

Abstract:-

INDIA may have few names in the list FORTUNE 500 list but simultaneously it has many who sleep with one meal a day that is why INDIA is divided into two parts “ SHINING INDIA” and “ BHARAT”. It was presumed that the reforms of 1991 will enhance GDP growth rate and will have trickle down effect which will ultimately solve the grass root problems and bring positive returns to the society, but this could not actually materialise and this widened the gap between rich and poor. Social entrepreneurship can actually help to diagnose various issues like nutrition ,education ,healthcare and employment etc.It is a process of introducing change in the system where instead of leaving everything on the shoulders of government entrepreneurs attempt to address various issues

of masses.This paper tries to introduce, analyse the role of social entrepreneurs in India and simultaneously introspect the problems faced by them.

Keywords:

Social entrepreneur, trickle down, Subsistence farming, ecological issues.

SOCIAL ENTREPRENEURSHIP- ENTREPRENEURS WITH SOCIAL RESPONSIBILITIES



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INTRODUCTION

It is sad to note that most of India or 400 odd million people live on less than \$ 1 a day. In the latest 2012 HDI report India languishes at 136 out of 187 countries. Moreover inequality at all levels has increased in last 20 years. This gap created between the rich and poor can be reduced to certain extent by recognising poor's social problems by social entrepreneurs and applying their entrepreneur skills to manage these economic and social issues. Hence the main objectives of this paper are

To understand the concept of social entrepreneurship and their relevance in current economic and social scenario in India.

To distinguish the difference between social entrepreneurship and corporate social responsibility

To understand the role of social entrepreneurship in India

Taking a note of prevailing social entrepreneurs as well as women social entrepreneurs in India and understanding their contribution in various fields

Understanding the challenges faced by social entrepreneurs in India

METHODOLOGY:

The present paper is trying to exhibit the role, responsibilities and challenges faced by social entrepreneurs in India. As no data analysis is incorporated in the paper, it does not require any statistical tool. A case study is taken into consideration to understand the concept and role of social entrepreneur in the society.

“As a child I used to walk 14 km to school” says Amitabh Sadangi a social entrepreneur who has touched the lives of millions. Born in Gally, a village in Orissa, Sadangi introduced low cost micro irrigation equipment to help farmers reduce their dependence on highly uncertain and unreliable monsoon shower. Today his initiative has helped one million farming households spread over 17 states increase their annual income. In a country like India agriculture is planned near monsoon and farmers grow only one crop they have no source of irrigation which can be used throughout the year. If they have reliable system of irrigation throughout the year, they can grow more than one crop on their land was his reason for taking initiative. He found that though irrigation technologies are available, most are costly and are meant to be used by large farmers on huge tracts. But India mostly has subsistence farmers who till less than two hectares. Sadangi wanted to reach out to them by creating simple and low-cost irrigation techniques suited to small plots. He came out with micro irrigation project. Sadangi was an assistant labour officer in the Orissa government in 1991, he left the job and started working on the novel concept. The result was INTERNATIONAL DEVELOPMENT ENTERPRISES INDIA, OR IDEI launched in 2001, with Sadangi as chief executive. IDEI engineers have developed variation of two basic micro-irrigation techniques. For eastern India where the water is shallow they have developed treadle pump. In the western states, where the water table runs deep, they offer affordable drip irrigation technology intervention (ADITI). The technologies come in ready to use kits, such as a bucket kit or drum kit, which are customized to help farmers grow off season crops and their income. Unlike expensive diesel pumps or drip system for large tracts, these kits can be used on plots as small as 20 sq. km and can be bought for as little as Rs 250.

Using IDEI technology farmers can grow three crops a season. In the 13 years since IDEI launched these technologies have helped generate an estimated \$ 1 billion (Rs 4440 crore) additional income. Sadangi was awarded the outstanding social entrepreneur of the year award 2008 by the Schwab Foundation for social entrepreneurship, which promotes people and enterprises working on social and ecological issues.

It is clear that as Sadangi the task of social entrepreneur is to discover the problem and find out the solution with given circumstances.

DISCOVER THE PROBLEM: Farming in India is dependent on monsoon, only one crop is reaped

PRESENT SITUATION: farmers are poor. Water level is low.

HURDLES: Most irrigation systems are costly and can be used on large farms and most Indian farmers are poor and have small tracts.

OBJECTIVE: To develop an irrigation system which is low in cost.

THE BREAKTHROUGH: Micro-irrigation system which uses cheap techniques to water small tracts. TREADLE PUMP AND AFFORDABLE DROP IRRIGATION TECHNOLOGY INTERVENTION were invented.

Social entrepreneur can be a person, who is founder, co-founder or a chief functionary president, secretary, treasurer, CEO, or chairman of a social enterprise or a non-profit organisation which raises funds through some services and occasionally products. A social entrepreneur is different from social corporate

responsibility. SCR involves a business making a profit while doing something ethical based on the needs of multiple stakeholders. Social entrepreneurship on the other hand exists with the goal of reaching out to those who need.

The break-up of the top ten social entrepreneurs of India is as follows

ENTERPRISE	PRODUCT	IMPACT	GRANT	STATUS
INDIAN TRADERS AND CHINESE MANUFACTURER	SOLAR RECHARGABLE LANTERN, MOSQUITO NET, WATER FILTER	500+ MILLION PEOPLE	NO	PRIVATELY HELD
INDIAN RAILWAY	15000 TRAINS, 8000 PASSENGERS AND FREIGHT	CARRIES 13 MILLION PASSENGERS, 1.3 MILLION TON FREIGHT DAILY	NO	GOVERNMENT OF INDIA OWNED
JUST DIAL DOT.COM	LOCAL SEARCH ENGINE	COVER 240 CITIES AND 250,000 CALLS DAILY	NO	PRIVATELY OWNED

JETKING INFO-TRAIN	JOB ORIENTED IT NETWORKING AND HARDWARE TRAINING	10+2 PASS OUTS	NO	PUBLIC LTD COMPANY
INDIAN POST	POSTAL SERVICES, REMITTANCE FACILITIES, INSURANCE FACILITIES	200 MILLION+ PEOPLE WHO ACCESS POSTAL SERVICES	NO	GOVERNMENT OF INDIA OWNED
PRASAR BHARTI	PROGRAMME ON ENTERTAINMENT, EDUCATION, AGRICULTURE, RURAL DEVELOPMENT, HEALTH	OVER 1 BILLION PEOPLE	NO	GOVERNMENT OWNED
TATA SALT	SALT, ROCK SALT	40 MILLION HOUSEHOLD EACH MONTH	NO	PUBLIC LTD COMPANY
MICRO-FINANCE INST	MICRO CREDIT	75 MILLION+ CLIENTS	NO	PRIVATELY HELD TO PUBLIC COMPANY
AVISHKAR	VENTURE CAPITAL INVESTMENT IN 7 KEY SECTORS	25 MILLION+ PEOPLE	-	SEBI REGISTERED VENTURE CAPITAL FUND
PREPAID MOBILE PHONES	FREE INCOMING .OUTGOING AT ROCK BOTTOM TARIFF, SMS AT RBT	800 MILLION+ PEOPLE	NO	PRIVATELY HELD TO PUBLIC COMPANIES

AS MADE BY VIBHU ARYA, MANAGING EDITOR, THINK CHANGE

It is interesting to note that women in India are also taking keen interest in the field of social entrepreneurship. Most of the young women have come up with the project of teaching underprivileged children, accessing basic facilities to public, micro financing, providing venture capital fund etc. The table below not only exhibits the top women social entrepreneurs of India, type of work they are involved into but also reveals that the first two entrepreneurs belong to Gujarat. Ela Bhatt and Hina Shah have done

remarkable work in their respective fields.

TOP WOMEN SOCIAL ENTREPRENEUR

	NAME OF ENTREPRENEUR	ENTERPRISE NAME	TYPE OF WORK
1	ELA BHATT	SEWA	TRADE UNION AND BANKING
2	HINA SHAH	INTERNATIONAL CENTER FOR ENTERPRISE AND CARREER DEVELOPMENT	SCALING MICRO/ SMALL/MEDIUM SIZE BUSINESS
3	JEROO BILLMORIA	CHILDLINE INDIA	TEACHING UNDERPRIVILEGED
4	POOJA WARIER	UNLTD INDIA	TRAVEL COMPANY
5	LEILA JANAB	SAMASOURCE	DIGITAL MICROWORK
6	AJAITA SHAH	FRONTIER MARKET	MICROFINANCE
7	SHITAL SHAH	THINK CHANGE	WEBSITE
8	PRIYA NAIK	SAMHITA SOCIAL VENTURE	VENTURE CAPITAL FUNDING
9	SALONI MALHOTRA	DESI CREW	CREATING KNOWLEDGE BASED LIVLIHOOD
10	AKANSHA HAZARI	M.PAANI	BASIC FACILITIES
11	GLORIA BENNY	MAKEADIFFERENCE	MENTOR OF UNDERPRIVILEGED CHILDREN
12	SHEETAL MEHTA WALSH	SHANTILIFE	MICROFINANCE
13	ANU SRIDHAN	NEXT DROP	AVAILABILITY OF PIPED WATER

THE CHALLENGES FOR SOCIAL ENTREPRENEURS IN INDIA

Social entrepreneur faces the same kinds of problems as faced by a common entrepreneur in any business. He should have knowledge of market, its competitors, buyers attitude etc. Some of the challenges are outlined below

- 1.The primary challenge faced by social entrepreneur is their recognition as an entrepreneur by the government. Recognition is associated with number of incentives like monetary, fiscal and legislative . moreover the complicated regulations ,tax laws also act as hurdles in promoting business.
- 2.Entrepreneurship in india is a part of curriculam of certain commerce and management schools . streams like science, arts, fine arts, law are without a single course on entrepreneurship development. This discourages the competent and skilled students of these fields to enter into business. Hence the curriculam of entrepreneurship development in the Indian education system needs to be incorporated in various streams.
- 3.Lack of finance or capital is yet another area of trouble. Social entrepreneur faces a very critical approach of banks and financial institution towards them as the laws associated with them are complicated . when social entrepreneur arranges finance from his own pocket or money lender it becomes a financial burden on him .
- 4.There also exist lack of knowledge or foresightedness of local community in distinguish social business from normal profit driven business. Hence it becomes difficult for the entrepreneur to expand or diversify his business.
- 5.Social entrepreneurs are involving most of unskilled and untrained personal and provide training to them , and this increases their cost of production or services.hence they face problem from two sides one they have to provide services at low cost but due to factor problems their cost remains high.

CONCLUSION AND RECOMMENDATIONS

For a developing country like India, answer to most of its problems can come in the form of social entrepreneur as they diagnose the social issues, work with low cost, employ the untrained masses and hence government should develop positive attitude towards social entrepreneurs. Along with this social entrepreneurs should also approach to government for including entrepreneurship in basic curriculum which will help them to identify competent persons. Moreover social entrepreneurs should try to reduce personal, sectoral and regional disparities by establishing business for various scales, needful sectors and at various regions. "social entrepreneurship is an opportunity to solve various issues of this rich country with poor people living in let us avail best of it"

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