



Factors Motivating People to Start Social Entrepreneurship in Rural Odisha of Balasore District

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Abstract: “Social entrepreneurship” refers to the process of combining resources and opportunity to address social problems. In order to combat poverty, marginalization, environmental degradation and the accompanying loss of personal integrity, social entrepreneurs focus on altering the institutions and behaviours that support these issues. They do this by creating business that is either for-profit or non-profit, but in both cases, their principal objective is to achieve long-lasting systemic change. The research gap of this paper is that there are many literatures on the role of entrepreneurship in rural development but a few are found on social entrepreneurship. The objective of the study is to analyze the situational factors motivating people to start social entrepreneurship in rural Odisha of Balasore District. The data collected from the secondary sources. It is purely a review article. The economy system of the state like Odisha has been well natured on the factors like Social and community-focused motivators, Institutional and support-based motivators, Economic and personal motivators.

Key Words: Social Entrepreneurship, Social Entrepreneur, Motivational Factors.

1. INTRODUCTION:

Social entrepreneurs are primarily concerned with social problems. They are innovators (Bulsara Chandwani, Gandhi, & Gandhi 2014). They mobilize resources to create social arrangements to address social problems. Many believe that Social Entrepreneurship is not only a powerful catalyst for society but also a change agent in the social sector. They are driven to create and sustain social value by recognizing new opportunities and following them rigidly. They are bold and not constrained by their resources, and they have greater accountability to their constituencies (Desai 2001). Social Entrepreneurs are modern heroes, regardless of their approach or thinking. They take on the challenge of turning an unfavorable environment into a positive one. Social Entrepreneurs are not discouragers of competitors or imitators. They show others how to follow their lead and act as role models. The social wealth they create is defined as the sum of social value and social costs. India is home to 516.3 million people and the second-largest labor force in the world. The latest report from the World Bank states that 350 million Indians live below the poverty line. This means that almost every third Indian is not able to access basic needs like nutrition and healthcare. Due to a number of issues, including a growing population, poor infrastructure, an ageing population, epidemic diseases, and illiteracy, the government cannot provide basic necessities. Social entrepreneurs have the opportunity to help alleviate these problems by helping the less fortunate and those in need to live a meaningful life.

2. LITERATURE REVIEW:

Korosec, R.L & Berman, E.M. (2006), Studying the role of government in promoting social entrepreneurship states that one of the reasons why communities and societies stagnate is the lack of social entrepreneurship. Mair & Marti, (2006) views Social Entrepreneurship as a process involving the innovative use and combination of resources to pursue opportunities to catalyse social change. The rise of Social Entrepreneurship as a practice as well as a theoretical endeavour provides a special opportunity for research. Martin, L & Osberg (2007) believes that Social Entrepreneurship’s potential payoff is the social change that it can drive, with its lasting and transformative benefit to society. It tries to serve an underserved, neglected or disadvantaged population. Phills James A Jr; Deiglmeier, Kriss; & Miller Dale T. (2008) notes that Social Entrepreneurship focuses its attention on the personal qualities of persons who



are behind the organizations and ventures and celebrates the traits that make them special. Light, Paul C (2008) views the field of social entrepreneurship as one that offers the excitement of breakthrough thinking, compelling life stories, and potentially dramatic progress against daunting global problems such as hunger, poverty, and disease. Paul C Light(2009) writes that like business entrepreneurship, Social Entrepreneurship involves a wave of creative destruction that remakes society. It focuses on changing the underlying dynamics in the society that create disease, distress, hunger, poverty and other evils that leave persons in want of services. There are special sets of attitudes, skills and practice that make the social entrepreneurship distinct. They are driven by a persistent, almost unshakable optimism which sometimes borders on overconfidence. Jeff Scholl(2009) articulates two kinds of power to the Social Entrepreneurs. One is the power to bring specific change through the work that they do. The second is the power to inspire—to bring other people and organizations to work together, to scale solutions through their networking, and to find new ways to solve problems. Elkinton, J(2009) argues that there is no one solution to the challenges of the world; the world needs more entrepreneurial thinking and approaches big and small, initiated by citizen sector, public or private sector, across the human activity spectrum.

Dacin M T et al(2011) Social Entrepreneurship constitutes a field of study that intersects a number of domains including entrepreneurship, innovation, nonprofit management

Catalina Crisan-Mitra (2012) states that social entrepreneurship can be sustained by the companies through CSR (partnership, collaboration, founding an organization with a social mission). Corporate social responsibility and social entrepreneurship have distinct conceptual approach, but interferes in the area of recovery of social opportunities. Irina Kostetska1&Ivanna Berezyak2 (2014) writes that social entrepreneurship is a real mechanism of solving social problems of society, which aims at maintaining economic and social well-being of a certain territorial community and country in general. Embracing various socio vulnerable segments of the population, social entrepreneurship may state as the aim occupational therapy, social rehabilitation, introduction of new mechanisms of solving the current social problems, but overall his feature is the social innovativeness.

3. RESEARCH GAP:

There are many literatures on the role of entrepreneurship in rural development but a few are found on social entrepreneurship.

4. OBJECTIVES:

The objective of the study is to analyze the situational factors motivating people to start social entrepreneurship in rural Odisha of Balasore District.

5. RESEARCH METHODOLOGY:

The secondary sources of data collection include the articles in different journals and magazines, books, published and unpublished thesis. The public websites, reports and articles were also referred by the researcher for the secondary data collection.

6. DISCUSSION:

Motivating factors for social entrepreneurship in rural Odisha include a desire to create employment, address social issues like gender inequality and poverty, and a passion for social impact and community development. Other key motivators are the need for financial stability, personal growth and achievement, and support from institutions, NGOs, and community-based programs.

Social and community-focused motivators

- **Addressing social problems:** A strong desire to solve community issues such as poverty, lack of education, healthcare, and sanitation is a primary driver.
- **Gender inequality:** A major factor, especially for women, is the need to combat gender inequality and create a more equitable environment.
- **Social value creation:** Entrepreneurs are motivated by the goal of creating a positive social impact and making a tangible difference in people's lives and their communities.
- **Empowerment:** The drive to empower vulnerable groups, including women, through financial and social means is a significant motivator.

Economic and personal motivators:

- **Employment generation:** A core motivation is to create new job opportunities for themselves and others in their community, especially in areas with high unemployment.



- **Financial stability:** The need for a steady income and financial independence is a strong "push" factor, particularly when coupled with unemployment in the household.
- **Personal growth:** A desire for personal development, autonomy, and a sense of achievement and recognition is a key motivator.

Institutional and support-based motivators

- **Government and NGO support:** Programs, training, and the support provided by government agencies, NGOs, and Self-Help Groups (SHGs) play a crucial role in enabling and encouraging social entrepreneurship.
- **Easy access to finance:** The availability of and access to financial resources and easy loans are significant motivating factors for starting and sustaining enterprises.
- **Knowledge and experience:** Access to knowledge, experience, and training, such as Enterprise Development Programs (EDPs), helps individuals realize their entrepreneurial potential.

7. CONCLUSION:

Practitioners, academics, as well as policymakers, are increasingly interested in social entrepreneurship. This paper provides an overview of the concept of Social Entrepreneurship and some examples of Social Entrepreneurship across India. This paper also explains the reasons behind a shift to Social Entrepreneurship, and the path it will take. Some Indian entrepreneurs like Ela Bhatt, Bunker Roy, Parag Gupta, Rajesh Sinha, Harish Hande etc. They have risen to the challenge and are continuing to do so. These Social Entrepreneurs are committed to improving the quality of life for all people. Social Entrepreneurship is an interesting topic. This article will help us to inspire Social Entrepreneurship in order to create economic and social value as well as as a field for research. It is also important to determine whether Social Entrepreneurship can be considered an independent field or a sub-category within entrepreneurship. Social impact assessment is no longer an option to an organizational tool for assessment but an integral and essential part of any product analysis or service analysis. Social entrepreneurs are change-makers in society, who influence others to help develop mankind.

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