

SOCIAL ENTREPRENEURSHIP: ROLE AND RESPONSIBILITIES IN INDIA

***S. Satya Kiran**

HOD, Department of Commerce S.K.S.D. Mahila Kalasala UG and PG (Autonomous), Tanuku

Abstract:

Social entrepreneurship has become the buzz word in India and around the world. People have found this concept of philanthropy a bit intriguing in nature. It has the best mixture of social service and entrepreneurship; this combination makes it most attractive and so unique in nature. Usually, entrepreneurship is related to economic activities and being ruthlessly profit making and ignoring social benefits or societal wellbeing. In the present era of heavy industrialization and economic growth, societal gains have taken back seat or even out of the sight all around the world, including India, with the concept of social entrepreneurship rising in India and around the world has helped in serving the society in more meaningful manner than ever before along with living the spirit of entrepreneurship with its fullest. Economic entrepreneurship focuses on economic need, on the other hands, social entrepreneurship focuses on social needs. Social entrepreneurship has increased its scope and importance in recent years; this paper also includes both areas as well. At last, how social entrepreneurship can change or impact on the social setup and social fiber in India and other developed nations specifically at the bottom of the pyramid level is also underlined in this research paper.

Key words-

Social entrepreneurship, Social Innovation, Social needs, social entrepreneurs, economic entrepreneurs, Bottom of the pyramid.

1. INTRODUCTION

Entrepreneurship is the core force of economic growth; the economic development which one experiences is just due the prevailing force of entrepreneurship. The entrepreneurship has many other types as well; it is divided on different traits and criteria, one of the criteria being Social. This type of entrepreneurship is very unique in nature and has different blends of components. The prime objective of social entrepreneurship stands different than the usual objectives of entrepreneurship; here social benefits are clubbed with economic benefits. Most of the times, social entrepreneurship is used in synonymous with social service / work. The similarities are there, but the biggest difference is existence of profits. In social work, NGOs or social workers only focus on work which is being done for the poor or deprived section; it is not for profits, but for service.

MEANING AND DEFINITION OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is one of the important tributaries of entrepreneurship, it is more than just philanthropy and has deeper and immense impact on social changes/upliftment in developing nations. Government has started encouraging social entrepreneurship to great extent so that the social inequalities can be handled and an ideal society can be achieved as well. Social entrepreneurship is meant by special sort of initiatives, which is both social work and economic in nature. This definition of social entrepreneurship clearly puts forward the basic

components of social entrepreneurship; they are-

1. It is undertaken by special group of people referred as social entrepreneurs.
2. It is situation where social problem is identified and solved using entrepreneurial principles.
3. The main purpose stands at bringing social changes, rather than making individual profits.
4. Social entrepreneurship is successful in terms of not the big profits, but the unquantifiable social impacts.
5. The venture established by social entrepreneurs is called as social enterprise and prime focus is on social innovations for prevailing social problems.

“Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value for society. Social entrepreneurs are innovative, motivated for resolving social issues, resourceful, and results oriented. They prepare a mind-set after best thinking in both the business and non-profit worlds to develop strategies that maximize their social impact by addressing social inequalities and social problems. These entrepreneurs exist in all kinds of organizations: large and small; new and old; religious and secular; non-profit, for-profit, and hybrid. Such organizations comprise the ‘social sector’”

2. WHO IS A SOCIAL ENTREPRENEUR?

Social entrepreneurs are those entrepreneurs who basically undertake social entrepreneurship. They aim for non-personal profits rather than a profit; the primary objectives of their existence are to serve the society rather than earning profits. They also innovate; their innovation is referred as “Social Innovation”

‘Social entrepreneurs are not content to just give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.’

Bill Drayton, CEO, Chair and founder of Ashoka.

In simple terms “Social entrepreneurs Identify and relentlessly pursue opportunities to create sustainable solutions to social problems continuously innovate, adapt, and learn act boldly, not constrained by resources currently in hand, and hold them accountable for-

- Achieving their predetermined social impact; along with
- Using resources at their optimum levels, the important thing to note down is that all characteristics are similar to economic Entrepreneur.

3. CONTRIBUTION OF SOCIAL ENTREPRENEURSHIP / ENTREPRENEURS IN INDIA-

The social entrepreneurship is most applicable in nations which have developmental issues. India being a developing nation has its own social challenges and social developmental issues. Social entrepreneurship can resolve all the social inequalities which are prevailing in India. In recent times, some startups/new ventures have developed keeping social interests in mind and providing sustainable solution to social issues and earning their profits as well.

Following are arguments which cement the needs for social entrepreneurship in India and places like India all over the world. Following is the contribution made by social entrepreneurship in India.

1. Social entrepreneurship focuses on deprived/weak section of society, India has over 27crore people living under such conditions. So social entrepreneurship becomes relevant and it is needed the most for uplifting this section of people.

2. Social entrepreneurship sees social benefits as primary and profits as secondary. This helps in getting great products/services on quite affordable prices.
3. Social entrepreneurship addresses the social problems, such problems may include illiteracy, girl child abuse, financing, health, potable water etc. Social entrepreneurship helps in meeting these social problems by capitalizing the local resources and applying entrepreneurial principles.
4. Social entrepreneurship also innovates like any other branch of entrepreneurship, but this innovation is slightly different. This innovation is termed as social innovation, as they are focused upon the social problems. The social innovation is nothing but finding out the most innovative and unique solution of social problems.
5. One of the most important needs of social entrepreneurship is towards bottom of the pyramid. This bottom of the pyramid referred to the people who have minimalistic income, but high acceptance for social innovations.

4. SOCIAL ENTREPRENEURS IN INDIA-

As per the Asian entrepreneurs "Social entrepreneurs are those adventurous, dare devils who drive deep into the pressing problems of society and try to find solutions to them, not by leaving the responsibilities in the reins of the government or business, but by trying to change systems as a whole and persuading societies to take new initiatives. Although basic characteristics and core functions remain the same.

5. BASIC TRAITS/CHARACTERISTICS OF SOCIAL ENTREPRENEURSHIP-

The social entrepreneurship has basic traits of looking for ways to dealing with social issues/problems in more innovative and entrepreneurial manner. Social entrepreneurship begins with identification of social problem/shortcoming then it moves to systematically analyzing the identified problem, considering all the possible aspects.

Following are the traits of social entrepreneurship, which are commonly existing in social entrepreneurship-

1. Social entrepreneurship has risk taking capacity like any other branch of entrepreneurship, it takes risks and uncertainties in setting up a social entrepreneur.
2. Social entrepreneurship has vision and foresights as well, it sees the problems and finds the solution like nobody can imagine about.
3. Social entrepreneurship provides leadership and direction to people who are working in social enterprise for achieving a common goal.
4. The biggest and probably the unique feature of entrepreneurship is creativity, which also exists in social entrepreneurship as well. Social entrepreneurship looks for creative solutions for social problems.

6. ROLES AND RESPONSIBILITIES OF SOCIAL ENTREPRENEURS TOWARDS INDIA SOCIETY-

As mentioned earlier as well, India and similar societies provide best grounds for social entrepreneurship to prevail and grow to its best. The roles and responsibilities of social entrepreneurs are given as under with reference to India society-

1. Social entrepreneurs have the capacity to influence the society by their unique

product/service aimed at the social upliftment.

2. Social entrepreneurs in India face certain problems related with mindset of people who do not want to change their way of doing things.
3. Social entrepreneurship depends upon social innovations; the challenge is to create such innovations which can resolve the social problem completely by using minimum resources.
4. Social entrepreneurs have the role to reach at the remotest corner of country for targeting the social sections, which are deprived to basic facilities. The responsibility of social entrepreneurs is to reach such people and serve them positively.
5. Social entrepreneurs are supposed to provide employment as well with their unique approach.

7. CHALLENGES FACED BY SOCIAL ENTREPRENEURSHIP IN INDIA-

Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. All the challenges are either controllable or non-controllable, but all the challenges are manageable. Some of the prominent challenges faced by social entrepreneurship in India are given below-

1. Confusion with social work- Social entrepreneurship is mostly in India is confused with social work, hence it is unable to make a mark as an individual entity in India. This is starting of challenge for social entrepreneurship.
2. The problem of creativity- The next problem which is faced by social entrepreneurship is lack of creativity regarding thinking great ideas for betterment of society and earning profits as well.
3. Arranging finance- One of the challenges for entrepreneurship in India remains lack of financial sources.
4. Shortage of talented/dedicated workforce- This is a very unique challenge faced by social entrepreneurship exclusively. Since the prime objective of social entrepreneurship is to get social gains/benefits rather than personal gains/benefits. Under these conditions it is very hard to get people to work for the firm.
5. Setting and communicating value objectively- The important challenge of social entrepreneurship is to setting and communicating values clearly.

8. MEASURES TO FACE CHALLENGES EFFECTIVELY-

There is no doubt that social entrepreneurship is subject to many challenges and these challenges are growing with time and dynamics of society. There are few steps/measures which can be practiced to face the prevailing challenges of social entrepreneurship in India-

1. Proper training and development institutions- Government must open some specialized councils and institutions for systematic development of social entrepreneurship. Some of the institutions are working in the area of economic entrepreneurship; some must be opened for social entrepreneurship as well.
2. Inclusion of social entrepreneurship in course syllabus- One of the most effective ways of disseminating awareness towards social entrepreneurship is to include a paper/subject on the same at higher education level.
3. Creation of mass awareness- Steps should be taken to make the mass aware towards the social entrepreneurship, so that people do not get confused between social entrepreneurship

and social work. Media, social media, other vehicles can be deployed for the same.

4. Providing infrastructure and basic facilities- Government and other stake holders must work on the basic facilities to the social entrepreneurship.
5. Social entrepreneurship development programmes- Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship.

9. CONCLUSION AND FINDINGS OF THE STUDY-

Social entrepreneurship can change the face of society in India, there have been many such examples and projects which run under the banner of social entrepreneurship and proved to be life altering for people of that vicinity. In India especially social entrepreneurship has better prospects as the social problems are at full swing here. Social entrepreneurship is a unique combination of entrepreneurial traits and philanthropy. In social entrepreneurship products and services are designed to make maximum social impact along with making considerable profits for the firm. The study has the following findings-

1. Social entrepreneurship is a best combination of social service and entrepreneurial skills to look for social problems.
2. Social entrepreneurship has the capacity to socially innovate. These innovations are the exact and creative answer to social issues/problems which are prevailing in India.

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