

# The Study on Various Facets of Social Entrepreneurship: Imbibing the Societal Perspective

Ms. Aarati Pugaonkar<sup>1</sup>, Ms. Bratati Mukherjee<sup>2</sup>, Ms. Swara Sawant<sup>3</sup>, Ms. Hegisthe Siddhi<sup>4</sup>

Assistant Professor, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai<sup>1</sup>

MA in English Literature, West Bengal<sup>2</sup>

SYBMS, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai<sup>3</sup>

SYBAF, Lilavati Lalji Dayal Night College of Commerce, Charni Road, Mumbai<sup>4</sup>

**Abstract:** *Social entrepreneurship, unlike a typical non-governmental organization (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. Previously, there was a prevailing belief that groups engaged in significant social issues were characterized by their idealism, generosity, and willingness to undertake risks. The primary catalyst behind the growth of social entrepreneurship in India is the government's unwavering commitment to foster its development. This commitment is not necessarily manifested through financial support or guidance, but rather by establishing an environment conducive to its emergence. The implementation of Corporate Social Responsibility (CSR) initiatives inside the corporate sector, which involves the establishment of fully operational action teams and dedicated finance, has played a crucial role in enhancing the public impression of social entrepreneurship. The primary objective of the study is to analyze the evolving trends of social entrepreneurship in India, along with the recent initiatives undertaken by various social entrepreneurs. Furthermore, it offers a summary of numerous perspectives pertaining to social entrepreneurship. This study aims to provide an overview of the activities that support social entrepreneurship and associated initiatives in India. This could prove beneficial for future empirical investigations pertaining to the subject matter.*

**Keywords:** Corporate Social Responsibility, India, Non-Governmental Organization, Social Entrepreneurship, Social Entrepreneur

## I. INTRODUCTION

Social entrepreneurs mostly concentrate on social issues. Bulsara, Chandwani, and Gandhi (2014) initiate the process of innovation by utilizing the resources available to them in order to establish social structures that effectively tackle societal problems. Many individuals believe that social entrepreneurship serves as effective agents of change in the social sector and as powerful catalysts in society. Their objective is to create and sustain social value by actively pursuing new opportunities and consistently engaging in innovation, adaptation, and learning. They exhibit fearlessness and disregard for available resources, while displaying a heightened sense of accountability towards stakeholders (Desai, 2001).

Regardless of their approach or mindset, social entrepreneurs are now seen as modern heroes who successfully transform a bad situation into a good one. Rather than dissuading competitors and imitators, these heroes, known as social entrepreneurs, demonstrate to others how to emulate their actions and serve as exemplary figures. Subsequently, they generate social wealth, which is the result of subtracting social expenses from social value created (Zahra et al., 2009). India possesses the second-largest labor force globally, consisting of 516.3 million workers. Recent estimates from the World Bank indicate that over 350 million individuals in India are living below the poverty line. This means that one out of every three inhabitants in the country lacks access to fundamental necessities such as food, healthcare, and education.

The government is unable to meet everyone's basic needs due to a variety of factors, including as an aging population, low per capita income, inadequate infrastructure, population growth, widespread diseases, and illiteracy. Currently, there is an opportune time for social entrepreneurs to intervene and provide assistance to individuals in need and those who are less fortunate, guiding them towards a productive life path in order to mitigate these obstacles.

### **Characteristics of Social Entrepreneurship**

#### **A change agent might be described as a social entrepreneur.**

Social entrepreneurs employ ingenuity, resourcefulness, and the identification of opportunities to address social issues through the development of novel services, methods, or products. After retiring, Dr. Venkataswamy founded the Aravind Eye Hospital in 1976 upon recognizing the growing problem of avoidable blindness inside the Indian healthcare system.

India has a population of 12 million people who are blind, with the majority of instances being attributed to cataracts. Cataracts tend to develop in Indians before the age of 60. Dr. Venkataswamy persuaded his siblings to collectively promise their jewels, combine their financial resources, and mortgage their residences to construct an 11-bed hospital. The Aravind eye care system, spanning across south India, comprises of hospitals, clinics, community outreach programs, manufacturers, and research and training organizations. It has successfully treated over 32 million patients and done 4 million surgeries.

Social entrepreneurs support equality because they firmly believe that everyone, regardless of educational background, have intrinsic ability, which can be used to advance both social and commercial value. Vulnerable populations, immigrants, marginalized groups, and recently formed demographic groups are all integrated. The Self-Employed Women's Association (SEWA), founded by Ms. Ela Bhatt, the recipient of the prestigious Ramon Magsaysay Award, has a beneficial impact on the lives of thousands of impoverished women and focuses on economic reforms as well as the empowerment of the nation's vulnerable and marginalized populations.

#### **Social entrepreneurs adhere to the Policy of Selflessness:**

They put in a great deal of effort to achieve the clearly stated goal of creating and upholding social value and benefits for society. Dr. Abraham George founded the George Foundation (TGF) with the altruistic goal of reducing poverty, advancing health and a clean environment, and fortifying democratic institutions and ideals in India.

Social entrepreneurs serve as role models, giving others the confidence to make life changes. They draw creativity and inspiration from misfits and outcasts. They are beneficial to the underprivileged communities. The Social Work and Research Centre (SWRC), sometimes referred to as Barefoot College, was established by Bunker Roy with the intention of empowering women and electrifying rural areas with solar electricity in order to improve rural communities by giving them access to clean water, adequate education, skill development opportunities, and health care.

#### **Present-Day Social Entrepreneurship Theories**

Like any other sector, social entrepreneurship cannot be fully understood in an economic sense alone; rather, it must be understood in the context of the local environment and society at large. We could attempt to comprehend many social entrepreneurship philosophies in order to comprehend this:

**I. Structuration Theory:** It suggests that the agent (social entrepreneurs) and the structure (society) cannot be separated. (1979, 1984, Giddens). This theory makes an effort to explain a way of thinking that views structure as both an outcome of and a limitation on human behavior. The Aravind Eye Hospital in India serves as the best illustration of structuration theory; it highlights the case of Dr. Venkataswamy, the agent, who changed the socio-economic framework (society). This theory offers significant interaction, giving us a better understanding of how social change happens and how the environment supports the emergence of social entrepreneurship.

**II Institutional Entrepreneurship:** To describe how an institution forms or evolves, DiMaggio (1988) created the concept of Institutional Entrepreneurship. The people who are most interested in changing existing institutional systems or establishing new ones are known as institutional actors. This enterprise holds great potential for comprehending how Social enterprise can transform or create new structures and institutions. Actors with deep embedding might not alter the status quo. The actors that are less entrenched are more likely to take part in social entrepreneurship initiatives that aim to alter social norms and regulations.

**III Social Capital:** structural capital, relational capital, and cognitive capital are its three pillars. The potential of social entrepreneurs in terms of information, resources, and assistance is defined by structural capital. The relationship between the social entrepreneur and other entities, with particular attention to elements like trust, respect, and understanding, is the emphasis of relational capital. The credit delivery system of Grameen Bank is the premier illustration of relational capital. The last measure of cognitive capital is how much a person in a society adheres to the same moral standards and communication protocols (Nahapiet & Ghoshal, 1998).

**IV Social Movements:** Researchers have concentrated their attention on four main concerns, which are as follows:

Threats and possibilities in politics;

Actively appropriating locations for mobilization and creating systems for resource mobilization;

Group action frames and recognizes formation;

Challengers and their member opponents have established repertoires of conflict and invention collection act (McAdam, Tarrow & Tilly, 2001).

Social transformation is the focus of social movements. To some extent, all of these theories are crucial to understanding how social entrepreneurs identify and handle issues, as well as whether they learn from their mistakes and adjust their strategies (Mair, Johanna & Marti, Ignasi, 2006).

#### **Social Entrepreneurship in India**

According to Deval Sanghvi, President of Dasva, an organization that serves as a conduit between those who invest in social change and those driving the changes, social entrepreneurship has made significant strides in India over the past ten years. Every day, more people are utilizing their entrepreneurial skills to build sustainable enterprises for profit and non-profit purposes (Khanapuri & Khandelwal, 2011).

More and more young people in India, especially those from the esteemed Indian Institutes of Management (IIM) and Indian Institutes of Technology (IIT), are demonstrating interest in the subject of social entrepreneurship, which has been gaining traction across a number of economic sectors (N. p., n. d. entpraciticeview.org). Indian social values and identity are deeply ingrained with the orientation of 'giving', the need to fulfill one's duty towards society (as opposed to meeting individual needs) (Chakraborty, 1987).

#### **SEWA**

The esteemed Ramon Magsaysay Award winner Ela Bhatt founded the Self-Employed Women's Association (SEWA). It is a group of underprivileged women who work for themselves. The way that SEWA has grown is by being an organization that has improved the lives of thousands of women (the impoverished). In addition to other projects, SEWA worked on programs that addressed economic shifts.

The nature and scope of the growth of non-profit volunteer groups in India are revealed by a study conducted in 2002 by Srivastava and Tandon for the Society for Participatory Research in Asia (PRIA). According to the survey,

- In India, there are 1.2 million non-profit organizations that employ or volunteer close to 20 million people.
- In comparison, only 8.5% of these firms employed more than ten people, with 73.4% of them being extremely small with one or two paid employees.
- Of these NPOs, 26.5% engaged in religiously inspired activities; the remaining organizations were secular organizations that concentrated on social development problems such community development, healthcare, and education.
- These NPOs were expected to receive Rs. 179 billion in funding between 1999 and 2000. But eighty percent of this came from donations, community service, and local events; of these, fifty-one percent came from loans, twelve percent from gifts, and fifty-one percent from self-generated income.

Instead of indirectly influencing social needs through unrelated business activities started by non-profit organizations or through socially conscious business practices like corporate philanthropy, equitable wages, and environmentally friendly operations, social enterprises directly influence social needs through their products and services. In the development of social entrepreneurs, India is a major player (Bulsara, Gandhi, & Porey, 2013). Since people first began to form social groupings, there have been social entrepreneurs.

Entrepreneurs are thought to possess extraordinary talent, a keen vision for spotting fresh opportunities (that others miss), a strong sense of dedication, the will to take calculated risks, and the capacity to lead. Their distinctive trait lies in their ability to look beyond the box and their unwavering ambition to introduce something novel to society.

In the social economy, social entrepreneurs serve a similar purpose by completing social needs gaps that are unmet by the government and corporate sector. They are able to accomplish their goals and fulfil their life's mission despite having less resources. The government is unable to address all of the nation's health needs due to factors like population growth and aging. Dr. Venkataswamy recognized this problem and proposed the creation of the GOVEL Trust, which served as the foundation for the Aravind Eye Hospital. The hospital's primary goals were to assist in some way with the fast-worsening problem of preventable blindness, which is a major reason for concern in the Indian health scene.

Since its founding in 1976, it has expanded into a network of eye hospitals that, in just 36 years, have seen 32 million patients. Global praise has been showered upon the Aravind Eye Care Hospital model. The hospital bears her name.

Some of the other Social Entrepreneurship ventures in India are as follows:

These social entrepreneurs can be as the second unseen hand of the economy. By adding value to the creation, their complementary approaches partially address some of the nation's most urgent issues.

**II. CONCLUSION**

Organization	Introduction	Objectives	Business Model
<b>Amul</b>	It is an Indian dairy cooperative based at Anand, Gujarat, India. It is the largest food brand in India. It has become the world's largest vegetarian cheese and the largest pouched milk brand. It is available in more than 40 countries in the world, covering major markets of USA, Africa, Gulf region SAARC neighbours, Singapore, The Philippines, Thailand, Japan, China, etc.	To spur the 'White Revolution' in the country and to make India the largest producer of milk and milk products in the world. To help in alleviating poverty and allowing the feminine gender a larger say in the business chain.	The Amul Model is a three-tier cooperative structure. This structure consists of a Dairy Co-operative Society at the Village Level affiliated to a Milk Union at the District Level which in turn is further developed into a Milk Federation at the State Level. Milk collection is done at the Village Dairy Society, milk procurement and processing at the district Milk Union and milk and milk products marketing at the state Milk Federation.
<b>Selco India</b>	It was founded in 1995 by Dr. Harish Hande, alumnus of IIT Kharagpur, have installed solar light systems in 125,000 houses and aims to reach over 200,000 households by 2014.	To uplift the quality of life among the underserved & deprived by providing reliable and safe electricity using solar power.	It is based on a two-pronged approach; creating customized solar lighting systems based on the specific needs of the customers and helping them access tailored loan and credit packages to purchase sustained lighting. They have a very open business model on need basis.
<b>Ladakhli Women's Travel Company</b>	Founded by Thinlas Chorol in 2009 has written articles on tourism in Ladakh and other issues, she was the first female guide in that region.	First company in Ladakh that is owned and operated by women & provides tourists with women guides & porters for conducting treks & tours.	
<b>The George Foundation</b>	Founded by Dr. Abraham M. George in 1995 for the purpose of launching projects to shape the future of poor children of India to bring them in mainstream & turn them into wholesome, productive members of society.	To alleviate poverty, protection of health & the environment & importance of governance.	It runs the following programs; Baldev Medical & Community Centre & Mobile Medical Camps. Livelihood & Community development Programs. Women's Empowerment Program
<b>ejeevika</b>	Ms. Richa Pandey Mishra founder of ejeevika, has been awarded with many prestigious awards like "Emerging Entrepreneur of the Year 2010" by India Today, "CNBC young Turk-Year 2009-10", "Social Entrepreneur", 2009-10, etc. and many more to the list.	It gives the youth an alternative to agriculture and allied jobs & also improves the employability of rural youth, who are trying for better livelihood opportunities in cities.	It identifies entrepreneurs through village council heads, non-profits & self-help group & offers them franchise.
<b>Digital Green</b>	It builds and deploys information & communication technology to amplify the effectiveness of development efforts around the world to affect sustained social change.	It is dedicated to improve the social, economic and environmental sustainability of small farmer livelihoods.	The unique components of Digital green are: a participatory process for content production, a locally generated digital video database, human-mediated instruction for dissemination & training & regimented sequencing to initiate a new community and feedback channels.
<b>Global Indian Foundation</b>	It was conceived by a diverse group of professionals including retired civil servants, service officers, businessman & academia from all over India	its main objective is to work towards reducing risk & vulnerability & promoting livelihoods through rejuvenating the resource base with an empowerment & enabling process.	It conducts workshops and road shows by inviting voluntary service by professionals.
<b>DARE</b>	The Department of Agricultural Research and Education (DARE) was established in the Ministry of Agriculture in December, 1973.	A government of India initiative run under the aegis of Agri.	Disseminates information about various government schemes governed by the policies & Programmes of the government.
<b>CRY</b>	Founded by Rippan Kapur to restore children's rights in India.	It focuses on the 4 basic rights defined by United Nation's Convention on the Rights of the Child (CRC) they are survival, development, protection and participation.	Children are encouraged to participate in various activities and the sales proceeds of the products as well as donations are ploughed back.

Social entrepreneurs are gaining interest from academics, practitioners, and policy officials alike. This essay has provided several examples of social entrepreneurship in India as well as an understanding of what social entrepreneurship means in that country. It also explains how social entrepreneurship is the way of the future and suggests potential explanations for the slow movement in favor of it. Several Indian businesspeople, like Ela Bhatt, Bunker Roy, Parag Gupta, Rajesh Sinha, Harish Hande, and others, have stepped up to effectively address and are still addressing some of the most difficult problems in the world in India.

The goal of these social entrepreneurs is to improve everyone's quality of life within society. The various theories of social entrepreneurship are a fascinating subject, and this paper will help us get one step closer to encouraging social entrepreneurship as a field of study and as a means of generating social and economic benefit. Determining if social entrepreneurship is a distinct discipline or a subset of entrepreneurship is another important task. Social impact assessment will become an integral and crucial part of any examination of a product or service, rather than a substitute for the organizational tool for assessment. Social entrepreneurs bring about social change in their communities, which in turn inspires others to advance humankind. Corporate Social Responsibility (CSR) has taken on a new meaning in India thanks to social entrepreneurship. Although Indian business owners are made aware of their social responsibility as a crucial business component, CSR is still not well-known in India. Research on social entrepreneurship and corporate social responsibility should receive a lot of attention. This work can be used in the future to formulate precise hypotheses through empirical research. The resources and expertise are there to be used in light of the recent push towards charitable endeavours with a social purpose by the private sector and the pure investor sector.

It is necessary to reconcile the harsh realities of the physical world with the new age media, the collapse of social networking sites, and activities in the virtual world. The aforementioned studies will help to strengthen a symbiotic partnership.

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