



SOCIAL ENTREPRENEURSHIP IN INDIA

AKSHAT SETHI | HARISH SABARI | PARUL JAIN

ABSTRACT

Social Entrepreneurship, as the title suggests, is the very need of the hour. An intense review of what social entrepreneurs have contributed to the society has been jotted down in this journal. The roles and responsibilities along with the success and fame of each social entrepreneur are highlighted. Various sources namely online journals, articles and publications have been used to get inspiration about the soon-going-to-be essence of the business world, Social Entrepreneurship. Historical and current situations of the said topic have been carried out giving the very source of its incubation.

Introduction

Social entrepreneurship is the attempt to draw upon business techniques and private sector approaches to find solutions to social, cultural, or environmental problems. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. Conventional entrepreneurs typically measure performance in profit, revenues and increases in stock prices, but social entrepreneurs either have a non-profit organization approach or they blend business goals with generating a positive "return to society".

Historical Background

(MSG) Social entrepreneurship is a kind of entrepreneurship initiative that aims at taking up a social problem for bringing about a transformation in the same. The person who takes up the challenge is called a social entrepreneur and he / she uses principle of entrepreneurship with the intent of creating social capital and not being essentially profit centred.

The aim of social entrepreneurship is to promote the cause of social and environmental goals that have an impact in either in the present or the times to come. Such entrepreneurs are generally a part of or associated in some way with some non-profit organisations (NGO's). Although profit making is also an aspect of this concept but it may not be the sole purpose of the organisation.

Andrew Mawson has done remarkable job in this field of entrepreneurship. He has extended this concept to bring reform in the community structure. The Bow centre located in East London was founded by him.

Though the very concept of Social Entrepreneurship came into existence recently, knowingly or unknowingly it has been used throughout. Traces of history confirm the same.

In fact, there were several entrepreneurs who established social enterprises to eliminate social problems or bring positive change in the society. Vinoba Bhave, the founder of India's Land Gift Movement, Robert Owen, the founder of cooperative movement and Florence Nightingale, founder of first nursing school and developer of modern nursing practices might be included in this category. They had established such foundations and organizations in 19th century that is much before the concept of Social Entrepreneurship used in management.

There were entrepreneurs during nineteenth and twentieth century's who made efforts to eradicate social evils. Apart from this, there are many societies and organizations that work for child rights, women empowerment, save environment, save trees, treatment of waste products, etc. Apart from addressing the social issues, social entrepreneurship also includes recognition and addressing the environmental problems and financial issues for rural and urban poor.

These days, the concept of social entrepreneurship has been widely used and that too in different forms. The establishment of Grameen Bank by Muhammad Yunus, Ashoka: The Innovators for the Public by Bill Drayton, Youth United by Jyotindra Nath, Rand De by Ramakrishna and Smita Ram, SKS Microfinance by Vikram Akula and Roozi.com by Nick Reder, Brent Freeman and Norma La Rosa has popularized the term.

In fact, all big brands and companies are adopting the concept of social entrepreneurship and trying to address the issues in our society by opening schools in far flung areas, educating women for family planning, making it possible for farmers and poor individuals to access low interest credits, establishing plants for waste treatment, planting trees and going green.

Review of Literature

1. Social Entrepreneurship – A Way to bring Social Change is a paper written by Mahesh U Daru and Ashok Gaur. The main objective of this journal is to analyze the emerging trends of social entrepreneurship in developing countries like Indian and its future prospects and challenges. It concludes by saying how and where can opportunities arise which the social entrepreneurs can grab.
2. Research in Social Entrepreneurship is a paper written by Jeremy C. Short, Todd W. Moss and G. T. Lumpkin. It aims at the past contributions and future opportunities of the said field. It is a conceptual study. These findings suggest that social entrepreneurship research remains in an embryonic state. Future research would benefit from the incorporation of multivariate methods to complement the case study techniques that have dominated previous efforts.
3. Globalization of Social Entrepreneurship Opportunities is a research article written by Shaker A. Zahra, Hans N. Rawhouser, Nachiket Bhawe, Donald O. Neubaum and James C. Hayton. It explains the forces contributing to the formation and rapid internationalization of social ventures. It uses the behavioural theory of the firm to distill key attributes of social opportunities and show how these attributes influence the timing and geographic scope of social ventures' international operations.
4. The Virtuous Cycle of Discovery and Creation of Entrepreneurial Opportunities is a research paper written by Shaker A. Zahra. This article focuses on entrepreneurial activities within technology-based established companies and shows how and why certain contexts are more conducive for discovery, while others promote the discovery and creation of opportunities. The article suggests a virtuous and dynamic cycle where discovery enriches creation which, in turn, fosters the discovery of new opportunities. The focus on the context and key features of entrepreneurial search contributes to the behavioural theory of and the debate on the origins of opportunities.
5. Social Entrepreneurship Research: A source of Explanation, Prediction, and Delight is an article written by Johanna Mair and Ignasi Martí. This article puts forward a view of social entrepreneurship as a process that catalyzes social change. 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. To stimulate future research the authors introduce the concept of embeddedness as a nexus between theoretical perspectives for the study of social entrepreneurship
6. Empowering Women through Social Entrepreneurship is a case studied by Punita Bhatt Datta and Robert Gailey. This article seeks to broaden existing understandings of women's entrepreneurship by focusing on less studied types of ventures and contexts—namely, a social entrepreneurial venture in India. A case study analysis was used to assess two primary areas of interest: (1) elements of empowerment embedded in the venture's business model and (2) individual perceptions of empowerment. The personal accounts of sister members reveal that this collective form of entrepreneurship has empowered them in three ways: economic security, development of entrepreneurial behaviour, and increased contributions to the family.
7. Thinking through Social Innovation and Social Entrepreneurship in India is a research paper which was written by C Shambu Prasad. This chapter provides an overview of social entrepreneurship in India within the larger frame of social innovation globally and its historic roots in India. An analysis of the actors in the ecosystem and some broad trends including a greater emphasis

on social enterprises recently has been carried out. We conclude by providing suggestions for rethinking social innovation in India by arguing the case for a closer read of both the historic and cultural roots of social innovation and the emerging strands globally that focuses on citizen participation, democratization of innovation, and ideas for socio-political change.

Need for the Study

The following reasons state the need for conducting this research journal:

- To understand the reason of existence of social entrepreneurs in a society.
- To predict the level of societal problems which could not have been dealt with without the existence of social entrepreneurs in a society.
- To understand the importance of social entrepreneurs in a society.
- To bring to notice how their activities and operations are aimed towards the betterment of the society.
- To estimate that part of development of India, which is credited under the names of certain social entrepreneurs.

Scope of the Study

The following points make the scope of the research journal:

- It takes into account only India as the base for the research. The results and conclusions of this journal hence do not hold true for global situations or entrepreneurs.
- The results of this study are dependent highly on the beliefs of the social entrepreneurs of India. The results are hence not backed up by proven theories or logic.
- The results are withdrawn from a sample which involves the most renowned social entrepreneurs of India, hence beliefs and performance of the future generations of social entrepreneurship cannot be predicted.

Objectives of the Study

The following objectives were to be accomplished from the research journal:

- To understand the reasons behind the motives of social entrepreneurs.
- To study the objectives and requirements of a social entrepreneur.
- To examine the problems and plights in the life of a social entrepreneur.
- To establish a relationship between the level of social problems prevalent in the country to the number of social entrepreneurs existing at that same period of time.

Discussion

Social entrepreneurs play the role of change agents in the social sector, by:

- Adopting a mission to create and sustain social value,
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand, and
- Exhibiting heightened accountability to the constituencies served and for the outcomes created.

Philanthropists, social activists, environmentalists, and other socially oriented practitioners are often referred to as social entrepreneurs. Social entrepreneurs can include a range of career types and professional backgrounds, ranging from social work and community development to entrepreneurship. One well-known social entrepreneur is Muhammad Yunus, who founded the Grameen Bank in 1976. Contemporary writers in management and business have presented a wide range of theories of entrepreneurship. Many of the leading thinkers remain true to the Say-Schumpeter tradition while offering variations on the theme.

Social entrepreneurs' business structures as falling under three different models:

- **The leveraged non-profit:** This business model leverages financial and other resources to respond to social needs. Leveraged non-profits make innovative use of available funds to respond to a need.
- **The hybrid non-profit:** This organizational structure can take on a variety of forms, but is distinctive because the hybrid non-profit is willing to use profit from some activities to sustain its other operations, which have a social purpose.
- **Social business venture:** These models are set up as businesses that are designed to create change through social means.

Organizations such as Ashoka, the Skoll Foundation, the Omidyar Network, the Schwab Foundation for Social Entrepreneurship, and the Global Social Benefit Institute among others, focus on highlighting hidden change-makers and providing resources to advance their initiatives. The North American organizations tend to have a strongly individualistic stance focused on a handful of exceptional leaders.

The Internet, social networking websites and social media have been pivotal resources for the success and collaboration of many social entrepreneurs. The Internet has become especially useful in disseminating information to a wide range of like-minded supporters in short amounts of time, even if these individuals are geographically dispersed. Websites help social entrepreneurs to disseminate their ideas to broader audiences, help with the formation and maintenance of business networks and help to link up potential investors with the organization.

Policymakers around the globe may need to learn more about social initiatives, to increase the sustainability, effectiveness, and efficiency of these projects. Involvement and collaboration between private corporations and government agencies allows for increased support for carrying out social entrepreneurship initiatives, increased accountability on both ends, and increased connections with communities, individuals, or agencies in need. Since social entrepreneurship has only started to gain momentum in the 2000s, current social entrepreneurs are encouraging social advocates and activists to develop into innovative social entrepreneurs. Increasing the scope and scale of social entrepreneurship may increase the likelihood of an efficient, sustainable, and effective initiative; although it may also render social entrepreneurship more challenging. Increased participation draws more attention to social entrepreneurship ventures from policymakers and privately owned corporations. The increased involvement from corporations and governments may help to strengthen social entrepreneurship, as it may lead to policy changes and to the development of training programs and leadership development programs for social entrepreneurs. Simultaneously, research shows that as social entrepreneurs attempt to widen their impact and scale their efforts, external institutions will have a key role to play in their success.

Notable Historical Social Entrepreneurs

Vinoba Bhave - Founder and leader of the Bhoodan movement, he caused the redistribution of more than 7,000,000 acres of land to aid India's untouchables and landless. Mahatma Gandhi described him as his mentor.

Dr Verghese Kurien - father of the India's milk revolution. It was Kurien's foresight, planning and execution, India through the 'white revolution', went from a milk importing country to the world's largest producer. In a career spanning close to 60 years, Kurien founded around 30 institutions of excellence like Gujarat Co-operative Milk Marketing Federation (GCMMF), Institute of Rural Management, Anand (IRMA) and The National Dairy Development Board's (NDDB).

Anshu Gupta - an Indian social entrepreneur who founded Goonj, a Delhi-based non-governmental organisation (NGO) that positions the under-utilised urban material as a development resource for the rural parts of India.

Zubaida Bai - an Indian social entrepreneur and engineer. She founded and is the chief executive of AYZH, a social enterprise which provides "technology solutions to rural women." She was named a TED Fellow in 2009 and described as a "leader in the field of designing and engineering low-cost health products appropriate for the developing world."

Ela Ramesh Bhatt - an Indian cooperative organiser, activist and Gandhian, who founded the Self-Employed Women's Association of India (SEWA) in 1972, and served as its general secretary from 1972 to 1996. A lawyer by training, Bhatt is a part of the international labour, cooperative, women, and micro-finance movements and has won several national and international awards, including the Ramon Magsaysay Award (1977), Right Livelihood Award (1984) and the Padma Bhushan (1986)

Conclusion

Many initiatives carried out with social entrepreneurs while innovative, have had problems becoming sustainable and effective initiatives that ultimately were able to branch out and reach the larger society as a whole. Studies of the qualities of social entrepreneurs have shown that very few individuals possess the talent and skills of entrepreneurs while at the same time having a primarily socially motivated outlook.

Social entrepreneurship describes a set of behaviours that are exceptional. Social entrepreneurship, we believe, is as vital to the progress of societies as is entrepreneurship to the progress of economies, and it merits more rigorous, serious attention than it has attracted so far. These behaviours should be encouraged and rewarded in those who have the capabilities and temperament for this kind of work. We could use many more of them. Not every social sector leader is well suited to being entrepreneurial. The same is true in business. Not every business leader is an entrepreneur in the sense that Say, Schumpeter, Drucker, and Stevenson had in mind. While we might wish for more entrepreneurial behaviour in both sectors, society has a need for different leadership types and styles. Social entrepreneurs are one special breed of leader, and they should be recognized as

such. This definition preserves their distinctive status and assures that social entrepreneurship is not treated lightly. We need social entrepreneurs to help us find new avenues toward social improvement as we enter the next century.

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