

Social Entrepreneurship – A Way for Community Development

Md. Moaz Ali^{#1}, Neda Perwez^{*2}

¹IMT-CDL, Ghaziabad, Uttar Pradesh, India
moaz_ali64@yahoo.com

²Siwan Engineering & Technical Institute, Siwan, Bihar, India

Abstract— The concept of entrepreneurship has a long history in the business sector with major objective of creation of value through innovation, but now corporate awareness about triple bottom-line-profit, society and environment leads organization to long-term sustainability. Nowadays, corporate fulfills its social responsibility through CSR and by adopting environmental friendly practices and processes. Apart from fulfilling its traditional objective of profit making, corporate sets social and environmental objective too. Social entrepreneurs use business skills and knowledge to create enterprises that accomplish social purposes. Social entrepreneurship has been widely recognized as a successful way that leads to significant changes in the social and economic contexts for poor and marginalized groups. Social problems—health, education, economic, environmental and cultural are main area of concern for the social entrepreneurship. They take innovative initiatives to build new social arrangements through mobilized resources and business principle in response to those social problems, rather than profit. Social entrepreneurship is a way to catalyze social transformation rather than profit making. Mohammad Yunus and Grameen Bank, Mr. V. Kurian and Amul, N. K. Chaudhari and Jaipur rugs, and SKS micro-finance are few successful examples before us telling that how they took initiative to solve social problems as their main objective along with profit making.

The main objective is to find out the role of social entrepreneurship in understanding and solving societal problems for a sustainable world.

Research Methodology: An exploratory research is conducted through secondary data collected via different means.

Findings: The main findings of this paper are that bottom of the pyramid cannot be neglected, as it is a part of major population. Proper identification and solution of the underprivileged can be better achieved for a peaceful and sustained world through social entrepreneurship.

Keywords— Social entrepreneurship; community; development; social problems

1. Introduction

Social entrepreneurship is an area of study where we study a variety of other domains like social innovation, entrepreneurship, nonprofit management, etc. However, it is in a very nascent age of development. Traditional

entrepreneurship and social entrepreneurship have major differences in their inception. Traditional entrepreneurship starts with clear-cut vision to earn profit whereas basis of social entrepreneurship is on creating social value or bring social change with profitability. No one can deny that all enterprises need to earn profit for their survival; whether it is a so-called nonprofit organization or a commercial one. Creation of social change via creation of social value by any type of organization or enterprise comes under social entrepreneurship.

Corporate social responsibility is very similar to social entrepreneurship in creating some social development by traditional enterprise. Only a handful of Indian companies like Tata, Reliance, Wipro etc., show good gesture towards the society in which they operate. Traditional enterprise contribute only a certain part of their profit in bringing change in society but it is a drop in ocean in return of what they are getting from society. Even today, traditional enterprises use CSR as a marketing tool to improve their image as a more socially responsible company and get more sympathy of customer or positive image in the society from where all customers come from.

Social enterprise is formed purely on the vision of creating some social change in the society by identifying social problems. A large population in third world countries is suffering from hunger, illiteracy, lack of medical facility, dearth of pure water and sanitation, homelessness, poor plight of women, etc. It is the need of the hour to look in to the matter before it further leads society to exaggerate social problems to their worst.

Governmental and non-governmental organizations of various countries are working to improve the conditions of socially deprived population but lack of fund, insincere effort, improper implementation and control and, mishandling of limited fund are some major factors to be paid heed to, to improve the condition of downtrodden. A need has arisen that well-being people from the society and new breed of entrepreneurs should step forward to identify social problems and their source; and thus form a commercial organization on principles of management and entrepreneurship where they can earn profit along with creating social change for a more sustainable society.

2. Entrepreneurship

The concept of entrepreneurship was first established in the 1700, and its meaning has further evolved ever since. It is believed that one who starts a business is an entrepreneur.

Some economists believed that an entrepreneur is one who bears risk; some believed him to be an innovator. Eminent management guru Peter Ducker views him as who actually searches for change, responds to it, and exploits change as an opportunity. Entrepreneurship stimulates economic growth, generates employment and brings prosperity in society.

Entrepreneurship means introducing new things, finance and business acumen to transform innovation into economic goods. It is the capacity and willingness to develop, organize and manage a business venture along with any of its risk in order to make profit. In economics, entrepreneurship combined with land, labor, natural resource and capital can produce profit. According to Business Dictionary, entrepreneurial spirit is characterized by innovation and risk taking. In a simple form, anyone who can organize, manage, and assume risk of a business or enterprise is an entrepreneur.

3. Social Entrepreneurship

Social entrepreneurship means coming up with a venture to bring about a desired social change while focusing on social problems. Social entrepreneurship plays the role of change agent in the social sector through creation of social value by pursuing new opportunities through continuous innovation. The process also involves right use of available resources to exhibit sense of accountability for the results generated thereof. Profit making is not a mandate for social entrepreneurs but at the same time is not a prohibition too. Profit is sought as a way to run the business without laggard to achieve the main social cause. This alienates social entrepreneurs from the traditional and commercial ones. Many people misunderstand social entrepreneurship as a business with an aim to provide necessary items to the poor at a cheaper rate, but it is not so. Rather, it is a venture to solve the problems of society and ecology for making the world a better place to live in for all. Mohammad Yunus, V. Kurien, N.K. Chowdhary and Vikram Akula are some of the well-known social entrepreneurs who tried to tackle some of the epidemics of the society with Grameen Bank, Amul Co-operative Ltd., Jaipur Rugs and SKS Microfinance respectively.

4. Objective

The paper while briefing the concepts of entrepreneurship and social entrepreneurship, aims to find out the various social problems and role played by social entrepreneurs in solving those problems.

5. Methodology

Exploratory research design has been applied to this paper. Secondary sources have been used to collect the data.

An in-depth study of various literatures has been done to solve the purpose.

6. Literature Review

Though a lot of work has been done on social entrepreneurship, not much literature is available on the topic. Nevertheless, a few notable dignitaries of their respective fields have tried to explain the issue. Entrepreneurship is the process of being creative, innovative and approaching current problems in new ways.[1] Entrepreneurship is a process to introduce new goods and services that did not exist previously.[2] Risk taking, improvisation and comfort are taken as bases of entrepreneurship with ambiguity.[3] Some people assert on supportive culture for entrepreneurship and innovation.[4]

According to a Report, social entrepreneurship is defined as innovative and resourceful approaches to addressing social problems.[5] Anyone in the world can address social problems and drive change thus becoming a social entrepreneur because everyone is a change maker.[6] Social entrepreneurship is a three phase process starting from the identification of a situation which poses harm to one or more segment of society, use of creativity and innovation to change the situation, and creation of a better ecosystem to benefit the affected segment(s).[7] Meanwhile, sustainable development is defined as “the need to ensure a better quality of life for all, now and into the future, in a just and equitable manner, whilst living within the limits of supporting ecosystems”.[8]

Social entrepreneurship is differentiated from other forms of entrepreneurship on the basis of its focus on the opportunities to address social needs.[9],[10] The view of socially driven goals of social entrepreneurs are supported by many.[11] Profit making is necessary to meet social ends.[12] Profit making and wealth creation are measures to value creation.[13] Innovation is needed to satisfy social needs and mobilize underutilized resources.[14] Social entrepreneurs have succeeded at large in solving social problems.[15] Social entrepreneurship can contribute to community development positively thus helping it sustain.[16][17]

7. Role

A study of the literature clearly shows that social entrepreneurship has a major role to play in the upgradation and development of the society. Many such entrepreneurs can be found around the globe. Their strength focuses on the point that world is still not empty of selfless people who have dedicated their lives to others for their well-being. Many people are working in various areas trying to uproot the evils of the society. Their work ranges from education and employment to human rights. Few such examples are being discussed below.

Dorothy Stoneman with Youth Build USA has brought youths into the work of constructing homes. This act of hers has two fold effect; providing employability to young people and decent homes to those who cannot afford it. Cecelia Flores Oebanda moving a step further works against human trafficking and provides trafficking victims with IT skills and entrepreneurship training to earn a decent living. Other such entrepreneurs who worked in the area of education and employment are Molly Melching (Tostan), Mushtaq Chhapra (The Citizens Foundation), Wendy Copp (Teach For All), John Wood (Room to Read), Madhav Chavan (Pratham), Arbind Singh (Nidan), William Strickland (Manchester – Bidwell Corporation), Matt Flannery and Premal Shah (Kiva), Roshaneh Zafar (Kashf Foundation), Joe Madiath (Gram Vikas), Nina Smith (Good Weave), Martin Burt (Fundacion Paraguaya), Ann Cotton (Campaign For Female Education), Bunker Roy (Barefoot College) and Connie K. Duckworth (Arzu) who focused on empowerment of communities at grass root levels, primary and secondary education to low income students in slums and rural areas; with special focus on girls, universal education, opening of schools and libraries, English learning and vocational training to slums, improved livelihood and social security measures for workers, vocational training program, microfinance to poor to start their own business, microfinance for women in Pakistan for self sufficiency, renewal of energy and improved quality of life with healthy living practices, elimination of child labour in carpet manufacturing, micro credit and entrepreneurship education, female education, education in rural India and women empowerment respectively.

Apart from the above mentioned areas, much work has been done in the field of environmental safety, healthcare, sustainability, peace and security, sanitation and hygiene and small holder productivity. Organizations like Amazon Conservation Team, Forest Trends Association and Imazon are actively working on conservation of rainforest and protection of tribes. At the same time, Vision Spring of Jordan Kassalow is providing eye care to poor. On the same platform, other organizations like Village Reach led by Blaise Judja-Sato and Dr. Paul Farmer with Partners in Health are helping poor with high quality medical facilities. An organization named Crisis Action headed by Gemma Mortenson helps protect civilians from armed conflicts.

8. Conclusion

The list is a long one which does not seem to end so easily. At the end, Amitabha Sadangi cannot be left out for his incredible efforts to provide poor farmers with producing and selling irrigation technologies. As a matter of fact, the people mentioned above and those that have not been mentioned due to some limitations of the study are live witnesses to the development and active spread of social entrepreneurs all around the world. Their

immeasurable effort to development of various societal segments has not been fatal. They have truly succeeded in minimizing, if not eradicating the social taboos thus making the world a better place to live for those who could never even dream of survival.

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Md. M. Ali is an Assistant Professor (Visiting) at IMT-CDL, Ghaziabad. He is a Ph.D. Research Scholar at F. M. University, Balasore. He holds a Master Degree in Management as well as Mathematics from the Magadh University, Gaya. He has a total experience of 17 years in industry and academics. He has published many articles and research papers and presented papers in many national and international Conferences



N. Perwez is an Assistant Professor at Siwan Engineering & Technical Institute, Siwan. She is a Ph.D. research scholar at Swami Vivekanand University, Sagar. She did her MBA from Integral University, Lucknow and has qualified UGC-NET. She has been serving education field for 6 years. She has a few research papers to her credit.