



From Local to Global: The Power of Social Entrepreneurship in Nation Building

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Abstract: Social entrepreneurship has gained significant attention in India and worldwide, emerging as a prominent and distinctive approach that combines social service with enterprise. While traditional entrepreneurship often focuses on economic activity and profit maximization, overlooking social benefits and overall well-being, the concept of social entrepreneurship has risen to prominence in response. In the current era of rapid industrialization and economic growth, societal advancements have been overshadowed in India. However, social entrepreneurship has emerged as a powerful force, enabling individuals and organizations to serve society in a more meaningful and impactful manner while embracing the entrepreneurial spirit. Although not a novel concept, social entrepreneurship has experienced a remarkable surge in recent times, elevating its importance and influence. In this article, an attempt will be made to conceptualize the fundamental components of social entrepreneurship in India, as well as the primary problems that Social Entrepreneurs encounter when conducting business in the country. In addition, the research emphasizes the significance of social entrepreneurship in rural regions in the growth of rural life.

Key Words: Social Entrepreneurship, Sustainable Development, social entrepreneur, Social innovations.

1. INTRODUCTION:

A nation's economic development is dependent on its industrial development. People's entrepreneurial skills are at the heart of industrial progress. Entrepreneurs are creative, driven, and critical thinkers. A social entrepreneur is created when these characteristics are joined with a desire to tackle social problems (<https://www.jetir.org/papers/JETIRZ006030.pdf>). For a considerable period, India has been in dire need of social entrepreneurship, and the potential benefits it can bring to the country are substantial. Numerous social enterprises in India are actively transforming society by addressing prevailing social imbalances. The Indian government, along with several private organizations, actively supports and encourages these initiatives by providing inspiration and regular recognition. By fostering an environment that promotes social entrepreneurship, India is paving the way for positive change and creating opportunities for impactful ventures to thrive. There are several examples of social entrepreneurship that demonstrate how it penetrates the fundamental foundations of society. Microfinance, educational institutions, and medical institutions are some of the most renowned examples (<https://www.irjet.net/archives/V5/i1/IRJET-V5I1179.pdf>).

2. A Brief Review of Literature:

The literature review for the present study is as follows.

Johnson, S. (2004) stated that the "Social entrepreneurship is distinguished by an emphasis on 'social innovation through entrepreneurial solutions,'" according to the author, socially entrepreneurial activities challenge the traditional boundaries separating the public, private, and non-profit sectors by embracing hybrid models that combine both for-profit and non-profit operations. These endeavors aim to blur the distinctions between these sectors, recognizing the potential for innovative approaches that blend social impact with sustainable business practices.



Fischer and Comini (2008) have emphasized the Socially entrepreneurial activities incorporate the triple bottom line criteria, which encompass social, environmental, and economic dimensions. These initiatives, exemplified by the work of CETAS (Centre for Social Entrepreneurship and Administration on Third Sector) in Brazil, aim to expand the scope of evaluation to include sustainable socio-economic and environmental factors. By considering these broader parameters, social entrepreneurs strive to create positive impacts across multiple domains, ensuring that their ventures contribute to social well-being, environmental sustainability, and economic prosperity.

Daru, M. U., & Gaur, A. (2013) found that social entrepreneurship combines entrepreneurial principles with a focus on addressing social issues and creating positive social change. Unlike traditional business entrepreneurs who prioritize profitability, social entrepreneurs also measure success based on the positive impact they generate for society.

Mendiguren (2013) examined three prospective perspectives in this regard, namely corporate social responsibility for multinational corporations, public-private partnerships, and the inclusive business model referred to as "Base of the Pyramid" (BOP). These perspectives were explored as means to achieve the Millennium Development Goals (MDGs) within the development agenda.

Report by Swissnex India (2015) title "Social Entrepreneurship in India- Unveiling the unlimited opportunities" found "Social entrepreneurship in terms of operation and leadership could be applicable to nonprofit organizations as much as for-profit social enterprises although in terms of activities and legal entity they are very different."

3. Objective of the Study:

The primary aim of this research study is to conceptualize the fundamental aspects of social entrepreneurship in India and shed light on the significant challenges encountered by social entrepreneurs in conducting business activities within the country. Additionally, the study highlights the pivotal role of social entrepreneurship in rural areas, contributing to the development and improvement of rural livelihoods. Furthermore, the research study summarizes the essential connections between social entrepreneurship and the sustainable development of society.

4. Research Methodology:

This research paper represents an exploratory study that relies on secondary data collected from various sources such as journals, periodicals, papers, and media outlets. The research design employed for this study is descriptive in nature, aligning with the aims of the investigation. The researcher acquires the required data for this study through the utilization of a secondary survey approach. Various news stories, books, and websites were enumerated and documented. An attempt has been made to conceptualize the major components of social entrepreneurship in India, as well as to highlight the fundamental links between social entrepreneurship and societal sustainability. Furthermore, the study emphasizes the necessity of Social Entrepreneurship in rural regions for increasing the rural people's standard of living.

Contribution of Social Entrepreneurship in Various Priority Sectors of India:

There are the following priority sectors in the country.

Social Entrepreneurship and Healthcare:

Social entrepreneurship is making significant strides in ensuring equitable access to healthcare. It encompasses various initiatives such as establishing new hospitals and affordable health clinics, facilitating the provision of essential medicines, and fostering patient education.

Social Entrepreneurship and Education:

In the realm of education, social entrepreneurship has demonstrated its effectiveness by prioritizing social impact instead of profit generation. Numerous organizations operating in this sector function as non-profit ventures, placing their mission above financial gain.

Social Entrepreneurship and Human Rights:

Social enterprises are committed to protecting human rights, including the rights to liberty, the pursuit of happiness, freedom from discrimination, the free exercise of religion, freedom of speech, and fair trial, among others. These organizations prioritize social impact over financial gain and work towards creating positive change in society.

Social Entrepreneurship and Culture:

Social enterprises can utilize culture both as a tool for promoting social transformation and community integration, as well as for its own intrinsic value. However, when it comes to organizations like Arts cape, culture is more than just a means to an end it is a fundamental goal in and of itself.



Social Entrepreneurship and Environment:

Social entrepreneurship offers various opportunities to address environmental concerns. Social enterprises can establish sustainable businesses, promote eco-friendly practices, reduce emissions, manage resources responsibly, handle waste properly, and preserve natural habitats and wildlife. (ibid).

Social Entrepreneurship and Agriculture:

A new initiative is supporting farmer welfare in value chains by creating social entrepreneur clusters. Social entrepreneurs are changing the food system by prioritizing the triple bottom line approach - caring about farmer welfare, environment, and nutritious food (<https://www.icrisat.org/new-ways-to-engage-farmers-through-social-entrepreneurs>).

Challenges faced by the Social Entrepreneurship and Social Entrepreneurs in India:

Following are the primary issues that Social Entrepreneurship and Social Entrepreneurs confront.

Misperception with social work:

Social entrepreneurship struggles to establish itself as a distinct entity in India since it is frequently conflated with social work there. The first challenge for social entrepreneurship is here where people misperception with the social work.

The difficulty of inspiration:

The second issue that social entrepreneurship faces is a lack of imagination in coming up with innovative concepts that would benefit society and generate income. It is quite difficult to conceptualize and implement this combination, especially in India.

Problem of funding:

In India, a significant barrier to business growth is the scarcity of financial resources, especially for social entrepreneurs who offer distinctive products or services. These individuals face even greater challenges in accessing financial assistance from traditional financial institutions.

Lack of qualified Trained Staff:

Social entrepreneurship presents a unique challenge in comparison to conventional professions, as its focus on generating societal benefits rather than personal rewards makes it harder to attract individuals seeking good income and benefits.

Setting and communicating values:

Setting and conveying principles properly is a crucial problem for social entrepreneurs. Typically, value varies from civilization to society depending on their unique demands. However, social entrepreneurs must establish shared principles that are easily articulated.

Elevating the individuals:

The primary objective of social entrepreneurship is to empower individuals by offering meaningful opportunities that uplift them from their current circumstances. Unlike traditional community-focused approaches, this model places emphasis on meeting the individual needs of each person. This distinct focus presents a notable challenge for social entrepreneurs in their pursuit of creating positive impact (<https://www.jetir.org/papers/JETIRZ006030.pdf>).

Measures for Improving Social Entrepreneurship and Social Entrepreneurs in India:

Following are the measures for improving Social Entrepreneurship and Social Entrepreneurs in India.

Proper training and development institutions:

To facilitate the systematic development of social entrepreneurship, it is essential for the government to establish dedicated bodies and institutions. While certain institutions currently concentrate on economic entrepreneurship, there is a need for specific organizations that focus on supporting and nurturing social entrepreneurship. This balanced approach will ensure adequate support for both economic and social entrepreneurial endeavors.

Creation of mass awareness:

Efforts must be taken to educate the general public about social entrepreneurship in order to prevent confusion with traditional social work. Various channels, including media, social media, and other platforms, can be utilized to achieve this goal.



Providing infrastructure and basic facilities:

Collaboration between the government and other stakeholders is crucial in establishing essential infrastructure for social entrepreneurship. By providing necessary amenities, this collective effort can incentivize individuals to pursue social entrepreneurship, resulting in a significant tenfold growth in the sector.

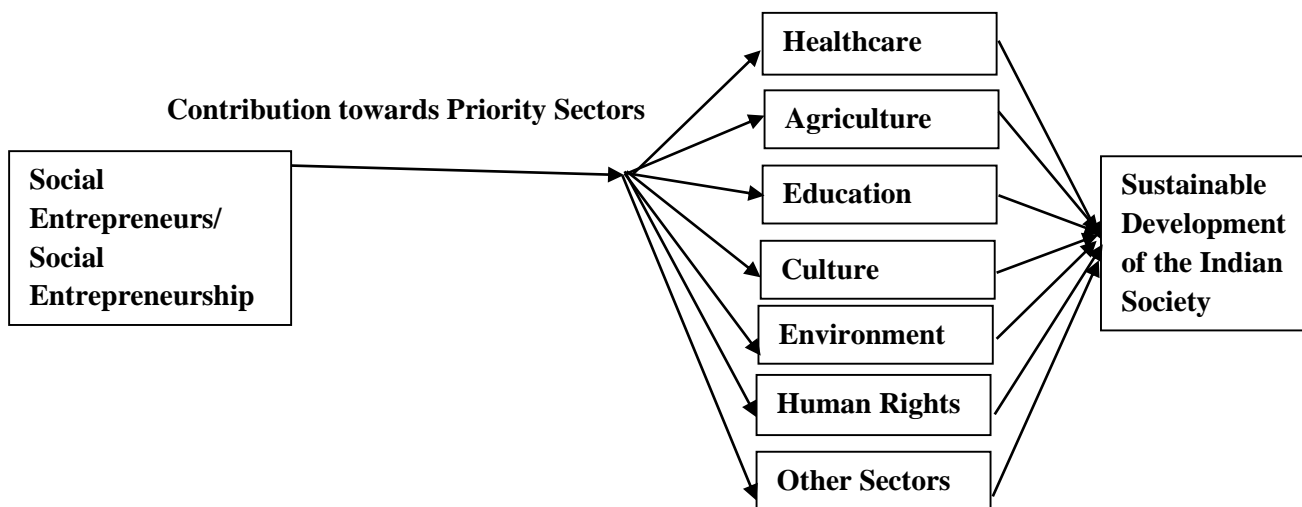
Social entrepreneurship development programmes:

Regular organization of social entrepreneurship programs, including workshops focused on entrepreneurship development, is imperative to support and empower social entrepreneurs. These initiatives play a vital role in boosting the motivation and drive of individuals involved in social entrepreneurship(ibid).

Key Linkages Between Social Entrepreneurship/Social Entrepreneurs and Sustainable Development of the Society:

Social entrepreneurs have the potential to bring about positive change in society by creating innovative products and services that address pressing social issues. The first step in their journey is identifying a social problem that affects the broader community, rather than just a specific group. This task is critical and requires careful consideration. Social entrepreneurs in India often face challenges due to the mind-set of individuals who are resistant to change. Conducting thorough research on the target audience can help overcome this obstacle and ensure the effective introduction of products and services. Thus, there exists a direct correlation between social entrepreneurs and the sustainable development of society. The more social entrepreneurs and social entrepreneurship grow, the brighter the future for Indian society becomes. Their contributions play a pivotal role in driving positive change and fostering sustainable development for the betterment of the nation.

Figure No. 01: Model of Social Entrepreneurship and Sustainable Development of the Society



Social Entrepreneurship in Rural Areas with Examples in Gujarat:

Social entrepreneurship plays a vital role in addressing social and economic challenges in rural areas. Gujarat, a state in India, has witnessed several inspiring social entrepreneurship initiatives aimed at uplifting rural communities. Here are some examples:

SEWA (Self-Employed Women's Association): SEWA is a prominent organization that has been empowering women in rural Gujarat since 1972. It provides a platform for poor, self-employed women to access financial services, education, healthcare, and skill development. SEWA also supports various women-led enterprises, such as handicraft production, dairy farming, and agriculture.

e-Choupal by ITC Limited: e-Choupal is an innovative initiative by ITC Limited that leverages information technology to connect rural farmers directly with markets. It enables farmers to access real-time information about crop prices, weather updates, and farming techniques through internet-enabled kiosks.



Goonj: Goonj is a social enterprise that focuses on addressing rural poverty and environmental challenges through innovative recycling and development initiatives. In Gujarat, Goonj has been involved in various projects, such as promoting cloth and material-based recycling, setting up village-level micro-enterprises, and providing disaster relief and rehabilitation support.

RUDI (Rural Distribution Network): RUDI is an initiative by SEWA and Gujarat Cooperative Milk Marketing Federation (GCMMF) to create sustainable livelihood opportunities for rural women. RUDI trains and empowers women as entrepreneurs to establish village-level collection centers for agricultural produce, such as milk, vegetables, and fruits. These centers ensure fair prices for farmers and better market access.

Saath: Saath is a non-profit organization that focuses on community development and empowerment in urban and rural areas of Gujarat. They run various programs, including skill development, education, healthcare, and livelihood promotion. Saath's initiatives in rural areas include vocational training centers, microfinance programs, and sustainable agriculture projects.

5. Concluding Remarks:

Social entrepreneurship possesses the transformative power to reshape Indian society, as demonstrated by numerous impactful initiatives and exemplary individuals operating within this realm. These endeavors have brought about life-altering changes for individuals residing in the surrounding areas, showcasing the immense potential of social entrepreneurship to make a profound difference in people's lives.

By fostering inclusive business models, social entrepreneurs generate employment opportunities, empower marginalized groups, and contribute to economic growth. Thus, social entrepreneurship holds immense potential in nation building, as it combines entrepreneurial mindset with a deep sense of social responsibility. By addressing societal challenges, fostering economic development, promoting good governance, and driving global change, social entrepreneurs pave the way for a more inclusive, sustainable, and prosperous future. Governments, policymakers, and stakeholders must recognize and support the power of social entrepreneurship to harness its full potential and unlock a brighter future for nations around the world.

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