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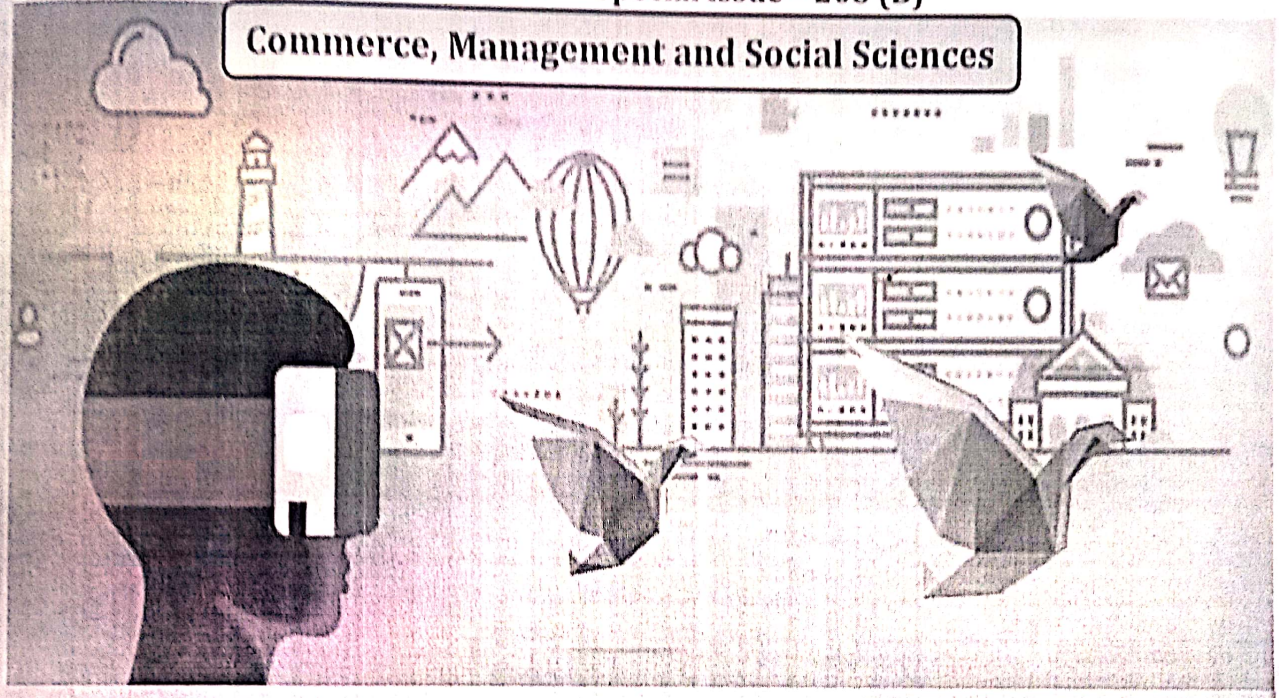


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Social Entrepreneurship in India

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Abstract:-

The pre independence period does not show any specific efforts for Entrepreneurship development in our country the response of British rulers to Indian Entrepreneurship was mostly non affectionate and discouraging. After Independence also entrepreneurship development remained neglected for the first few years. Then government realized the importance of focused and organized efforts for entrepreneurship development, especially after the Kakinada Experiment By 1970 in Gujarat then Entrepreneurship in India has developed.

Social Entrepreneurship has become the most important word in India and around the world It has best mixture of social service and entrepreneurship this combination makes it most attractive and so unique in nature. This is the objective of social entrepreneurship that entrepreneurship is now more responsible for society and its well being than earning profits only. Social entrepreneurship is identification of social need and addressing that need with unique social innovation. Social entrepreneurship focuses on social needs.

In some recent decades there is an increase in the social entrepreneurship or the entrepreneurship doing business with a social vision. This entrepreneurship aims to help society. Social entrepreneurship is those who doing business for a social change. Therefore, social entrepreneurship is frequently referred to as "Altruistic entrepreneurship or Philanthropic entrepreneurship". Also social entrepreneurship tackle major social issues and after new ideas for a wide scale change in the society. They regard profit the Secondary goal but give first priority to social objectives. They work as the agent of change for the society. They carry out the business as a mission with a social vision".

This paper is detailed study on variety of topics related to social entrepreneurship including the conceptual framework and process of social entrepreneurship. This research paper also includes the various challenges faced by social entrepreneurship and also suggest its recommendations to improve the overall situation of social entrepreneurship in India.

Key words: - Social Entrepreneurship, social Entrepreneur, Social Innovations, Social needs,

Introduction :-

Entrepreneurship is the important part of economic growth Economic development is totally based upon the growth of entrepreneurship Government of various states all around the world, have understood and underlined the importance of entrepreneurship. Thus, governments have started working on the basic infrastructure required for the systematic development of entrepreneurship in their respective countries. In India entrepreneurship was first used for business/economic context in 18th century by a French economist Richard Cantillon, who associated entrepreneurship with the prime objective of social entrepreneurship stands different than the usual objectives of entrepreneurship Most of the times, social entrepreneurship is used



in synonymous with social service/work. Social entrepreneurship is a very beneficial phenomenon as its products and services, Making the goods available to deprived section of the market and earning profits from them. social entrepreneurship is just another type of entrepreneurship with certain characteristics, including making profits, selling, and innovation. But difference is, it stresses upon personal gains. India has been in need of social entrepreneurship for a very long time and could be benefited more. Some social enterprises which are established in India are changing the very face of society by balancing the social imbalance. There are some examples of social entrepreneurship which clears that touches the very basic of the society. educational institutions, medical institutions etc. to bring changes in the society rather than earning money for themselves. But they are still financially clubbing their activities.

Objective Of The Study:-

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

Hypothesis To Be Used In Study:-

The present study is based on the following hypothesis: -

H1 Social Entrepreneurship contributes in the upliftment of society in India.

H1 Social Entrepreneurship faces challenges in India.

Research Methodology :-

The research methodology used in this study is descriptive in nature. The data and information are taken from the various secondary sources. In the present research various reports, books on social Entrepreneurship have been referred. the sources where the data has been collected for the present study is listed below.

1. Research papers on related topics have been referred.
2. Textbook of fundamentals of Entrepreneurship is used.
3. Websites on related topics.

Meaning and definition of social Entrepreneurship: -

Social entrepreneurship is one of the important aspects of Entrepreneurship. Social entrepreneurship is the work of social entrepreneur. A social entrepreneur is someone who recognizes a social problem and uses entrepreneur principles to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact she/he has on society.

Definition:-

"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.



What is mean by social Entrepreneur?

Social entrepreneurs are those entrepreneurs who basically undertake social entrepreneurship. They have all the traits of economic entrepreneur; except the motivational force they have which is derived from social inequalities and social insufficiencies. These entrepreneurs aim to help society. Social entrepreneurs are those who doing business for a social cause. Therefore, social entrepreneurship is frequently referred to as 'Altruistic Entrepreneurship' or 'Philanthropic Entrepreneurship.' They regard profit the secondary goal but give first priority to social objective. They do not measure the success of their enterprise in terms if profit alone, but success of their enterprise is well defined by positive changes brought about by their business in society.

Characteristics of Social Entrepreneurship:-

1. Social entrepreneurs combine commerce and social issues in a way that improves the lives of people connected to the cause.
2. They put profit at secondary position on agenda of their business. They give first priority to social objectives. Social entrepreneurs are interested in starting a business for greater social good and not just the pursuit of profits.
3. They emphasize on achievement of comprehensive social objectives.
4. They produce and distribute the environment-friendly products as the environment has wider impact on the life of society.
5. They focus on philanthropic activities, as they love humanity. Social entrepreneurs generally, have a philanthropic bent in their business.
6. They attempt to bring about the positive changes in the society through business.
7. They attempt to find the solution for the prevailing pressing social problems.
8. They search for the innovative solutions to solve the social problems and implement them rigorously.
9. They are highly ambitious and persistent. Based on these qualities, they face social challenges.
10. They regard themselves accountable to those to whom they have provided goods and services.
11. They always think 'outside the box.' Their innovative business ideas bring about the radical changes in society.
12. They are engaged in micro finance institutions, educational programs, providing banking services in underserved areas and helping children orphaned by epidemic disease.
13. They strive in the pursuit of social welfare.
14. They assume the risk like business entrepreneurs.
15. They have strong faith in the team work.
16. They are socially committed and socially responsible.

Social 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. Social entrepreneurship in India has wider scope than economic entrepreneurship. Social entrepreneurship takes cares 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 section of society, India has over 27 crores 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 also innovates like any other branch of entrepreneurship, but this innovations is slightly different.
3. 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.
4. Social entrepreneurship like any other economic activity provides employment the people having basic skills. As India has the maximum number of people unemployed and this problem can be solved by social entrepreneurship effectively.
5. Social entrepreneurship address the social problems, such problems may include illiteracy, girl child abuse, financing, health, potable water etc.

Social Entrepreneurs In India That Are Changing The Face Of Urban India

1. Urvashi Sahani :-

Talking about the best of social entrepreneurs in India, Urvashi Sahani definitely tops the list. She is the **founder and CEO** of SHEF (Study Hall Education Foundation), an organization dedicated to offering education to the most disadvantaged girls in India. Urvashi Sahani has worked with over 900 schools and changed the life of 150,000 girls (directly) and 270,000 girls (indirectly) with her program. She was rightly felicitated with the 'Social Entrepreneur of the Year' award in 2017 for her selfless act of dedication and passion.

2. Harish Hande :-

He is the **CEO & Founder** of Selco, a company rendering sustainable energy source to rural regions of the country. This project was the first rural solar financing program in India. 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.

3. Ajaita Shah :-

Ajaita Shah works with a mission to empower rural India. She started at the gross level and aims to provide the best of technological solutions to the remote villages in India at the cheapest price possible. Ajaita Shah is the **Founder & CEO** of Frontier Markets that supplies solar energy powered products to rural India at an extremely affordable cost. The company has sold over 10,000 solar solutions until now and there is n stopping them until they light the remotes corners of the country.

4. Santosh Parulekar :-

Santosh Parulekar worked to create job opportunities for the unemployed youth in rural India. He started 'Pipal Tree', a company that aims to impart formal training to the youth and provides them with reputable jobs in companies across the country. Operating since 2007, Pipal Tree has trained over 1,500 workers and intends to open training centres pan India in the coming years.



5. Jeroo Billmoria :-

Billmoria is one of the renowned social entrepreneurs of India who is supervising several International NGOs for the betterment of society. She initiated the 'Childline' that aims to provide help in form of healthcare and police assistance, especially to street children. She also believed in self-empowerment of women in India. Jeroo Billmoria was felicitated with the Skoll Award for Social Entrepreneurship and is a Schwab and Ashoka Fellow as well.

6. Hanumappa Sudarshan :-

Winner of the India 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.

7. Trilochan Shastry :-

Trilochan Shastry proved that nothing is impossible to achieve in this world if you have the zeal and fervor to pursue it. He filed a PIL which later turned into a judgement coaxing politician to confess to their misdeeds. His efforts led to the form of ADR (Association for Democratic Reform), an organization that scrutinizes election procedure in India.

8. Sanjit "Bunker" Roy :-

One of the most celebrated and well-known social entrepreneurs of India. He is an Indian social activist and educator who founded the Barefoot College. He was selected as one of Time 100's 100 most influential personalities in 2010 for his work in educating illiterate and semi-literate rural Indians. He was recognized in 2010 in Time for the programs of the college which have trained more than 3 million people in skills including solar engineers, teachers, midwives, weavers, architects and doctors.

These social entrepreneurs are changing the very face of social upliftment in India by the exceptional work they are doing in the various spheres.

Challenges faced by social Entrepreneurship in India

Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. People are mentally blocked towards the social entrepreneurship in India. Some of the important challenges faced by social entrepreneurship in India are as below-

1. The problem of creativity :-

The problem of social entrepreneurship is lack of creativity regarding thinking great ideas for betterment of society and earning profits as well.

2. Shortage of talented workforce :-

Generally, people get into jobs to get a handsome salary and perks, but with social entrepreneurship this becomes a bit hard. Since the main objective of social entrepreneurship is to get social benefits rather than personal benefits. Under these conditions it is very hard to get people to work for the firm.

3. Confusion with social work: -

Social entrepreneurship is mostly in India is confuse 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.



4. Arranging finance :-

The social entrepreneurs offering a unique product and set of services make it even harder to get financial aid from the established financial institutes. This is a very dire situation and a considerable reason for the under development of social entrepreneurship in India.

5. Lack of an ethical framework :-

This is one of the biggest challenge faced by social entrepreneurship. Since social entrepreneurs are very concerned about the societal changes and upliftment of people, sometimes they adopt a less ethical way of conducting their business.

6. Lack of Evidence :-

Such changes are very hard to keep a track of, as people move from one place to another frequently for several reasons.

7. Elevating the Individuals :-

The most important and visible challenge before the social entrepreneurship is to elevate people from their current place of standing by making positive and substantial opportunities. In this process each individual must be catered to their individual requirement rather than as a society as a whole.

8. The commercial assumption :-

Socially things may be accepted but commercially they may not. This creates a dilemma for social entrepreneurship in India. Commercial non viability also makes firms less motivated for the getting in to social benefiting projects.

9. Lack of Planning and appropriate structure :-

Lack of planning is very crucial and it is normally the cause of failure of social enterprises. The proper and adequacy of infrastructure including the training, finance, consultation, and research are not in place for social entrepreneurship in India.

10. Setting and communicating value objectively :-

This is the last but not least important challenge of social entrepreneurship is to setting and communicating values clearly. Usually what happens is, value may differ from society to society based upon their exclusive needs. But social entrepreneurs have to set common values, which can be communicated easily.

Measures to face challenges effectively :-

There are few measures which can be practiced to face the prevailing challenges of social entrepreneurship in India are as follow-

1. Creation of mass awareness :-

Steps should be taken to make the mass aware towards the social entrepreneurship is to include a paper on the same at higher education level.

2. Funding to social entrepreneurship :-

Funding is most important measure for social entrepreneurship. If the funding issue of social entrepreneurship is resolved, the maximum level of challenges faced by social entrepreneurship can be managed properly.



3. Government projects :-

Government of several states time to time plan different programmes for rural and semi urban areas. Government machineries and other sophisticated mechanisms do not understand the social issues more accurately but social entrepreneurship does understand the social issues better,

4. 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 open for social entrepreneurship as well.

5. Inclusion of social entrepreneurship in course syllabus :-

One of the most effective way of disseminating awareness towards social entrepreneurship is to include a paper on the same at higher education level.

6. 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.

7. Awards and public felicitation :-

Time to time on proper and prestigious platforms social entrepreneurs must be publically awarded for their exception contribution as a social entrepreneur.

8. Social entrepreneurship development programmers :-

Like entrepreneurship development programmers, social entrepreneurship programmers must be organized time to time to help social entrepreneurship. Such organization will help in increasing the overall motivation of social entrepreneurs.

Conclusions and findings of the study :-

The study has the following findings-

1. Social entrepreneurship has the capacity to socially innovate. These innovations are the exact and creative answer to social issues which are prevailing in India.
2. The level of education and healthcare has also increased due to social enterprises and their growth in recent times in India.
3. Social entrepreneurship is a best combination of social service and entrepreneurial skill to look for social problems.
4. Customization of product and service to meet the needs of target market.
5. The study also underlines and identifies the basic traits of social entrepreneurship.
6. There is a need of to produce high product and service quality.
7. Uses of appropriate technology in design, production and service delivery to customers.
8. Aggregation of multiple suppliers in special rural areas.
9. The research paper also underlined the roles and responsibilities of social entrepreneurship, which have been duly mentioned using various aspects.
10. The study was based on certain objectives; all the objectives have been fulfilled successfully.
11. The hypothesis of the study have been tested on secondary data basis and it is found that-
A) Social entrepreneurship is contributing in the upliftment of society in India.



B) Social entrepreneurship is facing challenges in India.

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