

SOCIAL ENTREPRENEURSHIP

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ABSTRACT

Ambitious and persistent individuals with innovative business ideas and solutions to the mostcrushing social problems of the society are social entrepreneurs. These visionaries and realistsare concerned with practical implementation of their vision and the upliftment of this societyas well. Social entrepreneurship is just addressing the innovative solutions to the problems which are being faced by the society while aiming at reforming the less privileged sections of the society. It believes in handling the major social problems by using their new business ideas instead of leaving the needs of society on the business sector and government sector. Despite the relentless efforts of these entrepreneurs many hardships have been faced by them. Such problems are conveying the business idea of social entrepreneurship, sustained employment, acquiring technological assistance, lack of awareness and finances. Such situations need be balanced for the balance in economy and betterment of society. In order to deal with such problems, the government has taken many initiatives like self-employment lending schemes, Women Entrepreneurship Platform, SAMRIDH schemes, Atal Incubation Centre. These initiatives have been brought into existence to promote and enhance the efforts of social entrepreneurs and exhilarate the standards of society. Many social entrepreneurs have been benefited by such schemes resulting in elevating the deprived sections of the society. For example, Urvashi Sahni founder and CEO of Study Hall Education Foundation, has offered education to the most disadvantaged girls in India. Other such great personalities are- Anshu Gupta, Harish Hande, Santosh

Parulekar etc. This paper attempts and analytical and critical examination of social entrepreneurship, initiatives by government and successful social entrepreneurs in India.

Keywords: Social Entrepreneurship, Social Entrepreneurs, Social Needs and Problems, Initiatives

Introduction-

The definition of term Social entrepreneurship cannot be started by ignoring the definition of the word entrepreneurship. The word entrepreneurship is a mixed benediction and like a coin it has two faces. It deals with the ability to analyse and act upon that opportunity by using the out of box thinking with single minded determination to create or bring something new to the world, which can be considered its positive effect. But on the negative side entrepreneurial activities need a long span of time before its true outcome becomes evident.

What differentiates the two sets of entrepreneurs from one another is simply the motivation aspect – while the entrepreneurs are only encouraged by money whereas social entrepreneurs are driven by altruistic approach.

In the words of Gregory Dees “Father” of the concept of social entrepreneurship education; the social entrepreneurs are similar as the agents who bring the change in the society. [Social entrepreneurs are reformers and revolutionaries, as described by Schumpeter](#), but with a social mission. Peter Drucker considered the social entrepreneur as somebody, who seeks social change, reacts and replies to it, exploits it as an opportunity, and therefore changes the performance capacity of society.

Social entrepreneurs are the representatives who play a prominent role in bringing a remarkable change in the social sector while they embrace their mission to create and sustain social value, recognize and relentlessly grab new opportunities to serve that mission. They engage themselves in a process of perpetual innovation, acclimation and learning, by acting fearlessly without being limited by resources which they currently have in their hands and by unveiling their accountability to the societies served and for the outcomes created.

Social entrepreneurship as the concept was coined long ago but has been

in the corporate parlance in just the recent past. Initially, the terms social entrepreneur and social entrepreneurship were used in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton the founder of Ashoka: Innovators for the Public.

Most commonly, entrepreneurship has been related with money making individuals who has a high aim and achieve a lot for themselves in the world of strong and resilient competitors. The success of any venture was and is always being judged on parameters like return on investment and net income margins. But, with the bizarre empowerment and cognizance of the citizens of the developing world, a new revolution has started, particularly among the youth of the world. This revolution is the growth of **Social Entrepreneurship** – the form of entrepreneurship where monetary benefits not the only focussed and ultimate result, but the achievement of social upgradation and further empowerment is also kept in mind.

Social entrepreneurship can be best described as having the following three components:

(1) recognizing a balanced but inherently unfair equilibrium that causes the elimination, marginalization, or anguish of a segment of humanity that is devoid of any financial means to achieve any transformative benefit on its own; (2) recognizing an opportunity in this unjust equilibrium, empowering a social value proposition, having motivation, inventiveness, direct action, doughtiness, and fortitude, thereby challenging the stable state's predominance; and

(3) establishing a new, stable equilibrium that diminishes the sufferings of the targeted group, and by replicating and forming a balanced ecosystem around the new equilibrium confirming a better future for the targeted group and even society at large.

India is the nation acknowledged for the entrepreneurial activities carrying the seeds of social concern. Here, we have the field of social entrepreneurship which has come to the forefront as a medium having the potential of dealing with social problems in an entrepreneurial way.

2. Literature Review

According to Adv. Sona Soni (2020), Social Entrepreneurship is a best hybrid of social service and entrepreneurial skills. The objectives of the

study were to understand social entrepreneurship, its importance, social entrepreneurs and challenges faced by them. Also mentioned the suggestions to overcome these challenges.

According to N. Kumarasamy Ph.D Scholar, L. Murali Krishnan (2019) Social entrepreneurship has revolutionised the devastated sections of India. This paper has briefed about social entrepreneurs and various sections which are to be covered by them. It is also mentioned the challenges faced and gave solutions to these challenges.

According to Komalpreet Singh, Manu Sharma (2019) studies the importance of social entrepreneurs and have examined the scope and opportunities of social entrepreneurship.

According to Dr. Hemantkumar P. Bulsara, Dr. Shailesh Gandhi, Dr. Jyoti Chandwani (2015) Social Entrepreneurship in India has taken a new concept of Corporate Social Responsibility (CSR). It also tells us the possible reasons for a gradual shift towards Social Entrepreneurship and how it is the way to future.

3. Research Methodology

The study is based on qualitative technique and secondary data. Secondary data is collected by exploring the journals, articles, and various websites.

4. Objectives of the study

1. To know the concept of social entrepreneurship.
2. To explore government initiatives for entrepreneurial development.
3. To look into the areas of action.
4. To list out and explore the renowned social entrepreneurs in India.

Government Initiatives

India is consistently on her mission. To build a powerful start-up ecosystem. In order to promote and support young, innovative and flourishing entrepreneurs, the government has created a Ministry dedicated to help grow new business. Furthermore, the central Government of India has also introduced many schemes to bolster entrepreneurship in India and to assist emerging start-ups financially where social entrepreneurs can also be benefited.

“Take up one idea. Make that one idea your life, think of it, dream of it, live on that idea, let the brain, muscles, nerve, every part of your body be full of that idea and just leave every other idea alone. This is the way to success.”- Mr Narendra Modi, Prime Minister of India

Following are the initiatives by government which have helped get the solutions in finding problems of society and its upliftment.

1. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

The **Credit Guarantee Fund Trust for Micro and Small Enterprises** (CGTMSE) was initiated by the Government of India and put to effect from 1st January 2000 onwards to provide business loans to micro level businesses, small scale industries and start-ups with zero collateral. It allows entrepreneurs to avail loans at highly subsidized interest rates without any need of security. By working along with SIDBI (Small Industries Development Bank of India), the government provides a maximum amount of up to INR 100 lakhs under this scheme for the development of new enterprises as well as rehabilitating the existing ones.

2. Atal Innovation Mission (AIM)

Atal Innovation Mission (AIM) is a flagship initiative set up by the NITI Aayog in 2016 to promote innovation and entrepreneurship throughout the country. AIM's objectives are to initiate and foster an ecosystem of innovation and entrepreneurship across the country at school, university, research institutions, MSME and industry levels.

3. The Women Entrepreneurship Platform (WEP)

Launched by the NITI Aayog, the WEP is for budding and existing women entrepreneurs throughout India. It has been divided into three aspects:

- **Iccha Shakti:** It motivates women entrepreneurs to start their business
- **Gyaan Shakti:** It provides knowledge and ecosystem
- **Karma Shakti:** It provides hands-on support to entrepreneurs to set up or scale business

Women at the ideation stage and established start-ups can register for the scheme. Corporates, social entrepreneurs, organisations, incubators can also apply provided that they are assisting women in any form. WEP also provides incubation and acceleration support to start-ups founded or co-founded by social women entrepreneurs. The scheme includes benefits like free credit ratings, mentorship, funding support to women entrepreneurs, apprenticeship and corporate partnerships.

4. Self Employment Lending Schemes Credit Line 2 – Micro Financing Scheme

The National Minorities Development & Finance Corporation (NMDFC) scheme provides loan at the doorstep of those who wish to be beneficiaries. Under this scheme Social Entrepreneurs and Self-Help Groups (SHGs) are eligible to apply. This scheme provides preference to entrepreneurs who are from the lower economic background and women from the minorities.

5. NewGEN IEDC

The Department of Science & Technology (DST) introduced the New Generation Innovation and Entrepreneurship Development Centre (NewGen IEDC) programme in 2017. This programme is implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad. It focuses on the promoting “knowledge-based and technology-driven start-ups” through mentorship, guidance and support.

The NewGen IEDCs are established in academic institutions where students can work on innovative projects over a period of five years. In its first year, the DST was successful in establishing 14 NewGen IEDCs and further it envisions to upliftment of the society.

Areas of Action

1. Education and Skill Training:

One of the biggest and most promising sectors for investment in Indian social enterprise ecosystem is education sector. Thus, the sector has begun to demand larger involvement of social entrepreneurs and requires enhanced Public Private Partnership

models (PPP) all over the country. India faces challenges in multiple areas of providing quality education and an all-round development of students who are the future of India. These challenges are- inadequate school infrastructure, inequality amongst schools, shortage of skilled staff and teachers and qualitative learning.

To deal with such challenges social entrepreneurs have come to the forefront with skilled teachers, better infrastructure facilities, qualitative learning and pedagogy tools.

2. Healthcare:

The constituent states and territories of India run a universal public health care system. Parallel to public health sector of India, the private medical sector is considered more preferable. The private medical sector is used more frequently than the public sector by both urban and rural Indian folk. In India more than half of the population still lives in rural areas which limited access to hospitals and clinics and has to depend on alternative medicines and government programs in rural health clinics. One such program is the National Urban Health Mission which gives patients healthcare premiums which has not been very effective. In addition to such programs, India has many safety net health insurance programs such as the Community Health Insurance program which is only for the population below poverty line. Yet many urban and rural poor to middle-class people are not aware of these schemes and programs.

3. Agriculture:

India has basically been an agrarian economy. Agricultural development is key pillar of national building in India. Almost one third of the rural population in our country are solely dependent on agriculture and allied sectors which provide bread and butter to them. Agriculture holds approximately 53% of the country's total employment and the contribution of GDP is only 17 % by the agriculture sector. Agricultural growth is declining because of several factors like declining interest of youth in farming, fragmented land holding, dearth of infrastructure, lack of access to credit and capital investment, reliance on monsoon, high poverty

and other socio-economic factors.

4. Industry:

Make in India, an initiative by the Government of India, was launched by Prime Minister Narendra Modi on 25 September 2014 to encourage enterprises to manufacture their products in India. Many technology firms such as GE, Bosch, Tejas and Panasonic has given their confirmation to Indian govt. regarding their decision to invest in the electronic, medical, automotive and telecom manufacturing clusters in India to encourage this initiative. Still many entrepreneurs are facing enormous challenges such as-intensive capital investment, high interest rates on investments, lack of domestic demand, shortage of skilled labour, youth's preference of white-collarjobs and global competition.

Social Entrepreneurs in India:

In order to deal with challenges India is in much need of new breed of Sociopreneurs who are pocketed with untraditional business models to address the environmental and social issues.

Being an entrepreneur is a challenging task in itself, and handling a social cause through it is undisputedly makes the journey backbreaking. Social entrepreneurs in India have a mission to procreate a business for a social cause. While skilfully handling the dearth of funds, human resources, infrastructure and many more they have the ability to implement a low-cost business solution for problems faced by the society. Despite all the challenges India is blessed to have new age heroes who are the distinguished social entrepreneurs in India and are mentioned as follows:

Urvashi Sahni

Urvashi Sahni definitely tops the list when we talk about the best of social entrepreneurs in India. She is the **founder and CEO of SHEF** (Study Hall Education Foundation), an organization which is dedicated to provide educational opportunities to the most disadvantaged girls in India. She has worked with over 900 schools and moulded the life of 150,000 girls (directly) and 270,000 girls (indirectly). She has rightly been complimented with the '**Social Entrepreneur Of The Year**' award in 2017 for her selfless act of dedication, passion and efforts.

Harish Hande

Harish Hande is another evolving social entrepreneur of India who has made a remarkable and committed position for himself. He is the **CEO & Founder of Selco**, a company which facilitates sustainable energy source to rural regions of the country. This project was the first rural solar financing program in India. His organization has contributed over 120,000 installations and has more than 25 operating retail and service centres in Karnataka alone.

Anshu Gupta

Anshu Gupta was born in a middle-class family in Uttar Pradesh. After taking media as a profession and while being an intern he observed the need of proper clothing for the poor in rural India. He then founded **Goonj**, a social enterprise that collects used clothing from the urban crowd, arranges them, fix and later distributes among the poor and needy. The relief work by Goonj came to the forefront during the times of natural calamities in Gujarat, Tamil Nadu and Kerala. His efforts have highly been acknowledged.

Sumita Ghosh

Ashoka Changemakers, is an open-ended platform for social innovation that is one-of-its-kind in the world. Sushmita Ghosh is the founder of such prestigious organisation. She aims to renovate the craftsmanship and talent that is untapped and unharnessed in rural India and relentlessly aims to provide people with the recognition they deserve. She started with '**Rangasutra**', a retail chain from FabIndia and it has turned out to be a huge success.

Ajaita Shah

Ajaita Shah is the Founder & CEO of **Frontier Markets**. Her organisation provides solar energy powered products to rural India at an extremely affordable cost. Ajaita Shah works with her aim and vision to empower and uplift rural India. She started at the root level and now aims to provide the best technological solutions to the people in distant villages in India at the cheapest price possible. She has sold over 10,000 solar solutions until now and there is no limit to them until they let the remotest corners of the country shine and gleam leaving the darkness behind.¹

TrilochanShastry

TrilochanShastry with his unstoppable efforts and unshakable determination has proved that nothing is impossible to achieve in this world if we have the zeal and fervour to embrace it. While being an acknowledged professor in IIM Bangalore, he was devastated to see the state of political affairs in the country. What started as a PIL against the politicians led to the foundation of the **Association for Democratic Reforms (ADR)**, an organization that scrutinizes election procedure in India. TrilochanShastry also heads NGOs for the upliftment of the farmers

Conclusion

Social entrepreneurship has evolved to a larger extent in India and embraced. Despite facing the backbreaking hardships and challenges, many social entrepreneurs have emerged ultimately providing solutions to the societal problems as well as its upliftment. Government has also played its role. Still there is a scope for betterment and the points mentioned can be useful:

1. Help to the educational institutes, healthcare centres by the social entrepreneurs.
2. Proper awareness to the customers be the social entrepreneurs in order to increase demand for the product.
3. Removal of regional differences in order to ensure balanced and overall growth of the society.

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