

A STUDY ON THE CHALLENGES FACED BY THE SOCIAL ENTREPRENEURSHIP IN INDIA

Dr. Satbir Singh

Assistant Professor, Department of Commerce,
Sanatan Dharma College, Ambala Cantt., Haryana, India

Dr. Mohit Bindlish

Assistant Professor, Department of Commerce,
Sanatan Dharma College, Ambala Cantt., Haryana, India

Dr. Gulshan Singh

Assistant Professor, Department of Chemistry,
Sanatan Dharma College, Ambala Cantt., Haryana, India

Abstract

Social Entrepreneurship is assumed to be the job of progress specialists in the social area by embracing a strategic make and support social worth, by perceiving and steadily seeking after new chances to serve that crucial, taking part in a procedure of persistent advancement, adjustment and learning, by acting intensely without being constrained by assets at present close by and by displaying elevated responsibility to the voting public served and for the results made. In the process of Social Entrepreneurship, the Entrepreneurs have to face certain problems. The present study is aimed at finding the challenges faced by Social Entrepreneurship in India and it was found that there are various challenges which are being faced by the Social Entrepreneurship in India such as lack of Infrastructure and innovativeness etc. To cope up with these challenges, various suggestions have been suggested in the study.

Keywords: Social Entrepreneurship, Innovativeness, Entrepreneurship.

Introduction

India is the seventh-biggest nation on the planet as far as land mass and has 17.5% of the total populace, making it the second most crowded nation after China. It is additionally the most youthful nation on the planet as far as demography with around 66% of the populace matured underneath 35. It is the third biggest economy estimated by total national output (GDP) after China and the USA. Notwithstanding being the second quickest developing economy after China, India is home to around 40% of the world's poor, with just shy of 30% of the populace living underneath the destitution line. The nation is as yet fighting with financial issues like absence of education, lack of healthy sustenance, and helpless human services. It positions 130th among 188 nations in the

Human Development Index. Neediness and joblessness are major political and monetary issues. A shaky cash likewise stays a significant worry, alongside infrastructural bottlenecks, a plenty of awkward standards and guidelines that obstruct business, frail law implementation and high reliance on the moderate developing horticulture segment. Different issues incorporate generally low profitability and profound provincial urban and standing divisions. Regardless of great development, the mark on neediness has been minor. Absence of access to quality instruction compels youth employability. Just about a fourth of the populace is unskilled and about 98% of the youngsters enter the market without satisfactory ranges of abilities. This is a significant imperative in understanding the potential which India's huge youthful populace offers.

Outline of key on-screen characters supporting social ventures in India

Social effect and enterprise are profoundly established in the Indian ethos. Agreeable and network claimed plans of action like Amul and Fabindia have existed in India since the 1950s, and the worldwide social business visionary help association, Ashoka, presented the term 'social business person' in 1981. The Indian social venture biological system is the most evolved of the four nations in this examination, with a wide and developing scope of local and worldwide financial specialists and bolster associations.

Social business enterprise is the acknowledgment of a social issue and the employments of innovative standards to sort out make and deal with a social dare to accomplish an ideal social change. While a business person regularly quantifies execution in benefit and return, a social business visionary likewise gauges constructive comes back to society. Therefore, the primary point of social enterprise is to additionally widen social, social, and natural objectives. Social business visionaries are usually connected with the deliberate and not-revenue driven segments, yet this need not block making a benefit. Social business enterprise rehearsed with a world view or global setting is called worldwide social enterprise. The present study is an attempt to find out various challenges faced by Social Entrepreneurship in India. Further, the study is aimed to ascertain some logical suggestions for improving the status of Social Entrepreneurship in India.

Review of Literature

Singh (2012) studied the concept of Social Entrepreneurship in Indian context and it was found that social and environmental problems of the country are increasing year after year which may open new doors for the extensive application of multidisciplinary approaches and entrepreneurial energy in the social and environmental sectors. Further, it was found that India is experiencing an increase in social entrepreneurship and attempts

by social entrepreneurs to find affordable solutions to various social problems of society. Moreover, with the modern technology and increased competition, social entrepreneurs have to become more dynamic. It was suggested that Social entrepreneurs should help higher education institutes in India in developing curriculum that create social entrepreneurship habits in their students so that high quality managers and promoters can be produced and Social ventures should educate the consumer and set market standards by following network approach. It was also suggested that regional disparities or imbalance should be removed by the growth of social entrepreneurship in the country. As per the study, balancing the growth of social entrepreneurship in the country can solve the social problem of large population and health of the country. **Bulshara et. al. (2015)** conducted a study on the growing trends of Social Entrepreneurship in India and the new initiatives taken by various Social Entrepreneurs. Further, the theories of Theories of Social Entrepreneurship were also briefly. As per the study, some Indian entrepreneurs like Ela Bhatt, Bunker Roy, Parag Gupta, Rajesh Sinha, Harish Hande etc. have come forward and successfully tackled and continue to tackle some of the globe's most complex challenges in India. As per the results of the study, the Indian entrepreneurs are made aware of their social responsibility as an important business segment but CSR in India has yet to receive widespread recognition. **Satar (2016)** conducted a study on the prevailing state of relevant policies & recent S-ENT policy developments within India. The study was aimed to analyze the system necessities & develops a conceptual framework of Social Entrepreneurship policy in India. It was observed that significant increase is there in the policy development efforts from Governments of certain developed countries. However, there are little or no concerns for Social Entrepreneurship policy framework in majority of developing countries including India. Hence, the paper lays the foundation for development of the policy framework for Social Entrepreneurship in India. **Rawal (2018)** studied the variety of topics related to social entrepreneurship, including the conceptual framework and process of social entrepreneurship and various challenges faced by social entrepreneurs and puts forwards its recommendations to improve the overall situation of social entrepreneurship/entrepreneurs in India were also discussed in the study. Further, similarity and contrast between social and economic entrepreneurship along with explaining the traits for a social entrepreneur were studied. In the findings, Social entrepreneurship was found having its increased scope and importance in recent years in India. **Singh and Sharma (2019)** made an attempt to define the term of social entrepreneurship with the help of information from several research papers. The study was aimed to shed light on the theme of challenges and opportunities facing the social entrepreneurship scene in India. It was found in the results that social entrepreneurship has emerged to a greater extent and is well appreciated in India.

Conveying the business idea, working remotely, getting fund, government approval, competition from others, acquiring technologies, promoting awareness and getting skilled workers were found to be the major challenges for the Indian entrepreneurs. It was also found that India has experienced an increase in social entrepreneurship and attempts by social entrepreneurs to find affordable solutions to various social problems of society.

Objectives of the Study

The following are the main objectives of the present study:

1. To study the concept of the Social Entrepreneurship in India.
2. To find out various challenges faced by Social Entrepreneurship in India.
3. To suggest some suggestions for improvement in the status of Social Entrepreneurship in India.

Research Methodology

The present study is descriptive in nature and based on secondary data. This study is basically related to the social entrepreneurs in India. Various newspapers, magazines, reports published by various organization/authorities and journals have been considered for the collection of secondary data.

Results and Discussion

India and comparable social orders give best grounds to social business to win and develop to its best. Created social orders have constrained degree for social business enterprise, as the social imbalances are moderate. Then again, social imbalances are at its most extreme in immature, creating and least created countries. The duty of any business person is exceptionally and conspicuous in nature, yet with regards to social enterprise or social business visionaries, they are unavoidable for social upliftment. As our experience has let us know over and over that social worth creation, social increases and social changes must be accomplished by magnanimous individuals, who apply pioneering abilities alongside administrative aptitudes for cultural additions and non-individual benefits. These benevolent individuals are named as social business visionaries. The roles and responsibilities of social entrepreneurs are given as under concerning India society:

1. Social business people have the ability to impact the general public by their one of a kind item/administration focused on the social upliftment. Their job starts with recognizing the social issue which concerns everyone as opposed to certain faction of individuals in the public arena. So distinguishing a fitting social issues/issue is significant.

Entrepreneurship and Economic Development of India

2. Social business people in India face certain issues related with outlook of individuals who would prefer not to change their method of getting things done. The greatest job of social business people is seeking after them to roll out crucial improvements, which will reflect in by and large society.
3. Social enterprise relies on social advancements; the test is to make such developments which can resolve the social issue totally by utilizing least assets.
4. Social business people have the job to reach at the remotest corner of nation for focusing on the social areas, which are denied to essential offices. The obligation of social business visionaries is to contact such individuals and serve them decidedly.
5. Social business visionaries should give work too their special methodology. Giving work to neighborhood individuals having least aptitudes and capabilities is greatest duty of social business people.
6. One of the significant jobs which social business visionaries need to play in India society is to roll out obvious improvements in social orders with social adjusting approach.
7. Social business people need to cause the general public's imbalances to disappear utilizing constructive strategies. This should be possible by doing appropriate and sufficient examination of the segment of the general public where the item/administrations must be presented.

Aside from the roles and responsibilities referenced above, there are sure different jobs and duties also which are carried by social business visionaries. With changing time and measurements of society, the necessities and prerequisites are additionally changing alongside it. Social business people must be on top of evolving social orders. India likewise one of the social orders which are quickly changing and patching up towards more noteworthy movements. These progressions and improvements are close enough to not many and away from a ton, this distinction must be satisfied by the social business visionaries and that is their most prominent job.

Challenges faced by Social Entrepreneurship in India

Social enterprise, similar to some other part of social business enterprise additionally faces difficulties. All the difficulties are either controllable or non-controllable, yet all the difficulties are sensible. Social business enterprise is somewhat and some way or another in a general sense particular to financial business, so are the difficulties of social business. In India especially social business enterprise is exposed to numerous difficulties. These difficulties are forestalling the development and spread of social business enterprise in

India as against to different areas and countries, who have made the social enterprise a crucial. The fascinating thing to note down is this; all the difficulties which are looked by social enterprise are totally different in nature. These all are worried about outlook as opposed to dependent on some physical quality. Individuals are intellectually hindered towards the social business enterprise in India. A portion of the unmistakable difficulties looked by social business in India are given underneath

1. **Disarray with social work:** Social business enterprise is generally in India is mistaken for social work, thus it can't make an imprint as an individual element in India. This is beginning of challenge for social enterprise.
2. **The issue of innovativeness:** The following issue which is looked by social enterprise is absence of imagination with respect to intuition good thoughts for advancement of society and procuring benefits also. This combination is extremely difficult to think and executed especially in India.
3. **Organizing account:** One of the difficulties for business in India remains absence of budgetary sources. The social business people offering a one of a kind item and set of administrations make it considerably harder to get budgetary guide from the built up monetary establishments. This is extremely critical and an impressive explanation behind a work in progress of social business enterprise in India.
4. **Lack of capable/devoted workforce:** This is an extremely one of a kind test looked by social business enterprise only. For the most part individuals land into positions to get an attractive pay and advantages, however with social business enterprise this turns into somewhat hard. Since the prime goal of social business is to get social increases/benefits instead of individual additions/benefits. Under these condition it is difficult to get individuals to work for the firm.
5. **Setting and imparting esteem equitably:** The significant test of social business enterprise is to setting and conveying esteems plainly. Typically what happens is, worth may vary from society to society dependent on their restrictive needs. Be that as it may, social business people need to set basic qualities, which can be imparted without any problem.
6. **Hoisting the people:** The most unmistakable and obvious test before the social business is to hoist individuals from their present spot of remaining by making constructive and significant chances. In this procedure every individual must be taken into account their individual necessity as opposed to as a general public all in all. This represents an alternate kind of challenge for social business visionaries.

7. **Absence of a Moral system:** Since social business visionaries are worried about the cultural changes and upliftment of individuals, now and again they embrace a less moral method of leading their business. This test is once in a while noticeable yet exists in some outrageous cases in India. Since society to society the moral boundary shifts.
8. **The Business Supposition:** Social enterprise doesn't accept business feasibility or suspicion as their need. This is perhaps the greatest test with regards to business suspicion of realities and thoughts. Since socially things might be acknowledged yet monetarily/industrially they may not. This makes a problem for social business in India. Business non suitability additionally makes firms less propelled for the getting in to social profiting ventures.
9. **Absence of Proof:** Unlike monetary business, social enterprise has less confirmations of changes they have spearheaded in the public arena. Such changes are difficult to monitor, as individuals move starting with one spot then onto the next every now and again for a few reasons.
10. **Absence of Planning and suitable structure:** This is the test which is frequenting the business enterprise for a long time and still does somewhat. Absence of arranging is pivotal and it is regularly the reason for disappointment of social undertakings. The best possible and ampleness of framework including the preparation, money, meeting, and exploration are not set up for social business enterprise in India.

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 preposition 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-

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. These facilities can attract people towards becoming social entrepreneurs, thus the spread of social entrepreneurship will increase to multi folds.
5. **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.
6. **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.
7. **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.
8. **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.

Conclusion

Social Entrepreneurs can change the essence of society in India, there have been numerous such models and activities which run under the flag of social business enterprise and end up being life changing for individuals of that region. In India particularly social business has better possibilities as the social issues are at full swing here. Social business enterprise is a one of a kind blend of innovative attributes and charity. In Social Entrepreneurship, items and administrations are intended to have greatest social effect alongside making extensive benefits for the firm. Here the working

Entrepreneurship and Economic Development of India

zone of firm is regularly the region/locale which are commonly disregarded by huge firm of financial business enterprise. In a manner the item and administration contributions of social enterprise is very special and provides food the cultural necessity better than monetary prerequisites. This is careful of pioneering qualities being executed for a social reason/issue.

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