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## Social Entrepreneurship and COVID-19 Pandemic.

Rucha Shingvekar, Dhanashree Kulkarni

Assistant Professor, Pemraj Sarda College, Ahmednagar

Assistant Professor, Pemraj Sarda College, Ahmednagar

### Abstract

The whole economy has reciprocated since the beginning of Covid 19 pandemic. Due to this pandemic various changes were observed not only in India but all over the world. There was a constant and still ongoing conflict between health and businesses. Some countries choose health over economic effect while some countries give priority to the economy of the nation. In this pandemic entrepreneurs played a vital role for the nation, especially social entrepreneurs. The main objective of this research paper is to study the perception of Social Entrepreneurs, to study the effect of covid19 on Social Entrepreneurs and the combat between entrepreneurs and covid 19. This research paper is based on secondary data. The data was collected through the internet, books, magazines and newspapers.

Keywords - Social Entrepreneurs, Covid-19 Pandemic

### Introduction

With the emergence of covid 19 pandemic in December 2019 in Wuhan province of China the pace of the world was stopped. It changed the world completely but beyond health and virus the pandemic caused a major effect on the economy. Most of the countries in this pandemic were in nationwide lockdown and due to this businesses were closed down, this was one of the most dominant blows to the economy the world was facing after the great depression of 1930's. It was crystal clear that business, the most vulnerable sector of the economy, is damaged. The conflict was now between health and economy. On a macro level it was observed that some countries prioritize economy over health, while some countries choose health more than the economy. It was estimated that millions of people were pushed into poverty due to this pandemic. As the impact was majorly observed on two factors that is health and economy, both the factors were devastated. As businesses were closed down in this lockdown imposed by various countries to control the pandemic the entrepreneurs suffered extensive loss. Entrepreneurs are considered as a key factor in the growth as well as for the development of the economy. The word 'Entrepreneur' is derived from the French word 'Entreprendre' meaning to undertake. In fact, in the 16<sup>th</sup> century, the Frenchmen who took military expeditions were referred to as 'Entrepreneurs' later on Richard Cantillon, an Irish man who was living in France, was the first economist who introduced the term 'entrepreneur' referring to the risk-taking function involved in establishing a new venture<sup>1</sup> therefore we can define entrepreneurs as individual who initiate, organize and operate business for the sake of profit and with adequate amount of risk in business. While comparatively social entrepreneurs is a new concept, it can be estimated that the entrepreneur who intends to see social transformation and solutions to socio economic issues and empower

progress through the mechanism of entrepreneurship. With emergence of covid 19 pandemic in December 2019 social entrepreneurs was structured into a new form social innovation and techniques were developed by the entrepreneurs to assist the government as well as the NGO's. During these crucial times for underdeveloped as well as developing countries social entrepreneurs successfully created a positive impact on society.

### Concept of social entrepreneurs

Currently Social Entrepreneurship has been playing a crucial role in economic as well as social development. Entrepreneur is a person who comes up with a new idea and vision, and entrepreneurship is to give a proper shape to an entrepreneur's vision. Social entrepreneurship is an approach by individuals, groups, start up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues<sup>2</sup>. The covid 19 pandemic has had a profound impact on lives and livelihoods as well as economy also. Currently the whole world is suffering from economic as well as social Combat trying to recover from it. In the current world social entrepreneurship is a new concept and the government also supports social entrepreneurs to develop their business. Government can help social entrepreneurs acquire resources through the provision of public funds and by assisting them to get more from other organizations. Social entrepreneurs can be defined as entrepreneurs who support and assist people or organizations who lack basic living facilities. These types of entrepreneurs sell goods for profit as well as for good causes which help people who lack facilities. During the past few decades the concept of social entrepreneurs have emerged dominantly. People are now more aware about their social responsibility and are working for the betterment of the society. Social entrepreneurship deals businesses like educational programs, providing banking services in underserved areas and helping children orphaned. Social entrepreneurs always work for society and create positive changes in society through their initiatives. In fact, social entrepreneurship is more difficult than any other form of entrepreneurship because

- Lack of education and training
- Lack of mass awareness
- Low and basic quality infrastructure
- Less social entrepreneurship development programme
- Lack of adequate funding
- Low government support
- Less recognition in society
- Shortage of workforce
- Lack of ethical framework
- Lack of expert team

This can be solved by following methods like

- 1) Social Entrepreneurship awareness programme
- 2) Government Grants
- 3) Hiring Expert team
- 4) Education & Training by Government and NGO's
- 5) Proper utilization of funds
- 6) Creating Social awareness within people
- 7) High quality infrastructure

In a nutshell, social entrepreneurs are trying to fill the gap which is unattended by many economists and governments and which can create an extremely devastating effect in the society. Social entrepreneurs sell those products which are unique and innovative to neglected sections of customers, helping them grow and develop the standards of living, while social entrepreneurs make economic benefit. Thus we can conclude that social entrepreneurs are just like traditional entrepreneurs but here they not only strive for profit of the firm but they genuinely share the moral responsibility of the society the only difference between them and traditional entrepreneurs are social entrepreneurs are not totally dependent on profit making rather they are more concern about social gains and social changes in the society.

### Objectives -

- To study the perception of Social entrepreneurs towards society and nation
- To study the effect of Covid-19 pandemic on economy and weaker section of the society
- Combat between entrepreneurs and covid 19 pandemic

### Research Methodology

The research is based on existing data which is available on the internet, magazines, journals and books.

### Review of literature

1. A research was conducted by bacq Sophie and G.T.Lumpkin<sup>3</sup> with the title named 'social entrepreneurship and covid 19' (2020) discussed the meaning of social entrepreneurship and effect of covid 19 pandemic on it. The main objective of the paper was to find the role played by social entrepreneurs addressing social problems, to identify nature and scope of the resource orchestration task presented by widespread social crises such as pandemics, to identify capabilities would assist social entrepreneurs to quickly orchestrate resources to address widespread social crises such as COVID-19. The research was based on secondary data including books, magazines and the internet. They concluded that social entrepreneurs researchers have a responsibility to seek a deeper understanding of the outcomes of SE and its driving motives, and to consider new roles and possibilities for SE within the scope of resource sharing and collective action that bring about social change.
2. A research was conducted by Eric Liguori and Christoph Winkler<sup>4</sup> with the title 'From Offline to Online: Challenges and Opportunities for Entrepreneurship Education Following the COVID-19 Pandemic' the main aim of the research paper was how the pandemic is impacting entrepreneurship education globally and call for additional scholarship and the development of additional resources for online entrepreneurship education. The research was conducted on the basis of secondary data. The researchers concluded that due to covid 19 pandemic the traditional way of entrepreneurs' education is affected thus new and innovative techniques need to be introduced.
3. A research was conducted by Rashida Weaver<sup>5</sup> with the title 'The Impact of COVID-19 on the Social Enterprise Sector'(2020) paper argues that close attention must be paid to social enterprise: (1) financial performance, challenges, and opportunities, (2) geographic location and its influences on opportunities or obstacles, and (3) resilience strategies employed to address issues caused or exacerbated by COVID-19. The research was based on secondary data. The researcher concluded that particular emphasis on should be given on (1) financial performance, challenges, and opportunities faced by social enterprises during and after the pandemic, (2) the influence of geographic location on social enterprise opportunities

and obstacles, and (3) resilience strategies that social enterprises employ and how they implement innovations that address problems caused or exacerbated by COVID-19

4. A research was conducted by Antonio Crupi, Sida Liu, Wie Liu<sup>6</sup> with the title 'The top-down pattern of social innovation and social entrepreneurship. Bricolage and agility in response to COVID-19: cases from China.' The study aims to answer the following question: What strategies do companies implement to answer top-down-initiated initiatives of social-oriented innovation and entrepreneurship in a time of crisis. The study finds companies answer to top-down pushes by implementing two main strategies in a time of crisis. First, the social bricolage by exploiting available and local resources. Second, companies react with agility by re-thinking their internal innovation, relying on past similar experiences, and making their resources fluid.
5. A research was conducted by P. Eko Prasetyo, Nurjannah Rahayu Kistanti<sup>7</sup> with the title 'Role of Social Entrepreneurship in Supporting Business Opportunities and Entrepreneurship Competitiveness'. The purpose of this research is to explain the important role of social entrepreneurship factor in encouraging business opportunities which may then increase economic growth, sustainable competitiveness and prosperity. The main source of data for the purpose of this analysis was primary data obtained from local wisdom based home entrepreneurial business (micro, small and medium sized enterprise/MSME). They concluded that the role of entrepreneurial business opportunities is, despite positive, insignificant in entrepreneurial business competitiveness, thus the role of social entrepreneurship factor's contribution, despite positive and significant, directly, indirectly and totally, is also still small.
6. A research was conducted by Roopinder Oberoi, Jamie P. Halsall and Michael Snowden<sup>8</sup> with the title 'Reinventing social entrepreneurship leadership in the COVID-19 era: engaging with the new normal'. The focus of this paper is to critically explore the importance of social entrepreneurial leadership in this new COVID-19 era. In this paper, the authors argue for a rethinking of the connections between social entrepreneurship and leadership and management. The paper presented the different critical stages of crisis leadership and management in a post-COVID-19 world. Coupled with this, the authors have drawn upon their previous work to reaffirm the conceptual model of the Social Entrepreneur Avatar, which interlinks with social entrepreneurship, management and leadership.

## Conclusion

India as a developing country needs micro as well as macro changes in society. Social entrepreneurs are one of such vital changes which can change the face of the society. In India due to excess population the problems are at full swing therefore there is an urgent need for social entrepreneurs. It is a unique combination of entrepreneurs and philanthropy. In social entrepreneurship the products and services are designed in such a way which makes maximum social positive impact including profits for the firm. In traditional entrepreneurship the products are sold for only profit while in social entrepreneurship the products are sold to have a positive impact in the society. Still in today's world the concept of social entrepreneurs is not much popular compared to traditional methods. In crises such as covid 19 pandemic social entrepreneurs are proving as a boon to the society. In the coronavirus pandemic the nations were on their knees, economically and socially. Thus philanthropy and active social entrepreneurs are vital for society. The findings of the research was

1. Social entrepreneurs create a positive impact in the society as it is a combination of both profit oriented firm as well as it is aware of its social responsibilities
2. They have the capacity for innovative change and which are answers for many social issue which the world is currently facing
3. With proper push by government like low interest loans, subsidies etc the social entrepreneurs can work effectively
4. Level of health care and education has also increased due to social entrepreneurs which proved extremely beneficial for India.

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