

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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SOCIAL ENTREPRENEURSHIP: AN EMERGING NEED FOR YOUTHS

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ABSTRACT

The study finds out that the Social entrepreneurship implies innovative and financial sustainable activities targeted at social problems. However, its commercial activities do not necessarily need to concede with the social mission rather, their purpose is to create financial resources to implement social objectives, Social entrepreneurs act as the change agents for society, seizing opportunities and others to improve systems, invent new approaches, and create solutions to change society for the better. Again as social entrepreneurs drive social innovation and transformation in various fields including education, health environment and enterprise development it is necessary to build strong and sustainable organisation through youths because of having strong passion, motivation and will power and the most valuable human resource for fostering economic, cultural and political development of a nation. In India the interest of social entrepreneurship has increased only in the last several years. Support to a social enterprise, which is reflected in the willingness to enable, support and promote entrepreneurial activities by providing all necessary resources to youth is a crucial factor in the development of youth social entrepreneurship.

KEYWORDS

social entrepreneurship, social problems, social mission.

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1. INTRODUCTION

The term Social entrepreneurship describes the mechanism by which new products, services and organisational process are identified and realised as a sustainable part of the society. Societies depend on entrepreneurs to drive job growth, innovate solutions to pressing problems. Entrepreneurship extends to profit and nonprofit business World. Although profit is necessary for surviving an organisation it is not always the end goal. That is the reason that Social entrepreneurship was developed and implemented in the last centuries. Social entrepreneurship rather aims to benefit the community by redirecting all profit back towards a social mission.

Due to the implementation of the social innovation and financially sustainability activities targeted at social problems social entrepreneurship concept have moved from the traditional charitable mooring to find more effective and sustainable solution to social problem.

2. CONCEPT & HISTORY OF SOCIAL ENTREPRENEURSHIP IN INDIA

"Social Entrepreneurship" have only come into widespread use over the last few decades though it is not a new phenomenon. The roots of what we now call Social entrepreneurship date back to the end of the nineteenth century with size of a more systematic and strategic form of charity. This was "a shiftaway from the idea of charity as simply giving alms to the poor to charity as something that can create lasting and systematic change".¹ When it comes to Social Entrepreneurship in India, one can referred India as epicenter of the impact investing and the World's laboratory for testing new ideas. India's journey into the World of Social entrepreneurship has been led by vision and energy of outstanding individuals.

¹*Fulton Katherine & Gregory Dees, "The past, present and future of Social entrepreneurship, A conversation with Grey Dees"

One can cited the salute given to 10 (ten) Social entrepreneurs on the Independence Day, who have shaped India's tryst with Social entrepreneur, - Mahatma Gandhi, a man obsessed with sustainability, being environment friendly making the best use of local resources, growth of village etc.) Dr. Varghese Kurten, father of India's milk revolution (founded the Kaira District Co-operative Milk Producers Union - now better known as Amul) 1946.

Sanjit Bunker Roy founder of Barefoot College founded Social Works and Research Centre (SWRC) in 1972 to find ways to address rural poverty by using new models and strategic, Harish Hande, Co-founder of sales (1995) Solar bringing the renewable energy solution to India's poor; Dr. G. Venkataswamy, founder of Aravind Eye Hospital (1976) providing affordable eye-care to the millions who had no access to quality health care; Sunil Bharti Mittal, founder of Airtel, Vineet Rai, founder of Aavishkaar (2001), Vikram Akula (2006) under of microfinance etc.

From the above cited, social entrepreneurs in India one may notice that social entrepreneurship concept was coined long ago but has been in the corporate parlance in just the recent past. Traditionally entrepreneurship has been associated with profit making individuals who aim high and achieve a lot for themselves in the world of tough competition. And the success of enterprise was and is being judge on parameter like return on investment and net income margins. But with empowerment and awareness of the citizens of the developing world, a new revolution has started, particularly among the youth of the world. This revolution is the growth of social entrepreneurship - the form of entrepreneurship where profits are not the results, but just the means to achieve the end result of social upliftment and further empowerment which is initiated through social entrepreneurship and social innovation.

3. SOCIAL ENTREPRENEURSHIP AND SOCIAL INNOVATION

As there is growing interest in social entrepreneurship because of the activities related to society, social, economic and environmental outcome basis on value of equality and justice, focusing on investing the surplus on development for resources for community and not just making economic profit, on the collective and joint principle, it is necessary to study the emergence of two inevitable concepts of social entrepreneurship - Social entrepreneur and social innovation.

SOCIAL ENTREPRENEUR

A social entrepreneur as a leader or pragmatic visionary;

- achieves large scale, systematic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategic, or a combination of these.
- focuses first and foremost on the social and / or ecological value creation and tries to optimize the financial value creation.
- innovates by finding a new product, a new service, or a new approach to a social problem.
- continuously refines and adapts approach in response to feedback.

➤ combines the characteristics represented by Richard Branson and Mother Teresa.

In short, social entrepreneurs drive social transformation in various fields including education, health, environment and entrepreneur’s development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and courage to innovate and overcome traditional practices through social innovation.

SOCIAL INNOVATION

Social innovation pursues social change and aims to alleviate a particular social problem.²The entrepreneur emphasis about social outcomes rather than income generation. This is the "change- maker" area where a social entrepreneur must emphasis. Again, social entrepreneurs, through social innovation generate a positive "return to society" which must be measured with different metrics. Which ultimately led to the economic, social and any other development.

² Mair Johanna and Christian Seelos "Social Entrepreneurship; The contribution of individual entrepreneur."

4. SOCIAL ENTREPRENEURSHIP TOWARDS THE SOCIETY

Social entrepreneurship as a new form of entrepreneurship exhibits the characteristics of non- profit, government and business applying the traditional entrepreneurship’s focus on innovation, risk taking and large scale transformation to social problem solving.

Social entrepreneurs present user-friendly, understandable, and ethical ideas that engage widespread support in order to maximise the number of citizens that will stand up, seize their idea, and implement it. Leading social entrepreneurs are mass recruiters of local change maker’s role models proving that citizens who channel their ideas into action can do almost anything.

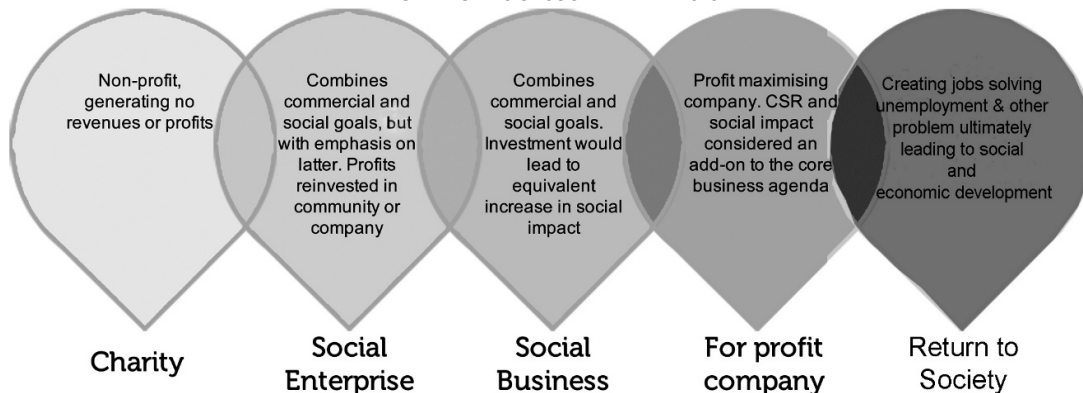
Just as entrepreneurship changes the face of business, social entrepreneurs act as the change agents for society, seizing opportunities' others miss to improve systems, invent new approaches, and create solutions to change society for the better. While a business entrepreneur might create entirely new industries, a social entrepreneurs develops innovative solutions social problems and then implements them on large scale.

Increasingly business graduates are recognised as possessing important skills that can drive social change. This new discipline is often referred to as Social Entrepreneurship. Social Entrepreneurship describes the discovery and sustainable exploitation of opportunities to create public goods. This is usually done through the generation of disequilibria in market and non-market environments. The Social entrepreneurship process can in some cases lead to the creation of social enterprises. These social ventures are hybrid organizations exhibiting characteristics of both the business and voluntary sector. Individuals engaging in Social Entrepreneurship are usually referred to as social entrepreneurs, a term that describes resourceful individuals working to create social innovation. They do not have to identify (or create) opportunities for social change (that so far have been unexploited), they must also muster the resources necessary to turn these opportunities into reality.³

³ Mair Marti 2006.

Here, one can consider a typical example about Prof. Muhammad Yunus, a Bangladeshi social entrepreneur, banker, economist and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. These loans are given to entrepreneurs who are too poor to qualify for traditional bank loans. In 2006, Yunus and the Grameen Bank were jointly awarded the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below".

FIG. 1: MODELS OF SOCIAL ENTERPRISES



From the above model, it is seen that social entrepreneurship shifts away from the idea of charity to the evasion of long lasting systematic change resulting the transformation of societies at large relating to poverty alleviation through microfinance, health care facilities, education training, community regeneration (such as housing association), welfare projects (providing employment for unemphored or homeless) etc.

Again from the above diagram/model one can also notice the ethical consideration of business extended through CSR (i.e. corporate social responsibility providing the impact towards the customer, employees, shareholder, supplier, banks and public at large) giving an impact towards the renovation of society.

Considering the need for success in addressing the today’s multiple development challenges youth and adolescents, the most valuable segment of population are necessary to pursue for social entrepreneurship for a developing country like India.

5. YOUTH IN INDIA

Youth⁴ being enthusiastic, vibrant, innovative and dynamic in nature is the most important section of the population. Youth shows strong passion, motivation and will power which also make them the most valuable human resource for fostering economic, cultural and political development of a nation. A country’s ability and potential for growth is determined by the size of its youth population. Their role in building defense capability of a nation is unquestionably prima una. The energy and passion of the youth is utilised properly, can bring huge positive change to society and progress to the nation. Youth are the creative digital innovators in their communities and participate as active citizens, eager to positively contribute to sustainable development.

⁴ Conventionally, period from adolescence to middle age is termed as youth. Age constitute the determining characteristics in the definition of youth by various agencies. UN adopted the age group 15 to 24 for defining youth. The National Youth policy initially (in 2003) defined the youth as in the age group 13-35, However National Youth Policy, 2014 modified Youth as 15-29 years. In the present report, we have adopted 15-39 years as youth.

The life experiences and perspectives of young people in the 21st Century differ greatly. About 87 per cent of young women and men living in developing countries face challenge brought about by limited and unequal access to resources healthcare, education, training and employment as well as economic, social and political opportunities. UNDP Youth strategy 2014-17. In many parts of the world.

Youth faces poverty, hunger, barriers to education, multiple and interesting form of discrimination, violence and limited opportunities for growth and employment prospects⁵. Youth are often excluded from decision – making processes and generally looks at untraditional avenues for civic engagement.

⁵ Youth in India 2017 Ministry of Statistics and Programme implementation, Government of India, Social Statistic Division.

More than 600 million youth live in fragile and conflict – affected countries and territories⁶ young people are both the victims and the perpetrators of the violence in societies they live in. This diversity of situations explain by youths are considered both as source of concern and a beacon of hope and positive thinking.

⁶ UNDP youth strategy 2014-17.

Environmental, social and economic opportunities and risks are becoming leader to predict. The dynamic landscape overall is becoming for role examples. Development thinking, knowledge and experience are available from a wider array of sources and providers. While the complexity of today's social, political and economic environmental issues constitutes a significant challenge, it also offers tremendous opportunities for youths to show their strengths as a strong self-organising force with the potential for innovation and embracing change.

India accounted for substantial share of world population. By 2010, India accounted for 17% of the World population, recording an increase of 2.7% in its share since 1970. The growth is projected to continue and by 2030. Indians would account for 17.97 of global population. India's share in the decennial addition to global population increased from 18.13 during 1970-1980 to 22.87 during 1990-2000 and is projected to decline to 18.69 by 2020-2030.

The growth pattern in the youth segment differs substantially from that of general population. The total youth population increased from 168 million in 1971 to 423 million in 2011. This increase was in the form of annual addition of roughly 5,3,6 and 6.6 million during seventies, eighties and nineties respectively. During the period 2011 to 2011, addition is substantially high at 7.4 million. The share of youth population in total population has been increasingly continuously from the level of 30.6% in the year 1971 to 34.8% in the year 2011.

According to "World Population Prospects": the 2015 revision" population Database of United Nation Population Division, India has the World's highest number of 10 24 years old, with 242 million despite having a smaller population than China, which has 185 million young people. As per India's census 2011, Youth (15-24 years) in India constitute 1/5th (19.1%) of India's total population.

6. THE ROAD AHEAD

Considering the importance and potentiality of youths and the need for social entrepreneurship in a developing country like India (which is going through an interesting time of transition), it is necessary to study the challenges of youth social entrepreneurs that faces by them in general, relating to funding, skill man force, structure plan, Central agenda/issues etc.

Keeping in view about the constraints the following suggestion are proposed.

1. Information relating to the opening of several universities that have established centres for social entrepreneurship both in US and abroad (see in the web-sites), must be given to the youths.
2. As young social entrepreneurs need support in many ways relating entrepreneurship, the growing organisation relating to the same such as youth venture, peace child (be the change), and Youth Social Enterprise Initiative (YSEI) that support Youth Social Entrepreneurs through skills training, funding, networks and campaigning information must be provided.
3. Awareness about Policy Initiatives for youths in India under the Welfare of Youth in India's, Government programme for youth in India such as National Young Leaders Programme (NYLP), Nehru Yuva Kendra Sangathan (NYKS), National Service Scheme (NSS), Rajiv Gandhi National Institute of Youth Development (RGNIDY) Assistance to Scouting and guiding organisation, youth Hostels etc. must be given to youth.
4. Relating to the skill development of youth, different such as Mahatma Gandhi National Rural Employed Guarantee Act (MGNREGA), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Prime Minister Employment Generation Programme (PMEGP), Enterprise and Skill Development, Assistance to Training Institute (ATI) Scheme and others must be awareness towards the youth.
5. Information's relating to international incentives for youth such UN's Department of Economics & Social Affairs (DESA), UN Centre for Human Settlements (HABITAT), United Nation Development Programme (UNDP) United nations Population Fund (UNFPA), United Nation Children Fund (UNICEF) International Labour Organisation (ILO), United nations Volunteers (UNV), the World programme of Action for youth WPAY etc. must also give awareness to the youth.
6. Providing and emphasizing the success stories of Indian social entrepreneurs such as Vikram Akula (SKS Microfinance), Harish Hande (Seles soles) and others of the post will be fitting to draw attention to their modern counterparts of the youths.
7. As Indian social entrepreneurs have to deal with government departments at national state, local level to obtain various clearances, it is necessary to simplify and consolidate the legislation relating to regulation, Taxation and other related rules and regulated areas.
8. Youth led initiatives through financing mini grants programme for promising youth initiate projects are encouraged too. Besides these, enhancing visibility of youth social entrepreneurs initiatives through campaigns, case studies communications and invitations to international forums are also necessary.
9. The voices of youth website, for example, would be an excellent platform where youth social entrepreneurs could network share success, be encouraged and promoted voice of youth could also link to other organisations that are actively promoting youth social entrepreneurs network Worldwide.
10. Create, support systems for youth social entrepreneurs by forming partnership with youth related organisation such as youth venture and Junior Achievement should be initiated. Again the system should provide – youth networking and capacity building, support for funding physical space and equipment, tools knowledge and advisor; information and research, partnership and policy bridges among youth selected organisations etc.

7. CONCLUSION

Social entrepreneurship implies innovative and financial sustainable activities targeted at social problems. However, its commercial activities do not necessarily need to concede with the social mission rather, their purpose is to create financial resources to implement social objectives. Social entrepreneurs act as the change agents for society, seizing opportunities and others to improve systems, invent new approaches, and create solutions to change society for the better.

Again as social entrepreneurs drive social innovation and transformation in various fields including education, health environment and enterprise development it is necessary to build strong and sustainable organisation through youths because of having strong passion, motivation and will power and the most valuable human resource for fostering economic, cultural and political development of a nation.

In India the interest of social entrepreneurship has increased only in the last several years. Support to a social enterprise, which is reflected in the willingness to enable, support and promote entrepreneurial activities by providing all necessary resources to youth is a crucial factor in the development of youth social entrepreneurship.

Further, research in Youth Social Entrepreneurship can be to explain and precise define the value of social effects that social entrepreneurship added to entire society and it can also be one of the research to demonstrate how commercial enterprise and established business models can be integrated with social value creation resulting towards the economic development of country.

8. WEBSITE RELATING TO YOUTH

Some websites relating to Youth are given below:

1. Document of UNDP Youth Strategy 2014-17.
http://www.undp.org/content/dam/undp/library/Democratic%20Governance/Youth/UNDP_Youth-Strategy-2014-17_Web.pdf
2. Website of United Nations.
<http://www.un.org>
3. ILO Publication "Global Employment Trends for Youth 2015: Scaling up investments in decent jobs for youth".
http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_412015.pdf
4. United Nations World Youth Reports 2013, 2016.
5. Website of Ministry of Youth Affairs & Sports.
<http://yas.nic.in/>
6. Website of Ministry of Rural Development.
<http://rural.nic.in/>
7. Website of Ministry of Micro, Small and Medium Enterprises.
msme.gov.in

8. Website of Ministry of Skill Development & Entrepreneurship.
<http://www.skilldevelopment.gov.in/>

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9. Seelos, Christian, &Mair, Johanna. (2005) Sustainable Development: How Social Entrepreneurs Make it Happen. WP No.611, University of Navarra.

WEBSITES

10. www.ashoka.org
11. www.fuqua.duke.edu/centers/case
12. www.futureshifters.net
13. www.genv.net
14. www.pbs.org/opb/thenewheroes
15. www.peacechild.org
16. www.schwabfoundation.org
17. www.skollfound.org
18. www.ssireview.org
19. www.takingitglobal.org
20. www.youthactionnet.org
21. www.youthforcauses.com
22. www.youthgrantmakers.org
23. www.youthnnovation.org
24. www.youthventure.org
25. www.ysei.org

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