

SOCIAL ENTREPRENEURSHIP- IMPROVISING LIFE QUALITY THROUGH IMPROVING QUALITY OF WATER-A CASE STUDY OF JODHPUR WALL CITY AREA

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Abstract

Water is the most indispensable resource after air for the existence of life on planet earth. The reserve of fresh water in nature is limited and its availability is very dynamic and uneven in terms of spatial and temporal distribution. The demand of water also varies with time and space. Social entrepreneurs are individuals who dream up and take responsibility for an innovative and untested idea for positive social change and use that idea from dream to the reality. In the present study phenomenal work is done for social upliftment. Many water resources are tested for their quality of Jodhpur wall city area with the idea of not only providing a testing report of water resources but also to aware local people about the harmful effects which may produce by using contaminated water domestic purposes. Highly contaminated water can be used for many other purposes is also suggested.

Key Words: *Water quality, Social Entrepreneurs, Contaminated water.*

Introduction

(a) What is a Social Entrepreneur?

Whenever society is stuck or has an opportunity to seize a new opportunity, it needs an entrepreneur to see the opportunity and then to turn that vision into a realistic idea and then a reality and then, indeed, the new pattern all across society. We need such entrepreneurial leadership at least as much in education and human rights as we do in communications and hotels. This is the work of social entrepreneurs. Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices. A social entrepreneur, similar to a business entrepreneur, builds strong and sustainable organizations, which are either set up as not-for-profits or companies.

A social entrepreneur is a leader or pragmatic visionary who-

1. Achieves large scale, systemic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategies or a combination of these.
2. Focuses first and foremost on the social and/or ecological value creation and tries to optimize the financial value creation.
3. Innovates by finding a new product, a new service, or a new approach to a social problem.
4. Continuously refines and adapts approach in response to feedback.
5. Combines the characteristics represented by Richard Branson and Mother Teresa.

A Social Entrepreneurship is-

1. About applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.
2. A term that captures a unique approach to economic and social problems, an approach that cuts across sectors and disciplines grounded in certain values and processes that are common to each social entrepreneur, independent of whether his/ her area of focus has been education, health, welfare reform, human rights, workers' rights, environment, economic development, agriculture, etc., or whether the organizations they set up are non-profit or for-profit entities.
3. It is this approach that sets the social entrepreneur apart from the rest of the crowd of well-meaning people and organizations who dedicate their lives to social improvement.

(b) Boundaries of Social Entrepreneurship

This section distinguishes between social entrepreneurship and other non-entrepreneurial, mission-driven initiatives. As discussed earlier, the term social entrepreneurship is becoming more popular and is attracting growing amount of resources. It is frequently observed in the media, used by public officials, and is commonly referred to by academics. This is in part because of the support social entrepreneurs are receiving from complex network of organizations that highlight their work and contributions to society. However, the lack of consensus on the definition of social entrepreneurship means that other disciplines are often confused with and mistakenly associated with social entrepreneurship. Philanthropists, social activists, environmentalists, and other socially-oriented practitioners are referred to as social entrepreneurs. It is important to set the function of social entrepreneurship apart from other socially oriented activities and identify the boundaries within which social entrepreneurs operate. Building on our proposed definition of social entrepreneurship, we propose boundaries to properly position social entrepreneurs in the spectrum of entrepreneurship. As illustrated in Figure 1, social entrepreneurs operate within the boundaries of two business strategies:

1. **Non-profit with earned income strategies:** a social enterprise performing hybrid social and commercial entrepreneurial activity to achieve self-sufficiency. In this scenario, a social entrepreneur operates an organization that is both social and commercial; revenues and profits generated are used only to further improve the delivery of social values.
2. **For-profit with mission-driven strategies:** a social-purpose business performing social and commercial entrepreneurial activities simultaneously to achieve sustainability. In this scenario, a social entrepreneur operates an organization that is both social and commercial; the organization is financially independent and the founders and investors can benefit from personal monetary gain.

Objective of Study

1. To aware public and community about importance of water, new policy solutions to reduce water pollution, improve water quality, reduce the cost of providing clean water and improve ecosystems.
2. To encourage research and development of water quality testing.

Improving life Quality through Improving Quality of Water**(a) Introduction of Case**

The need of proper management and conservation of water resources is essential to avoid future water problems. Due to rapid increase in population, industrialization and human activities, deterioration in water quality is observing now a days. The lakes, wells and bawaries in city which were constructed for

meeting the drinking water supply are being used as dumping places for waste and waste water. The old civic discipline to avoid the contamination has now disappeared.

(b) Analysis

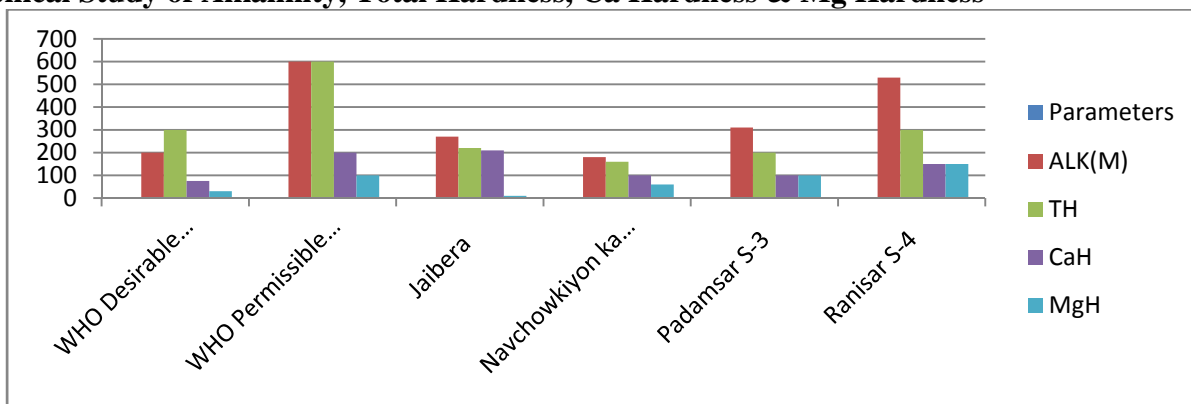
The selection criteria of water resources in the present study are based on their environment and usefulness to fulfill the daily needs of Jodhpur city people. The following water bodies are selected for study.

1. Jai bera and Navchowkiyon ka bera-Water sources, using by local people to fulfill their daily needs.
2. Ranisar and Padamsar- Artificial ponds situated in city area of Jodhpur.

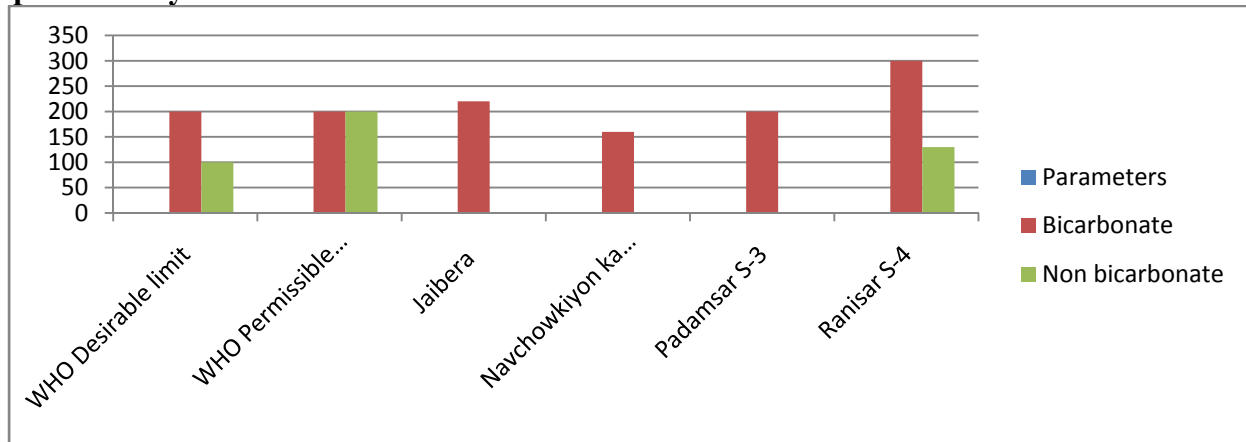
The physical Parameters determined are presented in Table 2 and the Chemical parameters, alkalinity Alk(M), total hardness (TH), calcium hardness (CaH), magnesium hardness (MgH), bicarbonate(HCO₃⁻), chloride, nitrate, fluoride and total dissolved solids (TDS) are tabulated in following Table

Samples → Parameters ↓	WHO Desirable limit	WHO Permissible limit	Jaibera S-1	Navchowkiyon ka bera S-2	Padamsar S-3	Ranisar S-4
ALK(M)	200	600	270	180	310	530
TH	300	600	220	160	200	300
CaH	75	200	210	100	100	150
MgH	30	100	10	60	100	150
Bicarbonate	200	0	220	160	200	300
Non bicarbonate	100	0	0	0	0	130
Chloride	250	1000	90	70	220	130
Nitrate	45	45	19	23	08	30
Fluoride	1.0	1.5	0.2	0.15	0.5	0.6
TDS	500	2000	343	270	620	877
Total	1701	4546.5	1382.2	1023.15	1758.5	2597.6

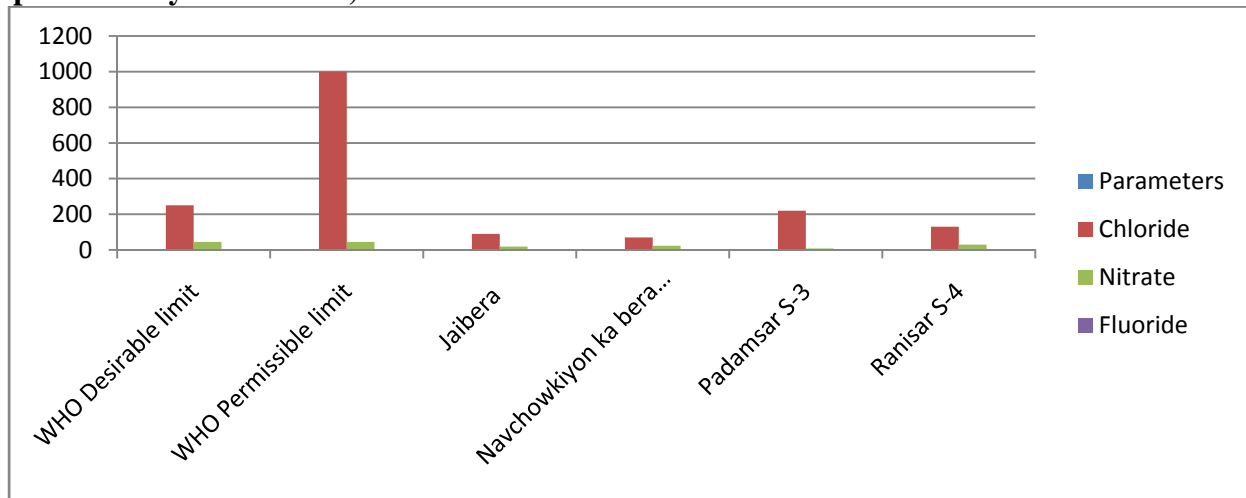
Graphical Study of Alkalinity, Total Hardness, Ca Hardness & Mg Hardness



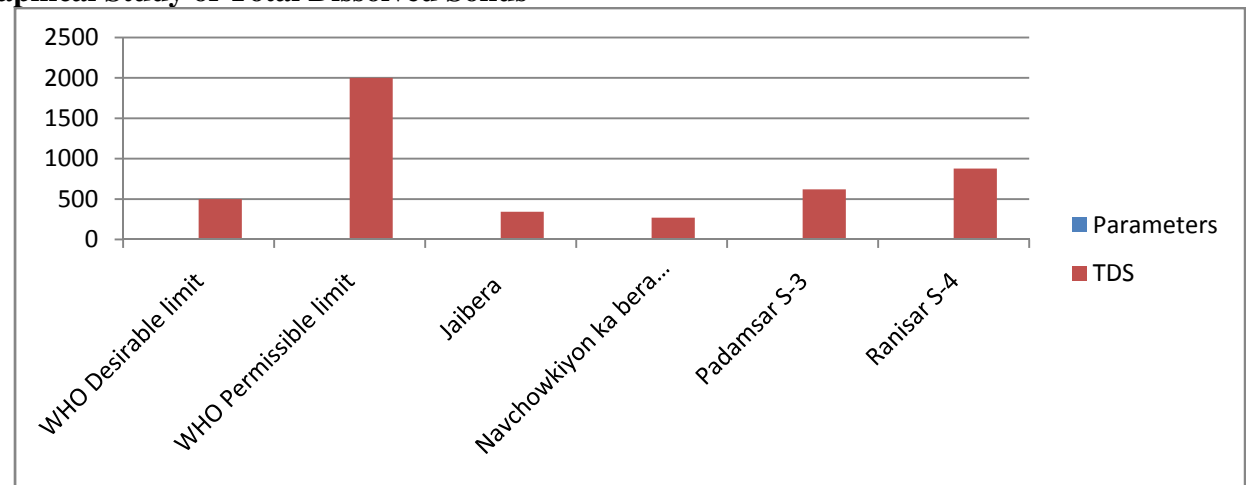
Graphical Study of Carbonate & Non-carbonate Hardness



Graphical Study of Chloride, Nitrate & Fluoride



Graphical Study of Total Dissolved Solids



Results and Discussion

Physical parameters of all four water samples are quite satisfactory. Samples S-1 and S-2 are found mild contaminated. Out of these two samples S-2 is found least contaminated. In S-3 CaH value is above permissible limit. The World Health Organization says that "There does not appear to be any convincing evidence that water hardness causes adverse health effects in humans". Hard water contains lots of calcium which is good for strong bones and healthy teeth. Also hard water can prevent heart disease. This water is not fit for washing purpose. Sample S-4 is contaminated water. Fluoride content in all the samples is within permissible limit.

Conclusion

Mild contaminated water from Jai bera contains high Ca hardness. People can use this for domestic purposes. The chemicals in this hard water make it tasty. Water from Navchowkiyon ka bera contains mild contamination. After applying simple physical methods like coagulation, sedimentation and filtration for removal of impurities people can use it for drinking purpose. Water from Padamsar and Ranisar can be used by cottage industries and for domestic purposes after treatment by means of ultrasound technology. The contamination is due to unrestricted and indiscriminate pumping of solid and liquid waste dumping.

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