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SOCIAL ENTREPRENEURSHIP AND CHALLENGES IN INDIA: REVIEW

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ABSTRACT

Social entrepreneurship is a start-up and entrepreneurial approach in which, finance, and implement solutions to social, cultural, or environmental issues. This definition can be extended to a wide range of organizations varying in size, purpose, and creeds. The concept of rising social entrepreneurship in India and around the world has helped to serve society more meaningfully than ever before, along with the fullest living of the spirit of entrepreneurship. Social entrepreneurship is not a modern idea but in recent times the concept's positioning has risen to new heights. This paper is a detailed study of social entrepreneurship, including the conceptual framework of social entrepreneurship and its operation. This research paper also discusses the different challenges faced by social entrepreneurs and puts forward their proposals to improve the overall social entrepreneurship / entrepreneurship situation in India. More research paper explores correlation and distinction between social and economic entrepreneurship, as well as describing social entrepreneurship. The paper also discusses the principles from an entrepreneurial point of view, such as social needs and technological developments. Over recent years, social entrepreneurship has expanded its reach and significance and this paper also covers both fields. Finally, this research paper also illustrates how social entrepreneurship can alter or impact the social system and social fibres in India and other developed nations at the bottom of the pyramid stage

1. Introduction

Entrepreneurship is the central force of economic growth; the economic development one encounters is simply due to the powerful intensity of entrepreneurship. The commonality among all the developed nations worldwide is the emergence of entrepreneurship. Economic development is entirely based on entrepreneurship growth [1], and more entrepreneurship is growing, as well as infrastructure and all development [2] indicators have grown. Governments of various states around the world have recognized and underscored the value of entrepreneurship within a very short span of time. Thus governments have started to work on the basic ground work / infrastructure required in their respective countries for the systematic development of entrepreneurship. India also understood the importance of entrepreneurship and worked a lot on the overall business growth. The very basic element of overall development, including social development, can be leading to the thorough development of entrepreneurship. There are also many other forms of entrepreneurship; it is based on different traits and requirements, one of which is Cultural. This style of entrepreneurship is very special in nature, and has various component blends. Social entrepreneurship's [3] prime objective is different from the usual objectives of entrepreneurship; here the social benefits are clubbed with economic benefits. Social entrepreneurship [4] is most commonly used in conjunction with social service / work. There are differences but the biggest difference is income life. In social work, Charities or social workers focus only on work done for the vulnerable or marginalized section; it's not for benefit, but for support. Public entrepreneurship, on the opposite, includes social service gains together and focuses on non-personal benefits. Yes, the Indian Diasporas wanted something like this in which society gets maximum benefits from entrepreneurial traits. Social entrepreneurship is a very beneficial trend, as it targets the bottom of the market pyramid by providing creative and inexpensive products and services. Making the goods available and gaining money from the poor section of the market. Social enterprise customers are very low-income people who have minimum income but maximum demands, the tool of social [5] entrepreneur such a product or services that can meet both the requirements of this market segment that is generally referred to as the pyramid market's edge. Nutshell, social entrepreneurship fills the gap which economic entrepreneurship leaves unattended. It makes its profits against social work / services by offering to ignore clients a unique and innovative product / services, helping them grow and improve living standards, while social entrepreneurs make money from it. One can also put it that way; social entrepreneurship is just another form of entrepreneurship with certain characteristics, including profit making, sales and creativity. The difference is, it is not totally dependent or focused on making profit, and rather it focuses on social changes [6] and progress over personal gains. The socialist model of entrepreneurship will help communities suffering social inequality a great deal. The entire social entrepreneurship process remains the same as economic entrepreneurship, except for a few distinctions which distinguish this from traditional or economic entrepreneurship. India has long been in need of social entrepreneurship, and could gain more. Some social

enterprises [7] that are founded in India by balancing the social inequality change the very face of society. Government of India also encourages such initiatives by motivating them and awarding them time to time along with some private institutions doing the same. There are some examples of social entrepreneurship [8] which clears that touches the very basic of the society. The most prominent example include micro financing, educational institutions, medical institutions etc. The prime objective of social entrepreneurship is to bring changes in the society rather than earning money for themselves.

2. Meaning and definition of social entrepreneurship

India has the world's second-largest labour force of 516.3 million people, and although hourly wage rates have more than doubled in India over the past decade, the latest World Bank report states that around 350 million people in India are currently living below the poverty line. It means that with an estimated population of 1.2 billion people, every third Indian is deprived of even basic necessities such as nutrition, education and health care, and many are also blighted by unemployment and an alphabetism. Social entrepreneurs can help ease these problems by placing the less fortunate on a path to a worthwhile life. This will solve the problem by changing the system, rather than outsourcing societal needs to the government or business sectors. The degree to which social entrepreneurs pursue social impact rather than profitability varies but financial sustainability is fundamental in all cases. One approach is to create business models that revolve around low cost products and services to address social issues. The aim is to create a social benefit not restricted by personal gain. Social Entrepreneurship is the practice of bringing about social change on a bigger and more successful scale than a conventional NGO. A non-governmental organization also raises funds through events, activities and sometimes products. It takes time and energy, however, to raise money, which could be spent on direct working and marketing processes. Social Entrepreneurs, above all, consider the people affected as part of the solution and not as passive beneficiaries. Social entrepreneurship is one of the main tributaries of entrepreneurship; it is more than just philanthropy and has a broader and profound effect in developing nations on social change / upliftment. To a large extent, the government has begun to encourage social entrepreneurship so that social inequalities can be handled and an ideal society can also be achieved. Specific programs are intended for social entrepreneurship, which is both social and economic in nature. "The social entrepreneurship is a social entrepreneur's career. A social entrepreneur is someone who identifies a social problem and uses the concepts of entrepreneurship to plan, build and operate a company to bring about social change, whereas a business entrepreneur usually calculates benefit and return efficiency, a social entrepreneur tests success in terms of its impact on society. "This concept of social entrepreneurship explicitly describes the basic components of social entrepreneurship; it is;

1. It is undertaken by special group of people refereed 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. It has prepared 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.

3. **Contribution of social entrepreneurship/ entrepreneurs in india**

The social entrepreneurship is most important in developing nations. Being a developing nation, India has its own social and economic problems. Social entrepreneurship should tackle all of the social inequalities that exist in India. Several start-ups / new ventures have recently developed with social interests in mind and sustainable development. In the Indian context, the need for social entrepreneurship is also very important, as most products and services are cantered on the higher end consumers and people with limited means are deprived of their needs due to lack of capital. Social entrepreneurship takes care of this neglected business segment and provides them with goods / services at its terms and conditions. Such a society needs fulfilment also becomes very difficult due to beginning with no or less profits. There are several examples where people have preferred social entrepreneurship as opposed to commercial entrepreneurship, policy and other factors have played a great deal in this. Wherever socioeconomic differences are large and societal inequalities exist, social entrepreneurship is, as in India, very important. Then there are reasons that affirm the need for social entrepreneurship in India and around the world places like India. Then there is the role of social entrepreneurship in India;

- Social entrepreneurship is based on the deprived / weak section of society, India has around 30 crore people living under those conditions. So social entrepreneurship is important and this section of people needs the most for upliftment.
- Social entrepreneurship considers social benefits as primary and secondary to income. That helps to get quality products / services at relatively affordable prices.
- Social entrepreneurship tackles social issues such as analphabetic, child abuse, support, sanitation, drinking water, etc. Social entrepreneurship helps

solve these social problems by capitalizing local resources and applying the concepts of entrepreneurship. In that case, social entrepreneurship is required so that the impacts of social problems can be reduced.

- Social entrepreneurship also innovates like any other branch of entrepreneurship, but this innovation is slightly different. This innovation [9] is termed as social innovation, as it has been focused upon the social problems. The social innovation [10] is nothing but finding out the most innovative and unique solution of social problems.
- One of social entrepreneurship's most important needs is towards the bottom of the pyramid. This pyramid bottom referred to people with minimalist wealth but strong tolerance of social developments. There are many social companies which have also prepared their products and services for the bottom of the pyramid. Social entrepreneurship is the only way to meet the pyramid's bottom-up needs and demands, this claim is the strongest for India's social entrepreneurship life.
- Like any other economic activity, social entrepreneurship provides employment for the people with basic skills. This also necessitates social entrepreneurship in the Indian context, since India has the maximum number of unemployed people and this problem can be effectively solved through social entrepreneurship.

4. Roles and responsibilities of social entrepreneurs towards indian society

As per the experience, the social value formation, social benefits and social change can only be accomplished by selfless people who apply entrepreneurial skills together with managerial skills for social gains and non-personal gains. Such selfless people are called social entrepreneurs. Social entrepreneurs' roles and responsibilities are given as below with respect to society in India:

- With their innovative product / service targeted at social upliftment, social entrepreneurs have the potential to impact society. Their job starts with the recognition of the social problem that affects everyone in society rather than some group of citizens. It is therefore very important to identify a suitable social issue / problem.
- In India, social entrepreneurs face many issues related to the mindset of people who don't want to change their way of doing things. Social entrepreneurs' greatest role is to follow them and bring about fundamental changes that will reflect in society as a whole.
- Social entrepreneurship is dependent on social innovations; the challenge is to develop these inventions that can fully solve the social problem with minimal resources.
- Social entrepreneurs have a role to play in targeting the social parts that are deprived of basic facilities at the farthest corner of the country. Social enterprises have a responsibility to reach out to those people and represent them positively.

- Social entrepreneurs are also supposed to bring a unique approach to jobs. It is the greatest duty of social entrepreneurs to provide jobs to local people with limited skills and qualifications.
- One of the important roles that social entrepreneurs in India society have to play is to make visible changes in communities with an approach to social justice.
- Social entrepreneurs must use constructive methods to make the contradictions of the world go away. This can be achieved by studying the portion of the population where the product / services has to be implemented correctly and sufficiently.

5. The key role of india in social entrepreneurship

Some well-known Indians became very early aware of the potential of social entrepreneurship. Several factors have led to the comparatively high rates of Social Entrepreneurship achieved in India. "India has some of the most technologically advanced and innovative social entrepreneurs. It has strongly believe and already seen that many of the models developed in India are exported around the world, for example rainwater harvesting for schools pioneered by Barefoot College. "Hence, India is a key country in developing social entrepreneurs. Several organisations, such as UnLtd India and the National Social Entrepreneurship Forum (NSEF), help people get involved with social entrepreneurship. Offer influential visionary Indian social entrepreneurs the Social Entrepreneurship Award. In 2009, the Social Entrepreneur of the Year Award winners included Brij Kothari of "World Read and Book Box" who found "River" to counter "Analphabetic", Padmanabha Rao and Rama Rao, who concentrated on children's primary education, and Rajendra Joshi of "Saath," who built inclusive societies by empowering the urban and rural poor in India. The next winner will be declared at a ceremony which coincides with the November 2010 Indian Economic Summit. AIF is a leading international development organization whose goal is to speed up social and economic change in India. There are three reasons why micro-financing is so important to the poor: it didn't have money to open a bank account first. Secondly, it didn't collateral or a credit record to secure a loan and thirdly, due to their low literacy level, it is often unable to complete the required paperwork. Self-help groups form the central constituent unit of microfinance in India. These groups typically consist of 5 to 20 poor women who pool their savings into a fund from which it can borrow when necessary, often as low as 10 or 20 cents a month, a participant. The group is related to a bank, where it keep a collective account. The party is liable for the loan after a total of six months of 'inter-loan' repayments. Without collateral, the bank lends to the group as a unit relying on self-monitoring and social pressure within the group to repay these loans. Starting with lower multiples (1:1 to 2:1), the cumulative loan amount is always a multiple of the community account's total funds by 4:1. This could be called a number of other creative social entrepreneurs.

6. Challenges of social entrepreneurship in india

Indian culture passes a fascinating transitional period. The transition triggers yet another increase in the gap between rich and poor in the world. Though rising numbers of Indians are now part of the Millionaires club, there are now more poor and hungry people on India's streets than ever before. In the center of all this even something else is happening. Within the world, social entrepreneurship is beginning to take shape very firmly. Young Indians around the country believe it can change India and quite a number of them are actually preparing to try it out. India now has more social entrepreneurs than ever. Young people are no longer afraid to try this out as a true job opportunity. While social entrepreneurship does not pay as much as other start-ups might probably pay, it is very rewarding in fact. A few major challenges facing today's average social entrepreneurs were discussed in this article. India now has more social entrepreneurs than ever before. Young people no longer fear seeking this out as a real career opportunity. While social entrepreneurship doesn't pay as much as many start-ups are likely to pay, they're still really rewarding. This paper explored a few big obstacles facing today's average social entrepreneurs.

- If it does not start by depending on donations to find a way through, then the chances of success would be very slim. It will have plenty of donation funds for a while, but it can be never really be sure how many it will have in the future, and therefore can't prepare for the future. That basically diminishes the chances. And it's also important to bear in mind the funding before it starts, because if it has funds it can only do something worthwhile.
- Lack of technical strength: It's easy for any social entrepreneur to find volunteers. Establish a stall outside any college and quickly get 100 volunteers. The challenge is to get much trained volunteers to do what's expected of them. It is like going out and teaching computers for example in an orphanage. But if the 100 volunteers are not familiar with the machines themselves, it is not included.
- Talented man-force is a major concern of most small non-governmental organizations. The need for committed, hard-working, devoted individuals who embrace the philosophy. Generally speaking, there is very little training required to function in an NGO, so it's important that the NGO takes the initiative to train their volunteers so it will bring the best out of them.
- Lack of a Core Agenda: Most Indian NGOs are trying to concentrate on it all. This is just their agenda. What it didn't know is that if it really wants to do something useful, one key agenda is needed and all the research around it needs to be focused. An Organisation that promotes child education should focus exclusively on child education and not seek to campaign for rape victims.
- Lack of Structure: It is really important for an organization to get the best out of its employees. This is much more relevant in an NGO, because there is no way to quantify the productivity of any employee. Therefore, to get the best out of any team, it's important to have proper structure in team. Within an NGO the hierarchy of order must be maintained just as much as it needs to be maintained within every other framework.

- Lack of a plan: India would want to change this, so it opens an NGO with absolutely no idea how. That is the stupidest thing that a person can do. If a country wishes to see this change the need to have a plan. Rome was not founded in a day, and it is not India that is. It is a long drawn out method which takes a certain amount of thought. Although there are some great projects out there that change India in a small way every day, there are still a lot of places in the country that can be brave and daring enough to go out there with a social entrepreneur and try to change the world.

7. Conclusion

Social entrepreneurship in India can change the face of society, there have been many such examples and projects running under the banner of social entrepreneurship and proving to be life-changing for people in that neighbourhood. For India, social entrepreneurship for particular has better prospects because here the social problems are at full swing. Social entrepreneurship is a unique blend of entrepreneurial and philanthropic qualities. In social entrepreneurship products and services are designed to make maximum social impact along with making considerable profits for the firm. Here the working area of firm is typically the area/region which are generally ignored by big firm of economic entrepreneurship. In a way the product and service offerings of social entrepreneurship is quite unique and caters the societal requirement better than economic requirements. This is a specific situation of undertaking characteristics being introduced for a social cause / problem. Other than that all the basic elements of entrepreneurship are identical to the entrepreneurship of its parents. If government and other stakeholders can effectively address the challenges of social entrepreneurship, then social entrepreneurship is without doubt the most important tool that can change the very face of India's society.

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