



Social Entrepreneur - A Social Enricher

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Social entrepreneurship, social entrepreneur, social enricher.

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ABSTRACT

Social entrepreneurship is the activity of identifying novel and unique ways of addressing a terrible social need like unemployment, poverty and infrastructure. Entrepreneurs bring a new product, service or process to market for the purpose of generating income but social entrepreneurs, establish new ventures to generate social value and achieve social change. This article clearly defines the social entrepreneurship; discuss the social enrichment done by the social entrepreneur in the spectrum of entrepreneurship.

INTRODUCTION

A social entrepreneur “combines the passion of a social mission with an image of business-like discipline, innovation, and determination commonly associated with, for instance, the high-tech pioneers of Silicon Valley” (Dees, 1998). The concept of social entrepreneurship is a complex phenomenon. Broadly it relates to social entrepreneur, his/her vision and its execution. It is a creative and innovative response to the environment. One of the qualities of social entrepreneurship is the ability to discover an investment opportunity and to organize an enterprise, thereby contributing the real economic growth. It involves taking of risks and making necessary investments under conditions of uncertainty and innovating, planning and taking decisions so as to increase production in agriculture, industry and services. It will help to enrich the society. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation’s ability to succeed in an ever changing and increasingly competitive global marketplace. India suffers from inequitable distribution of wealth, with 42% of its large population living below the international poverty line of \$1.25 USD per day (UNICEF, 2008). Many are still deprived of the benefits of economic growth and the technology revolution. To achieve inclusive growth for all economic sections of the society, another trend is social entrepreneurship, which aims to create enterprises that will impact the lives at the bottom of demographic pyramid.

Social entrepreneurship in modern society offers a beneficent form of entrepreneurship that focuses on the benefits that society may reap. Simply put, entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively. The ultimate results continue to exhibit: lower unemployment rates, increased tendency to adopt innovation; and accelerated structural changes in the economy. Entrepreneurship offers new competition, and as such promotes improved productivity and healthy economic competitiveness.

DEFINITION OF SOCIAL ENTREPRENEUR

There are continuing arguments over precisely who counts as a social entrepreneur. So many different sorts of fields and disciplines are associated with social entrepreneurship. Social activists, environmentalists, and other socially oriented practitioners are referred to as social entrepreneurs.

The fact that social entrepreneur’s fall under various career types is part of the reason it is difficult to determine who is truly a social entrepreneur. *David Bornstein* (author) has even used the term «social innovator» interchangeably with social entrepreneur, due to the creative, non-traditional strategies that many social entrepreneurs use.

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Unlike traditional corporate businesses, social entrepreneurship ventures focus on maximizing gains in social satisfaction, rather than maximizing profit gains. Both private and public agencies worldwide have had billion-dollar initiatives to empower deprived communities and individuals. Such support from organizations in society, such as government-aid agencies or private firms, may catalyze innovative ideas to reach a larger audience.

A **social entrepreneur** is an entrepreneur who works to increase social capital by founding social ventures, including charities, for-profit businesses with social causes, and other non-government organizations. These types of activities are distinct from work of non-operating foundations and philanthropists who provide funding and other support for them.

ANCIENT SOCIAL ENTREPRENEURS

- Vinoba Bhave (India) — Founder and leader of the Bhoodan movement, he caused the redistribution of more than 7,000,000 acres (28,000 km²) of land to aid India’s untouchables and landless. Mahatma Gandhi described him as his mentor.
- David Brower (United States) — Environmentalist and conservationist, he served as the Sierra Club’s first executive director and built it into a worldwide network for environmental issues. He also founded Friends of the Earth, the League of Conservation Voters and The Earth Island Institute.
- Akhtar Hameed Khan (Pakistan) — Founder of grass-roots movement for rural communities Comilla Model, and low-cost sanitation programmes (Orangi Pilot Pro-

ject) for squatter settlements.

- Maria Montessori (Italy) — developed the Montessori approach to early childhood education.
- Florence Nightingale (United Kingdom) — Founder of modern nursing, she established the first school for nurses and fought to improve hospital conditions.
- Friedrich Wilhelm Raiffeisen (Germany) — Pioneer of the rural bond of association as a substitute for collateral in microfinance, and a principal founder of the credit union and cooperative sectors that now form a major segment of the European banking system.
- John Woolman (United States) — Led U.S. Quakers to voluntarily emancipate all their slaves between 1758

and 1800, his work also influenced the British Society of Friends, a major force behind the British decision to ban slaveholding. Quakers, of course, became a major force in the U.S. abolitionist movement as well as a key part of the infrastructure of the Underground Railroad.

- From following table, we clearly infer that the modern social entrepreneurs are widely give contribution in the development of society. India ranks 102 among the 132 countries on the Social development Index, a measure of human wellbeing that goes beyond traditional economic measures such as GDP or per capita income.

TABLE 1: MODERN SOCIAL ENTREPRENEURS

| Name | Country | Social venture | Focus areas |
|------------------------|----------------|-----------------------------------|-----------------------|
| Ibrahim Abouleish | Egypt | SEKEM | Agriculture |
| Ela Bhatt | India | Self Employed Women's Association | Poverty |
| Taddy Blecher | South Africa | CIDA City Campus | Education |
| Nand Kishore Chaudhary | India | Jaipur Rugs | Poverty |
| Vera Cordeiro | Brazil | Brazil Child Health | Health |
| Matt Damon | United States | Water.org | Water |
| Craig Kielburger | Canada | Free the Children | Human rights |
| Jamie Oliver | United Kingdom | Fifteen | Health |
| Bunker Roy | India | Barefoot College | Education |
| Muhammad Yunus | Bangladesh | Grameen Bank | Poverty, microfinance |

Source: From the list of modern social entrepreneur.

Social enrichment

Social enrichment means qualitative changes in the structure and framework of society that helps the society to better realize its aims and objectives. Development can be defined in featuring greater levels of energy efficiency, quality, productivity, creativity, enjoyment and accomplishment. Development is a process of social change. How important are social entrepreneurs for social enrichment?

Employment opportunity

The major economic value that social entrepreneurship creates is the employment opportunity. Nearly 7% of people employed in the social entrepreneurship sector. In the case of Grameen the economic situation of six million disadvantaged women micro-entrepreneurs were improved.

Innovative goods and services

Social enterprises develop new goods and services, which is more helpful to the development of the society. Issues addressed include some of the biggest societal problems such as HIV, mental ill-health, illiteracy, crime and drug abuse are tackle 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.

Impartially encouragement

Social entrepreneurship promotes a more equitable society by addressing social issues rather than purely profit-maximization. In Yunus's example, the Grameen Bank supports deprived women. Another case is the American social entrepreneur J.B. Schramm who has helped thousands of low-income high-school students to get into education.

CONCLUSION

A social enterprise is a positive force, as change agents providing innovation to unmet social needs. Social entrepreneurship is not a universal remedy because it works within the overall social and economic framework, but as it starts at the people's level it is often ignored and be worthy of much more awareness from academic theorists as well as policy makers. This is especially important in developing the nation by the way of enrich the society.

REFERENCE

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