

Social Entrepreneurship: An Innovative Way for the Transformation and Upliftment of the Society

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Abstract

India and the rest of the world are abuzz with talk of social entrepreneurship. People have considered the idea of generosity to be rather appealing. It has the best balance of social responsibility with enterprise, which makes it very alluring and special in its own right. Entrepreneurship is typically associated with commercial pursuits, cutthroat profit-making, and disregard for social advantages or societal well-being. The idea of social entrepreneurship is expanding across the nation as well as across the world, and it has aided in embodying the essence of the capitalist system in the current period of major industrial growth and economic expansion, including India, in a manner that is more significant than ever before. Economic enterprise is more closely associated with economic demands than social enterprise, which focuses more on social requirements. The breadth and importance of social entrepreneurship have increased recently; this paper discusses these subjects. The study article also discusses how social entrepreneurship may impact India's and other developed countries' social structures and social fabric, particularly at the base of the hierarchy.

Keywords: Social entrepreneurship, Innovation, Social needs, social entrepreneurs, economic entrepreneurs

1. Introduction

Entrepreneurship which is the important factor of economic development, is responsible for all of the economic progress we currently enjoy. There are numerous more sorts of entrepreneurship, and they are classified according to various characteristics and standards, one of which is social. This kind of entrepreneurship is particularly distinctive and consists of various mixtures of elements. The main goal of social entrepreneurship differs from the traditional goals of entrepreneurship in that social and economic advantages are included. Social entrepreneurship is frequently used interchangeably with social service or job. Although there are certain similarities, the existence of profits is the main distinction. In social welfare, NGOs or social services workers only concentrate on work that is done for the underprivileged or impoverished; it is done for service rather than profit. Providing innovative and affordable goods and services to the bottom of the market pyramid is what makes social entrepreneurship such a positive phenomena. You might also put it this way: social entrepreneurship is just another form of business with specific characteristics, such as profit-making, selling, and innovation. But the distinction is that it prioritizes social advancement over individual gain and does not entirely depend on or highlight profit-making.

2. Review of Literature

According to Pless (2012), Zahra et al. (2009), and Renko (2013), social entrepreneurs are motivated by a feeling of commitment and moral obligation to assist others.

Ruebottom, (2013), in his study on social entrepreneurs has found by employing a rhetorical style that casts the organization as the protagonist and those who oppose the change as villains, social entrepreneurs achieve credibility for achieving social change .

Bygrave and Minniti (2000), in their study has of the opinion that though all the enterprises serves the society but social enterprise differ from them because it has been created for social value rather than individual financial advantage.

Schramm (2010), in his study described that in case of the commercial enterprises it is very difficult to assess their contribution towards society because they have been created for personal economic benefits of the entrepreneurs. Therefore the role of social enterprises are important because it's aim is to create social change .

Urbano, Toledano, and Soriano (2010), social businesses combine the pursuit of public social benefits with the tools and strategies of for-profit companies. Additionally, they provide benefits both for the society and the enterprise also.

Newbert and Hill (2014), Overall, SE might be viewed as a unique activity with the goal of increasing producer surplus by minimising negative externalities and/or generating positive externalities through the integration of key social and entrepreneurial dimensions .

Mair and Marti (2006), a social enterprise, according to is an organisation which engages itself to the commercial activities but their main aim is to serve the society with the help of the profit they derive from commercial activities.

Objectives

To discuss how the social entrepreneurs help the society by bringing innovation

To analyse how the social entrepreneurs upgrade community facilities

To discuss how they resolve social issues

3. Research Methodology

The paper uses the data from the secondary sources such as the research articles of various authors regarding tax evasion and various books available regarding this. Also the data available in various magazines, e- books, and not the least the data from various sources from the internet also.

4. Meaning and definition of Social Entrepreneurship

One of the major branches of entrepreneurship is social entrepreneurship. More than just charitable giving, it has a profound and significant impact on social transformation and uplift in underdeveloped countries. So that social inequities can be addressed and a perfect society can be realized, the government has begun to heavily encourage social entrepreneurship. Initiatives of a particular type that combine social work with economics are referred to as social entrepreneurs. The fundamental elements of social entrepreneurship are clearly stated in this definition of the term. The followings are the elements of the social entrepreneurship.

1. It is carried out by a unique set of individuals known as social entrepreneurs.
2. It refers to an instance in which a social issue is located and resolved utilizing entrepreneurial principles.
3. Rather than focusing on maximizing individual income, the fundamental goal is to bring about societal transformation.
4. Social enterprise is successful in terms of the intangible social consequences, not the large financial returns.

5. A social enterprise is a business created by social entrepreneurs with a primary focus on social innovations to address current societal issues.

“The practice of identifying and nimbly pursuing chances to provide social value for society is known as social entrepreneurship. Innovative, driven to address social challenges, resourceful, and goal-oriented, social entrepreneurs excel in these areas. They build strategies that optimize their social effect by addressing social inequities and social challenges with a mindset modelled after the greatest thinking in both the corporate and non-profit worlds. These businesspeople work for many different types of organizations, including hybrid, for-profit, non-profit, and large and small businesses. These businesses are referred to as the “social sector.”

5. Contributions of Social Entrepreneurs

The social enterprise is useful in countries that are still in developing stage. India, a developing country, faces its own social problems and issues with social development. All of India's socioeconomic inequities can be eliminated through social entrepreneurship. Some start-ups and new businesses have recently been created with the goal of addressing social concerns in a sustainable manner while still making a profit.

The arguments that support the necessity for social enterprise in India and nations like India around the world are as follows. The contributions made by social enterprises in India are listed below.

1. Social enterprise focuses on the weak/deprived sectors of society; in India, there are approximately 27 billion individuals who live in these situations. Therefore, social entrepreneurship is necessary and vital for raising this group of people.
2. Social entrepreneurship prioritizes social good above financial gain. This makes it easier to find top-notch goods and services at reasonable costs.
3. Social entrepreneurship focuses on addressing societal issues like illiteracy, abuse of girl child, finances, health, and access to clean water. By utilizing local resources and employing entrepreneurial concepts, social enterprises help in addressing these social issues.
4. Social entrepreneurship innovates, but this innovation differs somewhat from that of other forms of entrepreneurship. Due of their attention to social issues, this innovation is known as a social innovation..Through innovation the social problems can be answered and this is the key characteristics of social entrepreneurship.

- Social enterprises are helpful for people of low income groups whose financial and other problems can be tackled with the innovations and effort made by social enterprises.

Social Entrepreneurs in India

- To foster community development, Zero Miles is constructing multi-utility drinking water centers in Maharashtra.
- Adhan creates a variety of places out of abandoned shipping containers, including classrooms.
- Social enterprises can help traditional Indian crafts and art tremendously by giving them access to online and urban marketplaces. Such an initiative brings the kauna crafts of Manipur to the globe through Zivel.
- Divya Rawat uses mushroom farming as a strategy to reduce migration and give people in Uttarakhand a means of subsistence. In the state, numerous “ghost villages” are being repopulated thanks in part to this.
- The Water Maker project, which creates water from nothing, is nothing short of extraordinary in a nation where women frequently have to go great distances to obtain and collect drinking water for their family. It is, to use the words of one appreciative recipient, “khuda ka paani.”

Table 1: Social Entrepreneurs and their contributions

Social Entrepreneurs	Contributions
1. Jeroo Bilimoria Founder of Childline	Renowned for her social entrepreneurship, she has garnered support for the nation's social cause from numerous international non-governmental organizations. An initiative of the social enterprise Childline Program was established to assist individuals in India during times of emergency.
2. Ria Sharma Founder of Make Love Not Scars NGO	One of India's most prosperous social entrepreneurs and social crusader is Ria Sharma. The UK-born New Delhi native established the first rehabilitation and therapy clinic for acid attack survivors in the globe after earning her degree from Leeds College of Ark.
3. Urvashi Sahni Founder and CEO of SHEF (Study Hall Education Foundation)	Biography: Urvashi Sahni is an activist and social entrepreneur. SHEF-Study Hall Education Foundation was founded by her, and she serves as its CEO. It is an Ashoka Fellow, Sahni. Underprivileged students who want to study business or engineering are given scholarships by the Study Hall Education Foundation (SHEF), a social enterprise.

4. Karthik Naralasetty Founder and CEO of Redcode Informatics	At Redcode Informatics, Karthik Naralasetty serves as both the CEO and founder. His social entrepreneurship has made a great impact on Indians' lives. Tech startup Redcode Informatics transforms the lives of underprivileged people nationwide by utilizing new technologies.
5. Hanumappa Sudarshan Founder of Vivekananda Girijana Kalyana Kendra	As a credible human rights crusader, Hanumappa Sudarshan is one of India's greatest examples of a social entrepreneur. He was rewarded for his unwavering efforts to reduce poverty among India's impoverished people with.
6. Anshu Gupta Founder of Goonj	Goonj is a social service organization that makes it easier for used goods, such clothing, to be given to low-income households and homeless kids in rural areas. Being raised in a middle-class home, he was aware of the struggles faced by the poor and their ragged clothing. His main goal is to guarantee equitable item redistribution between urban and rural area.
7. Aarushi Batra Founder of Robin Hood Army	She established the volunteer-run Robin Hood Army, which provides unselfish aid to India's underprivileged, destitute, and defenseless. Together with her three like-minded companions, Batra established the Robin Hood Army.
8. Ajaita Shah Founder and CEO of Frontier Markets	As the CEO and founder of Frontier Markets, Ajaita Shah is a well-known female social entrepreneur in India. She is Frontier Innovation's President for the entire country. Her non-profit organizations bring in revenue to support low-income families and orphans around the country.
9. Trilochan Shastry Founder of Association for Democratic Reforms (ADR)	ADR was started by Indian social entrepreneur Trilochan Shastry. Because of his passion for politics, he has authored numerous publications that support democracy and democratic reform all throughout the country. ADR is a nonprofit organization that was founded with the goal of strengthening democracy throughout India by improving openness, accountability, and good governance.
10. Santosh Parulekar Founder of Pipal Tree	The creator of Pipal Tree is Santosh. The company wants to give people in India access to respectable professions and formal training. In rural areas, Pipal Tree continues to empower more than a thousand people. In the coming years, the one-center organization intends to expand its network of training facilities throughout India in order to provide formal instruction to a larger number of individuals

Sources: <https://www.founderjar.com/social-entrepreneurs-in-india>

6. Features of Social Entrepreneurship

Finding more creative and entrepreneurial solutions to address social concerns and problems is one of the fundamental characteristics of social entrepreneurship. The first step in social entrepreneurship is to identify a problem or deficit in society. From there, the process advances to a methodical analysis of the problem, taking all potential factors into account.

The characteristics of social entrepreneurship that are frequently present include the following:

1. Social entrepreneurship has the ability to accept risk, just like any other field of entrepreneurship. It faces dangers and uncertainties when establishing a social enterprise.
2. Social entrepreneurship also possesses vision and foresight; it recognizes issues and identifies solutions in ways that no one could have predicted.
3. Social entrepreneurship offers leadership and guidance to those involved in social enterprise in order to achieve a common objective.
4. Creativity is the most important and arguably the most distinctive aspect of entrepreneurship, and it also appears in social entrepreneurship. Social entrepreneurship seeks out innovative answers to societal issues.

7. Responsibilities of Social Entrepreneurs towards Society

As was already established, India and other societies like it offer the finest conditions for social enterprise to flourish. With relation to Indian society, the following list of duties and obligations for social entrepreneurs is provided.-

1. Social entrepreneurs have the power to uplift society through their distinctive products or services.
2. Social entrepreneurs in India encounter a number of issues relating to the mindset of people who are unwilling to alter their way of life.
3. Social entrepreneurship relies on social discoveries; the challenge is to develop these innovations in a way that uses the least amount of resources possible to completely solve the social issue.
4. In order to reach the social sectors of the population that lack access to basic amenities, social entrepreneurs must travel to the farthest reaches of the nation. Social entrepreneurs have a duty to connect with these people and provide for their needs.
5. With their own strategies, social entrepreneurs are meant to create jobs as well.

Challenges faced by Social Entrepreneurs in India

Like every other sector of social entrepreneurship, social entrepreneurship has its problems. All of the difficulties are manageable because they can either be controlled or not. The following list includes some of the major difficulties social entrepreneurs in India face:

1. Conflict with social work - Social enterprise is frequently confused with social work in India, making it difficult for it to stand out as a distinct entity there. The first challenge for social business owners is here.
2. The next issue that social entrepreneurship faces is a lack of creativity in coming up with innovative concepts that will both benefit society and generate revenue.
3. Financing arrangements: A problem for Indian entrepreneurs continues to be a shortage of funding.
4. The lack of qualified or committed workers is a very special difficulty that only social enterprise must deal with. Since obtaining social rather than individual rewards is the main goal of social entrepreneurship. It is quite difficult to hire personnel for the company under these circumstances. The key problem of social business is to properly identify and communicate values.
5. Setting and conveying values objectively.

Measures to face Challenges

Without a doubt, social entrepreneurship has numerous difficulties, and these difficulties are escalating with time and societal dynamics. The government must establish some specific councils and organizations for the methodical growth of social entrepreneurship. These are some initiatives or strategies that can be used to address the current issues of social enterprise in India.

1. Several of the institutions are engaged in the promotion of economic entrepreneurship; however, others still need to be made available for social entrepreneurship.
2. Adding a paper or subject on social entrepreneurship to the course syllabus. One of the best ways to raise awareness of social entrepreneurs is to incorporate it in higher education courses.
3. Awareness rising for the general public - Initiatives should be conducted to educate the public about social entrepreneurship so that they do not confuse it with social work. Media, social media, and other platforms can be used for the same purpose.

4. Providing infrastructures and basic amenities - The government and other interested parties must concentrate on providing social entrepreneurship with the necessities.
5. Programs for the growth of social entrepreneurship must be created periodically to support social entrepreneurship, much like programs for the development of entrepreneurship.

8. Findings and Conclusion

India's social landscape can be changed via social entrepreneurship; numerous initiatives and projects that fall under this category have changed the course of local residents' lives. Particularly in India, where social problems are rife, social entrepreneurship has higher chances. A special fusion of entrepreneurial skills and altruism is social entrepreneurship. In social entrepreneurship, goods and services are created to have the greatest possible social impact while also generating sizable profits for the business. The study's findings are as follows:

1. Social entrepreneurship is the greatest way to combine entrepreneurial talents with social service to identify societal problems.
2. Social innovation is a capability of social entrepreneurship. These technologies provide a precise and original solution to the societal concerns and problems that are now plaguing India.

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