

Performance of Social Entrepreneurs in Tiruchirappalli District



Commerce

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ABSTRACT

Social entrepreneurship is one of the emerging areas which are mainly focus on sustainable developments. The concept of social entrepreneurship is not new to India, but it has been performing in the name of NGO's. Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change. Rather than leaving societal needs to the Government or business sectors, social entrepreneurs find what is not working and solve the problems by changing the systems, spreading the solution, and persuading entire societies to take new leaps. This paper is a case study model which mainly focuses on the performance of select social entrepreneurs in Tiruchirappalli district.

Introduction

Social entrepreneurship is one of the growing segments in the modern world which help to promote the unreached people and helps to attain inclusive growth of the nation. The terms social entrepreneurs and social entrepreneurship were first leading of social change 1950s to the 1990s Michael Young was promoter of social enterprise and in the 1980s was described by professor Daniel Bell at Harvard as the world's most successful entrepreneur of social enterprises because of his role in creating more than sixty new organizations worldwide, including a series of schools for social entrepreneurs in the united kingdom. Social entrepreneurs Endeavour to create social value through innovation, entrepreneurial business models. Social entrepreneurship is the work of social entrepreneurs. Hence there is a need to understand the status and performance of social entrepreneurship in the particular study area.

Objective of the Study

The main objective of the study is to identify the performance of select social Entrepreneurs in Tiruchirappalli district.

Statement of the Problem

The social entrepreneurs chosen as informants working for the Non Governmental organisations rendering social service similarities and differences of social entrepreneurs' activities have been revealed. Through the informants work for a different organisation and perform more or less difference activities need same abilities and knowledge in initiating social changes and creating social value. The social entrepreneurs working for NGOs have become evident the research, they are creativity, pro-activity, self confidence, tolerance, restraint, moral strength and empathy. The social entrepreneurs who took place in the research are motivated for their activity by altruism as well as the wish to pursue for society progress. The strongest motive of all informants is create social value are exactly reflects the essence of social entrepreneurship. The researcher has confirmed all distinguished motives and aspirations by indicating the influence of the environment surrounding them upon their activity choice as motive. In this regards, this paper highlights the performance of the social entrepreneurship in Tiruchirappalli district as a case study model.

Research Methodology

The compiled information about the cases is taken form published and unpublished reports and internet resources.

The two cases previewed are:

- I. Tiruchirappalli Multipurpose Social Service Society (TMSSS)
- II. Sister of Cross Society for Education Development (SOC SEAD)

The areas of focus of the two cases are:

1. Education
2. Public Health

3. Social development

I. Case Study on Tiruchirappalli Multipurpose Social Service Society (TMSSS)

It was established in1975 for the promotion of justice, peace and development through integrated and integral human development initiatives and for establishing a just society. Over the past 35 years, TMSSS has focused on breaking the cycle of poverty in Tiruchirappalli, Karur and Pudukottai districts in the state of Tamilnadu. India have been made possible through the generous and unfailing financial contributions by way of grand-in-aids from difference ministries of the government of India, central and state social welfare boards, commission orate of the disabled, overseas funding agencies and other contributors.

1. Education.

In the education migration, inadequate employment and income, high cost of living at the ever increasing price index of all essential commodities necessitates the parents from poor households to deprive the basic rights of their children to education despite the provision of free and compulsory education. During the year 2012-13 Rs. 3,14,838/- have been extended as educational assistance to 450 poor students. The money given is used to pay their school fees, meet the costs of note books, uniform clothes and other required stationeries.

2. Public Health.

In the public health care, India is the largest democracy with the population of over one billion people. The persons with disabilities have been the largest minority group. It is estimated that India has over 100 million disable persons who face lot of problems from the beginning till the end of their life. Such public health care programs details are given below the table 1.

Table No 1. Public health care (As at end -March 2013)

Various public health care Programmers	Total persons beneficiaries
Integrated Rehabilitation centre for addicts	298
Physiotherapy Treatment centre	6,076
Artificial Limbs Fitment centre	490
Rehabilitation of the Differently Abled Adults	40
Community Based Rehabilitation	2,11,576
Community Based Health Centre	17,824
Total	2,36,304

Source: Our Endeavour's annual report 2012-13.

TMSSS actively involved in public health care activities in the district. As at end March 2013, there are 2,36,304 persons were benefited from various public health care activities of TMSSS, off which 298 beneficiaries belongs to Integrated Rehabilitation centre for addicts, 6,076 beneficiaries belongs to Physiotherapy

Treatment centre, 490 beneficiaries belongs to Artificial Limbs Fitment centre, 40 beneficiaries belongs to Rehabilitation of the Differently Abled Adults, 2,11,576 beneficiaries belongs to Community Based Rehabilitation and 17,824 beneficiaries belongs to Community Based Health Centre.

A maximum of beneficiaries (2,11,576) are belongs to Community Based Rehabilitation scheme of the public health care programme of Tiruchirappalli Multipurpose Social Service Society (TMSSS).

3. Social development.

In the economic and livelihood development, the small and marginal farmer price of the crops will be very low during the harvesting seasons because of more supply. When the farmer sells immediately they will not get any income, not even their investment. Such social development awareness programs details are given below the table 2.

Table No 2. Social developments (As at end -March 2013)

Various Social developments Programmers	Total persons beneficiaries
Empowering Dalit Women through Awareness	670
Integrated programme for street children	198
Empowerment training centre	859
Agricultural training centre	165
Delayed marketing centre	169
Total	2,061

Source: Our Endeavour's annual report 2012-13.

With the above table, 670 persons were benefited from Empowering Dalit Women through Awareness programme, 198 persons were benefited from integrated programme for street children, 859 persons were benefited from Empowerment training centre, 165 persons were benefited from Agricultural training centre and 169 persons were benefited from Delayed marketing centre. As on whole, 2061 persons were benefited from various social development programme of Tiruchirappalli Multipurpose Social Service Society as at end March 2013.

II. Case Study on Sister of Cross Society for Education Development (SOC SEAD)

It was established in 1982 has been serving to the needy children, women, youth, families, addicted persons, rural and slum communities of Tiruchirappalli district, Tamilnadu. Over the past 30 years, SOC SEAD has focused on breaking the cycle of poverty in Tiruchirappalli, south India with great concern and commitment through multifarious welfare unailing financial contributions by way of grand-in-aids from difference ministries of the government of India, central and state social welfare boards, commission orate of the disabled, overseas funding agencies and other contributors.

1. Education.

Inclusion in education is an approach to educate students with special educational needs. Under the inclusion model, student with special needs spend most or all of their time with non-disabled students. During the 2012-13 has been extended as educational assistance to 14 college students. Education for all is the vision of community college system is reading and writing with right motivation to the student has benefit 65 and conduct three courses are effective and pave the way for 100% job assurance.

2. Public Health.

Integrated rehabilitation centre for addicts in Tiruchirappalli, alcoholism is a serious medical disease with signs and symptoms that vary depending on the amount and frequency of consumption. Progressing alcoholism will significantly disrupt the lives of users and their families. The centre has completed 12th year of service during which 2984 alcoholics and drug addicts were treated. Such public health care programs details are given

below the table 1.

Table No 1. Public health care (As at end -March 2013)

Various public health care Programmers	Total persons beneficiaries
Integrated rehabilitation centre for addicts	242
Individual & community based rehabilitation	51
T.B awareness based rehabilitation	50
AIDS awareness based rehabilitation	50
Total	393

Source: SOC SEAD annual report 2012-13.

SOC SEAD actively involved in public health care activities in the district. As at end March 2013, there are 393 persons were benefited from various public health care activities of SOC SEAD, off which 242 beneficiaries belongs to Integrated Rehabilitation centre for addicts, 51 beneficiaries belongs to Individual & community based rehabilitation, 50 beneficiaries belongs to T.B awareness based rehabilitation and 50 beneficiaries belongs to AIDS awareness based rehabilitation.

3. Social development.

In the social development, healthy children are considered an important asset of nation development. Social developments play an important role in shaping the children by providing preschool education SOC SEAD took initiative to improve health and education of children. This is the basic foundation for social and emotional development. Such social development awareness programs details are given below the table 2.

Table No 2. Social developments (As at end -March 2013)

Various Social developments Programmers	Total persons beneficiaries
Family counseling centre	178
Adoption	47
Child line	624
Vazhi kaattum thittam	105
Total	954

Source: SOC SEAD annual report 2012-13.

With the above table, 178 persons were benefited from Family counseling centre programme, 47 persons were benefited from Adoption, 624 persons were benefited from Child line and 105 persons were benefited from Vazhi kaattum thittam.

As on whole, 954 persons were benefited from various social development programme of Sister of Cross Society for Education Development as at end March 2013.

Suggestions

1. The analyses in the case studies partially meet the criteria of social entrepreneurship. Their most significant problem is the inability to ensure their self-sustaining without external funds. A significant share of their revenue consists of donations and subsidies, which means that the analysed organisations only are partially able to solve the problem in a long-term.
2. Education, public health care and social development programmers are the major activities of the selects social entrepreneurs in the district. Hence, it should be properly channelizes by the government to enhance its performance better in future.
3. Social entrepreneur is the only way to move the people with concern and cordial approach, because the social entrepreneurs are part and partial of the society and they are associated with the needed people. Hence, all the government schemes should reach the people through social entrepreneurs.

Conclusion

TMSSS and SOC SEAD has a high potential for developing social entrepreneurship, which is determined by the sharing educa-

tion, people health and the potential of social development individuals who are able to work as well as the inability of the government to tackle all socio-economic problems. Hence, this study concludes the select social entrepreneurship in Tiruchirappalli district performs well in education, public health and social development programmers. Social entrepreneurs also significantly contribute to the socio-economic empowerment of the people in the Tiruchirappalli district.

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