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Social Entrepreneurship

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Abstract: In today's time when everybody is concerned about sustainable development in society. We take a lot from society. Now the question arises of what we are giving in return. This led to the emergence of social entrepreneurship. Social entrepreneurship represents recognizing social problems and achieving social change by employing entrepreneurial principles, processes, and operations. This paper aims to understand up to what extent social entrepreneurship contributes to social innovation. The aim is to propose new ideas that can deliver insights into Social Entrepreneurship. This paper also reveals some successful entrepreneurial sets up those who have proved themselves economically and socially as a winner.

I. INTRODUCTION

Social entrepreneurship is growing rapidly and attracting increased attention from many sectors. The term itself shows up frequently in the media, is referenced by public officials, has become common on university campuses, and informs the strategy of several prominent social sector organizations. The reasons behind the popularity of social entrepreneurship are many. On the most basic level, there's something inherently interesting and appealing about entrepreneurs and the stories of why and how they do what they do. People are attracted to social entrepreneurs like last year's Nobel Peace Prize laureate Muhammad Yunus for many of the same reasons that they find business entrepreneurs compelling extraordinary people who come up with brilliant ideas and against all the odds succeed at creating new products and services that dramatically improve people's lives.

But interest in social entrepreneurship transcends the phenomenon of popularity and fascination with people. Social entrepreneurship signals the imperative to drive social change, and it is that potential payoff, with its lasting, transformational benefit to society, that sets the field and its practitioners apart. While general and common business entrepreneurship means taking a lead to open up a new business or diversifying the existing business, social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making a profit. After all, entrepreneurs need capital to carry on with the process and bring positive change in society. Along with social problems, social entrepreneurship also focuses on environmental problems. Child Rights foundations, plants for the treatment of waste products, and women empowerment foundations are a few examples of social ventures. Social entrepreneurs can be those individuals who are associated with non-profit and non-government organizations that raise funds through community events and activities. In the modern world, several well-known social entrepreneurs have contributed a lot to society.

Social enterprises tend to operate to create value for society and also generate income (if not wealth). As a thumb rule, the solutions they offer are supposed to be innovative, unique, and people and environment-friendly; Cost-effectiveness is also a huge consideration. All of these are challenges to the sustainability of social enterprises, but the ones that can scale these are the ones that can create a huge impact! They are the enterprises that are advantageous to society, people, and the environment.

Since social enterprises typically deal with people who live at the bottom of the pyramid, therefore they are the ones who are benefited to benefit hugely from the former. In other words, social enterprises are beneficial to the poor, generally by providing

them with a means of livelihood. Since social enterprises do not work typically the way corporate setups or private firms work, they offer a flexible working environment that is as per the liking of many people groups. This employment may be both short-term and long-term in nature or it may be specially targeted to a specific workgroup or a geographic community or to people with disabilities. Self-Employed Women's Association (SEWA), for example, offers various kinds of assistance to self-employed poor women.

II. ADVANTAGE OF SOCIAL ENTERPRISE THAT ARE ENTREPRENEUR SPECIFIC LIKE

- Social entrepreneurs find it easier to raise capital. There are huge incentives and schemes from the government for the same. Since the investment industry here is ethical, it is easier to raise capital at below-market rates.
- Marketing and promotion for these organizations is also very easy. Since a social problem is being tackled with a solution, it is easier to attract the attention of the people and media. The degree of publicity often depends on the degree of uniqueness of the solution.
- It is easier to garner support from like-minded individuals since there is a social side to the enterprise. It is also easier to get people on board at lower salaries than compared to other industries.

III. ADVANTAGE THAT ARE SPECIFIC TO THE ENVIRONMENT, SOCIETY AND THE PEOPLE CONCERNED

- Services in whichever section they may be offered are customized better to suit the needs of the individual or the problem. This is also designed in harmony with all other systems like the environment, society or the people.
- Cost-effectiveness is another advantage of a social enterprise. The solutions offered by these organizations in the form of either products or services are more reasonable than compared to the same service provided by a profit-making organization. No wonder basic amenities like healthcare, education, etc have become very affordable to people the world over with the help of these institutions. Microfinance, for example, today caters not to the poor but to the poorest!

IV. CHALLENGES IN SOCIAL ENTREPRENEURSHIP IN INDIA

- Political intervention and corruption: Social entrepreneurs in developing countries like India face a lot of pressure from political parties. They have to demonstrate characteristics of perseverance and the ability to overcome adversity such as bureaucracy, corruption and the absence of government support. Social entrepreneurs have to fight against these odds.
- Too much risk: Social entrepreneurs go against the tide, taking risks. They may even be shunned by their families or communities. They work without the incentive of a profit reward replacing that with the reward of social value. They make profits, unlike NGOs, but only to sustain the business. The policy framework of the government towards the recognition of social enterprises as compared to NGOs or commercial enterprises, is also ambiguous, adding to the risk.
- Lack of investors: India has seen a boom of start-ups across industries in the last decade. Most of these start-ups are e-commerce companies. Technology continues to be the focus. Tech entrepreneurs are creating a lot of enthusiasm and attracting adequate funding from investors. During this period, the social sector has largely been sidelined. Although healthcare and energy have attracted investors' interest and gathered funding, many other sectors struggle to get attention, support, and a developed ecosystem for success.
- Dynamic nature: Social needs are dynamic in nature. They keep changing. Also the macro-business environment around social entrepreneurs are marked with informal market competition and lack of reliable data sets (customer, market and infrastructure).

V. SOME STEPS FOR SOLUTIONS

They first adopt a focussed segmentation approach on the basis of the socio-economic profile and preferred locations. The decision regarding the exclusion or inclusion of the extremely poor as a target segment depends upon the social mission type. Considering the socio-economic diversity across locations, social enterprises choose locations (rural and semi-urban) on the basis of the demand-supply gap and the availability of minimal support infrastructure.

The second step that social entrepreneurs take to face their challenges is to adopt "need-based end-to-end solutions approach". For example, the energy-based social entrepreneurs design the value offering for their social segment comprising access to financing, customized product offering and after-sales support. Similarly, the healthcare based social-entrepreneurs design the value offering for their segment comprising health awareness sessions, consulting, diagnostics and medicines. This helps in cost control and operational efficiencies.

The third step that social entrepreneurs take is to make a significant investment of time, capital and resources in conducting outreach camps and demonstrations at public congregation places (schools, religious places and community hospitals, etc.) in rural and semi-urban areas. They also invest in training and engaging local individuals as employees. They create physical centers and align with local individuals and institutions as promotional entities.

The fourth step they take is to form a collaborative ecosystem with diverse stakeholders to leverage their network for the effective mobilization of scarce resources. They invest in local capacity building by creating a value network comprising non-traditional partnerships and engaging local individuals. The non-traditional partnerships include collaboration with government institutions, philanthropic foundations, NGOs, community service organizations and local entrepreneurs to leverage their reach and acceptance for last-mile connectivity and reach.

The fifth step social enterprises take is to focus on cost-efficiency measures to ensure a positive and sustainable cash flow-based ecosystem. They try to adopt the latest technologies during value creation and delivery; offering multiple products and services on the same delivery channels; engaging the local institutions and individuals; asset-light-no-frills setups: and continuing focus on prototyping and process-based innovations.

The final step involves social enterprises take is to decide between the " S-curve" growth model and the vertical growth model to scale the impact and outreach. The " S-curve" growth model involves a focus on market building and achieving self-sustainability in a few locations before aiming for radical market growth and expansion. Further, the scalability approach may involve deepening the existing range of offerings in existing locations thereby connecting with the extremely poor or targeting the new locations depending upon the mission type.

Social entrepreneurship generates social innovation and change by leveraging its organization capacity to address societal issues profitably. They are characterized by a mindset to strive for societal value creation in a way that is attractive to businesses. They pursue societal value creation in a persistent, learning, and outreaching manner and apply skills of entrepreneurship and communication. Social entrepreneurship collaborates with NGOs in order to generate societal impact and obtain missing knowledge and skills at business schools. Corporations interested in social entrepreneurs should be thinking of providing supportive environment in which social entrepreneurship can develop and test their ideas. Crucial for their success are senior management sponsorship, an understanding of how business and society can be brought together and the creation of space for experimentation. NGOs are invited to explore their membership rosters for potential social entrepreneurship in order to leverage corporate activities to the benefit of society. Likewise, business schools have a role to play in inspiring and training social entrepreneurship, especially developing entrepreneurial as well as communication skills they need to succeed. In general, the phenomenon of social entrepreneurship might be a visible sign of people looking for ways to reconcile their social and working lives.

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