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A 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. Economic entrepreneurship focuses on economic need, on the other hands, social entrepreneurship focuses on social needs. 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 fibre in India and other developed nations specifically at the bottom of the pyramid level is also underlined in this research paper.

Key words-

Social entrepreneurship, Social Innovation, Social needs, social entrepreneurs, economic entrepreneurs, Bottom of the pyramid.

1. INTRODUCTION-

Entrepreneurship is the core force of economic growth; the economic development which one experiences is just due the prevailing force of entrepreneurship. 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. 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. 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.

2. 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. This definition of social entrepreneurship is clearly puts forward the basic components of social entrepreneurship; they are-

1. It is undertaken by special group of people refereed as social entrepreneurs.
2. It is situation where social problem is identified and solved using entrepreneurial principles.
3. The main purpose stands at bringing social changes, rather than making individual profits.
4. Social entrepreneurship is successful in terms of not the big profits, but the unquantifiable social impacts.
5. 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’”

3. WHO IS A SOCIAL ENTREPRENEUR?

Social entrepreneurs are those entrepreneurs who basically undertake social entrepreneurship. 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 purse 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.

4.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 startups/new ventures has developed keeping social interests in mind and providing sustainable solution to social issues and earning their profits as well.

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.

- 1.Social entrepreneurship focuses on deprived/weak section of society, India has over 27crore people living under such conditions. So social entrepreneurship becomes relevant and it is needed the most for uplifting this section of people.
- 2.Social entrepreneurship sees social benefits as primary and profits as secondary. This helps in getting great products/services on quite affordable prices.
- 3.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.
- 4.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.
- 5.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.

5.SOCIAL ENTREPRENEURSHIP IN INDIA-

- 1.In Maharashtra, Zero Miles is building multi-utility drinking water centres to bring people together for community development.
- 2.Aadhan builds classrooms — and a host of other spaces — from discarded shipping containers.
- 3.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.
- 4.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.
- 5.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.”

6. 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. 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-

- 1.Jeroo Billmoria-Jeroo Billmoria is an accomplished social entrepreneur and the founder of several international NGOs. Her pursuits have earned her accolades with Ashoka Innovations for the Public, the Skill Foundation and the Schwab Foundation for Social Entrepreneurship.
- 2.Ajaita Shah-Business Week ranks her as the most influential leader under 30, working for 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.
- 3.Harish Hande- Founder of SELCO, he has a reputation of installing 120,000 systems in Karnataka, his aim being- making renewable resources the predominant source of energy in rural India. Stressing as an observer of minute details, he letter grew into an innovator and a social entrepreneur.
- 4.Sushmita Ghosh-She deals mainly with craft and restore from rural India, contributing to the present success of Rangasutra (a for-profit venture) and retailing from FabIndia.
- 5.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.

7. 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 analyzing the identified problem, considering all the possible aspects.

Following are the traits of social entrepreneurship, which are commonly existing in social entrepreneurship-

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

8. 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. The roles and responsibilities of social entrepreneurs are given as under with reference to India society-

- 1.Social entrepreneurs have the capacity to influence the society by their unique product/service aimed at the social upliftment.
- 2.Social entrepreneurs in India face certain problems related with mindset of people who do not want to change their way of doing things.
- 3.Social entrepreneurship depends upon social innovations; the challenge is to create such innovations which can resolve the social problem completely by using minimum resources.
- 4.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.
- 5.Social entrepreneurs are supposed to provide employment as well with their unique approach.

9. 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. Some of the prominent challenges faced by social entrepreneurship in India are given below-

- 1.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.
- 2.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.
- 3.Arranging finance- One of the challenges for entrepreneurship in India remains lack of financial sources.
- 4.Shortage of talented/dedicated workforce- This is a very unique challenge faced by social entrepreneurship exclusively. 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.
- 5.Setting and communicating value objectively- The important challenge of social entrepreneurship is to setting and communicating values clearly.

10. 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. There are few steps/measures which can be practiced to face the prevailing challenges of social entrepreneurship in India-

1. 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.
2. 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.
3. 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.
4. Providing infrastructure and basic facilities- Government and other stake holders must work on the basic facilities to the social entrepreneurship.
5. Social entrepreneurship development programmes- Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship.

11. CONCLUSION AND FINDINGS 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. The study has the following findings-

1. Social entrepreneurship is a best combination of social service and entrepreneurial skills to look for social problems.
2. 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.

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