

# A STUDY ON SOCIAL ENTREPRENEURSHIP

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## ABSTRACT

Social entrepreneurship, as a practice and a field for scholarly investigation, provides a unique opportunity to challenge, question, and rethink concepts and assumptions from different fields of management and business research. This article puts forward a view of social entrepreneurship as a process that catalyzes social change and addresses important social needs in a way that is not dominated by direct financial benefits for the entrepreneurs. Social entrepreneurship is seen as differing from other forms of entrepreneurship in the relatively higher priority given to promoting social value and development versus capturing economic value.

## 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 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 prime objective of social entrepreneurship stands different than the usual objectives of entrepreneurship; here social benefits are clubbed with economic benefits.

## **2. OBJECTIVE OF THE STUDY**

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.

1. To study social entrepreneurship with its basic framework.
2. To underline the roles and responsibilities of social entrepreneurs in India society.
3. To study the overall contribution of social entrepreneurship and social enterprises in India.
4. To list out the challenges faced by social entrepreneurship in India.
5. 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.

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. 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 care 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. Following are the contribution made by social entrepreneurship in India.

1. 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.
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. In that case we need social entrepreneurship, so that we can minimize the impacts the social problems.
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.

### **3.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."

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.

#### **4.EXAMPLES OF SOCIAL ENTREPRENEURS IN INDIA**

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 beingmaking 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. She collects, what she calls 'priceless' products from these talented and dedicated villagers and helps them earn their living they deserve.
5. Trilochan Shastri-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.
6. 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.

## **5. 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. 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.
3. 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.

4. 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.
5. The level of education and healthcare has also increased due to social enterprises and their growth in recent times in India.

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