

Research Article

# An Analysis of the Rising Tide of Social Entrepreneurship in India's Economy

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## I N F O

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## A B S T R A C T

The concept of social entrepreneurship is garnering an increasing amount of interest from both practitioners and scholars. Although the potential for social issues in India is widely acknowledged, the degree of support and interest in the issue is not even close to being substantial. The identification of a social problem and the application of entrepreneurial concepts to the planning, establishment and administration of a social venture in order to manage about the social transformation that is wanted is the essence of social entrepreneurship. It helps make progress in a variety of areas, including nutrition, education and health care, among others. Instead of focusing just on increasing one's own wealth, the goal of social entrepreneurship is to make society entrepreneurs feel a greater sense of responsibility for the overall health and well-being of their profits. The next great thing to affect India as a nation that juggles to reach a balance between a rising GDP and inclusive growth of social concerns is social entrepreneurship. This is because India is a country that juggles to achieve a balance between the two. The primary objective of this study is to investigate the Role, Importance and Challenges confronted in Social Entrepreneurship, as well as the Measures to meet them and to Compare Social Entrepreneurship to Business Entrepreneurship.

**Keywords:** Social Entrepreneurship, Social Entrepreneurs, Business Entrepreneurship

## Introduction

The identification of a social issue and the subsequent application of entrepreneurial concepts to the establishment, operation and administration of a social enterprise in order to manage about the social transformation that is wanted is the essence of social entrepreneurship. In most cases, the performance of a commercial entrepreneur is measured in terms of profit and return, but the success of a social entrepreneur is also measured in terms of positive benefits to society. Therefore, the social objective of social entrepreneurship is to further expand the scope of objectives related to society, culture and the environment. Although it is standard practice to identify

social entrepreneurs with the voluntary and not-for-profit sectors, this does not always prohibit the possibility of generating a profit. The activity of social entrepreneurship with a global perspective or within an international setting is referred to as "international social entrepreneurship."

In India, a person who is the founder, co-founder, or a chief functionary (may be president, secretary, treasurer, chief executive officer (CEO), or chairman) of a social enterprise that raises funds through some services (often fund raising events and community activities) and sometimes products, is considered to be a social entrepreneur. In today's world, not-for-profit and non-governmental organizations, foundations, governments and private people all take an

active part in fostering the growth of social entrepreneurs and providing them with funding and advice. Education and training programs for social entrepreneurs are being established at an increasing number of educational institutions, particularly colleges and universities.

According to Gregory Dees, who is widely regarded as the “father” of the notion of social entrepreneurship, social entrepreneurs have the potential to play the role of change agents in society by developing and upholding social values. This may be accomplished by keeping an eye out for fresh possibilities to assist the society and working relentlessly to seize such opportunities. Social entrepreneurs are required to relentlessly push the boundaries of innovation, continue their education and remain flexible in the face of changing circumstances. They need to demonstrate courage by effectively handling the little resources they have. In addition to this, they have a responsibility to be responsible to the social sector that they serve and the results that they provide.

## Literature Review

After researching the fundamentals of social entrepreneurship, including its role, responsibilities and the obstacles it must overcome, as well as its significance to the Indian economy, Tripda Rawal (2018) came to the conclusion that social entrepreneurship has the potential to alter the nature of society in India. According to the findings of his study, one of the most significant contributors to the expansion of social entrepreneurship in India is the availability of financial resources and the Indian government has recognized this fact and taken steps to address it in order to promote social entrepreneurship.

It is widely acknowledged that policy measures can influence the level of entrepreneurship and the government can make potential interventions in a variety of different ways. Mir Shahid Satar (2016) investigates the policy framework for social entrepreneurship by giving importance to the conceptual development and policy framework of social entrepreneurship in India. In addition, he claimed that the elements that decide whether or not someone would become an entrepreneur may be classified according to the many ways, such as the level of analysis, demand and supply factor discrimination, disciplinary approach and so on.

Hemantkumar. P. Bulsara and Jyoti Chandwanti (2015) made an effort to study the growing trends of social entrepreneurship in India and the new initiatives taken by various social entrepreneurs. They also aimed to give a brief idea of the various Theories of social entrepreneurship. Hemant kumar, P Bulsara and Jyoti Chandwanti summed up their findings by stating that social entrepreneurs can be interpreted as the second invisible hand of the economy.

## Statement of the Problem

In this context, a new type of entrepreneurship is emerging around the world based on the creation of social wealth as the primary objective in detriment to the maximization of one’s own economic benefit. The widespread recognition of the important role that entrepreneurship plays in boosting economic activity and social development has led to this realization. This relatively new trend is known as social entrepreneurship. The importance of social entrepreneurship as a component of a positive economic, social and environmental impact on society is becoming more widely acknowledged.

## Objectives of the Study

- To compare the concept of business entrepreneurship with the concept of social entrepreneurship
- To study research on the challenges that are associated with social entrepreneurship and the solutions to these difficulties

## Research Methodology

Secondary sources, such as websites, academic publications and articles, were mined for material for this descriptive study, which was conducted on the basis of previously collected data.

## Comparison of Business Entrepreneurship with Social Entrepreneurship

Those that start their own entrepreneurs are often more concerned with the business of profit and wealth. Their primary objective is to fulfill the requirements of their clients, to increase profits for their shareholders, to broaden the scope of their firm’s impact and to introduce their business to the greatest number of people as possible. At other instances, they will fail to take into account the effects that their activities will have on the environment. The pursuit of financial profit is often this kind of entrepreneur’s top objective. They need to make a profit in order to eventually continue supplying their clients with services or commodities, pay for themselves and their family and provide for the development of their business.

The social and environmental health of their communities is the primary concern of social entrepreneurs. They take problem in the direction of helping to fix a problem whenever they discover one in the community, the environment, or the ways that people live their lives. The acquisition of wealth or financial security is not the primary objective of a social entrepreneur. Instead, they place a greater emphasis on catering to the requirements and preferences of the community in a manner that makes better use of available resources. They may sometimes engage forward with their ideas despite having little funding and resources, yet they will still have an effect on the society.

**Table 1. Business Entrepreneurship versus Social Entrepreneurship**

Basis	Corporate Entrepreneurship	Social Entrepreneurship
Main Objective	Building a business and maximizing profits	Creating social change
Wealth Creation	Wealth is same as Profits	Wealth means creating and maintaining social and environmental capital
Measure of Profitability	Benefiting shareholders and investors	Engage in for-profit activities
Investors	Venture Capitalists	Philanthropists
Emphasis on Team and Individual	The management team of a firm and the infrastructure that backs it up are two of the most important factors that influence venture capitalists' investment decisions	People give their money and time to charity organizations based on how likely it is that the project will be successful
Performance Measurement	Corporate entrepreneurs have the ability to depend on measurements of success that are generally tangible and quantitative, such as financial indicators, market share, customer happiness	It is difficult to measure social change because of its non-quantifiable and multi-causal qualities, as well as variances in how different people perceive the social effect that is made

It is always the goal of business entrepreneurs to make a profit from their endeavors, so that they may share that wealth with other parties, such as shareholders or private investors. In addition to their charitable work, social entrepreneurs may also engage for-profit endeavors. On the other hand, they often organize their businesses in a way that prevents them from making a profit, or they give the money they make to the charitable groups that they support. NIKA For instance, Water is a for-profit firm that deals in the distribution of bottled water. "Entrepreneur" claims that the firm donates one hundred percent of its income to clean-water initiatives in the countries of Uganda, Kenya, Sri Lanka and Nicaragua.

### Challenges Faced in Social Entrepreneurship and the Measures to Overcome

Challenges may be encountered in any kind of entrepreneurship, including social entrepreneurship, just as they might in any other kind. Any obstacle is either something that can be controlled or something that cannot be controlled, yet it is possible to overcome every obstacle. The challenges faced by social entrepreneurs are not the same as those faced by economic entrepreneurs in any way, shape, or form. Social entrepreneurship differs from economic entrepreneurship in certain basic ways. In India, especially when it comes to social entrepreneurship, there are a lot of obstacles to overcome. In comparison to other countries and nations, who have made the promotion of social entrepreneurship a mission, the development and spread of social entrepreneurship in India is being hindered as a result of the aforementioned challenges. The fact that the challenges that social entrepreneurship must overcome are of quite various kinds is an important point to keep in mind since it's noteworthy to remark. All of them are

more concerned with one's mental state than they are with any particular physical characteristic. People in India have mental barriers that prevent them from engaging in social entrepreneurship.

Some of the prominent challenges faced by social entrepreneurship in India are given below:

- Confusion with social work: Due to the fact that social work and social entrepreneurship are often conflated in India, the former is impossible to establish itself as an individual entity in that country. The struggle for social entrepreneurship has just begun
- The problem of creativity- The another problem that social entrepreneurship must overcome is a lack of originality regarding the conception of excellent ideas for the improvement of society and the generation of profits at the same time. This fusion is particularly challenging to conceptualize and put into practice in India
- Arranging finance: One of the difficulties that entrepreneurs in India face is a dearth of available financial resources. It is made much more difficult to get financial assistance from existing financial institutions due to the fact that social entrepreneurs provide a product and set of services that are completely unique. This is an extremely precarious circumstance, which is a significant contributor to India's lack of progress in the field of social entrepreneurship
- Shortage of talented/dedicated workforce: The field of social entrepreneurship is the only one that is confronted with a problem of this kind. In most cases, people look for work in order to earn a good salary and enjoy other benefits; however, this is not always the case with social entrepreneurship. Since the primary

goal of social entrepreneurship is to obtain social gains and benefits rather than personal gains and benefits, the phrase “primary objective” is rather misleading. It will be exceedingly challenging to find people willing to work for the company under these circumstances

- Setting and communicating value objectively: Setting and effectively expressing values is a significant obstacle that must be overcome in social entrepreneurship. Usually what occurs is, value may change from society to society depending upon its unique demands, but social entrepreneurs have to define common values, which can be conveyed simply

### Measures to Face Challenges Effectively

There is no denying that social entrepreneurship is fraught with numerous challenges and the passage of time and the shifting tendencies of society only serve to exacerbate these challenges. In order to meet the challenges that now exist, social entrepreneurs need to exercise caution and pay attention to the minutest of details. Even if the list of challenges that social entrepreneurship must overcome is not yet complete, other challenges exist in addition to those that are already on the list. The critical issue at hand is determining how social entrepreneurship in India can triumph over the challenges that stand in its way.

There are a few actions or procedures that may be carried out in order to meet the challenges that social entrepreneurship is now facing in India:

#### Proper Training and Developing Institutions

The establishment of specialized councils and institutions by the government is required to facilitate the methodical development of social entrepreneurship. It is necessary for at least some of the institutions to be active in both the field of economic entrepreneurship and the field of social entrepreneurship.

#### Incorporating social Entrepreneurship into the Course Curriculum

One of the most efficient methods for increasing people's awareness of social entrepreneurship is to incorporate a paper or subject on the topic into curricula at the postsecondary level of education.

#### The Formation of Awareness

Measures need to be taken to make the general public aware of social entrepreneurship. This is necessary so that people do not conflate social entrepreneurship with social work. The media, social media and several other vehicles are all viable options for accomplishing the same goal.

#### Providing Infrastructure and Fundamental Facilities

The government and other stakeholders need to concentrate on providing the basic facilities for social entrepreneurship.

People may be enticed to become social entrepreneurs as a result of the availability of these facilities; thus, the practice of social entrepreneurship will spread even more.

### Social Entrepreneurship Development Programmes

Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurs. These types of organizations will be of assistance in elevating the total levels of drive that social entrepreneurs possess.

### Few Successful Social Entrepreneurship in India

“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,” says a group of entrepreneurs from Asia.

#### Jeroo Billmoria

Jeroo Billmoria is a successful social entrepreneur and the founder of many worldwide non-governmental organizations (NGOs). Her efforts have gained her recognition from organizations such as the Skill Foundation, the Ashoka Innovations for the Public and the Schwab Foundation for Social Entrepreneurship. Her writing has also been published in well-known publications including The Economist and others of its like. Her current endeavors include Aflatoun, Childline India Foundation and Child Helpline International.

#### Ajaita Shah

Her objective is to get started at the most fundamental level possible, bringing high-quality technology at more affordable pricing to rural areas in India. She has worked with SKS Microfinance and Ujjivan Financial Services for a combined total of five years and Business Week rates her as the most prominent executive under the age of thirty. She is the one who came up with the idea for the Frontier Markets organization. As a 2012 Echoing Green Fellow, you will have the opportunity to provide assistance to 30 million rural families over the course of the following three years.

#### Sunil Bharti Mittal

Sunil Bharti Mittal is renowned as the founder of Airtel, which is considered to be one of the biggest social companies in the nation. Airtel is known for putting the ability to communicate via telecommunications into the hands of less fortunate members of society. His efforts to cut down the prices of mobile telephones have helped millions of Indian farmers obtain frequent and rapid updates on crop and weather information thanks to his efforts.

#### Sushmita Ghosh

After having a prosperous career as a journalist in the years

prior to establishing Changemakers in 1992, Sushmita Ghosh took the leap into entrepreneurship. Changemakers is an online community dedicated to finding solutions to issues affecting open source software. It has the goal of developing into a community of people who are self-motivated to effect change.

### **Hanumappa Sudarshan**

Arun Jaitley, India's Minister of Finance, conferred the title of "Indian Social Entrepreneur of the Year 2014" to the victorious candidate. He is the one who established the Karuna Trust, which is responsible for providing medical assistance. The prize is under the recognized Schwab Foundation for Social Entrepreneur.

### **Successful Social Enterprises in India**

#### **Hastashilpi Gurukul**

If one were to establish a craft ashram in West Bengal, one could provide assistance to eighty craftsmen in three different crafts during the first year. This would mean that a total of 240 people from this community would be able to support themselves financially during the first year.

#### **Snehadeep**

Computer Training for the Differently Abled in Bengaluru offers support to the 1,235 exceptional students who are enrolled in high schools in the city.

#### **Seven Sisters Development Assistance in Assam, Meghalaya**

Formed up by Aswini Bhattacharjya and Parag Boruah believes in participation of well-educated meaningful people at grassroots is most vital for development of poor and marginalized communities.

#### **SAS Poorna Arogya Healthcare Pvt Ltd**

This is a community for healthcare program in Karnataka that was founded by Dr. Arjun Sachidanand. The organization's goal is to offer low cost healthcare services to urban and rural poor communities.

#### **ERC Eye Care**

which was established by Dr. Parveez Ubed in Assam and parts of Nagaland, provides accessible, affordable and inclusive "on demand" eye care to the rural population of the North-East.

### **Conclusion**

There have been numerous instances and initiatives in India that have been operated under the banner of social entrepreneurship and have proven to be life-altering for people who live in that neighborhood. Social entrepreneurship has the potential to transform the face of society in India. At its most social, doing business with the

intention of improving some level of society is the definition of "social entrepreneurship." It is also possible to refer to this phenomenon as "altruistic entrepreneurship." They do not evaluate their achievements based only on the amount of profit they make; rather, social entrepreneurs consider themselves successful when they have made the world a better place, in whatever way that word is understood by the individual. Instead of sitting back and hoping that someone else would bring about the necessary changes, India's most successful social entrepreneurs were motivated by an individual and intense desire to improve people's lives and the essentials they need, rather than waiting for someone else to do it. The rise of new social entrepreneurs who are forging their own paths in India bodes well for the country's prospects in the years to come.

Social entrepreneurship is a unique blend of entrepreneurial skills with altruism. In the practice of social entrepreneurship, goods and services are developed in such a way as to have the greatest possible social effect on society while also generating significant profits for the firm. The working area of a company engaged in social entrepreneurship is often a place or region that is normally disregarded by large firms engaged in economic entrepreneurship. In a sense, the goods and services that are on sale via social entrepreneurship are rather distinctive and they respond to the needs of society more effectively than they do to economic necessities.

This is a classic example of entrepreneurial thinking being applied to the problem of a social issue. Aside from that one key difference, all of the fundamental aspects of entrepreneurship are quite identical to those of their father entrepreneurship. If the government and other stakeholders can properly work out the challenges of social entrepreneurship, then social entrepreneurship would, without a shadow of a doubt, be the most critical instrument that has the potential to transform the fundamental nature of how society is organized in India. Although they are becoming more important to society, social entrepreneurs have not yet established themselves as a recognized profession. They are maybe the only subgroup of professionals who do not labor for the purpose of making money, but rather for the advantage and general well-being of society as a whole. They have shown, without a doubt, to be of enormous use to all people in general.

Hence the discipline of social entrepreneurship has emerged as an active area of both professional practice and scholarly inquiry in a very short amount of time. Located at the intersection of the government sector, the for-profit business sector and the non-profit sector. The research is characterized by having a robust interaction between theory and practice, which also contributes to the rapidly expanding field's interest and its continued expansion.

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