

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

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**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..*

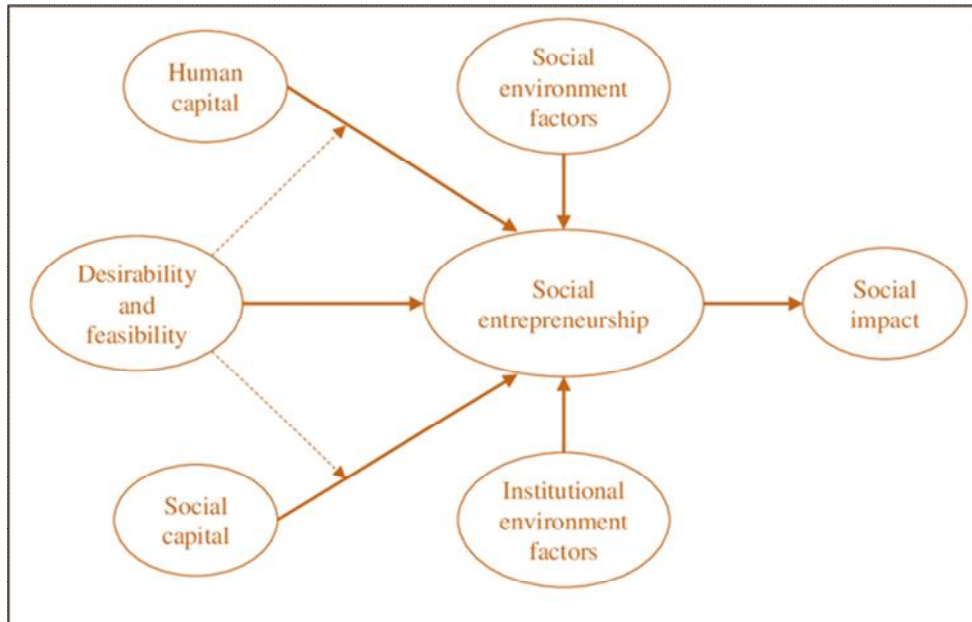
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## I. INTRODUCTION

Social entrepreneurs mostly concentrate on addressing social challenges. Bulsara, Chandwani, and Gandhi (2014) assert that they initiate 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 plays a crucial role in driving change in the social sector and acting as a powerful catalyst 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 regardless of the resources available to them and display a heightened sense of responsibility towards the stakeholders (Desai, 2001).

Whatever their method or way of thinking, social entrepreneurs have come to be seen as contemporary heroes who rise to the task of shifting an unfavorable balance to one that is favourable. Instead of discouraging rivals and imitators, these heroes—social entrepreneurs—show people how to follow in their footsteps and serve as role models for them.

After that, they produce social wealth, which is the outcome of social expenses borne less social value created (Zahra et al., 2009). With 516.3 million workers, India has the second-largest labour force in the world. However, according to a recent World Bank estimate, 350 million Indians live below the poverty line, meaning that one in three of the country's citizens lack access to basic necessities like food, healthcare, and education.



A multitude of issues, including an aging population, low per capita income, poor infrastructure, expanding population, epidemic-level diseases, and illiteracy, make it impossible for the government to provide for everyone's fundamental requirements on its own. Now is the perfect moment for social entrepreneurs to step in and start assisting those in need and the less fortunate on a useful life path in order to help alleviate these challenges.

### Qualities of Social Entrepreneurship

The following are some traits that make a social entrepreneur extremely distinct:

#### A change agent is a social entrepreneur:

Social entrepreneurs use creativity, resourcefulness, and opportunity to solve social problems with innovative services, approaches, or products. Dr. Venkataswamy established the Aravind Eye Hospital in 1976 after retiring, realizing that preventable blindness was becoming a serious issue in the Indian healthcare system.

In India, 12 million individuals are blind; the bulk of these cases are caused by cataracts, which often affect Indians before the age of 60. In order to establish an 11-bed hospital, Dr. Venkataswamy convinced his siblings to put their jewels up for pledge, pool their finances, and mortgage their houses. With over 32 million patients treated and 4 million procedures completed, the Aravind eye care system is currently a network of hospitals, clinics, community outreach programs, manufacturers, and research and training institutes across south India. (Case Analysis of Aravind Eye Hospital. Anti Essays)

#### Social Entrepreneurs Are Willing to provide Credit for Their Work:

Social entrepreneurs are eager to provide credit for their labour. The clearest example of this is Amul, which was founded as a cooperative association under the capable direction of Tribhuvandas K. Patel, a prominent local farmer. Dr. Verghese Kurien fostered and advanced the co-operative society, which resulted in the nation's first three-tier co-operative structure—also known as the "Amul Model" or Diary Co-operatives—that was implemented nationwide as part of the Operation Flood Programme. People Who Are Determined to Achieve: People who are determined to achieve their goals and take chances are social entrepreneurs. One such social entrepreneur is Thinlas Chorol, who shown her tenacity by becoming the first female trekking guide in the predominately male northern Indian trekking sector. In Ladakh, India, she also founded the first travel agency run and owned by women.

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. entpracicereview.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 as 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 fulfill 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:

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 co-operative 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.
<b>Ladakhi 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.	They have a very open business model on need basis.
<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.



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

Academics, practitioners, and policy authorities are all showing increasing interest in social entrepreneurs. This essay has presented multiple instances of social entrepreneurship in India, along with a comprehension of the concept of social entrepreneurship in that nation. Additionally, it elucidates the concept of social entrepreneurship as a forward-looking approach and proposes possible reasons for the sluggish adoption of this trend. Multiple Indian entrepreneurs, such as Ela Bhatt, Bunker Roy, Parag Gupta, Rajesh Sinha, Harish Hande, and others, have taken proactive measures to successfully tackle and continue to tackle some of the most challenging global issues in India. The objective of these social entrepreneurs is to enhance the overall standard of living for all individuals within society. The diverse ideas of social entrepreneurship are an intriguing topic, and this work will contribute to promoting social entrepreneurship as an academic discipline and as a method for creating social and economic advantages. An essential task is to ascertain whether social entrepreneurship is a unique field or a subset of entrepreneurship. Social impact assessment will be an essential and vital component of product or service evaluations, rather than a mere replacement for the organizational assessment instrument. Social entrepreneurs drive societal transformation within their communities, thereby motivating others to propel the progress of humanity. Social entrepreneurship in India has redefined the concept of Corporate Social Responsibility (CSR). Despite the recognition of social responsibility as a vital aspect of business, CSR remains relatively unfamiliar among Indian business owners. Considerable focus should be given to research on social entrepreneurship and corporate social responsibility. This study has the potential to be utilized in the future for the purpose of formulating accurate hypotheses through empirical research. The available resources and skills can be utilized in response to the recent emphasis on philanthropic initiatives with a social mission by both the private sector and the pure investor sector. It is imperative to harmonize the harsh realities of the actual world with the advent of new age media, the decline of social networking sites, and activities in the virtual world. The aforementioned studies will contribute to enhancing a mutually beneficial cooperation.

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