

The Social Entrepreneurship: An Emerging Concept in the Study of Entrepreneurship Management

Madhavi Neman¹, Boinpally Akshay², Borse Sakshi³

Asst. Professor¹ and SYBCOM^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *Social entrepreneurship, unlike a typical NGO, encompasses a wide range of activities aimed at achieving substantial and impactful social transformation. In the field of voluntary, non-profit, and not-for-profit organizations, this concept is increasingly vital. Historically, there was a prevailing belief that collectives engaged in significant societal issues were characterized by their idealism, generosity, and willingness to undertake daring endeavours. The primary catalyst for the growth of social entrepreneurship in India is the government's resolute commitment to foster it, not necessarily through financial support or guidance, but by establishing conducive circumstances for its emergence. The implementation of Corporate Social Responsibility (CSR) initiatives in the business sector, which involves the establishment of effective action teams and dedicated funding, has played a crucial role in enhancing the public impression of social entrepreneurship. The primary objective of the study is to analyse the rising trends of social entrepreneurship in India, along with the recent initiatives undertaken by various social entrepreneurs. Furthermore, it offers a concise summary of numerous perspectives pertaining to social entrepreneurship. This study aims to offer an overview and details of the activities that support social entrepreneurship and associated initiatives in India. This could be advantageous for forthcoming empirical studies on the subject..*

Keywords: Social Entrepreneurship, Corporate Social Responsibility, India, NGO, Social Entrepreneur