

## Social Entrepreneurship

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**ABSTRACT:** The Social entrepreneurship is just not to make any profit like a business hub but to develop and sustain the communities for the continued growth. If the communities develop with their livelihood, the whole country will develop. Today there are several such non-profit Organizations where the finance is generated among themselves, by publicity, by some generous donors, and Govt Organizations. There are Artisans who have taken it as passion, and that of profession rather than to earn profit. The earned money is rolled out for their better performances. There are Transformational Social Entrepreneurs with global organizations. There is emphasis in Arts, sometimes with well environmental friend and employment generations. This paper has focused on the benefits of the social entrepreneurs, their contributions as well as difficulties.

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### I. INTRODUCTION:

The Entrepreneurship means to organise a commercial undertaking with the target of making profit, earning their bread & butter which can be from smallest to medium and to even at large scale Organization. But the Social Entrepreneurship is for the social benefits of the people who are still lagging in producing the quality products or any item which are not salable due to the poor technical knowledge or knowhow or may be due to the crunch of monetary funds or not aware of the resource of the funds! The goals of the social entrepreneurship are different from the conventional entrepreneurship as the former work for the society or community or for the social change whereas the latter's main target is profiting earnings and manage livelihood by organizing business venture. Yet there are some social entrepreneurs at different parts of the country who are progressing because of the certain influx of the new and enthusiastic customers who started admiring their products and started purchasing, plus certain Govt financial help and encouragements but that should not be the end. They must go for continuous development otherwise may collapse or started suffering one day. They must involve their next and next to the next generations so that this community development must not be slowed down. Yes, there are the diversifications among the Artisans who are from certain communities and the Social Entrepreneurs will support them at every respect who will be at the focusing level of the society. The individuals can be a self-developed entrepreneur who will come forward to develop his/her community or society. The Artisans will be well benefited from the PM's fund (Times, Bombay, 18.09.23) [1] and it the social entrepreneurs who should come forward to be with the Artisans to grow them further.

Key words: social entrepreneurs, entrepreneurs, artisans, govt support, community developments.

**Why Social Entrepreneurship is necessary?** It will help the underprivileged people to participate in improving social structure as well as will have the financial returns. It means social upliftment. They also work as a change agent of the society. With economical growth it can create new jobs for them as well as others too. With the modern days ahead, they also go for new creative ideas, innovations and come out from their outdated technologies [2] [net -6<sup>th</sup> Feb 23]. With the creations of the jobs the economical status will also improve [3] [08 dec-22],

**Example [1]: Chau dance of Bengal, Jharkhand, Odisha etc.** They are developing in various ways by their own publicity, media, Govt initiative. Today several artists (i) dancers(ii) Musicians (iii) music Instrument Players (iv) Dress man (v) Singers are adding into these groups from their own communities. These community people have taken this profession as passion than that of money earnings. During off season, they are involved in their regular profession, such as farming, Carpenter works, Lather works etc. The Chau – team in general consists of 25 to 32 people who take the instruments, cloths, face masks from their community people only. Thus, making this community to be more glorious.[4] (source: Inf from the locations)



Pic – 1, Chau dance of Bengal.

**Example [2]** Another community development is found in Terracotta Vessel and idols in Bankura and Nadia Dist. of West Bengal. It is a baked earth totally made of natural substances. All these works are of Arts by their own excellence and ideas. There are about 270 arcticians who make terracotta items (research paper, economics of eco-friendly terracotta products in Bankura Dist. of W.B. by Dr. Bikash Kumar Ghosh) [5]. This is mostly a family-based occupation. The terracotta vessels are more popular than cold water from the refrigerator. (Refer picture – 2)

It has got 4 categories i.e., human, social, environment and economical which leads to sustain abilities. It creates social benefits like a source of income with economics stabilities. [6] The Arcticians face problems because of the steel & plastic materials. Inadequate capital, sluggish market, logistic and transportation problems, communication between the manufacturers and that of selling agent.



Pic – 2, Terracotta vessels.

**Example no- 3** Please refer pic- 3 & 4.

In Gujarat state, the Artisans are the wives of nomads, herdsmen and agriculturists who are engaged in several handicraft works as their second earnings but remains within their communities. The picture no 3 & that of 4 are just an example. There are several types of handicraft items are produced in Kutch, Bhuj district and the communities are engaged in those. [7]



Pic – 3 Mud work by Artisans in Kutch, Gujarat.



Pic – 4 leather works

**Example no – 4, Lijjat Papad**

It was established in the year 1959 with a view to employ underprivileged women by only seven women in Mumbai. Now there are 45000 women working with the turnover of Rs. 16000 Cr. The profit goes for the employment and turnover. Refer, picture no -5.[8] Information collected through Net.



Picture no – 5.

**II. THE COMPARISON BETWEEN BUSINESS ENTREPRENEURS AND THAT OF SOCIAL ENTREPRENEURSHIP.**

The details are highlighted in Table no 1 very precisely.

Subject Matters	Business Entrepreneurship	Social Entrepreneurship
Goal	To gain the Market firmly	change the status of the society.
Objective	Earn profit by doing business	Create social Change in sustainable way
Risk Factors	No risk, no gain, maintain livelihood	Business Risk with social cause.
Links to Social problems	Indirect	Direct
Feed Back	To develop Consumers and Market Sources	Need to be more creative for sustain abilities
Competition	To be more gainer than that of the competitors	Doing for the Development of the society
Growth	Always is the target	To do for the society's betterment
Capital	Always gain and Market benefit	Can't predict but don't be loser.
Motive	Gain, profit,	Mission driven
Focus	Individual Consumer	Social Group
Success	Based on Sustainable Profit	Based on sustainable social impact.

[9] Information collected through Net.

**III. THERE ARE THE 4 PRIMARY TYPES OF SOCIAL ENTREPRENEURSHIP.**

(i) community social entrepreneurs, (ii) non-profit social entrepreneurs, (iii) transformational social entrepreneurs, and (iv) global social entrepreneurs.

**(i) Community Social entrepreneurship:** Say one community like Jain, Bengali, Parsi develop a school for the benefit of their community that will develop their people, getting education in free/ cheaper rate, will help them in getting jobs etc. These communities generate their own fund, may take subsidies from the Govt. They even develop temple in their premises, serve the people in various ways. Another example is Gurudwara.: Who serve

the people by providing free food, medical aids, accommodation to the out siders and employs a good number of people of their own community.

**(ii) Non – Profit Social Entrepreneurs:** It comes under Section 8. The Section 8 says that any type of Organisation established to promote non-profit activities, such as education, social welfare, environment preservation, arts, sports, charity, and more. This follows the provisions of the Companies Act 2013. [net search][10] They are the charitable trust, the money earns through donations, contributions are reinvested for the better causes. For example, Bharat Sevashram Sangha, Ramakrishna Mission, where there is personal gain by anyone.

**(iii) Transformational social entrepreneurs:** This is to transform the society from one state to another. For example: Children education transformations, hygienic awareness, to educate for the nutritious food habits, healthy lifestyle. All depends on as per the situation. It may vary place to place.

**(iv) Global social entrepreneurs:** This is for the common benefit of the people w.r.t. health, education, support to the helpless/needly /orphans, to provide trainings, and there is no one for the personal benefit. It is also meant for eradicating poverty, climate change, minimizing terrorism and the Global Organizations like UNESCO, Redcross, HelpAge are in the forefront.

**The social Problems faced by the communities:** All the style of works are not the bed of roses”. There are lacunas in technology, paucity of funds, competitive market, unskilled manpower, unhealthy lifestyle, backwardness which hamper the growths, malicious look by certain class of people which is not the healthy practice.

#### **IV. CONCLUSIONS**

- The social entrepreneurship is growing up in our country in various ways and large numbers of communities are survived on that.
- There are several schemes offered by the State & that of Central Governments like Rural development schemes, which do not come into these categories of social developments.
- In this paper, I have given some examples, but there are much more.
- Apart from community developments, there are nonprofit social entrepreneurships, transformational, and global entrepreneurships.
- We feel proud of such social changes which must not be slowed down.

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