



## SOCIAL ENTREPRENEURSHIP: AN UNPARALLEL PLATFORM

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**ABSTRACT** Social Entrepreneurship plays catalyst role in the process of Social transformation. It combines business and Social issues in such manner that uplift the lives of people.

The management of Social Entrepreneurship is no doubt, a challenging task, which is found more complicated in the Indian Society due to lack of mass awareness. In the age of info-superhighway the Social Entrepreneurship need an over riding priority to attract attention of boardroom or the policy maker. Most of the Social Entrepreneurship are so weak that they are found struggling to project their own existence then what to talk of their positive contribution to the process of Social Entrepreneurship.

**KEYWORDS :** Awareness, Business Entrepreneurship, Profit, Social Entrepreneurship, Socio-economic Context.

**INTRODUCTION:**

Boardly speaking a new term Social Entrepreneurship referring to a new breed and brand of entrepreneurs in economics literature and has gained widespread attention in the Socio-economic context till today.

It plays role of catalyst for Social transformation. In nutshell it is resultant of Social entrepreneur, who have been pioneer of innovations that benefit social engineering at large. It generates innovative solutions to current social problem and also mobilises ideas, resources, and social orders and arrangements needs for social transformation.

It may be referred as such entrepreneurship, doing business for social cause. It combines business and social issues in such a manner that uplifts the lives of people.

**AMBIT OF SOCIAL ENTREPRENEURSHIP:**

The concept of Social Entrepreneurship is gaining increasing popularity, its meaning is so far blurring. It means different things to different people. Few associate Social Entrepreneurship exclusively with no-profit making organisation starting for profit, some use it to state anyone who starts a no-profit organisation. Hence there is a need for making the ambit of social Entrepreneurship to understand it more accurately.

Social Service provision and social activities are two socially valuable cousins of Social entrepreneurship. As, regards social service provision, a committed individual identifies an unfortunate stable equilibrium, initiates some initiatives to address it, but fails to established a new long lasting equilibrium. Various organisation abound around us with good in their intension and exemplary in execution, since they remain confined and constrained to limited frame. They should not be mingled and confused with social entrepreneurship. Therefore Social entrepreneurship is different from social service provisions not in initiation but in the out comes.

Unlike Social entrepreneurship the social activities does not take direct action but takes indirect action through others like NGO,s, government, workers etc. In sum and substance, Social entrepreneurship takes direct action and generates new superior equilibrium, the social service provides takes direct action to improve the outcomes of the current equilibrium and the social activist influences others to generate a new and sustained equilibrium.

• **Difference between Business Entrepreneurships Social Entrepreneurship.**

Business Entrepreneurship	Social Entrepreneurship
(1) Motive in profit	(1) Motive is Social Impact
(2) Changes face of the business	(2) Act as a change agents for society by creating solution to the social problem.
(3) Feel satisfaction in set uping new business	(3) Feel satisfaction by generating value in the way of transformation for the benefits of needly population.
(4) Can create entirely a new business	(4) It offer new solution to social problem and implement them on large scale for the sake of people.
(5) Profit is the measuring gauge.	(5) Social impact is the gauge of value creation.

• **Top Ten Indian Heroes of Social Entrepreneurship**

Unlike western countries like the U.K. Italy, Korea and others, Where the agenda is being driven by state and big private houses. India's Journey into the world of Social entrepreneurship has been led by the vision and energy of outstanding individuals, who have shaped the India's trust with Social entrepreneurship. The are-

1. Mahatma Gandhi- Solved old problems with new ways. (Introduction ofKhadhi, salt March)
2. Vinoba Bhave- Land gift movement
3. Dr. Virghese Kurien- Milk revolution
4. Anil Kumar Gupta- Founder of Honeybee Network
5. Harish Handi- Co-founder selco solar.
6. Dr. G. Venkataswamy - Founder Aravind Eye Hospital
7. Satyan Mishra- CEO, Drishtee
8. Banker Roy- Creator of Barefeet College
9. Vineet Roe- Founder of Aavishkaar.
10. Sam Pictroda- Chairman –National Innovation council.

• **Road Ahead:**

Social Entrepreneurship is the use of techniques by startup companies and other entrepreneurship to develop, fund and implement solution to social culture and environmental issues. This concepts may be applied to a variety of organisations with different size, aims and beliefs. These are

1. To become pragmatic visionary for achieving large scale, systematic and sustainable Social change through new invention.
2. To focus on Social and ecological value creation and try to optimise financial value creation.
3. To innovate by finding new product, new service or new approach to a social problem.
4. To refine approach in response to feed back.
5. To combine the characteristics represented by Mahatma Gandhi and Mother Teresa.

• **CONCLUSION:**

Social entrepreneurship is approach that sets the Social entrepreneurs, well managed people and organisation, who dedicate their lives to Social improvement.

It is a term that captures a unique approach to incounter economic and Social problem. Social give focus on education, health, welfare reforms, human right, working rights, environment, economics development, agriculture.

It provides unparalleled platforms at the social, national and global level to highlight the advance leading models of sustainable social innovation.

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