

## SOCIAL ENTREPRENEURSHIP: NEED OF DIGITAL ERA

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### Abstract

*The plethora of entrepreneurs in this digital era acts like a fertile ground for the nascent social entrepreneurs. In this digital age, social entrepreneurs are the key drivers for the developing nations including India. Social entrepreneurs are referred as the combined form of entrepreneur and social activity. The social activities help the society in creating a meaningful life than before. In India, people are mentally not ready to take commercial viability. There are lack of planning, communication gap and shortage of funds. A social entrepreneur plays an important role in balancing the social inequalities, which is highly prominent responsibility. The paper highlights the importance and need of the social entrepreneurship in the era of industrialization and digitalization in India. Social entrepreneurship is gaining its significance while scanning the environment for the opportunity. The author focuses on altering the present situation of social gains that has taken back seat or moved out of the sight. Through this article, author attempts to draw attention to those aspects that need modification in near future.*

**Keywords:** Entrepreneurship, Social Entrepreneurship, Digital Era.

### Introduction

Entrepreneurs are the core of economic growth; the growth of country decided by the employment, income, infrastructure, growth of entrepreneur and all other elements of development. Dey (2006) states that, over the last decade the phenomenon of social entrepreneurship is gaining importance in international cultural. At the same time in India, government and other recognized organization are promoting deliberately social entrepreneurship in this changing world (Bornstein 2004). According to Alvord et al. (2004), Seelos and Mair (2005), the prominent entrepreneurs had cornerstone majorly on inspiring stories and highly successful social entrepreneurs while facing failures and problems. As Bornstein's (2004) eloquent that social entrepreneurs have the ability and empowered "to change the world." However, most of the individual entrepreneurs focuses on success part and skip the process of entrepreneurial failure (Light 2006). India, the developing country is getting importance of entrepreneurship and attracting many abroad companies to invest and build their market. In 18th century, the term "entrepreneurship" was used by French economist Richard Cotillion for business context. The social entrepreneurship is one of the type of entrepreneurship classified based on traits and function. It primarily denotes economic benefits with social gain. It is also termed as a social work or NGOs but it is slight different, social entrepreneurship includes profits but mainly focuses on social service with non-personal gain. The main objective is to provide benefits to the society rather than concentrating on themselves to earn money and profits. The consumers are majorly from low income background and minimum sources to earn but demand is more. The role of social entrepreneurship is to fill the gap and help them growing and develop the standard of living. The society is facing social inequalities, to overcome social entrepreneurs will stand and focuses on social changes and societal gains. India has indefinite number of social problems and in respect to it very less number of social entrepreneurs exists. India is in need of social entrepreneurship since long time to cope the present situation. The government is awarding and appreciating individuals and private companies to promote more social type

activities. Some social enterprises have helped India in changing face of society and some examples of social entrepreneurship which clearly demonstrate. The paper focuses on altering the present situation of social gains that has taken back seat or moved out of the sight. The paper highlights the importance and need of the social entrepreneurship in the era of industrialization and digitalization in India.

### **Social Entrepreneurship- The Concept**

Social entrepreneurship is more than philanthropy phenomena and has pro-found impact on upliftment of society. Social entrepreneurship literally means combination of social activity and economic gain in nature. To conclude it after views of different authors, the basic components of social entrepreneurship particular group of entrepreneur identified social problem, non-personal benefits except social commitments, bring unquantifiable social change as profits and tries to solve social problem by social innovations.

### **Defining Social Entrepreneurship**

A social entrepreneur has a mind-set to develop different kind of strategies that meets both the business and non-profit worlds. These strategies help to maximizing the social impact and create organizations like "social sector". The author explains the definition in his own words:

FACE the Problem → SEE opportunity → THINK for the Solution

### **The Definition of Social Entrepreneurship**

Wikipedia defines social entrepreneurship as "Social entrepreneurship is the work of a social entrepreneur. A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact she/he has on society."

**OECD (1999):** Any private activity conducted in the public interest, organized with an entrepreneurial strategy but whose purpose is not the maximization of profit but attainment of certain economic and social goals

**Haugh (2005):** Social enterprise is a collective term for a range of organizations that trade for a social purpose. They adopt one of a variety of different legal formats but have in common the principles of pursuing business-led solutions to achieve social aims, and the reinvestment of surplus for community benefit.

**Mair and Marti (2006):** SE as innovative, social value creating activity that can occur within or across the non-profit, business or government sector

**Mort et al. (2003):** As a special category of NGOs, social enterprises are not-for-profit organizations driven by a social mission

**Simonov et al. (2014):** SE is innovative form of non-profit sector

### **Who is called as a social Entrepreneur?**

As per **Noruzi et. al. (2010)** - "A social entrepreneur is an individual, group, network, organization, or alliance of organizations that seeks sustainable, large-scale change through pattern-

breaking ideas in what and/or how governments, nonprofits, and businesses do to address significant social problems”.

### Review of Literature

A Dacin, M Dacin, and Paul Tracey (2011) argued that social entrepreneurship does have the potential to augment and extend organization theory and therefore that it does hold promise as a domain of inquiry. They suggested five possible avenues for theory building at varying levels of analysis: institutions and social movements, networks, culture, identity and image, and cognition.

Rawal (2018) explains conceptual framework and process of social entrepreneurship and various challenges faced by social entrepreneurs. The paper also explains the social needs and social innovations concepts related to entrepreneurship's point of view.

Peredo and McLean (2006) concentrated on prominence of social goals and what are the salient features of entrepreneurship. The authors focus on elements of what constitutes social entrepreneurship.

Noruzi et. al. (2010) explains about recent developments in social entrepreneurship and response towards the social and environmental problems as an important phenomenon in to-day's entrepreneurship era.

### Objective of the Study

The present study is based on specific objectives, which it justifies also. The objectives have been selected to keep the importance and rationality of the research title in mind. Following are the objectives which this research study intends to achieve-

1. To investigate need of the social entrepreneurship in the era of industrialization and digitalization in India.
2. To study the overall contribution of social entrepreneurship and social enterprises in In-dia.

### Research Methodology

The research methodology is likely to be descriptive study in nature. In this study author concentrated on secondary data, which comprise of various reports, books, articles and Web resources studies have been refereed on social entrepreneurship.

### Need of Social Entrepreneurship in Present Era

Social entrepreneurship is defined by different manners and it basically tells to recognise the social problems and bring out changes by applying entrepreneurial principles, process, management skills and operations. It has enormous possibilities to expand in developing nation like India. Social entrepreneurship can open huge avenues along with full of ideas and potential in youngsters. It can act as a bridge to achieve a developed society comprise of better facilities, better environment and better citizens ultimately to make a nation proud. Governments endeavors to compel need for change and revolution in every nook and cranny of a country. This all change impacted largely unproductive so therefore, need of social entrepreneurship comes into picture. To overcome the present situation in current time, government should encourage initiatives and add-on opportunities to inspire more people.

Social entrepreneurs act as an active part of social change process and convert all unproductive things into productive form. An educated entrepreneur and government should understand the problems and try to eradicate the social problems. The following are the needs why social entrepreneurship is promoted in India:

- Increase In Employment Opportunity
- Gap Of Rural And Urban Areas Should Be Reduced
- Increase Social Satisfaction
- Improves Quality Of Life
- Increase Contribution In The Economic Growth Of Nations
- Optimum Utilisation Of Resources
- Conservation Of Our Heritage

### **How can Government and Educated Entrepreneurs Strategically Promote and Create Avenues to Build Social Entrepreneurship?**

When people around the globe are moving faster in growth, India lacks in comprehensive and strategic approach for collaborating with social entrepreneurs. To embrace the situation in a very strategic way, government and educated entrepreneurs have to do following things on altering social issues:

- a) They should encourage social innovations that are developed to eradicate the social problems.
- b) Public innovators are doing social innovation and entrepreneurship, to continue this momentum an enabling environment should be created.
- c) The social-entrepreneurial initiatives for exceptional performance should be encouraged and rewarded.
- d) To get accurate information to produce knowledge, some research institute made.
- e) Funding programme should be present for successful approaches.

### **Social Entrepreneurships in India:**

- a) Meher Bhandara, the founder and director of Water Maker India, the project helps in producing water from thin air. It was a magical and people said as “khuda ka paani”.
- b) Manas Deshmukh, founder of Zero Miles is building multi-utility drinking water centres to bring people together for community development. The organization’s aim is to help rural entrepreneurs set up clean drinking water centres in villages.
- c) Aadhan, a Delhi-based social enterprise founded by Nikhil Dugal and Akshat Goel. They built classrooms from discarded shipping containers.
- d) Ziveli, traditional Indian crafts and artistry started by Kehaan J. Saraiya and Tanvi J. Saraiya. It is a social enterprise, bringing the kauna craft-work of Manipur to the world.
- e) The Wise Wall Project is an initiative of Project FUEL under which entire village of Saur found its walls adorned with art inspired from the Gharwal School of painting. This is also helping repopulate many ‘ghost villages’ in the state. This project is to curb migration and providing livelihoods to people in Uttarakhand.

### Few Examples of Social Entrepreneurs in India

Following are few examples of social entrepreneurs in India, who contributed in different domain of social entrepreneurship:

1. Harish Hande- Founder of SELCO, he has a reputation of installing 120,000 systems in Karnataka, his aim being- making renewable resources the predominant source of energy in rural India. Stressing as an observer of minute details, he later grew into an innovator and a social entrepreneur.
2. Chetna Vijay Sinha: She is the founder of "Mann Deshi Manila Sahakari Bank" for ru-ral women. It basically aims to provide financial support to women. She is the winner of the 2013 India Social Entrepreneur of the Year.
3. Sushmita Ghosh-She deals mainly with craft and restore from rural India, contributing to the present success of Rangasutra (a for-profit venture) and retailing from Fab India. She collects, what she calls 'priceless' products from these talented and dedicated villagers and helps them earn their living they deserve.
4. Jeroo Billmoria- She is an accomplished social entrepreneur and the founder of several international NGOs. Her pursuits have earned her accolades with Ashoka Innovations for the Public, the Skill Foundation and the Schwab Foundation for Social Entrepreneurship.
5. Hanumappa Sudarshan- Winner of the Indian Social Entrepreneur of the year 2014, awarded by Finance Minister Arun Jaitley. He is the founder of the Karuna Trust, as-sociated with healthcare services. The award is under the reputed Schwab Foundation for Social Entrepreneur.
6. Akansha Hazari: A multitasker from her youth, she is a social entrepreneur, peace negotiator and businesswoman. She hooks the reputation of being honoured by President Bill Clinton with \$1,000,000, for her ventures in solving global water crisis.
7. Trilochan Shastri- Often a simple act of bravery can move mountains. That is the story of this social entrepreneur. He filed a PIL which later turned into a judgment coaxing politicians to confess to their misdeeds. His efforts led to the form of ADR (Associations for Democratic Reform) responsible for scrutinizing the elections every 5 years. Politicians now are more answerable and it is also spreading awareness among the public as to what the Fundamental Rights by the Constitution of India really entail.

### Conclusion

The research paper concludes that Social entrepreneur play an important role in balancing the social inequalities, which is highly prominent responsibility. The importance and need of the social entrepreneurs in the era of industrialization and digitalization in India is discussed in this study. The government and educated entrepreneurs should stand and eradicate the present social issues. Social Entrepreneurs successfully be able to find out the social causes and solve them, through their innovative and creative solutions. Social entrepreneurs play a key role in employment generation, reducing gap of rural and urban areas, increasing economic development, social and financial capital formation and so on. The author ultimately attempts to draw attention towards the need of social entrepreneurship in Indian context so as to promote and encourage the society in near future.

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