Social Entrepreneurship in India: Opportunities and Challenges
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Abstract:
The social and economic hardships in India can be overcome through the innovation and promotion of best practices and positive models as well as by explore good examples of social entrepreneurship. A major future challenge is the contribution of businesses to reduce the problems and work for the welfare of the society. Social entrepreneurship is an important term of social responsibility and a way to solve a variety of urgent societal problems. The purpose of this paper to define the term of social entrepreneurship. This paper derives the necessary information from several research papers. A literature review of secondary data resources is undertaken as relevant to the objectives of study. An entrepreneurial mind set is re-emerging in India. Right from ancient times, India has been entrepreneurial. The paper attempts to shed light on the theme of challenges and opportunities facing the social entrepreneurship scene in India. This paper also highlights the successful examples of social entrepreneurs.

Key Words: Challenges, Examples, Social Entrepreneurship.

1. INTRODUCTION

The development of a country depends upon its industrial development. Nobody can deny that the development depends upon every nation on its entrepreneurial competencies of the people. Entrepreneur are innovative, highly motivated and critical thinkers, when these attributes are joined together to solve social problems, a social entrepreneur is born. India being a young nation provides a huge opportunity for social entrepreneurs. An entrepreneur is innovative, highly motivated and a critical thinker. When these attributes are used to solve social problems, a social entrepreneur is born. A social entrepreneur identifies practical solutions to social problems. There is an increasing number of Governments paying attention to entrepreneurship policy and are subsequently implementing strategies in order to enhance the level of entrepreneurial activity in their nations (Mininit, 2008). Social entrepreneurship is the application of innovative, practical and sustainable approaches to benefit society in general(Schub Foundation, 2012). India is well known nation for the entrepreneurial activity carrying the seeds of social concern. Here, we have the field of social entrepreneurship emerging as a potent tool for solving social problems in an entrepreneurial way (Bornstein, D. 2004). While there are a number of social issues increasing in Indian markets, they offer some powerful opportunities for social entrepreneurs efforts to get rid of these issues. Initially, the terms social entrepreneur and social entrepreneurship were used in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton the founder of Ashoka: Innovators for the Public, (Austin, Stevenson & Wei-Skillern J 2006). This study shows that in India, a nation with innumerable issues relating social entrepreneurship. We undertake this study to understand opportunities and challenges faced by Indian social entrepreneurs. The research methodology used for the paper is secondary in nature. An empirical study is conducted by reading research papers to know the concept of social entrepreneurship, to ascertain the role and importance of social entrepreneurship in India, to know the challenges faced by social entrepreneurs, to know the scope and opportunities of social entrepreneurship.

1.1 SOCIAL ENTREPRENEURSHIP

Entrepreneurship is the professional application of knowledge, skills and competencies and/or of monetizing a new idea, by an individual or a set of people by launching an enterprise, thus to pursue growth while generating wealth, employment and social good (Prem S. Potabatti, Nikhil D. Boob, 2015). Schumpeter introduced the concept of innovation in the theory of entrepreneurship, (Schumpeter, J.A. 1934). Entrepreneur can be defined as the one who maximizes opportunity (Drucker, P. F. 1964). According to McClelland an enabling environment and one’s abilities ultimately decide entrepreneurial activity (McClelland, D.C., 1961). In India, social entrepreneur is a person, who can be the founder, co-founder or a chief functionary (may be president, secretary, treasurer, chief executive officer (CEO), or chairman) of a social enterprise, or a Non-Profit, which raises funds through some services (often fund raising events and community activities) and occasionally products. Today, non-profits & nongovernmental organizations, foundations, governments, and individuals also play a critical role to establish, promote, fund, and advise social entrepreneurs around the world. A growing number of educational institutions are organizing programs focusing on education and training of social entrepreneurs. (Seema Devi, 2016). In the words of Gregory Dees“ Father “ of the concept of social entrepreneurship; the social entrepreneurs are similar as the agents who bring the change in the society. The concept of social entrepreneurship means different things to different people (Dees, 1998). One of the researchers has found that social entrepreneurship as non-profit organisation and objectives to create social value. (Austin, Stevenson, & Wei-Skiller, 2003; Boschee, 1998). Social entrepreneurship use the techniques to start-up companies and find solutions to social, cultural or environmental issues. Social entrepreneurship attempts to further social, cultural and environmental goals in areas such as poverty alleviation, health care and community development. In 2010, social entrepreneurship is facilitated by the use of internet, the social media and websites help the entrepreneur to collaborate with the people online and raise funds through crowd funding. Different definitions are given by different people on social entrepreneurshiop.. We think that social entrepreneurship is a...
term with innovative and creative use to find the opportunities which bring change and Confront the social needs. Further, we are demonstrating the two terms. Social and entrepreneurship

The greatest challenge to know the exact regarding social entrepreneurship. Social entrepreneurship based upon the term what we mean by social needs (Seelos&Mair, 2005 a). The term social means initiatives aimed at helping others (Prabhu, 1999). Social entrepreneurship based on ethical motives (Bornstin 1998; Catford 1998). Shan and venkataraman (2000) describe entrepreneurship as a field that analyses how, by whom, with what effect opportunities to create goods and services.

2. LITERATURE REVIEW

Social entrepreneurship as a practice that integrates economic and social value creation has a long heritage and a global presence. The global efforts of Ashoka, founded by Bill Drayton in 1980, to provide seed funding for entrepreneurs with a social vision (http://www.ashoka.org); the multiple activities of Grameen Bank, established by Professor Muhammad Yunus in 1976 to eradicate poverty and empower women in Bangladesh (http://www.grameen-info.org); or the use of arts to develop community programs in Pittsburgh by the Manchester Craftsmen’s Guild, founded by Bill Strickland in 1968 (http://www.manchesterguild.org); Williams (1999) argued that interest in entrepreneurship as a field of study was crucially stimulated by community leaders’ belief that entrepreneurship was a defining trend of the 21st century. Similarly, we observe that the rise of scholarly interest in social entrepreneurship goes hand in hand with an increasing interest in the phenomenon among elites. Entrepreneurship played a significant role in economic growth, innovation, and alleviating poverty. And awareness regarding entrepreneurship is needed. In many of the developing countries is questionably the least studied. Entrepreneurship may affect economic growth in various ways. They may introduce important innovations by entering markets with new products or production processes. Entrepreneurial phenomena aimed at economic development have received a great amount of scholarly attention (Busenitz, West III, Sheperd, Nelson, Chandler, &Zacharakis2003). Entrepreneurship as a process to foster social progress has only recently attracted the interest of researchers (Alvord, Brown, & Letts, 2004; Boschee, 1995; Dees and Elias, 1998; Thompson, 2002). The development of social entrepreneurship as an area for research closely resembles the development of research on entrepreneurship itself. Social entrepreneurship as a social problem-solving endeavour is emerging as a socially innovative business model for the required social transformation and change in the whole world. Considering its assumed potential for solving the social problems, the arena of S-ENT is receiving significant attention from both scholars as well as practitioners globally (Peredo and McLean, 2006; Thompson.et.el., 2000). Social entrepreneurship is exercised where some person or persons (1) aim either exclusively or in some prominent way to create social value of some kind, and pursue that goal through some combination of (2) recognizing and exploiting opportunities to create this value, (3) employing innovation, (4) tolerating risk and (5) declining to accept limitations in available resources. (Ana Maria Peredo, Murdith McLean,2006). Entrepreneurship development in rural areas will go a long way in boosting the overall economic growth of India. Entrepreneurship refers to the act of setting up a new business or reviving an existing one by taking advantage of new opportunities (Poonam Bakhetia and Bhupinder Singh Dhillon, 2017). The research analysing the importance of entrepreneurship in economic growth is increasing across nations (Mir Shahid Satar,2016) Social entrepreneurship is not a newer concept but the positioning of the concept has risen to new heights in recent times. As government of India has made CSR a more realistic responsibility than a mere formality, corporates are now looking for their grater roles in helping the society in a way that is both economically and socially beneficial. (Tripda Rawal, 2018).

3. RESEARCH METHODOLOGY

The study is based on secondary data. Secondary data is collected mainly from the journals, articles, books and related websites.

3.1 Objectives of the study

1. To know the concept of social entrepreneurship.
2. To ascertain the role and importance of social entrepreneurship in India.
3. To know the challenges faced by social entrepreneurs, to know the scope and opportunities of social entrepreneurship.

4. SCOPE AND OPPORTUNITIES OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is a growing, worldwide movement. The scope of social work is no longer limited to activism. Today, there are many opportunities in child welfare, community policing, healthcare, counselling etc in not only NGO’s but also national and international bodies as well as social enterprises. Additionally, there is immense scope for social entrepreneurship and starting your own social initiatives. Social entrepreneurship will play a big role in bringing the growth to the rural masses in India and so it becomes important to study the factors, like fair trade, that will shape the social entrepreneurship philosophy. First we will look into the areas where India faces problems, some of which are listed below:

1. Making the educated youths employable- many of our courses are designed in such a way that they don’t cater to needs of the industry.
2. Healthcare- affordability
3. Urban and Rural Sanitation
4. Making use of renewable sources of power
6. Affordable housing.
7. Agriculture

Many more are there, but these are the basic needs of the Indian society, which are being the topics of discussions from so many years, many policies and laws were passed by state and central governments of India. But still exists! All acts of entrepreneurship start with the vision of an attractive opportunities. An attractive opportunity is one that has the potential for justify the investment of time ,energy and money. It is a new term that depicts the characteristic of non profit organisation, government and vbsuness, Social entrepreneurs are sometimes regered change agents. They create large scale change using ideads and persuade others to adopt it. Change can be national or global. Social entrepreneurship in India is very much dishaped by the potential context. The major boast in social entrepreneurship was given by Nobal [prize winnerDr. Mohammad Yunus. When his brain –child Grameen Bank become successful in helping people and lift themselves out of
poverty in rural Bangladesh by providing them with credit without collateral. Social enterprises in these sectors will not only create many opportunities but also can find a solution for these problems. For example, an enterprise to train the youth with industrial oriented skills, is a good entrepreneurial option at the same time it will answer the problem of unemployed educated youth. There are several schemes and plans both by centre and state government at different levels for the promotion of rural entrepreneurs in India. In 1999-2000, the government of India launched “Swarna Jayanthi Grama Swarojgar Yojana” programme for promoting poverty alleviation through self-employment and the organization of poor into SelfHelp Groups. Loans sanctioned under this scheme have given a new life to the women in villages for their social and economic empowerment. (Vasanthi MK, Dr. A. Jaya Kumar Shetty, 2019).

5. IMPORTANCE OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurship has a mission to create a social value. David Gergen, Harvard Professor, described social entrepreneur are viewed as new engine of reforms. Social entrepreneurship plays important role in society by following points:-

5.1. Employment Development

The first major economic value that social entrepreneurship creates is the most obvious one because it is shared with entrepreneurs and businesses alike: job and employment creation. Estimates ranges from one to seven percent of people employed in the social entrepreneurship sector. Secondly, social enterprises provide employment opportunities and job training to segments of society at an employment disadvantage (long-term unemployed, disabled, homeless, at-risk youth and gender-discriminated women). In the case of Grameen Bank, the economic situation of six million disadvantaged women micro-entrepreneurs were improved.

5.2. Innovation / New Goods and Services

Social enterprises develop and apply innovation important to social and economic development and develop new goods and services. Issues addressed include some of the biggest societal problems such as HIV, mental ill-health, illiteracy, crime and drug abuse which, importantly are confronted in innovative ways. An example showing that these new approaches in some cases are transferable to the public sector is the Brazilian social entrepreneur Veronica Khosa, who developed a home-based care model for AIDS patients which later changed government health policy.

5.3. Social Capital

Next to economic capital one of the most important values created by social entrepreneurship is social capital (usually understood as the resources which are linked to possession of a durable network of relationships of mutual acquaintance and recognition). Examples are the success of the German and Japanese economies, which have their roots in long-term relationships and the ethics of cooperation, in both essential innovation and industrial development. The World Bank also sees social capital as critical for poverty alleviation and sustainable human and economic development. Investments in social capital can start a virtuous cycle.

5.3. Equity Promotion

Social entrepreneurship fosters a more equitable society by addressing social issues and trying to achieve ongoing sustainable impact through their social mission rather than purely profit-maximization. In Yunus’s example, the Grameen Bank supports disadvantaged women. Another case is the American social entrepreneur J.B. Schramm who has helped thousands of low-income high-school students to get into tertiary education. Eventually, social enterprises should be seen as a positive force, as change agents providing leading-edge innovation to unmet social needs. Social entrepreneurship is not a panacea because it works within the overall social and economic framework, but as it starts at the grassroots level it is often overlooked and deserves much more attention from academic theorists as well as policy makers. This is especially important in developing countries and welfare states facing increasing financial stress.

6. CHALLENGES OF SOCIAL ENTREPRENEURSHIP

It is said and researches shows that attitude towards entrepreneurs and entrepreneurship is an important factor that determines entrepreneurial growth in a country but talking about the Indian culture it continues to remain risk averse. Even certain studies have shown that our Indian business men want to invest less in our country because of regulatory environment and are ready to invest abroad. The entrepreneurs here face challenges like limited access to finance, bureaucratic procedure, and poor infrastructure etc. (Gunjan Sharma & Kushagra Kulshreshtha, 2014). When social; entrepreneurs endeavour to bring about a social change, they confront with numerous obstacles. Social entrepreneurship is facing following challenges:

- Business People support
- Government Approval
- Maintaining product
- Sustaining employees
- Competition from others
- Promoting Awareness
- Conveying the Business
- Idea attracting Donors
- Working remotely
- Hiring
- Finding Time
- Getting Fund
- Raising Money
- Family and Friend Support
- Getting Skilled Employees
- Policy Challenges: Now and then there is lot of changes in the policies with change in the government.

Problems of TRIPS and TRIMS. Problems of raising equity capital Problems of availing raw-materials. Problems of obsolescence of indigenous technology Increased pollutions Ecological imbalanced. Exploitation of small and poor countries, etc (N. Santhi and S. Rajesh Kumar, 2011) Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. All the challenges are either controllable or non-controllable, but all the challenges are manageable.(Tripathi Rawal, 2018).

7. EXAMPLES OF SUCCESSFUL ENTREPRENEURSHIP

7.1. Aravinda Eye Hospital & Aurolab, Dr. Govindappa Venkataswamy

(Dr. V) & David Green started trust at Madurai, India with a mission of making medical technology and health care services accessible, affordable and financially self-sustaining. Founded in 1976 by Dr. G. Venkataswamy, Aravinda Eye Care System today is the largest and most productive eye care facility in the world. From April 2007 to March 2008, about 2.4 million

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persons have undergone outpatient eye care and over 285,000 have undergone eye surgeries at the Aravind Eye Hospitals at Madurai, Theni, Tirunelveli, Coimbatore and Puducherry. Blending traditional hospitality with state-of-the-art ophthalmic care, Aravind offers comprehensive eye care in the most systematic way attracting patients from all around the world.

7.2. Akanksha Hazari
A social entrepreneur, businesswoman and peace negotiator, her pursuit in solving the problem of global water shortage in the form of m.paani led her all the way to be honoured by president Bill Clinton with 1 million dollars.

7.3. Sanjit “Bunker” Roy, Founder of Barefoot College
In 1965, Roy was a young postgraduate student from St.Stephen’s College, Delhi. When he volunteer to spend the summer mapping 100 drought prone area in famine affected Palamu, District of Jharkhand (earlier part of Bihar). He made his life’s mission to fight poverty and inequality. He founded social works and Research Centre (SWRC). In 1972 he found way to address problems by new models and strategies. His first initiative was to address the water situation by settin up water pumps. In 2010, herecongized by Tim magazine.

7.4. Jeroo Billimoria
She presently work as the founder and managing director of child and youth finance international (CYFI). She has ably led CYFI to work with 91 governments to create national initiatives for economic citizenship education and financial inclusion.

7.5. AMUL (Anand Milk Union Limited)
Dr. Verghese Kurien started a Co-operative organization AMUL. Amul has been a sterling example of a co-operative organization’s success in the long term. It is one of the best examples of co-operative achievement in the developing economy. The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world.

7.6. Muhammad Yunus
Muhammad Yunus started Grameen Bank. Grameen Bank (GB) has reversed conventional banking practice by removing the need for collateral and created a banking system based on mutual trust, accountability, participation and creativity. GB provides credit to the poorest of the poor in rural Bangladesh, without any collateral. At GB, credit is a cost effective weapon to fight poverty and it serves as a catalyst in the overall development of socio-economic conditions of the poor who have been kept outside the banking orbit on the ground that they are poor and hence not bankable. Professor Muhammad Yunus, the founder of —Grameen Bankl and its Managing Director, reasoned that if financial resources can be made available to the poor people on terms and conditions that are appropriate and reasonable, —these millions of small people with their millions of small pursuits can add up to create the biggest development wonder.1 As of May, 2009, it has 7.86 million borrowers, 97 percent of whom are women. With 2,556 branches, GB provides services in 84,388 villages, covering more than 100 percent of the total villages in Bangladesh.

7.7. Shri Mahila Griha Udyog Lijjat Papad
Shri Mahila Griha Udyog Lijjat Papad is a Women’s organization manufacturing various products from Papad, Khakhra, Appalam, Masala, Vadi, Gehu Atta, Bakery Products, Chapati, SASA Detergent Powder, SASA Detergent Cake (Tikia), SASA Nilam Detergent Powder, SASA Liquid Detergent. The organization is wide-spread, with its Central Office at Mumbai and its 67 Branches and 35 Divisions in different states all over India. The organization started off with a paltry sum of Rs.80 and has achieved sales of over Rs.300 crores with exports itself exceeding Rs. 12 crores. Membership has also expanded from an initial number of 7 sisters from one building to over 40,000 sisters throughout India. The success of the organization stems from the efforts of its member sisters who have withstood several hardships with unshakable belief in ‘the strength of a woman’

7.8. Sharad Vivek Sagar
He was born and brought up in Patna, Bihar, this 26 year old social entrepreneur is on a mission of connecting children from remotest area with best opportunities. Sharad believes that the next generation of leaders are sitting in the classrooms right now, and if provided with the right opportunity, can change the whole world. With this vision, he founded Dexterity Global at the age of 16, and has provided opportunities to more than 1.2 million students. Sharad is one of the few Indians to be enlisted in the Forbes 30 under 30 list and also one of few to reject a masters degree from Harvard University. What’s more, he has also been invited by the former U.S president Barack Obama to the white house for an inaugural ceremony. To keep adding to his achievements, the Rockefeller foundation also inducted him in the list of 100 next century innovators.

7.9. Ria Sharma
When Ria came back to India as a part of her final year project at Leeds College of Arts, UK, little did she know that the trip would become more than a just a project for her. Ria came here to film a documentary on the acid victims of the country. She could have forgotten about those victims like the rest of her group did, but chose not to, and thus founded Make love not scars. This crowd funded organization supports victims of acid attacks in all ways possible. They also help these victims portray their talents and urges organization to hire them. In 2015, MLNS started a campaign called End acid sale, with the aim of putting a ban on the retail sale of acids. It became the first Indian campaign in 7 years to win the Cannes Gold Lion in film. Ria’s work in the social sector has made a such a huge impact that it has been recognized on the international level. In 2016, Ria was awarded with the British Council’s social impact award. In 2017, she became the first ever Indian to be awarded the United Nations Goalkeeper Global Award.

7.10. Urvashi Sahni
She is the founder and CEO of SHEF( Study Hall Education Foundation), an organisation dedicated to offering education to most disadvantaged girls in India. She has worked with over 900 schools and changed the life of 1,50,00 girls directly and 2,70,000 indirectly with her program. She was felicitated with the ‘Social Entrepreneur of the Year’ award in 2017.

8. CONCLUSION
In India, social entrepreneurship has emerged to a greater extent and is well appreciated. There are many challenges faced by the social entrepreneurs like conveying the business idea, working remotely, getting fund, government approval, competition from others, acquiring technologies, promoting awareness and getting skilled workers. Though these challenges exit there are many successful examples of social
entrepreneurial ventures like Lijjat Pappad, Amul & Gramin Bank. There is lot of scope for social entrepreneurs in India. India is experiencing an increase in social entrepreneurship and attempts by social entrepreneurs to find affordable solutions to various social problems of society. With changes in technology and increasing competition, social entrepreneurs have to become more dynamic.

9. REFERENCE


