



# A Study On The Mounting Trend Of Social Entrepreneurship In Indian Economy

K. Ebenezer<sup>1\*</sup>, Dr. M. Ganesh Babu<sup>2</sup>

<sup>1\*</sup>Research Scholar (Ph.D), Dept Of Management, Mass College Of Arts And Science, Affiliated To Bharathidasan University, Trichy

<sup>2</sup>Research Supervisor, Dept Of Management Mass College Of Arts And Science, Affiliated To Bharathidasan University, Trichy

**Citation:** K. Ebenezer, et al. (2024), A Study On The Mounting Trend Of Social Entrepreneurship In Indian Economy , Educational Administration: Theory and Practice, 30(5), 13537-13542

Doi: 10.53555/kuey.v30i5.5847

## ARTICLE INFO ABSTRACT

Social entrepreneurs can help show signs of improvement different issues like sustenance, instruction and medicinal services and many are as yet cursed by joblessness and absence of education by aiding those less lucky towards a beneficial life. Instead of leaving cultural necessities to the legislature or business segments, they can take care of the issue by changing the framework. Social entrepreneurship is required to be the following enormous thing to impact India as the nation shuffles to accomplish a harmony between a developing GDP, guaranteeing comprehensive development and endeavoring to address issues going from training, vitality effectiveness to environmental change. This paper endeavors an expository, basic and synthetic assessment of social Entrepreneurship in India.

**Keywords:** Social Entrepreneurship, Entrepreneur, GDP, Development and Inclusive growth. Entrepreneurship

## Introduction

Social entrepreneurship is the discovery of a social issue and the employments of entrepreneurial way of thinking to systematize make and direct a social task to achieve an ideal social change (Spear, 2006). While a major business entrepreneur regularly quantifies execution in benefit and return, a social entrepreneur likewise gauges positive comes back to society. In this way, the primary point of social entrepreneurship is to additionally expand social and ecological objectives (Mair & Marti Lanuza, 2006). Social entrepreneurs are regularly connected with the intentional and not-revenue driven divisions, yet this need not block making a benefit. Social entrepreneurship rehearsed with a world view or universal setting is called global social entrepreneurship (Khan et al., 2023). A notable present day social entrepreneur is Muhammad Yunus, originator and supervisor of Grameen Bank and its developing group of social endeavor organizations, who was granted a Nobel Peace Prize in 2006 (Professor Muhammad Yunus on the Power of Social Business, 2016). Crafted by Yunus and Grameen echoes a topic among advanced social entrepreneurs that underscores the tremendous collaborations and advantages when business standards are brought together with social endeavors (Samineni, 2018). In certain nations - including Bangladesh and to a lesser degree, the USA - social entrepreneurs have occupied the spaces left by a generally little state. In different nations - especially in Europe and South America - they have would in general work all the more intimately with open associations at both the national and nearby level (Khadka, 2021).

In India, a social entrepreneur can be an individual, who is the organizer, fellow benefactor or a central functionary (might be president, secretary, treasurer, (CEO), or director) of a social endeavor, or a Non Profit, which raises assets through certain administrations (regularly gathering pledges occasions and network exercises) and infrequently items. Today, not-for-profits and non-legislative associations, establishments, governments, and people likewise assume the job to advance, support, and prompt social entrepreneurs around the planet. A developing number of schools and colleges are building up programs concentrated on teaching and preparing social entrepreneurs. With the current financial atmosphere, almost certainly, social needs will increment and, subsequently, the quantity of individuals focused on tending to them will increment. Meaning of social entrepreneurship has changed after some time (Social Organisations, NGOs Struggling after Pandemic: Report, 2021). From corporate altruism to non-benefit and now to self-supportability, Social Entrepreneurship has developed and will continue advancing with time and needs of the world (See fig 1.1 and 1.2). Social entrepreneurship is relied upon to be the following huge thing to impact

India as the nation shuffles to accomplish a harmony between a developing GDP development, guaranteeing comprehensive development and endeavoring to address issues extending from instruction, vitality proficiency to environmental change (Amin, 2009).



**Source: Author**

Social entrepreneurship is discreetly changing the less advantaged areas of India. The separation of the more unmistakable social entrepreneurs in India is as under:

- Self-Employed Women's Association (SEWA) began by Ela Bhatt in 1972 gives monetary, wellbeing, protection, lawful, childcare, professional and instructive administrations to poor independently employed ladies, who involve its individuals (Misra, 2022).
- Technology Informatics Design Endeavor (TIDE) run by S Rajagopalan and Svati Bhogle underpins the improvement of monetarily fulfilling and naturally cordial strategies imagined by driving examination organizations into flourishing ventures.

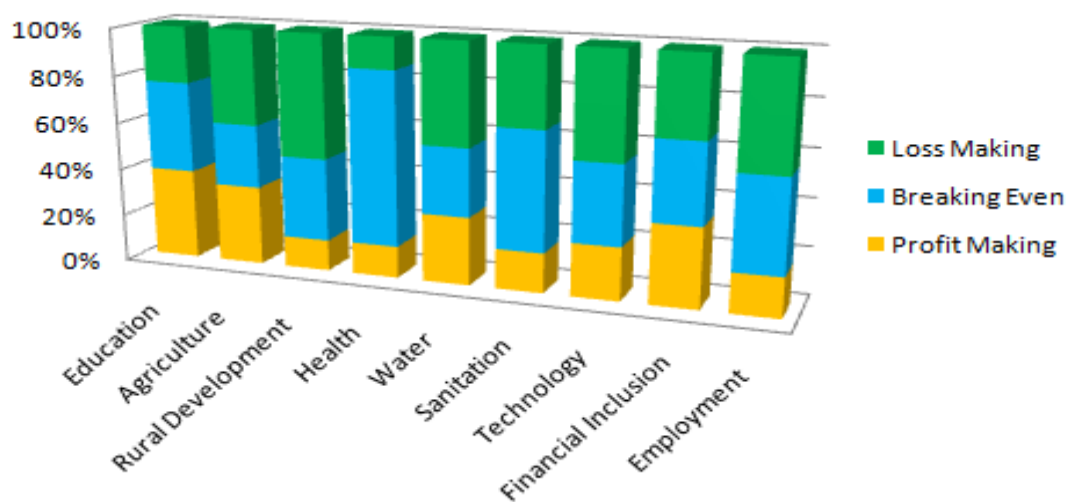
**Table 1: Various Social Entrepreneurship Initiatives in India**

COMAT	Empowering rural citizens by creating local economies and enabling access to information and services	Deliver Citizen records and Government benefits to over 50,000 rural citizens every day	75,000 by the end of 2011
D light	High quality solutions for families living without reliable electricity	10 million	50 million by 2015
IDE India	Providing long-term solutions to poverty, hunger and malnutrition	19 million	Ending poverty in the developing world
RangSutra	Sustainable livelihoods for artisans and farmers, by creating top quality hand-made products based on the principles of fair trade	Approximate 2500 artisans	Employ 5000 by 2015
Lijjat Papad	Women Empowerment	4600 women employed	Plans to employ 6000 by
Selco Solar India	Sustainable energy solutions and services to under-served households and businesses.	95,000 villages covered	Bring down the cost of solar equipment by 75% by 2012
Unltd India	Angel investor and incubator for social entrepreneurs	Each of the projects has, on average, created 1.6 new jobs in the economy	World where individuals take action to bring about positive
SKS Microfinance	Small loans without collaterals	5.3 Million Customers	Take Micro finance to
Suminter India Organics	Internationally certified organic agricultural produce	Premium crop price to more than 7000 farmers	Scale this model nationally
Vortex Engineering	Rural Solar Powered ATMs	750 ATM	One ATM/ Village i.e 6,50,000 ATMs

**Funding and Profitability of Social Entrepreneurship in India**

The other conspicuous change is the association of standard monetary establishments in social entrepreneurship. Different funding firms are putting resources into revenue driven substances with social

targets. Curiously, specific social financial specialists give capital, systems administration, showcasing and business ability to such endeavors. According to Beyond Profit review, Forty-five percent of respondents got assets from business sources though 21 percent of respondents source their assets from individual associations, for example, relatives and companions; another 21 percent depend on awards and gifts from beneficent associations. Orchestrating accounts for a social endeavor in India is still extremely troublesome. Furthermore, knowing in which segment to back is significantly progressively troublesome. In bar graph referenced underneath is a notice of gainful divisions and a pattern which obviously states regions to redirect reserves (Leadbeater, 1997).



**Figure 1: Profitability by Sectors**  
Source: Author

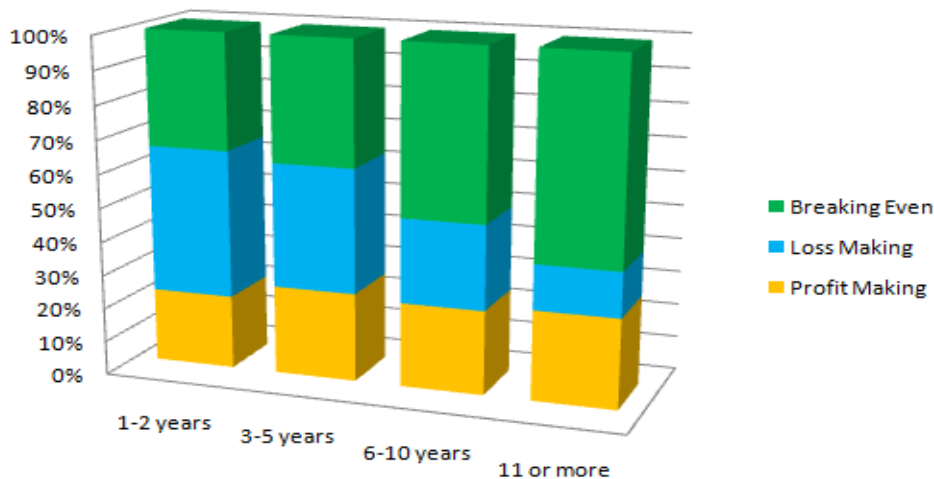
**Education:** The Education segment has indicated a stamped level of money related dependability and development potential. There are two key components. To begin with, the division speaks to the most noteworthy number of benefit making undertakings (38%) among others, and furthermore has perhaps the least number of misfortune making elements (24%). Second, the perception says that there is a decent development potential; 38% of instruction undertakings are earning back the original investment — which implies the quantity of benefit making endeavors right now increment in the coming years.

**Rural Development:** Sector to look out for future development: Despite the way that the biggest number of social endeavors are right now, is the greatest misfortune making segment right now. In any case, Rural Development exhibited the biggest income expands a year ago, so there could be more astonishments coming up.

**Healthcare:** Sector with huge development potential: Although the area right now creates an extremely modest number of benefit making substances, it has the most minimal rate (13%) of misfortune making undertakings. In particular, at 73%, the Health division has the biggest portion of equal the initial investment organizations. In the event that/when these undertakings start to turn a benefit; the Health part could support a large number of effective, benefit making endeavors.

There are more ventures that are misfortune making (34%) than those gaining a benefit (25%). Also, 41% percent of ventures are right now equaling the initial investment. The examination of benefit by proportion of years in activity, expresses that creation benefit through social venture is no simple assignment.

The level of misfortune making ventures consistently goes down as the organizations get more established. However, there is for all intents and purposes no uniqueness in the quantity of benefit making elements across age classifications. Numerous undertakings quit causing misfortunes as they to become more established yet don't start to turn a benefit; they simply begin earning back the original investment. Shockingly, significantly following 11 years or a greater amount of tasks, the level of benefit making endeavors is just 27%.



**Figure 1: Profitability by Operational Years**  
Source: Author

Social entrepreneurship in India is emerging primarily because of what the government has not been able to do. The government is very keen on promoting social entrepreneurship – not necessarily by funding it or by advising on it or enabling it. Whereas in some countries, when someone takes it into their own hands to start a facility for education or healthcare or empowerment, the government often puts in place barriers to prevent this from happening.

### Challenges for Social Entrepreneurs

The issues that social entrepreneurs face can be like the issues their partners in the business world face with regards to the difficulties of beginning, running and continuing a business. Prior to entering a market with a new business thought, a social entrepreneur ought to have an away from of the issues and issues they may confront so they can settle on educated choices (Alvord et al., 2004; Humbert, 2012)

A portion of the significant difficulties are delineated in the accompanying content:

1. The first test has to do with governments. Most of them presently can't seem to perceive social entrepreneurship as a real field of try. This acknowledgment is the sine qua non for discovering approaches to advance it through financial and administrative motivating forces, including the audit of duty laws, the disposal of difficult guidelines, self-assertive dynamic and different burdensome necessities and wasteful practices that hamper social entrepreneurs.

2. Entrepreneurship in India is as yet hampered by the conventional instructive arrangement of the nation. As instruction is the principle hotspot for advancing entrepreneurship in the business part of the economy, there is as yet an absence of explicit educational plan on entrepreneurship improvement in the Indian training framework. Because of the expanding request of this division, at present, the entrepreneurship instruction is "some tea" restricted to alumni of business colleges and the board foundations, while for different floods of training like technical studies and expressions there is definitely not a solitary seminar on entrepreneurship in the educational program. Because of this hole in the Indian instruction framework the nation's entrepreneurial area is as yet immature and battling. Indeed, even business colleges that have created educational plan on entrepreneurship are inadequate as far as social entrepreneurship. This absence of social entrepreneurship information shows a significant test for social undertakings in finding capable and gifted advertisers.

3. The next challenge is to urge organizations to find the upper hands offered by working in association with social entrepreneurs. From a money related viewpoint, arriving at undiscovered markets can be enormously encouraged by connecting with social entrepreneurs who have gone through decades planning, executing and refining creative methods for carrying recently barred gatherings into the commercial center. From a HR point of view, the capacity to draw in top ability is a significant test for organizations. Be that as it may, the best and the most brilliant today are searching for more than amazing compensations and investment opportunities. They need something more – something that offers importance to their work and their lives. Supporting social entrepreneurs in various manners shows that organizations care about more than the primary concern. At long last, corporate social duty isn't tied in with setting up discrete corporate establishments to reach barred populaces through top down projects that rival social entrepreneurs. Nor is corporate social obligation about consigning the "social" work to the corporate establishment while the company carries on its the same old thing.

4. Lack of capital is a significant test for the Indian entrepreneur. For the most part, the social entrepreneurs maintain their business with their own assets or by collecting assets from the nearby cash loan specialists at a high pace of premium, which some of the time turns into a money related weight on them. The explanation

for this is the bank's shirking to giving credit offices to social entrepreneurs given the different social inconveniences joined with them. Subsequently the social endeavors need to manage the test of confronting an antagonistic response from money related organizations and governments most definitely. This powers social entrepreneurs to take, what can be, an increasingly troublesome way of moving toward financial speculator and humanitarian associations.

5. Over the most recent decade there has been a solid require their change to render these associations better prepared to react to the difficulties of the 21st century. Solid analysis has been leveled at multilateral monetary establishments, especially those liable for account, advancement and exchange, for their inability to draw in common society and intrigue bunches in conferences on their strategies. A few organizations have reacted by giving time and vitality to exchange with non-state on-screen characters. Be that as it may, all the more should be finished. We are in a fascinating period of new reasoning and experimentation, and this is the place these establishments have a crucial and synergist job. They should hold onto chance as a key open door for worldwide reestablishment, and focus on it to spot and legitimize the individuals who have the ability to envision and the capacity to actualize what they envision through trained advancement.

6. Social entrepreneurs chiefly manage the troublesome undertaking of improving the welfare of the general public and they are constantly quick to discover moderate answers for different cultural issues. In any case, each movement of social business conveys a cost, which is for the most part borne by the proprietor out of his own pocket or by taking credits from cash loan specialists. Social entrepreneurs are not really working in a rewarding business sector; they distinguish an issue inside society and attempt to discover moderate answers for them. When they discover the best approach to gain some benefit in the wake of giving the best minimal effort answer for the requirements of the general public, progressively customary organizations will enter the market rivaling a comparable arrangement and system, expanding exchange expenses and rivalry for social entrepreneurs and hampering their future development.

7. The third test for social entrepreneurs identifies with establishments and donors who ought to be the ones catalyzing social change by supporting the social trend-setters. Establishments and high total assets people are surely very much put to take part in that procedure, as they are liberated from two powers that command the choices of governments and business individually.

8. Lack of government support is a significant prevention for social business advancement in India. At present, the administration isn't giving any sort of help to advancing these social reason adventures. The administration's strategies and guidelines for social entrepreneurs are exceptionally mind boggling and severe, with no expense impetuses or appropriations being accommodated a social business, the mix of which goes about as significant obstruction to the development of social organizations in India.

9. Social ventures need to get skillful labor from an assortment of sources; experts, volunteers, workers and network members. To adjust the thought processes of every one of these gatherings with the long haul development of the association is a test for the authors. All together for social endeavors to satisfy their crucial a comprehensive way they should ordinarily utilize labor from the oppressed part of the general public, prompting expanded preparing and formative expense as these individuals are normally uneducated and incompetent. The associations need to endeavor to satisfy the goals of all these different gatherings and still turn out with the best outcomes.

## CONCLUSIONS AND RECOMMENDATIONS

The economy has been seeing fast development since the beginning of progressions from 1991 onwards. Sadly social and natural issues of the nation are expanding a seemingly endless amount of time after year which requires the broad utilization of multidisciplinary approaches and entrepreneurial vitality in the social and ecological parts. As talked about before, India is encountering an expansion in social entrepreneurship and endeavors by social entrepreneurs to discover moderate answers for different social issues of society. With changes in innovation and expanding rivalry, social entrepreneurs need to turn out to be increasingly powerful. A few proposals for Indian social entrepreneurs in accomplishing their goals are as under:

- Social entrepreneurs should help advanced education foundations in India in creating educational program that make social entrepreneurship propensities in their understudies so that great supervisors and advertisers' taxi be delivered.
- Social adventures ought to instruct the purchaser and set market benchmarks by following system approach. This may expand interest for their items.
- Regional aberrations or irregularity ought to be expelled by the development of social entrepreneurship in the nation. Adjusting the development of social entrepreneurship in the nation can take care of the social issue of huge populace and wellbeing of the nation.

## References:

1. Alvord, S., Brown, L., & Letts, C. (2004). Social Entrepreneurship and Societal Transformation: An Exploratory Study. *The Journal of Applied Behavioral Science*, 40, 260–282. <https://doi.org/10.1177/0021886304266847>

2. Amin, A. (2009). Extraordinarily ordinary: Working in the social economy. *Social Enterprise Journal*, 5, 30–49. <https://doi.org/10.1108/17508610910956390>
3. Humbert, A. L. (2012). Women as social entrepreneurs.
4. Khadka, N. S. (2021). Climate change: Low-income countries “can’t keep up” with impacts. <https://www.bbc.com/news/world-58080083>
5. Khan, M. A. I., Jamil, S. A., & Azharuddin, S. (2023). *Social Entrepreneurship: Driving Change and Creating Positive Societal Impact* (pp. 66–77). <https://doi.org/10.9734/bpi/ctbef/v6/5561B>
6. Leadbeater, C. (1997). The rise of the social entrepreneur. [www.demos.co.uk/openaccess](http://www.demos.co.uk/openaccess)
7. Mair, J., & Marti Lanuza, I. (2006). Social Entrepreneurship Research: A Source of Explanation, Prediction, and Delight. *Journal of World Business*, 41, 36–44. <https://doi.org/10.1016/j.jwb.2005.09.002>
8. Misra, L. (2022, November 5). A vision for women’s empowerment: the story of Ela Bhatt’s SEWA | Explained News - The Indian Express. <https://indianexpress.com/article/explained/a-vision-for-womens-empowerment-the-story-of-ela-bhatts-sewa-8250510/>
9. Professor Muhammad Yunus on the Power of Social Business. (2016). <https://www.bcg.com/publications/2013/development-muhammad-yunus-power-social-business>
10. Samineni, S. (2018). Social Entrepreneurship-As a Tool for Sustainable Development of Women in Rural India Leading to Economic Empowerment. 20, 91–98. <https://doi.org/10.9790/487X-2002079198>
11. Social organisations, NGOs struggling after pandemic: Report. (2021). <https://www.newindianexpress.com/cities/bengaluru/2021/Dec/24/social-organisations-ngos-struggling-after-pandemic-report-2399086.html>
12. Spear, R. (2006). Social entrepreneurship: A different model? *International Journal of Social Economics*, 33(5–6), 399–410. <https://doi.org/10.1108/03068290610660670/FULL/PDF>