



Volume 10, Issue 1, January 2022
**International Journal of
Advance Research in
Computer Science and
Management Studies**
Research Article / Survey Paper / Case Study
Available online at: www.ijarcsms.com



Special Issue: National Conference on "Self Reliant India (Atmanirbhar Bharat) Opportunities & Challenges"
Organised by: Department of Commerce in association with IQAC of Sheth T.J. Education Society's, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, (Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified: 9001:2015).
Kharkar Ali, Thane West, Thane, Maharashtra-400601, India.

Role of Top Social Entrepreneurs of India – A Case Study

Dr. Dhanashree Pramod Sawant

Associate professor,
Department of Economics,
Sheth NKTT College of Com & Sheth JTT College of Arts,
Thane, India.

Abstract: With the sudden outbreak of COVID-19 we all have realised that one should be very much ready for any mishap anytime at the regional, national, and international levels. Many industries are closed-down, services sector is very much affected by this pandemic situation.

Almost all economies were affected to a greater extent because of the COVID-19. This has led them to think on the remedies for the issues. Initial efforts concentrated on the medical and sanitary requirements and control of the disease. The present study aims to review the social services rendered pre COVID-19 phase, so that new ideas and policy changes would be undertaken to prevent and control the related issues.

The study reviews eminent social entrepreneurs in India and few global level social entrepreneurs. For this various articles and E-resources are browsed and studied. It is found out that the social entrepreneurs have done great job during crisis of pandemic. Therefore, it is suggested, in near future to the policy makers to make a separate provision for the development of social entrepreneurship. It can be concluded that the economies would achieve two things, one is an improvement in the entrepreneurship and second is the solution to unpredictable issues would be possible.

Keywords: Pandemic, COVID-19, and Social entrepreneurs.

I. INTRODUCTION

With the sudden outbreak of COVID-19 we all have realised that one should be very much ready for any mishap anytime at the regional, national, and international levels. Many industries are closed-down, services sector is very much affected by this pandemic situation.

Almost all economies are affected due to the fast spreading of the disease. This has made the economies to think on the remedies for the issue. Initial efforts were concentrated on the medical and sanitary requirements and control of the disease.

Spreading of the disease has affected all sectors, particularly tourism and manufacturing sector. Many people have lost their jobs. Millions of people have died which made the economy worse ever. To find out the solution was not an easy task, but still many countries have taken all-round steps to control the disease.

The present study aims to review the social services rendered pre COVID-19 phase, so that new ideas and policy changes would be undertaken to prevent and control the related issues. Especially the study aims to understand the role of social entrepreneurs to tackle the situation.

II. OBJECTIVES

1. To review the social entrepreneurship in different sectors.
2. To study the role of social entrepreneurs during Pandemic.

III. REVIEW OF LITERATURE

a. Concept and types of Social Entrepreneurship

Social entrepreneurship is basically done for a social purpose. It creates employment opportunities as well as tries to distribute the revenue equitably among all stakeholders of an economic activity. In other words, social entrepreneurship tries to improve the lives of the people concerned and profits earned in the activity is equally shared.

The encyclopaedia meaning states it as “Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship.”ⁱ

Characteristics of Social Entrepreneurship:

According to the Schwab Foundation for Social Entrepreneurship, social entrepreneurs share several characteristics.ⁱⁱ

- a. Achieving Social Change on a large scale
- b. Focus on ecological change and support to the needy
- c. Innovative solution or remedy to the social issues.
- d. Taking of feedback regarding reforms or solutions to the issues.

Though there are many examples of social entrepreneurship, the most popular of 19th century are Florence Nightingale and landscape architect Frederick Law Olmsted may be considered as social entrepreneurs.ⁱⁱⁱ

b. Types of Social Entrepreneurship^{iv}

1. Community Project:

It is a micro level effort to solve social, environmental, and economic issues. For instance, building up of community garden or a park, provision of consultancy services in selecting good career, holding workshops on entrepreneurship etc. Community projects are the best examples of the social entrepreneurship. It is based on the entrepreneurial initiative, creativity, tenacity, and commitment to see a project through to completion.^v

2. Cooperative Projects:

Cooperative project is undertaken to investigate the specific requirements of the people who form a group to solve the issues like housing and groceries. Most of the cooperatives work on ‘No Profit, No Loss’ basis. However, the members must pay fees to be the part of the cooperative group and must contribute their efforts to solve the issues. This can make the cooperative group functional.

According to the International Co-operative Alliance, co-ops are “autonomous association of persons united voluntarily to meet their common economic, social needs and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.”^{vi}

3. Social Enterprise:

Social enterprise implies an enterprise run on 'Non-profit basis or a charitable institution. For instance, embroidery work for women which generate income, food items production and distribution services etc.

Social enterprises typically focus on providing a job skills training opportunity program for marginalized or vulnerable people and may use proceeds from the business to pay salaries to populations supported by the non-profit organization or to fund the non-profit's efforts as a means of supplementing income through donations.^{vii}

4. Social Purpose Business:

There are many such activities which strike a balance between social purpose and revenue generated from the enterprise or business. This benefits general people and the organisation running the business. An organization that strives to strike an ideal balance between for-profit organizations and non-profit programs is known as a social purpose business.^{viii} Further such business tends to impact investors. Thus, this type of social entrepreneurship can bring in a positive social change in the economy.

5. Non-profit Organisations:

The exact structure of a non-profit organization is likely to differ based on legal jurisdiction, but overall, non-profit organizations exist not to generate revenue for shareholders and stakeholders but to create an enterprise focused on a specific cause.^{ix} It may be mis interpreted as complete non-profit organisation. This organisation does invest and spend on operational expenses like wages, advertising, sales, and other administrative expenses.

IV. IMPORTANCE OF SOCIAL ENTREPRENEURS

1. It is important because it gives a framework for the business with a social cause.
2. It is also a source of inspiration for employees of current generation.
3. It also keeps the people united for a noble cause.
4. It helps the economy to revive from crisis.

V. TOP SOCIAL ENTREPRENEURS IN INDIA

1. Urvashi Sahni

Urvashi Sahni is among the top social entrepreneurs of India. She in the capacity of and as the founder and CEO of SHEF (Study Hall Education Foundation) has contributed her efforts for the disadvantaged girls' education in India. She has worked with over 900 schools and changed the life of 150,000 girls (directly) and 270,000 girls (indirectly) with her program. She was rightly felicitated with the 'Social Entrepreneur Of The Year' award in 2017 for her selfless act of dedication and passion.^x

2. Harish Hande

Harish Hande, the CEO & Founder of Selco, a company rendering sustainable energy source to rural regions of the country, is among the top social entrepreneurs of India. With the Selco company he has helped rural poor in the energy resource. The Selco company has contributed over 120,000 installations and has more than 25 operating retail and service centres in Karnataka alone.^{xi}

3. Jeroo Billmorla

Jeroo Billmorla is another important social entrepreneur of India who is supervising several International NGOs for the betterment of society. Her work focused the street children who are underprivileged. She initiated the 'Childline' which provides help in form of healthcare and police assistance to the street children. She also works for the empowerment of women in India. Jeroo Billmorla was felicitated with the Skoll Award for Social Entrepreneurship and is a Schwab and Ashoka Fellow as well.^{xii}

4. Anshu Gupta

Anshu Gupta who has founded Goonj, an NGO helps rural poor in India. Though born in a middle-class family in Uttar Pradesh, took media as a profession and while as an intern he witnessed the need of proper clothing for the poor in rural India. The Goonj, a social enterprise that collects used clothing from the urban crowd, sort them, fix and later distribute among the poor and needy. The relief work was done by Goonj during the times of natural calamities in Gujarat, Tamil Nadu and Kerala have been highly acknowledged.^{xiii}

5. Santosh Parulekar

Santosh Parulekar, also another among top social entrepreneurs in India. He helps rural youth who are unemployed. Under the aegis the NGO named, 'Pipal', he offers formal training to the rural youth of India. This helps the youth to get good job opportunities. Operating since 2007, Pipal Tree has trained over 1,500 workers and intends to open training centres pan India in the coming years.^{xiv}

6. Sumita Ghose

Sumita Ghosh is the founder of Ashoka Changemakers, aims to revive the craftsmanship and talent that is unharnessed in rural India and aims to provide them with their deserving recognition. She started with 'Rangasutra', a retail chain from Fab India and it turned out to be a huge success.^{xv}

7. Ajaita Shah

With a mission to empower rural India, Ajaita Shah gives technological solutions at the low prices to the remote villages in India. She is the founder and CEO of Frontier Markets which supplies solar energy powered products to the rural people at affordable prices. The company has sold over 10,000 solar solutions until now and there is no stopping them until they light the remotest corners of the country.^{xvi}

8. Trilochan Shastry

Trilochan Shastry is another among top social entrepreneurs of India. He is a renowned professor in IIM Bangalore. He works for the benefit of farmers of India. He has worked for the organisation named Association for Democratic Reforms (ADR) and proved that nothing is impossible to achieve in this world if you have the zeal and fervour to pursue it.^{xvii}

VI. ANALYSIS OF SOCIAL ENTREPRENEURS OF INDIA

The above examples of top social entrepreneurs draw following conclusions.

- i. It is not difficult for anyone to contribute to the benefit of the society with our entrepreneurial ability and good social thought.
- ii. There are many areas where social entrepreneurship can benefit the vulnerable sections of the society, such as street children, rural poor and women.

- iii. Job oriented training and creation of employment opportunities to the rural youth and girls' education are very much needed. The efforts in this regard by the social entrepreneurs are remarkable.
- iv. For a developing country like India such efforts from social entrepreneurs, especially low-priced energy saving products, tapping the craftsmanship in rural areas are important.
- v. The efforts of the social entrepreneurs not just help the needy or vulnerable sections of the society but it also contribute to the employment and income of the economy.

VII. SUMMERY AND CONCLUSION

Thus, with cooperative and community projects, social enterprise or business contributes to the national income and investment to a large extent. The social entrepreneurs have tapped diverse areas from helping girl child education to the energy saving products.

It can be concluded that during the pandemic situation which has affected major businesses which make us think of the expansion of our efforts to have more such social entrepreneurs to revive from the economic crisis.

References

1. <https://www.shopify.in/encyclopedia/social-entrepreneurship>
2. <https://www.dataroom24.com/exploring-social-entrepreneurship/>
3. <https://www.dataroom24.com/exploring-social-entrepreneurship/07-Apr-2014>
4. <https://digest.myhq.in/social-entrepreneurs-in-india>
5. <https://www.weforum.org/agenda/2020/09/social-entrepreneurs-and-covid-19-stories-from-the-frontline>.