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 pursue 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 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 as 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 Gramene Bank by Muhammad Yunus, Ashoka: The Innovators for the Public by Bill Drayton, Youth United by Mahesh U Daru and Ashok Gaur. 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 authors in the ecosystem and some broad trends including a greater emphasis

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 Marti. 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 social 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
Social entrepreneurs’ business structures as falling under three different models: to the Say-Schumpeter tradition while offering variations on the theme. Many of the leading thinkers remain true can include a range of career types and professional backgrounds, ranging from Philanthropists, social activists, environmentalists, and other socially oriented Discussion

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.

Notable Historical Social Entrepreneurs

Vinoba Bhave - Founder and leader of the Bhooman 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 Vergheze 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 (IRM) and The National Dairy Development Board’s (NDBB).

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.

Zahabda 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 activist, leader and priestess, 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 Bhashan (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 it 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.

REFERENCES