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## Social Entrepreneurship: Importance And Challenges In India

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### Abstract:

The concept of social enterprise and the important role it plays has taken root around the world. Social entrepreneurs are innovative thinkers who apply new ideas to solve social and environmental problems, thereby creating positive change in society. India has many problems such as poverty, unemployment, illiteracy, inadequate access to education and health care, regional imbalances and widespread inequalities in income and wealth. Government efforts alone are not enough to solve these problems. So-called for-profit commercial enterprises must also fulfil their social obligations. Additionally, social entrepreneurs play a key role in providing products and services to poor and marginalized communities. This paper examines the importance of social entrepreneurship in India and attempts to understand the challenges faced by social entrepreneurs in India.

**Keywords:** Importance of Social entrepreneurship in India, Challenges of social entrepreneurs in India

### Introduction:

India is the fifth largest economy in the world by GDP and has a population of over 140 million. However, India has many problems such as poverty, unemployment, illiteracy, regional imbalance, communal conflict, and inadequate access to health care and other resources. This has resulted in large disparities in the distribution of income and wealth. The activities of economic organizations are for profit. The Government of India has various programs in place to address the above issues. However, there are significant gaps in addressing various problems, and these gaps can be narrowed by social entrepreneurs through innovative ideas and social missions.

### Review of Literature:

Dahiya Surbhi (2018), Explained the concepts of entrepreneurship and social entrepreneurship. The role of social entrepreneurship in the social and economic transformation of marginalized groups was also addressed. Researchers also focus on the challenges faced by social entrepreneurs in India.

Mahesh U Daru and Ashok Gaur (2013), through their research paper, have emphasized on the need for social entrepreneurship in countries like India to solve social problems which remain unaddressed by commercial enterprises. Social entrepreneurs can unify business principles with social mission to transform society and solve social problems in an innovative manner.

### Objectives:

1.To study the importance of social entrepreneurship in India.

2.To understand the challenges faced by social entrepreneurs in India.

### **Research Methodology:**

The research paper is descriptive in nature. For this purpose, secondary data has been collected from various research papers, articles, books and websites related to social entrepreneurship.

### **Meaning of Social Entrepreneurship**

Social entrepreneurship involves applying entrepreneurial strategies and innovative solutions to solve social problems and bring about positive change in society. The main goal of social entrepreneurship is to bring about social and economic transformation by bridging the gaps and addressing the needs of marginalized and vulnerable groups in society. The main focus of social enterprises is to create social and environmental impact in addition to financial gain. The main objective of value creation and wealth creation is to benefit the target community and become self-sufficient. Profit maximization is not the main motivation. In general, social enterprise targets are neglected, marginalized and vulnerable groups in society that are not the focus of mainstream enterprises.

### **Characteristics of Social Entrepreneurs**

**Innovation:** Social entrepreneurs have creative ideas and develop innovative solutions to social problems. They create social businesses with innovative strategies to help target groups and bring about positive change in society. They apply production methods and techniques that have no negative impact on the environment.

**Risk-taking:** Social entrepreneurs are driven by social motives and not by financial motives. Their aim is to become self-sufficient while achieving the social mission. However, in the process they may incur losses.

**Self-driven:** Social entrepreneurs are individuals who are passionate about bringing changes in society to solve a social problem. Hence, they are self-motivated to transform society in a positive manner.

**Strategic:** Social entrepreneurs have well-thought-out strategies for addressing social issues through business. They look for opportunities missed by businessmen. We practice our management philosophy and boldly work to fulfil our corporate social mission.

### **Importance of Social Entrepreneurship in India:**

India is a rapidly developing economy, ranking fifth in terms of GDP in the fourth quarter of 2019. However, in terms of GDP per capita, it ranks 144th. We can see that there is a large disparity in the distribution of wealth in India. For-profit companies are profit-oriented and serve the needs of high-end customers. Therefore, there is an urgent need to address the needs of these resource-constrained sections of society. Governments and social entrepreneurs need to play a bigger role in bridging the gap between the haves and have-nots. The main goal of social enterprises is to serve the needs of marginalized communities while remaining self-sufficient. A social entrepreneur's main job is to serve society, not just to generate profits for sustainability. The importance and need for social entrepreneurship in India can be appreciated by understanding the contributions made by them which are as follows:

1. Many social enterprises leverage individual skills by providing employment. In many cases, we also offer training to improve your skills. They harness the creative talents of rural India and create markets for their products in urban areas. Social enterprises therefore address both unemployment and migration issues.

2nd Social enterprises contribute in various areas to address issues such as illiteracy, gender inequality, rural electricity shortages, irrigation problems, inadequate health and sanitation, and environmental pollution.

3. Social enterprises provide innovative and sustainable solutions to social challenges in India. A social entrepreneur is a highly motivated individual or group of individuals who apply the strategic principles of entrepreneurship and innovation to solve social problems and reduce inequalities in the distribution of income and wealth in society.

4. Social enterprises work in those sectors and areas which remain unaddressed by the so-called profit-making enterprises.

### **Social Entrepreneurs in India**

There are many social entrepreneurs in India and the number of such entrepreneurs is on the rise. Some of the prominent social entrepreneurs in different areas are as follows:

1. Urvashi Sahni: Founder of Study Hall Education Foundation (SHEF) which provides education to disadvantaged girls in India.

2. Jeroo Billimoria: Founder of various International NGOs for children such as Childline India Foundation, Child Helpline International, Child and Youth Finance International and Child Savings International

3. Harish Hande: Founder of SELCO India which provides solar power technology to the poorer sections of society.

4. Hanumappa Sudarshan: Known for the upliftment of forest dwelling tribes in Karnataka.

5. Sanjit 'Bunker' Roy: Founder of "Barefoot college" to help rural people to become self-sufficient.

6. Dr. G. Venkataswamy: Founder of Aravind Eye Hospitals which provide high quality, high volume, low-cost service delivery model that has restored sight to millions of people.

### **The challenges faced by social entrepreneurs in India are as follows:**

**Difficulty in arranging Finance:** Social entrepreneurs offer products and services to low-yielding consumers at low-margin nominal prices, making it difficult to raise capital from mainstream financial institutions. This is a hurdle for business expansion.

**Shortage of committed workforce:** The main goal of social enterprises is to address social issues and as such they may not be able to generate a reasonable profit. Therefore, such companies do not pay high salaries to their employees. As a result, they find it difficult to oversee and have talented individuals work for them.

**Confusion with social work:** In India, social work and social enterprise are considered the same. But they are different. Social entrepreneurs apply innovative solutions and entrepreneurial principles to find sustainable solutions to social problems and bring about positive change in society.

Lack of planning and organizing: In order to obtain sustainable solutions to solve social problems, social enterprises need to engage in proper planning, resource organization and implementation of innovative solutions to achieve desired outcomes in society. there is. Plans should be based on local conditions and the expectations of the target group. To be successful, you must have the right infrastructure and organizational structure in place. Lack of proper planning and organization is one of the main reasons for the failure of social enterprises.

Difficulty in measuring the performance: Many social enterprises aim to empower the poor in society by providing support and services in a variety of ways. As these people move elsewhere, it becomes difficult to track and measure the impact such social enterprises are having on them.

Political, Social and Cultural resistance: A social enterprise's mission and vision can conflict with political interests. You may also encounter resistance from certain sections of society. To deal with such resistance, they should seek support from such groups and also seek advice and guidance from experienced individuals in the field.

Balancing social and commercial aspects: The main goal of a social enterprise is to serve a social purpose and bring about positive change in society, but it must also balance the commercial dimension in order to generate profits for its maintenance and expansion. Hmm. In the long run, you can water off one of the sides.

#### **Conclusion:**

Social enterprise has become a buzzword among 21st century entrepreneurial thinkers. The main focus of social enterprises is to solve social and environmental problems. Economic organizations also fulfil their social responsibilities through CSR activities. In India, social enterprises play a key role in empowering the poor and vulnerable groups of society by offering products and services at nominal or affordable prices. Social enterprises can reduce inequalities in the distribution of income and wealth and correct regional imbalances in countries. However, in order to survive and grow, you will have to face different challenges. To meet these challenges, social entrepreneurs need to be innovative in raising capital, hiring skilled and engaged employees, and developing strategies based on the realities of the field and their impact on target groups. You have to be imaginative. You can also seek advice and guidance from professionals who are willing to contribute their skills and knowledge to social causes.

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