in field of literature has been done. So it would be a new approach towards SE in India.

Keywords: Social entrepreneurship, Employment, Empowerment, Indian economy.

ACRONYMS & ABBREVIATIONS:

SE	: Social Entrepreneurship
CSR	Corporate Social Responsibility
CIA	: Central Intelligence Agency
MoSPI	: Ministry of Statistics and Programme Implementation
UNDP	: United Nation Development Programme
NGOs	: Non-Governmental Organisation
HR	: Human Resource
SMEs	: Small & Medium Entrepreneurship
GIZ	: German Society for International Corporation
ADB	: Asian Development Bank
SEWA	: Self Employed Women Association
AWAKE	: Association of Women Entrepreneurs of Karnataka
OECD	: Organisation for Economic Co-operation & Development

INTRODUCTION:

India is the seventh-largest country in the world in terms of land mass and has 17.5% of the world's population, making it the second most populous country after China (British council 2016). It is also the youngest country in the world in terms of demography with approximately two-thirds of the population aged below 35. It is the third largest economy measured by gross domestic product (GDP) after China and the USA (CIA website). India's GDP grew at a rate of 7.5% in 2015-16, and is predicted to grow at 8% in 2016-17 (MOSPI, 2016). India is a middle-income country and the per capita income in 2015-16 was \$1,405 (£954) with a growth rate of 6.2% in real terms (MOSPI 2016). Agriculture represents close to 18% of GDP and employs 49% of the working population. The service sector contributes over 52% of GDP and 31% of employment. The country has become an important exporter of information technology, business process outsourcing and software services. The industrial sector contributes 29.7% of GDP and 20% of employment (MOSPI, 2016). Despite being the second fastest growing economy after China, India is home to around 40% of the world's poor, with just under 30% of the population living below the poverty line (CIA website). The country is still battling with socio-economic issues like illiteracy, malnutrition, and poor healthcare. It ranks 130th among 188 countries in the Human Development Index (UNDP, 2015). Poverty and unemployment are major political and economic issues for the nation.

For instance Social Entrepreneurship in India have emerged as a most promising solution to the pressing problems such as unemployment, illiteracy, poverty, starvation, resource crises, social exclusion etc. Social enterprises put forth the innovative and effective business solutions most pressing social and environmental problems through that improve the lives of underserved communities. They are the businesses which trade for acute social purpose,

re-invest their surpluses into social objective, and build themselves accountable for their actions, rather than simply, maximizing profits for stakeholders and owners. This study finds that social enterprises are flourishing and diversifying sector of Indian economy that is producing jobs for disadvantaged groups, empowering women, and addressing social exclusion across the country. In the past decade, India has gone through considerable growth in its social enterprise activity. The quality and number of innovative ideas and business plans have emerged due to growing awareness, quality training and support, workshops available for social entrepreneurs and leaders of social enterprise. However, there is very limited data available about their movement and only a handful of researches have been done in the past to estimate the scope and size of this fast-growing extent in India. The main purpose of the study is to better understand the state of social enterprises in India and plot the larger ecosystem within which they operate. This study seeks to expand our knowledge of this sector and has taken into account the insights and findings of previous researches done on this topic. It applied both secondary as well as primary research tools for the analysing the facts and was modelled on best practice research methodologies.

The social entrepreneurship has gained growing policy attention in recent decades, particularly with due regard to its contribution to the field of employment. Much has been written about the potential role of the social enterprise as a solution to unemployment. It has been estimated that social enterprises broadly defined as mutual, co-operatives, foundations, associations and NGOs together account for 16.5% of aggregate employment in the Asian Union. However recent policy attention has more narrowly focused on the role of social enterprises in work integration for vulnerable groups (such as the long term unemployed, or those with physical or mental health issues). At the same time, little is known about working conditions within social enterprises, particularly for these vulnerable individuals.

This report examines the role of social enterprises in the provision of employment, and how they have fared during the recent period of economic turbulence. Attention was also paid to social enterprises working with vulnerable individuals, either as direct providers of jobs, or providers of training and services designed to help vulnerable individuals into the mainstream labour market. In particular, the research sought to gain greater understanding of working conditions within these social enterprises, and the challenges they faced in providing high quality employment while having to keep costs low in order to operate in competitive markets.

OBJECTIVES OF RESEARCH:

The main purpose of this study is to better acknowledge the existing profile of social enterprises in India and elaborate the larger ecosystem in which they operate. The key aspects that the study endeavours to cover are:

1. To observe the historical background of social enterprises in India.
2. To analyse the employment generated through social enterprises in India.
3. To analyse the women empowerment through social enterprise in India.
4. To study the overall social impact and number of beneficiaries reached by social enterprises over last decade.

STUDY DESIGN:

This study is based on insights generated through a broad scan of several landscape reports (Intellcap, ADB, Villgro, (2012), Dasra, British council, 2016) of social entrepreneurship in India, and in-depth analysis of facts and figures obtained from those reports. In British council landscape reports around 297 social entrepreneurs were selected by convenience sampling and interviewed to provide the data and deep view on SE. In addition, the study has also referred to secondary sources to compliment the data available. The study tends to provide an overview of the state of existing social enterprises, and conducts a meta-analysis of the existing support system for this sector in India. The information collected through this research is intended to support the work of existing social enterprises and assisting the work of incubators, donors, accelerators, investors, researchers, and development practitioners. It is also very helpful in providing information to the government in terms of assisting an ecosystem beneficial for policy landscape. With this study we enable stakeholders with a clear picture of the existing state of social enterprise, and help them to identify the areas where their intervention is needed.

The study was divided into three interrelated phases:

1. Desk-based review of existing literature.
2. Meta-analysis of data and figures of several reports.
3. Presentation of insights on finding of the reports and survey.

Desk-based review was conducted to explore the existing literature on social entrepreneurship activity in India and identify the online existence of social enterprises operations in India to strengthening a database. The information hunted through this literature review was especially on social enterprise operations and working ecosystem in India, trade policies and financial support environment in India, India's public, private, micro, small and medium enterprise sector, and revenue-generating non-governmental organisational activity, as well as social enterprise relevant government policies in India. The desk-based review of existing research on the subject also included retrieving the databases of Intellcap, British Council, Ennovent, Dasra, Villgro India, Ashoka India and the Ministry of skill development and Entrepreneurship.

HISTORICAL BACKGROUND OF SOCIAL ENTREPRENEURSHIP:

The term social entrepreneurship was first coined 1980 by Bill Drayton founder of Ashoka (an incubation centre for SE in all over world which provide all viable facility to become a SE they pioneer in this field) since then it gained lots of attention as a significant field that show how critical societal problems can be solved through innovation persistence and sustainable results attached with entrepreneurship. Add-on to that Gregory Dees (Prof. of Duck Univ.1998) gave elaborate definition of social entrepreneur in his widely appreciated article, "The meaning of social Entrepreneurship. But in India roots of social entrepreneurship is emerged from national movement from century ago by legendary Mahatma Gandhi who was obsessed with sustainability, being environment friendly, making the best use of local resources (DANDI MARCH), growth of villages under (SARVODAYA), growing local cottage industries (KHADI) and so on, indeed change maker.

Although the terms - social entrepreneurship and social entrepreneur- seem relatively new, the practices related to the field, but can be found throughout the history. Several business entrepreneurs had become the most successful social entrepreneurs by combining effectively the social, governmental and business worlds during the 19 and 20 centuries and promoted, mainstream public services in welfare schools, and health care. A few of them who must be mention here are: Vinoba Bhave, founder of the India's Land Gift Movement, Florence Nightingale, she is founder of the first nursing school and endeavour of modern nursing practices, Robert Owen, founder of the cooperative movement etc. Muhammad Yunus, founder of Grameen Bank, is well known contemporary social entrepreneur, who was awarded a Nobel Peace Prize in 2006. The microloans offered by the Grameen Bank enabled many people to purchase investment goods such as sewing machines and thereby start generating a stable income. Dr. Vergeesh Kurien (father of milk revolution) of his co-operative for milk producers. Yet another example of social entrepreneurship is the Aravind Eye Hospital which successfully treats many cases of avoidable blindness among poor and helpless people on a large scale. FabIndia's Community-Owned Business Model in 1960, John Bissell founded Fab India and linked 80,000 artisans to the urban market by making them the shareholders. Fab India's unique community-owned model offered artisans a regular income and also dividends from the company's growth. Social entrepreneurship, being an old field of practice, has a new and emerging field of systematic knowledge and learning. Now-a-days social entrepreneurship has gained revolutionary start by social enterprises and individuals of nation for empowerment and empowerment of the society at very high pace like SEWA, AWAKE, Nandi foundation and JAIPUR foot, Sankalp, and FAB INDIA involved in activities desired for social change.

Besides these there are few more foundations such as the Ashoka Foundation, the Skoll Foundation, and the Schwab Foundation have started actively promoting social entrepreneurship by providing stipends and fellowships to promising social entrepreneurs and by highlighting the achievements of individual social entrepreneurs. The Young Foundation, one of the most notable foundations working in the field of social innovation, carries out research on social innovation, supports the launch of new social innovation ventures, and advises governments. Also, governments have started supporting social entrepreneurship by establishing new organisational frameworks in order to encourage the formation of new social entrepreneurial initiatives and by providing funding to these initiatives. Furthermore, the Schwab Foundation and its Indian counterpart, the Jubilant Bhartia Foundation, give the Social Entrepreneurship Award to prominent visionary Indian social entrepreneurs. In 2009, the winners of the Social Entrepreneur of the Year Award included Brij Kothari of "Planet Read and Book box" who found to combat illiteracy, Padmanabha Rao and Rama Rao of "River" which focused on the primary education of children and Rajendra Joshi of "Saath" who created inclusive societies by empowering India's urban and rural poor with employability.

REVIEW OF EXISTING LITERATURE:

Dees, J. G. (1998) in his text book *The Meaning of Social Entrepreneurship* described, the term social entrepreneurship may have different significance for different people but the point of consideration for everyone is its latent to solve social problems. They play the role of change agents in the social sector, by adopting a mission to create and sustain social value. In India the notion of Social entrepreneurship was coined long ago but got the corporate relevance in just recent past. In the past decade, India has gone through considerable growth in its social enterprise activity. The quality and number of innovative ideas and business plans have emerged due to growing awareness, quality training and support, workshops available for social entrepreneurs and leaders of social enterprise.

Thompson J., Alvy G., & Lees A. (2000) in *Social Entrepreneurship: A new look at the people and the potential* have investigated the crucial role social entrepreneurship in the context of state welfare in the light of case studies. The social enterprise ecosystem has flourished with support organisations providing indirect, direct, financial, and advisory assistance to social enterprises.

Drayton (2002) told about the mode of evaluating social entrepreneurs. After interviewing social entrepreneurs and collecting data from different stakeholders, they have developed a rigorous set of criteria for evaluating them. These criteria include creativity, entrepreneurial quality, social impact of the idea and ethical fiber.

McDonough W. and Braungart M. (2002) in their research paper *Design for the triple top line: New tools for sustainable commerce* said that the triple bottom line has been, and remains, a useful tool for integrating sustainability into the business agenda.

Mair, J., and Marti I., (2006) in their *Social Entrepreneurship Research: A Source of Explanation, Prediction, and Delight* differentiated Social entrepreneurship from other forms of entrepreneurship in the relatively higher priority given to promoting social value and development versus capturing economic value. To stimulate future research the researchers introduce the concept of embeddedness as a nexus between theoretical perspectives for the study of social entrepreneurship.

Shukla M. (2011) has done a survey in his research *Landscape of Social Entrepreneurship in India: An Eclectic Inquiry* by mailing his open ended questionnaire to 100 persons who represented a cross-section of social entrepreneurs (both for-profit and not for-profit), academics, support organizations for social entrepreneurship, investors, etc. and proposed a thorough landscape for social entrepreneurship in India.

Intelicap (2012), is an organization provides consulting and investment banking services driven by innovative thought processes, to business and development communities globally has presented a report, *On the path to sustainability: a study of India's social enterprise landscape* in which they did a survey on challenges of acquiring and retaining HR personnel's in social enterprise.

Singh, P. (2012) in his research paper title “Social Entrepreneurship- A growing trend in Indian economy” revealed that “Social entrepreneurship is the recognition of a social problem and the uses of entrepreneurial principles to organize create and manage a social venture to achieve a desired social change. While a business entrepreneur typically measures performance in profit and return, a social entrepreneur also measures positive returns to society. Kardos M. (2012), the relationship between entrepreneurship, innovation and sustainable development inquired connection sustainable entrepreneurship and sustainable development from both the perspectives of conceptual reflection in literature and a research on the European Union countries. The methodology is based on methods of analysis and synthesis, of interpretation and relevant comparisons. The research results point out that sustainable entrepreneurship, seen through the perspective of innovative SMEs, as considered in the research, is part of the support system for sustainable development, as entrepreneurial enterprises are increasingly recognized as a driving force for innovation and competitiveness, as one of the keys to achieving sustainable development.

Choi, N. and Majumdar S. (2014) Social entrepreneurship as an essentially contested concept: Opening a new avenue for systematic future shed light on the ongoing contestation of social entrepreneurship and to offer a novel conceptual understanding of the concept that can facilitate the development of systematic and structured future research. To this end, we analyse social entrepreneurship on the basis of the theory of essentially contested concepts, which was proposed by Walter Bryce Gallie in 1956.

Despite the developing ecosystem and valued potential of the sector, limited literature is available on social enterprises in India. Indicators such as the characteristics of social enterprise leader’s number of social enterprises in India, their workforce and contribution to India’s GDP, are still ambiguous. Add on to this; there is lack of a proper understanding of the courses offered by higher education institutions and government policies that aim to support the social enterprise sector in India. Organisations like Asian Development Bank, Intellectap (2012), British Council 2016), Villgro, GIZ, Shujog UnLtd, Dasra and Okapi have participated significantly in defining and understanding of social enterprise in India, by providing overall landscape (Intellectap 2012), Asian Development Bank,2012), regional and sectorial studies (Intellectap 2012); Villgro and Okapi, 2014 and GIZ 2014),reports on human resourcing challenges (Intellectap, 2012) reports on social innovation (Shambu, 2013) and social enterprise policy landscape reports (Darko et al,2015). However, the research conducted on social enterprises in India has mainly focused on social enterprises registered as, partnerships, private limited companies and sole ventures.

INSIGHTS OF THE STUDY:

1. Social enterprise qualification criteria:

Identifying the social enterprises for the study is the biggest challenge for the researcher firstly due to lack of adequate knowledge or any directories of social enterprises, and absence of proper nomenclature of social enterprises in India. So for this study a question criteria is designed to judge them on different parameter according that selection of enterprises is made who falls under the category of social enterprise.

Table 1: Criteria for Social enterprise selection

Criteria	Question details	Social Enterprise classification
Impact Criteria	Does your organisation place emphasis on Profit first Social/ environmental mission first or Both jointly (one answer)	Organisations reporting 'profit first' were eliminated.
Profit/surplus use	What proportion of your income comes from earned income? 0-24% 25-49% 50-74% 75-100% (one answer)	Organisations reporting less than 25% as earned income were eliminated.
Income Source	If you do make a profit/ surplus, how is it used? Growth and development activities Rewards to staff and beneficiaries profit sharing with owners and shareholders Cross subsidising Reserves Funding third party social/ environmental activities Other(multiple answers possible)	Organisations which selected 'Profit sharing with owners and share holders' only were eliminated.

(Source: British council report, Dec2016)

2. Employment is the core objective of social enterprises:

According to the study employment is the core objective of most of the social enterprises in India as per report of British Council Dec 2016. In the report when asked about the overall objectives of the social enterprise), The most commonly stated objective of social enterprises in the survey is creating employment (62%) followed by improving health (41%), protecting the environment (40%), addressing social exclusion (40%), supporting agriculture and allied activities (36%), empowering women (33%), promoting education (32%), addressing financial inclusion (31%) and supporting other social organisations (20%).

Table 2: Different objectives of SE

Objective	Respondents (%)
Creating employment opportunities	62%
Improving health and well-being	41%
Addressing social exclusion	40%
Protecting the environment	40%
Supporting agriculture and allied activities	36%
Empowering and uplifting women	33%
Promoting education and literacy	32%
Addressing financial exclusion	31%
Supporting other social enterprises and organisations	20%
Supporting vulnerable children and young persons	15%
Providing affordable housing	9%

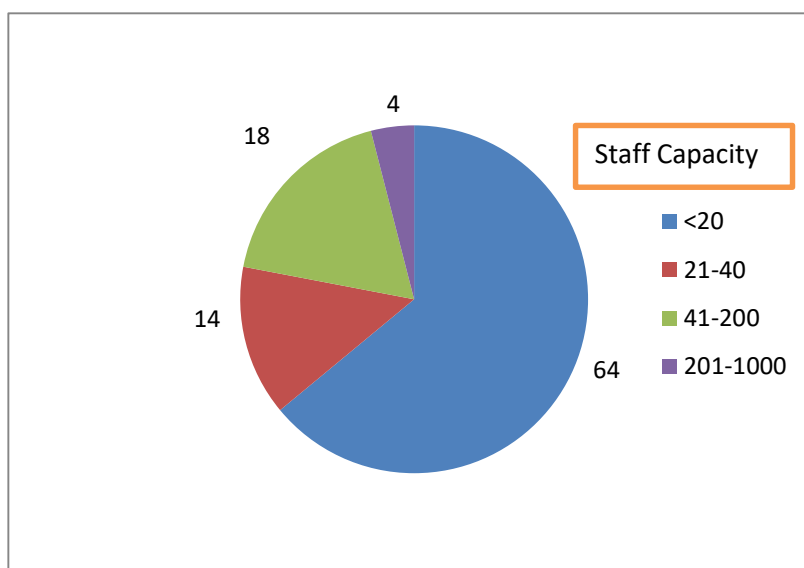
(Source: British council report, Dec2016)

Survey data also showed that organisational objectives vary with the regional location of a social enterprise. Creating employment opportunities was the highest stated objective across all five regions. In the North-East, a majority (64%) of the social enterprises stated that their key objective was to support agriculture and allied activities. In North India, prominently stated objective was addressing social exclusion (43%); in the West, it was empowering and uplifting women (33%); and in the South and East it was improving health and well-being (44% and 52%, respectively). Key objectives among female-led social enterprises are empowering and uplifting women (40%) and promoting education and literacy (31%). For male-led social enterprises, key objectives included supporting agriculture and allied activities (43%) and protecting the environment (44%). Objectives that were prioritised by both male- and female-led social enterprises were improving health and well-being, creating employment opportunities and addressing social exclusion.

1. Job creation through SE:

In the study an emphasis is made to ascertain the number of employees employed by social enterprise in India over last decade, finds that , the average number (median) of employees in a social enterprise in India is 19 employees (17 full-time employees and four part-time employees). 64% of surveyed social enterprises have fewer than 20 full-time employees and 14% of the social enterprises have between 21–40 full-time employees and 18% are having between 41-200 full-time employees whereas only 4% of social enterprises have over 1,000 full-time employees. These were mainly microfinance institutions that have been operational for over last decade.

Fig 1: Average No. Of employee in SE



(Source: Indian Landscape Report by intellcap2012)

Besides this More than half (56%) of the social enterprises are creating employment directly by employing disadvantaged groups in their workforce, and nearly two-thirds (62%) of the social enterprises working with the objective of creating employment, and more than half (53%) of the social enterprises provide skills training to vulnerable groups.

2. Youth-led Social enterprises:

The number of social enterprise which is led by youth (under 35 years) is 27% of the total number of social enterprises where as 57% of the social enterprises are also led by individuals between the ages of 35 and 44 years which can also be kept under youth category.

3. Female Employment and Leadership:

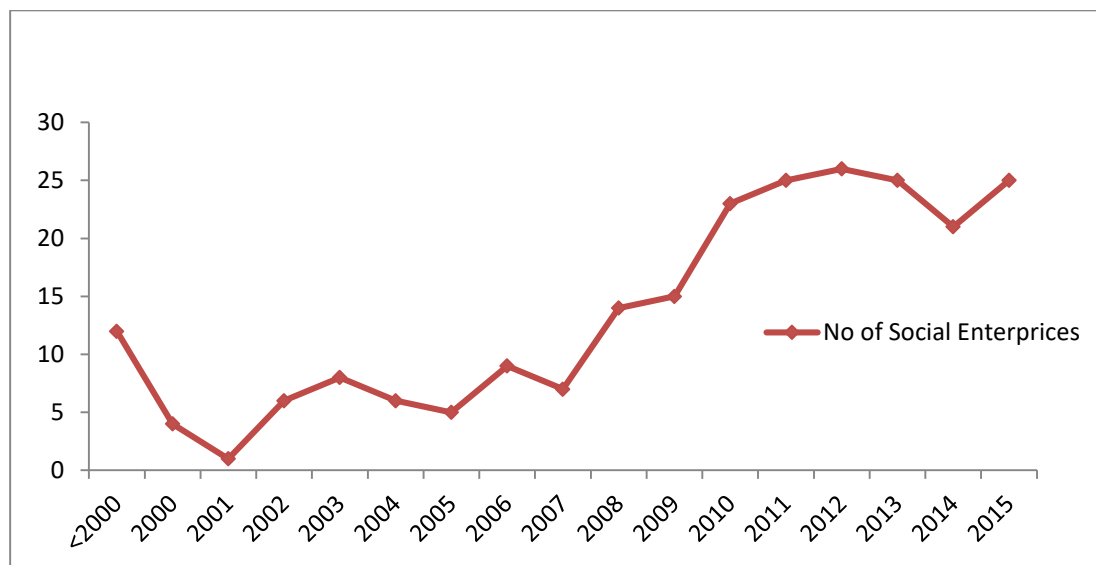
The ratio of female employment in the sector of social entrepreneurship is greater than its main stream business which is 25%, proportion of female full-time employees in social enterprises is higher than the 14% in mainstream businesses in India (World Bank, 2014). Moreover, a large proportion of social enterprise employees are part-time female employees (46% of total employees).

Social enterprises were asked if they expect their staff numbers to change in the next year. Just over half (52%) of female-led enterprises stated that they expected the number of employees to increase a little and nearly half (49%) of male-led enterprises said that they expected staff numbers to increase substantially. On average, 25% of the employees in a social enterprise are women. 71% of female-led social enterprises employ more than the average 25% women, compared to 55% of male-led social enterprises, indicating that female-led social enterprises are more likely to hire women.

4. Rapid Growth of SE:

Study reveals that the number of social enterprises is growing rapidly after 2010, survey indicates that 57% of the social enterprises in India were registered between 2010 and 2015, of which private limited companies formed the highest proportion (71%). Overall, the social enterprise sector seems to be doubling in size every ten years. Social enterprises across regions followed the overall trend of having started after 2010. Leadership is also relatively young: the average age is below 44.

Fig 2 : Growth of SE in last decades



(Source: British Council December 2016 Report)

There was a 27% increase in the total number of employees in social enterprises from 2014 to 2015 while 89% of social enterprises expected their staff numbers to increase in the next financial year.

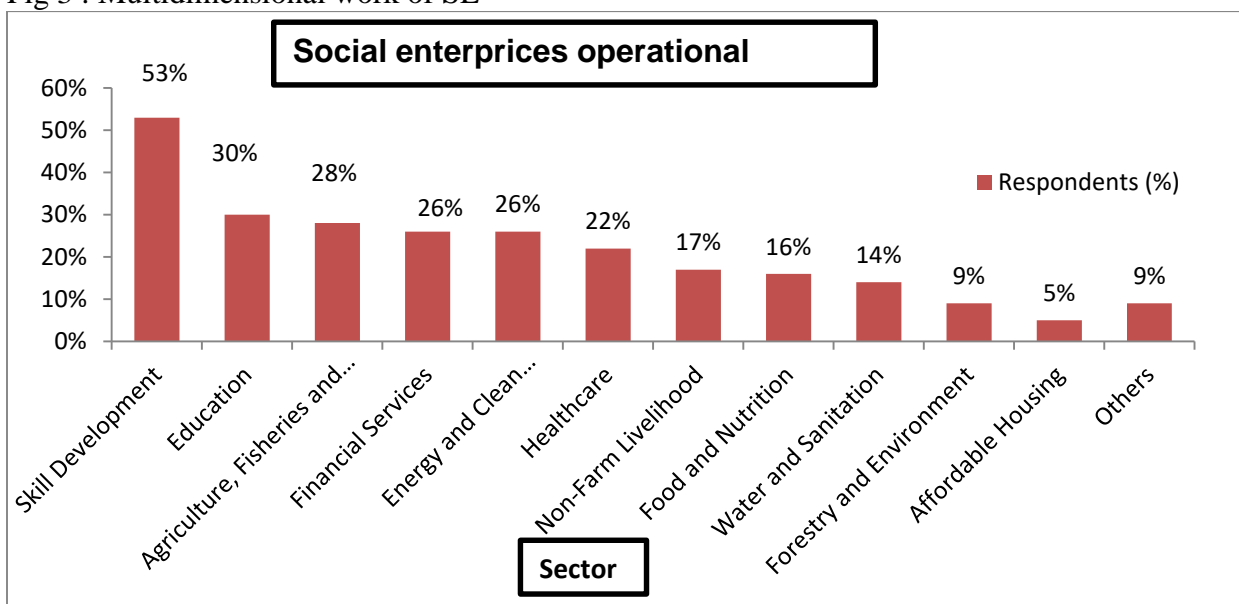
Table 3: Nature of employment

Nature of employment	Women employees	Male employees
Full time	25%	75%
Part time	65%	35%

5. *Multidimensional aspects of SE:*

Now a day social enterprises are working in various sectors with aim of empowering the social economy. The survey states that 53% of the social enterprises are engaged skills development activities, 30% in education, 28% in agriculture/fisheries/dairy, 26% in financial services 26% in energy and clean technology, in healthcare 22%, whereas 17% in the field of non-farm livelihood, 16% in food and nutrition, 14% in water sanitation, 9% in forestry and environment, 5% in affordable housing and 9% are engaged in other business.

Fig 3 : Multidimensional work of SE



Source (ADB landscape report 2012)

6. *Social enterprises generating social impact:*

Study reveals that in India Almost 80% of the social enterprises reinvest their surplus to further their social or environmental mission through expansion and development activities whereas 70% of the Indian social enterprises work with individuals from economically and socially disadvantaged communities. Besides this 82% of social enterprise led by or work with women, and 31% work with people with physical disabilities, and 46% work for children. Studied social enterprises have benefitted a total of 150 million beneficiaries over their lifetime.

CONCLUSION:

In India growth of social of social enterprises in last decade is quite rapid and noticeable. Today, India has grown up as most vigorous and innovative social enterprise industries of the world. They are the businesses which trade for acute social purpose, re-invest their surpluses into social objective, and build themselves accountable for their actions, rather than simply, maximizing profits for stakeholders and owners. The key contribution that the paper has made is-

- This paper helps in identifying the relevant intellectual territory accompanying the emerging field of study into empowerment through social entrepreneurship.
- This paper analysed the current scenario of employment generated through social entrepreneurship in India and also focused on the product and services provided by this.
- Aiding the process of maturity by focusing attention on a smaller number of relevant fields to create the situations to develop more concurrent body of knowledge.
- Besides this a critical analysis has been made to evaluate the overall impact and number of beneficiaries benefitted by social entrepreneurship.

After reviewing the literature thoroughly and combining few definitions four factors that make social entrepreneurship distinct from other forms of entrepreneurship came in the light that Social entrepreneurs: are mission-driven, they are dedicated to serve their mission of delivering a social value to the underserved, they act entrepreneurially through a combination of characteristics that set them apart from other types of entrepreneurs. Social enterprises in all sectors can not only produce many opportunities but also can find an innovative solution for many social problems. For example it will be good opportunity for enterprise to train the youth with industrial oriented skills which will answer the problem of unemployed skilled youth. Most of the enterprises are registered with the aim of employment generation at their core, whereas job creation is their first objective. Besides this women employment is also promoted by this industry on large extent. Contribution of social enterprises in each sector is appreciable. They are benefitting 150 million beneficiaries with great social impact. Thus this paper tries to provide a better explanation about the landscape of social entrepreneurship in India and their contribution in employment generation empowerment of Indian economy.

IMPLICATIONS FOR THE STUDY:

However social enterprises usually reported that there is a lack of awareness or understanding among support organisations and banks with regard to social entities. This lack of awareness often causes ignorance of social enterprises when they are trying to raise capital through investments and debt funding. Being the second large populous country still India is suffering from unemployment so it recommended for business schools to encourage and incentivize students to join the social enterprise workforce. Social entrepreneurship has flourished significantly at the practical level, but not at the theoretical level. Future research should focus on linking social entrepreneurship with HR issues associated with social enterprises, as a new discipline and research field to the area of entrepreneurship. Scholars should also focus their attention on introducing new research questions that are

meaningful to the different domains that intersect with social entrepreneurship, including social innovation and other aspect of management like HR and Marketing. After all Government should pay more attention towards defining and funding of social enterprises and should support through strategy ,policies, dialogues and documents as well as through programmes and practical activities at local and state level. To sum up India is the country of diversity and prosperity thus positive feedback of success of SE will naturally encourage and promote new entrants, for acting more and more effectively as social entrepreneur.

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