



## SOCIAL ENTREPRENEURSHIP: AVENUES & SIGNIFICANCE

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### **Abstract**

*Entrepreneurship has been a flair for society however not in full context. The challenge and risk surrounding the Entrepreneurship avenues eventually creates a bottleneck in development of Entrepreneurship. Enterprising personalities aren't in dearth and hence boosting Entrepreneurship won't be a difficult task in the society. One noble form of Entrepreneurship is Social Entrepreneurship. It is a tool or a technique or a start by a company to enact towards the need of societal cultural and environmental issues. Societies depend on entrepreneurs to drive job growth, innovate solutions to pressing problems, and pioneer technologies. Although profit is fundamental for a sustainable organization yet it's not always the end goal. This is the reason that social entrepreneurship was developed. It rather aims to benefit the community by redirecting all profit back towards a social mission. The British council report 2016 states that Indian Social enterprises are relatively young with a survey result indicating that 57% of such enterprises are 5 years old. 24% of these social enterprises are led by women, higher than the 8.9% female-led firms in mainstream business/private sector firms. A Nation with approx. 2 million Social Enterprises comprising of Small, Medium & Large Industries, certainly has demonstrated a Nation Building approach however the potential is still higher with ever growing population & respective needs.*

*This paper attempts to gather understanding on the essence of Social Entrepreneurship in Indian Context and discuss the various avenues for Social Entrepreneurship. Also to further demonstrate the examples of Social Entrepreneurs and put forward a suggestive model towards developing Social Entrepreneurship. The results gathered are indicative in nature and has the potential to promote the essence of social entrepreneurship. Social Entrepreneurship potentially is an answer to societal challenges and has the potential to nurture societal development.*

**Key Word:** *Social entrepreneurship, Entrepreneurship, Avenues For Social Entrepreneurship, Significance of Social Entrepreneurship*

### **Introduction**

**“People think entrepreneurs are all about fame and money. I was never in for either. And, will never be. This is a much bigger fight.”**

**Author**

**Sharad Vivek Sagar,**

Entrepreneurship has always guided the society to a better tomorrow. Self Employment motivated the society as a first step towards Entrepreneurship. Largely Entrepreneurs are believed to have an objective of profit making and that's eventually is the crux of businesses, but there is an element of social cause in businesses. In the words of Sharad Sagar, fame & money gets considered as goal for entrepreneurs but originally the task comprises of better potential than just commercial existence. With enhanced scope & social belongingness, today's entrepreneur has to be more a social entrepreneur than just a commercial entrepreneur. Over the past century, researchers have studied business entrepreneurs extensively. In contrast, social entrepreneurs have received little attention. Historically, they have been cast as humanitarians or saints, and stories of their work have been passed down more in the form of children's tales than case studies. While the stories may inspire, they fail to make social entrepreneurs' methods comprehensible. One can analyze an entrepreneur, but how does one analyze a saint?" David Bornstein.

Social Entrepreneurs are those exceptional individuals who dream up and take responsibility for an innovative and untested idea for positive social change and usher that Idea from dream to reality (Jain, 2012). Unlike a Charitable Organisation, a Social Entrepreneurship venture looks forward to enhance the investment in business to ensure the sustainability of the business and in return provide the benefits to the society at large. Social Entrepreneurship has identified its purpose and today we find sky of opportunities surrounding the Entrepreneurial society. Be it consumer comfort products or medicinal products, be it toy for the kid or a machine for B2B operations, societal focus is implanted all across. The significance of Social entrepreneurship may well get established with the essence of it that leads to the development of the society at large. The Social Entrepreneurs are beyond just the Non Governmental framework and emphasise on capacity development in the society. The huge scope of Social Entrepreneurship in terms of the avenues, the significance surrounding the concept and societal benefit from it, rationalises the studies in the field of Social Entrepreneurship.



### **Objectives of The Study**

The Authors have considered the following objectives for the study:

1. To study the essence of Social Entrepreneurship in Indian Context while understanding the avenues for social entrepreneurship & its significance.
2. To demonstrate examples of Social Entrepreneurs on National level and put forward a suggestive model towards developing Social Entrepreneurship.

### **Research Methodology**

#### **Social Entrepreneurship**

**Avenues & Significance** is a descriptive study conducted with the help of massively secondary data. The study aims at understanding the concept & significance of Social Entrepreneurship with special reference to examples from National & Local region. The scope of the study comprises of the thoughtful review of the essence of Social Entrepreneurship in Indian context. Also the study has the potential to be a literature for further studies in this regard. The inferences from the study shall lead to inspiration for budding social entrepreneurs. The Authors have considered the Social Entrepreneurship at large rather segmenting to any specific industry or region; this may be a major limitation of the study as the inferences are more prone to learning approach & inspiration. Hence the results derived are indicative in nature rather exhaustive.

### **Literature Review**

Literature Review ignites the learning environment by encompassing a series of efforts towards reviewing the existing literature and gaining knowledge. The studies on Social Entrepreneurship have been in abundance and the authors had good mix of literary work to review. The inferences of the review have been categorised under following heads to present the learning: Social Entrepreneurship: Concept & definition, World of Education & Social Entrepreneurship and Social Entrepreneurship: Opportunities & Challenges.

### **Social Entrepreneurship: Concept & Definition**

The concept Social Entrepreneurship is defined during various times and by various authors. Massively the definitions encompass the essence of societal development through innovative & creative disruptions. Social Entrepreneurship is the range from the broad perspective to narrow perspectives in entrepreneurial efforts in society. The broader perspective classifies the innovative involvement in creating either for-profit environment or non-profit to hybrid sector. The narrow perspective refers largely to the application of business and market based skills in the non-profit sector (Simha & Carey, 2012). Social Entrepreneurship has been defined till date more from the virtue of how we define a corporate entrepreneurship. Trait based definition where by the characteristics of an Entrepreneur largely defines his domain. Today there is a huge dissatisfaction towards addressing contemporary social, economical & environmental problems. Attempting for Social Entrepreneurship is the response to this alarming situation. There have been efforts to define Social entrepreneurship focusing on the characteristics & traits. For example Social Entrepreneurs are said to be visionary leaders who possess a strong ethical orientation, a high degree of social focus, ambitiousness and the capacity for continuous adaptation, creativity, resourcefulness and resilience (Trivedi & Stokols 2011).

Social Entrepreneurship necessarily promotes the instincts of the social dimensions and stewardship behaviour supports the instinct. Being in the capacity of a supervisor / custodian or a leader for that matter enables the entrepreneur to take decisions faster & with utmost responsibility. This responsible action leads to the base for a social entrepreneurship. Social Entrepreneurship spots an opportunity for interventions into a societal problem which otherwise hasn't been tackled. The stewardship behaviour enables the social entrepreneur to provide desired sustainable solutions (Sharma & Basu 2014).

### **World of Education & Social Entrepreneurship**

Social Entrepreneurship has gained more momentum since 2006 when the Bangladesh based Mohammad Yunus & Grameen Bank of Bangladesh were awarded with the Nobel prize for their extra ordinary efforts to promote economic & social developments in the poorest section of the society. Social Entrepreneurship is a rapidly emerging field that has extended the concept of entrepreneurship by including social dimension of entrepreneurial ventures (Trivedi, 2010). Educators have been supporting as the backbone to the society since ages. The concept of Social Entrepreneurship as social dimension had been adopted at the govt. education centres. The traits of a teacher to a large extent relates to the characteristics of a Social Entrepreneur. Innovation in teaching learning process, intent to build the future and plethora of opportunities make the Teaching world a great support in making social entrepreneurs. Socio-Educational Entrepreneurship advances towards social innovations, the initiatives hence adopted eases the dissemination of Education (Chand & Misra 2009). The higher education centres and incubation centres may have a huge role to play in developing the Social entrepreneurship instincts in the society leading to a socially responsible culture. Social entrepreneurs should assist higher education institutes in India in developing

curriculum that inculcates social entrepreneurship in their students and, in doing so, provides social enterprises with access to good quality managers and promoters. Social entrepreneurs are driven by social as well as financial goals whereas non-profit organizations work purely for social purpose (www.denovo.in).

### Social Entrepreneurship: Opportunities & Challenges

Opportunity recognition is the very heart of Entrepreneurship. There are these famous three views on Entrepreneurship – Allocative View (Bridging the gap in market), Discovery View (Evolving & finding best practices) & Creative view (Newness in the market). These sects of Entrepreneurship once utilised for the society at large forms the ground for Social Entrepreneurship. Social Entrepreneurship encompasses perceptual attitude. Innovative & active information searching among entrepreneurs leads to a higher number of perceived business opportunities. However opportunity recognition in Social Entrepreneurship seems to be distant dream.

Social Entrepreneurship still is considered as more to be not for profit and hence doesn't create excitement (Lehner&Kaniskas2012). Social Entrepreneurship steps ahead of a general entrepreneurship instinct with the mere fact that the products delivered are solely produced with the intent of solving societal needs rather capturing market. Social Entrepreneurs are individuals with innovative solutions to society's most pressing social problems. These are the exceptional individuals who dream up & take responsibility of the Innovations. What separates the Social entrepreneurship from the age old concept of charity is the sense of sustainability. It isn't one time affair instead a long lasting association with the social cause and meeting solutions to the same. The not for profit domain has considered more of philanthropy mode of caring societal needs however the Social Entrepreneurship combines the intent of giving with the strength of making (Jain, 2012).

Social Entrepreneurship is now beginning to take shape in the country very firmly. Young Indians around the country feel that they can change India and a very good number of them decide to actually try it. There are now more social entrepreneurs in India than ever before. Youngsters are no more afraid to try this as a genuine career opportunity. While social entrepreneurship may not pay as much as other startups can potentially pay, they are actually very satisfying. Amidst all the encouragement that Social entrepreneurs receive they certainly face certain **challenges** as following: Sustainable fund generation, Lack of Skilled Man Power, Lack of central agenda, Lack of structured approach etc. (Poddar, 2014). The further more challenges include lack of Business Plan, lack of awareness among general public, need for a proper Sales team, branding the project etc. (www.centricbrandadvisors.com). Social entrepreneurship is a growing, worldwide movement. The scope of social work is no longer limited to activism. Today, there are many opportunities in child welfare, community policing, healthcare, counselling etc in not only NGO's but also national and international bodies as well as social enterprises. Social enterprise should use the network approach with other social enterprises to avail the opportunities in the market (www.denovo.in).

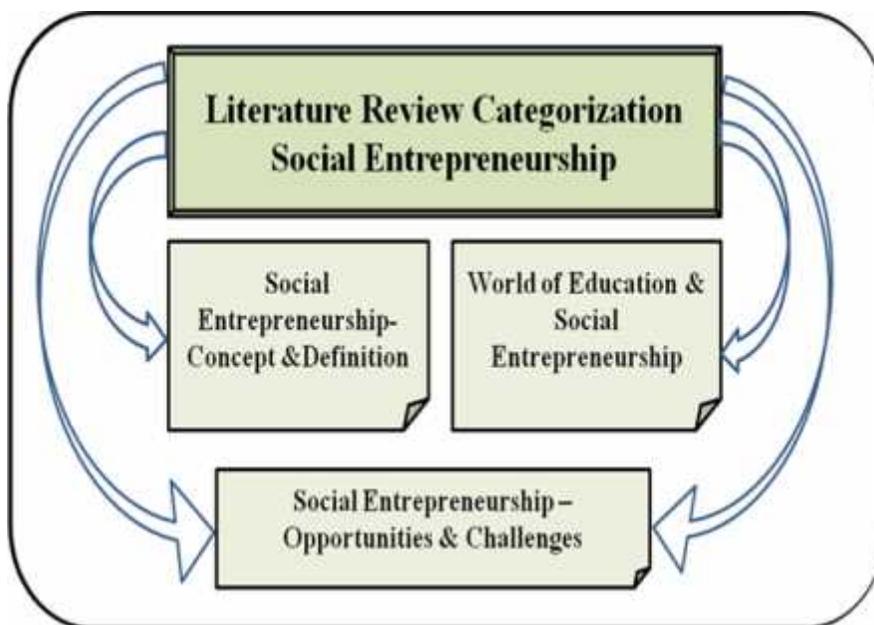


Chart No. 1: Literature Review Categorization



### **Entrepreneurship: Concept & Significance**

Entrepreneurship Development is the Need of the hour. The sheer fact that around 20% of the Indian Population is on Entrepreneurial ventures states the significance of the developmental aspects required for Entrepreneurship. India, one among the growing economies, with a Population of more than 1.21 billion may require attention towards encouraging Entrepreneurship. Approx. 58.5 million Entrepreneurs are operating in the Nation. (<http://www.gemconsortium.org>). The status has to improve further and shall only meet potential if startups are encouraged. The broad factors affecting growth of the Entrepreneurship Development may comprise of Economic, Social & Cultural, Personality, Psychological and to some extent Political factors. There are several theories that support Entrepreneurial development. One of such theories is proposed by David C McClelland, behavioural Scientist of USA. He suggested that in case of Entrepreneur the high need for achievement is found as the dominating factor as against the other two types of Needs i.e., Need for affiliation and Need for Power. The development of the Entrepreneurial instincts possibly starts from this observation of creating a high need for achievement. All Innovations, Inventions & discoveries possibly relate to some extent with this theory of high need for achievement as till the time you do not aim to acquire high up results it will be tough to meet desired goals.

As per Peter Drucker, an Entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity. Innovation is an instrument of Entrepreneurship. As per Drucker, Innovation and Entrepreneurship are interwoven and one grows on the other. The role of an entrepreneur in the economy starts with being an innovator. Starting a new enterprise is an innovation and the individual responsible to make that innovation successful by carrying out all the activities related to that innovation is the entrepreneur. Along with the innovation, the entrepreneur also has to focus on identifying the profitable opportunities that can be utilized to make the innovation grow and earn profits. To identify constructive openings in the market for the business, an entrepreneur has to take risks and should be careful in such situations. They should be competent to deal with a risk being faced during the business operation and distinguish it from an uncertain situation.

### **Social Entrepreneurship In India- Avenues**

Social entrepreneurship is tool or a technique or a start by a company to develop funds and to enact towards the need of societal cultural and environmental issues. At times profit making social enterprise may be established to support the social or the cultural goals of the organisation but not as an end in it. Say an organization that provides housing and employment to homeless may operate a restaurant, both to raise money and provide employment for the homeless. It can include range types of professional backgrounds which vary from social work and community to develop entrepreneurship and environmental science. While at one end it is very difficult to determine & define social entrepreneurship to the other end it is as simple as determining Social obligations. Social enterprises work in many sectors & in multiple ventures. As per the British Council Report 2016, 53% of the social enterprises are engaged in skills development activities, 30% in education, 28% in agriculture/fisheries/dairy, 26% in financial services and 26% in energy and clean technology. (British Council report, 2016). It is an indication towards opportunities for social development & certainly improves the quality growth of life in society.

Social Enterprises play a key role in our country. They help alleviate poverty, bring about hope and provide people access to a brighter future. The need to focus on People, Process and Technology is becoming a critical part of any growing business. The same is true for social enterprises as well. In today's world such enterprises don't need to hire long term resources. They can easily tap into a large base of experts who are willing to put their skills and expertise on specific projects especially for a good cause ([www.centricbrandadvisors.com](http://www.centricbrandadvisors.com)).



**Chart No. 2: Avenues for Social Entrepreneurship**

### **Social Entrepreneurship In India- Significance**

Social Entrepreneurs play the role of change agent in the social sector by adopting a mission to create and sustain social values. They relentlessly pursue new opportunities to serve that mission. They engage in the process of continuous innovation, adapting and learning and acting boldly without being limited by resources currently in hand. Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are visionaries, but also realists, and are ultimately concerned with the practical implementation of their vision. With changes in technology and increasing competition, social entrepreneurs have to become more dynamic. The late 19<sup>th</sup> century and early 20<sup>th</sup> century has witnessed the advent of the social entrepreneurship amidst the pioneers in the Entrepreneurial ventures. The concepts like scholarship for education and foundations for research were extremely innovative ideas. There are critics to such ventures stating that these are ventures created with selfish motives to gain fame rather just doing good. While Corporate Philanthropy does exist however the same is not the way social entrepreneurship performs instead Social Entrepreneurs initiate with the societal interest in mind unlike a philanthropy which is a resultant deed of an Entrepreneur towards Societal interest (Chand, 2009).

The economy has been witnessing rapid growth since the onset of liberalizations from 1991 onwards. Unfortunately social and environmental problems of the country are increasing year after year which necessitates the extensive application of multidisciplinary approaches and entrepreneurial energy in the social and environmental sectors. India is experiencing an increase in social entrepreneurship and attempts by social entrepreneurs to find affordable solutions to various social problems of society. The significant quotient of Social enterprises is generating employment. More than half of the social enterprises create direct employment by employing disadvantaged groups in their workforce, nearly two-thirds work with the objective of creating employment, and more than half provide skills training to vulnerable groups. In Indian context Social enterprises employ 19 employees on an average (17 full-time and 4-part-time). 25% of the full-time employees and 65% of the part-time employees are women (British Council Report, 2016). The Need for societal development, the avenues surrounding social entrepreneurship, the linkage of economy with entrepreneurship and many such factors signifies the essence of Social Entrepreneurship in Indian context.

**Table – 1: List of Selected Social Entrepreneurs In India**

Sr. No.	Name of the Entrepreneurs	Name of Establishment	Area of Operations & Avenues contributing to Social aspects	Year of establishment / Start of projects
1	Ela Bhatt	Self-Employed Women's Association of India (SEWA)- A Trade Union	<ul style="list-style-type: none"> <li>▶ SEWA Bank, Micro Finance for Poor Women</li> <li>▶ Health Care support &amp; Child Care</li> <li>▶ SEWA Insurance</li> </ul>	1972
2	Hanumappa Sudarshan	Vivekananda Girijana Kalyana Kendra (VGKK)	<ul style="list-style-type: none"> <li>▶ Sustainable development of tribal people through rights-based approaches to health, education, livelihood security and biodiversity conservation</li> </ul>	1981
3	Bhushan Punan	Blind People's Association (BPA)	<ul style="list-style-type: none"> <li>▶ Education to Blind, Employment opportunities to disabled</li> </ul>	1984
4	Abraham George	NGO - The George Foundation (TGF)	<ul style="list-style-type: none"> <li>▶ Welfare and empowerment of economically and socially disadvantaged people</li> <li>▶ Supports Education to needy - Shanti Bhavan Residential School</li> <li>▶ Agri Business – Banana farm – Employment for Poor Families, especially Women</li> </ul>	1995
5	Harish Hande	SELCO INDIA	<ul style="list-style-type: none"> <li>▶ SELCO India provides sustainable energy services to the poor in India.</li> <li>▶ Extensive promotion of Solar power technology</li> </ul>	1995
6	Jeroo Billimoria	NGOs: Child line India Foundation, Child Helpline International, Child and Youth Finance International	<ul style="list-style-type: none"> <li>▶ An international network of emergency telephone service providers for children.</li> </ul>	1996
7	Chetna Vijay Sinha	Mann Deshi Foundation	<ul style="list-style-type: none"> <li>▶ Sahakari Bank-Micro Finance to Women Entrepreneurs in rural belt</li> </ul>	1997

			Education– Financial Literacy Classes, Entrepreneurial skills for Women in Rural region	
8	Anand Kumar	Super 30	<ul style="list-style-type: none"> <li>▶ Education – Coaching for Competitive examinations</li> </ul>	2002
9	Ajaita Shah	Frontier Markets Frontier Innovations Foundation	<ul style="list-style-type: none"> <li>▶ Frontier Markets is a rural marketing, sales, and service concentrating on affordable and quality consumer durables</li> <li>▶ Focusing on products in clean energy, agriculture, health, and water sanitation</li> </ul>	2009
10	Zubaida Bai	AYZH designs healthcare products	<ul style="list-style-type: none"> <li>▶ Supporting Rural women with healthcare</li> <li>▶ Clean Birth Kit to ensure a safe and sanitary delivery</li> </ul>	2010

Source: <http://sewa.org>, <https://en.wikipedia.org>, <http://www.frontiermkts.com>, <http://mannadeshifoundation.org>, <http://www.bpaindia.org>,

#### **Exhibit 1: Sulabh International Social Service Organisation - Dr. Bindeshwar Pathak**

‘Sulabh’ - A revolution in toilet and a rightful place in society Humanitarian approach has always been the key to Social enterprises and so has been the role of Sulabh for society. Dr. Bindeshwar Pathak, the founder of **Sulabh International**, Since 1970, an India-based social service organization is an Indian sociologist. Sulabh works to promote human rights, environmental sanitation, non-conventional sources of energy, waste management and social reforms through education. Born on 2<sup>nd</sup> April 1943, Dr. Bindeshwar Pathak graduated from Patna University. His childhood experience pertaining to social evil i.e, untouchability had a huge impact during his initial days of life. Also the lack of sanitation facility at home with women in the family cleaning the human dung and the society largely practicing racial discrimination left him stunned. This has led to the birth of the great humanist and social reformer of contemporary India. Dr. Bindeshwar Pathak today is the Brand Ambassador for Swachha Rail Mission of Indian Railways. His work is considered pioneering in social reform, especially in the field of sanitation and hygiene. As on date 1.5 million Sulabh household toilets have been constructed, with 60 million toilets constructed based on Sulabh design. Today daily 20 million People using toilets based on Sulabh design. Sulabh International is taking steps to initiate by opening of Sulabh International University of Sanitation (Proposed) that will help in bringing hygiene and sanitation related awareness to the youth.

Dr. Pathak received various national and international awards for his work with this organization. He recently got LalBahadurShastri National award for excellence in 2017 for his work. He has also been conferred the CNN-IBN Indian of the Year Outstanding Achievement award and also received prestigious Stockholm Water Prize in 2009. He has the vision of a philosopher and the undying zeal of a missionary. Dr. Bindeshwar Pathak will be remembered in history for his innovative strides in the field of sanitation as well as social reform.

Source: <http://www.sulabhinternational.org/>

#### **Exhibit - 2: Conserve India: An NGO towards Sustainability – Anita Ahuja**

‘Conserve India’- Converting waste into valuable resources Anita Ahuja the founder of ‘Conserve India’, it is a non-governmental organization (NGO) launched in India in 1998 along with the support of her husband. Since the last 20 years, under her leadership, Conserve has worked in the promotion of energy efficiency, waste management, upcycling, skill-training and food security. Born out of a desire to reduce India’s mountain of waste, improve energy efficiency, and help some of Delhi’s poorest out of the city’s slums, Conserve India has made a successful venture by turning plastic bags into high fashion. Anita is a writer, an artist and a designer but her most notable work has been as a social entrepreneur. In a unique entrepreneurial partnership, Anita works with ragpickers in the city of Delhi, raising their income levels. Together with the ragpicker community, she is removing plastic from the waste stream and building a social venture that is profitable and sustainable. The products show up in stores in Britain, France and the U.S. (including chains like Whole Foods) at anywhere from \$16 to \$50. So far she’s sold 174,000 pieces. Last year Conserve brought in \$317,000, keeping \$150,000 in



its for-profit arm. That money was put back into the business and used to run a school for the children of the ragpickers—200 enrolled and still counting. Along the way, she's taking on Delhi's recycling mafia and the Indian bureaucracy, and getting a toehold in Parisian fashion.

"Best Green Designer, Qatar, 2010", "Ashoka fellowship, 2008", "Letter of Commendation from Clinton Global Initiative, 2011", have been some of her most notable achievements. Though her biggest achievement has been the innovation of "Handmade recycled plastic" (HRP), a means to up cycle low density polythene into a high-fashion material. Anita's invention has led to developing HRP products which are now exported globally resulting in up cycling of over 5000 tonnes of plastic waste.

Source: <https://frajorden.wordpress.com/2015/04/01/the-story-of-anita-ahuja-and-her-up-cycle-fashion-brand-conserve-india/>.

### **Exhibit - 3: Pratham: An NGO towards Education – MadhavChavan**

**'Pratham'**- Empowering India through Education. MadhavChavan is a social activist and entrepreneur. He is the co-founder and CEO of the educational non-profit, **Pratham**. Born in Maharashtra, he holds M Sc degree in Chemistry from the Institute of Science in Mumbai. He received his Ph.D. in Chemistry at the Ohio State University in 1983. Pratham means 'first' in Sanskrit / Hindi. True to its name, it is the first major organization to achieve lasting, wide-scale success in India's educational landscape. Pratham is an innovative learning organization created to improve the quality of education in India. As one of the largest non-governmental organizations in the country, Pratham focuses on high-quality, low-cost, and replicable interventions to address gaps in the education system. Established in 1995 to provide education to children in the slums of Mumbai, Pratham has grown both in scope and geographical coverage. Chavan was the 2012 recipient of the WISE Prize for Education, which is widely considered the equivalent of the Nobel Prize in the field of education and recipient of Leading Social Contributor Award which is the highest degree award in India for exemplary work in the area of operation. He was also the 2011 recipient of the Skoll Award for Social Entrepreneurship. He was a member of National Advisory Council from 2004 to 2008. He is also a member of the Governing Council of the SarvaShikshaAbhiyan Mission (SSA) of the Government of India and has been a member of four half-yearly Joint Review Missions of SSA. Pratham spread across 23 States & Union Territories has to its credit intervention in Education to more than 6 lacs students and have trained approx. 25000 youths towards better employability. In a nutshell it can be expressed that more than 5.7 million beneficiaries have benefitted across the country through Pratham. Source: <http://www.pratham.org>.

### **Exhibit - 4 : GOONJ -Anshu Gupta**

**GOONJ-** 'A Voice, an Effort.'

Anshu Gupta is an Indian social entrepreneur who founded Goonj, a non-governmental organisation head quartered in Delhi that positions the under-utilized urban material as a development resource for the rural parts of India. Born in Meerut, (Uttar Pradesh) in 1970, Gupta realised that clothing as a basic human right was often overlooked. After working in the corporate sector for some time, he started Goonj in 1999, with his wife Meenakshi Gupta and a few friends, to work on the basic need of clothing, an issue that does not have a place in the development agenda. Using cloth as a metaphor for other crucial but ignored needs like sanitary pads for menses or school material for education. Under Goonj's flagship initiative Cloth for Work, Water Resource Management, Sanitation, School to School, My Pads (Sanitary Pads), Rahat (Community support during Natural calamities), Waste Wonders, Goonj kiGullak and many more have been the social instincts that get the society together.

Anshu Gupta is the winner of Ramon Magsaysay Award 2015 and there have been several accolades for the Nobel efforts. Gupta has being recognised for "his creative vision in transforming the culture of giving in India, his enterprising leadership in treating cloth as a sustainable development resource for the poor, and in reminding the world that true giving always respects and preserves human dignity," 2016-17 has been a wonderful year with more of access to the social interventions. Goonj worked across 2900+ villages 1,00,000+ Family kits distributed. 28,000+ School Kits dispatched for children in rural India. Supported 1600+ educational setups in 1,000+ villages across 15 states 4,53,000+ MY Pads and 15,900+ undergarments distributed. More than 20,000 disaster affected families received relief material kits in 15 states. 99,500+ Sujnis and Aasans made from 3, 00,000+ kgs of unusable cloth waste were used for social welfare. Goonj as the word represents has made its presence felt. Source: [https://en.wikipedia.org/wiki/Anshu\\_Gupta](https://en.wikipedia.org/wiki/Anshu_Gupta), [www.goonj.org](http://www.goonj.org).

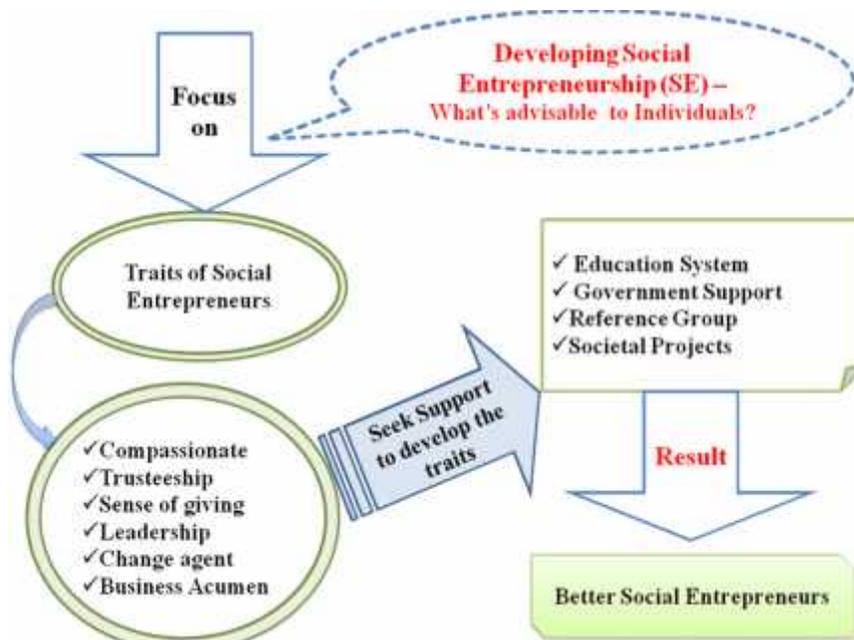
**Exhibit - 5: Akanksha - ShaheenMistri**  
**Largest Urban Networks of Public-Private Partnership Schools In India- Akanksha**

**ShaheenMistri** (born 16 March 1971) is an Indian social activist and educator. She is the founder of Akanksha Foundation, an Indian non-profit educational initiative in Mumbai and Pune. She is the CEO of Teach For India, and serves as one of its founding board members. She has earned global recognition for her dedication and commitment to the fight for educational equity. Born in Mumbai, India in a Parsi family, She had an international upbringing and grew up in 13 different countries as she moved countries with her father, a senior banker with Citigroup. At the age of eighteen she returned to Mumbai, keen to learn more about the city and its slums, when she decided to enroll at the University of Mumbai. Shaheen had always heard about inequalities in India's education system, but what she saw shocked her. She graduated with a BA degree in Sociology from St. Xavier's College, University of Mumbai and later obtained a MA from the University of Manchester. Shaheen is an Ashoka Fellow, a Global Leader for Tomorrow at the World Economic Forum, and an Asia Society 21 Leader. Shaheen is the author of the book, Re-drawing India.

Shaheen founded the first AkankshaCenter in 1989, enrolling 15 children and employing college friends as volunteers. It eventually evolved into the Akanksha Foundation, a non-profit education project that provided after-school tutoring to children from low-income. Today, Akanksha reaches out to over 6500 children through its School Project Model. The centers and schools are in Mumbai and Pune. Teachers teach children using an innovative methodology, which has won the foundation international honors. In the summer of 2008, Shaheen founded Teach For India, with an audacious vision of providing an excellent education to all children across India through building a pipeline of leaders committed to ending educational inequity in India. The teach for India fellowship enlists India's most promising college graduates and young professionals to spend two years teaching in low-income schools and attempt to bridge the educational gap in the country. Source: <https://www.akanksha.org/>

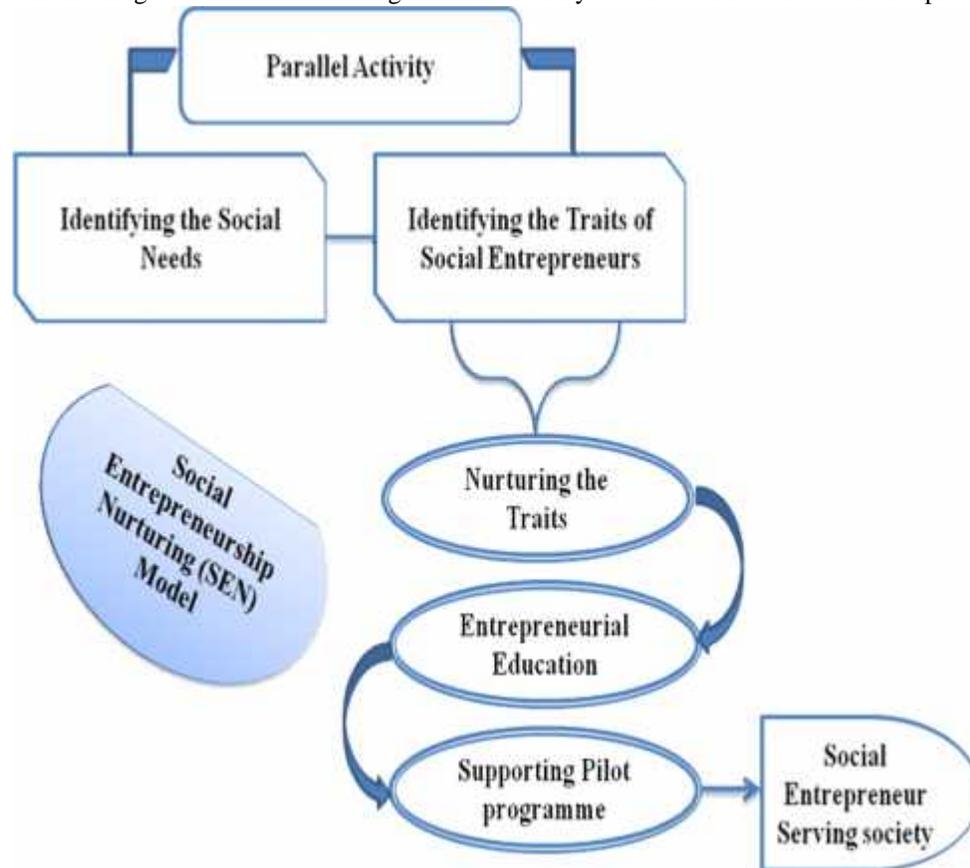
**Recommendations**

Massively Social Entrepreneurs are defined based on the traits of Entrepreneurs. Hence Social Entrepreneurship is an instinct that can be developed. They differ from the corporate Entrepreneurs on the fact that later has massive understanding of business solution while social entrepreneurs have understanding on Social problems. While a corporate entrepreneur gets motivated with the business ideas, however a social entrepreneur gets motivated by the people problems & social acquaintance. Social businesses can choose to operate either as for-profit or non-profit. For-profits find funding from investors, which must be repaid through equity or dividends. In these arrangements, finding a way to make the business profitable, to meet a social mission is essential ([www.alleywatch.com](http://www.alleywatch.com)). A Social Entrepreneurship Development model is presented here as part of the suggestive model contributed by the authors. Primarily the Model speaks about what's advisable to Individuals who aspire for to become Social Entrepreneurs:



**Chart No. 3: Developing Social Entrepreneurs- Tips to Individuals**

This model focuses on tips to Individuals to gain the traits essential for becoming a Social entrepreneur. It's imperative to further discuss the monitoring aspect where by Nation can ensure that the Social Entrepreneurship emerges as concept well implemented & desired results are achieved. The authoritative department may adopt the Social Entrepreneurship Nurturing (SEN) Model as a monitoring tool towards enhancing the sustainability factor essential for Social enterprises:



**Chart No. 4: Social Entrepreneurship Nurturing (SEN) Model**

### Conclusion

The study concludes that Social Entrepreneurship is a perspective towards meeting societal needs and being responsible corporate entrepreneur with care for social dimensions. The motivation for becoming a social entrepreneur often requires creativity and innovation in addressing new opportunities. This study on social entrepreneurship demonstrates real time social entrepreneurs who have brought significant change in the society. The stories of Five Social entrepreneurs and the briefings on other Ten Social entrepreneurs strengthen the plot for the study. The literature review addresses the need for defining Social entrepreneurs and the study refers that Social Entrepreneurs can be best defined on trait based category. Social Entrepreneurs are visionary leaders who possess a strong ethical orientation, a high degree of social focus, ambitiousness and the capacity for continuous adaptation, creativity, resourcefulness and resilience. The study further concludes that Social Entrepreneurship is surrounded by varied opportunities in ventures like child welfare, community policing, healthcare, counselling etc. It has its share of challenges in the form of finance, skilled work force, public awareness, project branding etc. The study extends recommendation in the form of a suggestive model for social entrepreneurship development aiming towards developing individuals with a perspective of developing the Entrepreneurial instincts. Social Entrepreneurship with focus on economic, cultural and social need for the society has the potential to build Careers & Nation at large.

### Future Scope of The Study

The present effort is a study of theory pertaining to the Social Entrepreneurship and learning gathered from stories of real life entrepreneurs & their ventures. This forms as part of limitation for the study as well. Although the learning is enormous yet the potential is massive. Such studies may reflect the required state of mind for being a social entrepreneur, however



there is future to this approach. The future scope of this study comprises of selecting regions for the study or specific Industry & to present the scope & effectiveness of Social entrepreneurship in the selected sphere.

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