

NAVIGATING THE TERRAIN OF SOCIAL ENTREPRENEURSHIP: AN IN-DEPTH EXPLORATION

Mr. Mallikarjun Dalal,

Dr. C. Mahadevamurthy,

Research Scholar, Department of Studies and Research in Management, Karnataka State Open University, Mukthagangothri, Mysore - 570006 Karnataka, India.

Professor, Department of Studies and Research in Management, Karnataka State Open University, Mukthagangothri, Mysore - 570006 Karnataka, India.

ABSTRACT:

The concept of entrepreneurship has expanded beyond conventional limits, incorporating not only profit-oriented pursuits but also initiatives committed to social innovation and influence. Social entrepreneurship (SE) has become a key driver of positive social change by fusing economic principles with a goal to address urgent societal concerns. This essay follows the development of social entrepreneurship, looking at its theoretical foundations, historical foundations, and modern applications. The study examines the function of social entrepreneurship in tackling issues such as poverty, inequality, environmental sustainability, access to healthcare and education, and the empowerment of marginalized communities by drawing on literary concepts. The study clarifies the revolutionary potential of social entrepreneurship in promoting inclusive growth and driving socio-economic development through an extensive analysis of prominent social firms and impact evaluation techniques. The study also emphasizes the relationship among social entrepreneurship, rural development, and environmental stewardship, stressing the value of creative, cooperative solutions to difficult societal problems. This paper highlights the importance of SE in creating a more just, inclusive, and sustainable future by illuminating the diverse aspects of SE and deepening our understanding of its activities, outcomes, and guiding principles.

Keywords:

Social entrepreneurship, Social Impact assessment, Social Enterprises, Sustainable development.

INTRODUCTION

Scholars have consistently been fascinated by and curious about the idea of entrepreneurship, with thinkers like Richard Cantillon, Adam Smith, Joseph Schumpeter, and Peter Drucker providing different viewpoints of entrepreneurs in economic systems. The field's pioneer, Cantillon, stressed that taking risks and allocating resources is an intentional decision-making process that complements being an entrepreneur (Cantillon, 1755). Smith, who is recognised as the founding father of modern economics, saw business owners as intermediaries who manage supply and demand, modifying goods to suit societal demands (Smith, 1776). Conversely, however, Schumpeter (1934) defined entrepreneurship as disruptive process, that is propelled by innovation and development of new resource combinations and commercial strategies. Drucker (1985) elaborated on this idea further by emphasising part that entrepreneurship plays in talent organisation, resource mobilisation, and leadership.

Traditionally associated to the private industry and financial gain, the term "entrepreneurship" has been increasingly common in the social, political, and cultural spheres, indicating its wider connotations than just business. Because of its expansion, entrepreneurship has been reexamined as a catalyst for social change and innovation, particularly in the nonprofit sector. Non-profit organizations must use entrepreneurial tactics to increase their impact and sustainability as they deal with changing societal expectations and environmental concerns (Chandra, 2016).

Amidst these changes, social entrepreneurship has become a unique phenomenon that combines the application of economic principles with an aim to tackle urgent social challenges. Driven by the aspiration to effect significant transformations, social entrepreneurs utilise commercial instruments and approaches to provide economic and societal benefits (Mair & Marti, 2006). This strategy deviates from conventional philanthropic and charitable approaches in the case of social entrepreneurs aim to find long-term solutions that put society welfare ahead of profit. The increasing prominence of social entrepreneurship reflects a broader comprehension of the connection between economic expansion and social well-being. SEs are essential for fostering creativity and causing constructive social change in a time of intricate societal issues and political constraints (Sassmannshausen & Volkmann, 2013). As a result, academics are now focusing their research and investigation on SE in an effort to comprehend its tenets, applications, and results.

In this study, our objective is to examine the current situation of SE by using insights from the literature that may be applied in various situations. By examining the evolution of SE and its impact on society, we aim to contribute to the advancement of knowledge in this vital and always changing field.

OBJECTIVES:

- To explore the historical evolution and theoretical foundations of SE.
- To examine the role of SE in addressing key societal challenges.
- To highlight the interplay between SE, rural development, and environmental sustainability.

METHODOLOGY:

This study examines the idea and workings of SE using secondary data sources like books, publications, academic journals, and case studies. A detailed analysis of the literature is done to be able to track the development of SE across time, look at theoretical models, and assess empirical data regarding its effects in different fields. To clarify the transformative potential of SE, notable case studies of social enterprises addressing poverty, inequality, environmental sustainability, healthcare delivery, education access, and empowerment of marginalized communities are reviewed.

CONCEPT AND HISTORY

A global phenomena, social entrepreneurship seeks to address societal issues that are sometimes disregarded in the pursuit of development in traditional contexts. It is characterized by the quest for of both economic and social objectives (Noya, 2009). Even if social entrepreneurship is common everywhere, developing nations are home to amongst the most noteworthy instances. A prime example for this, is the Bangladeshi microfinance programme, this has drawn interest from all throughout the world (Yunus, 2006).

Social entrepreneurship is booming in industrialized nations as well. As an example, a significant fraction of the working-age population in the UK creates and runs social enterprises, indicating the growing importance of this subject worldwide (Franičević, 1990; Buble & Krušić, 2006). Furthermore, according to Noruzi, Westover, and Rahimi (2010), social entrepreneurship has grown in popularity as a way to solve social issues that traditional governments and non-profit organizations have found difficult to handle.

Though the phrase "social entrepreneurship" is relatively new, it builds on centuries of revolutionary leadership (Dees, 1998). According to Svetunkov and Ponomarev (2016), social entrepreneurs use their entrepreneurial abilities to establish organizations that are committed to social justice and humane outcomes. They are distinguished by their creative methods to addressing society's most pressing concerns. These people or organizations prioritise systemic transformation and community well-being over profit maximization, using economic and technological innovation to achieve social goals (Wolk & Nicholls).

According to the Skoll Centre for SE, social entrepreneurship's origins can be found in people who questioned established systems and saw chances for social innovation. A recipient of the Nobel Peace Prize for his efforts to reduce poverty via creative financial solutions, Prof. Muhammad Yunus, the creator of the Grameen Bank and a pioneer in microcredit field, is a prime example of the transformative power of SE (Yunus, 2006).

Social entrepreneurship as a concept raises questions about how it may promote socio-economic balance and well-being by interacting with discussions on sectoral positioning and societal ideals (Svetunkov & Ponomarev, 2016). Social entrepreneurship has arisen as a catalyst for social change, having the ability to influence economic systems and enhance the lives of beneficiaries globally, by questioning established paradigms and encouraging creative alternatives.

ROLE OF SOCIAL ENTREPRENEURSHIP

Addressing Poverty and Inequality

• Social enterprises providing livelihood opportunities:

BRAC, a social company founded in Bangladesh that has helped millions of people escape poverty through its microfinance programme, is one noteworthy example. As of 2021, BRAC had lent over \$33 billion to over 10 million borrowers, with a repayment percentage above 97%, according to its annual report. Due to this, borrowers—mostly women—have been able to enhance their standard of living by launching small enterprises (BRAC Annual Report, 2021).

- **Microfinance and financial services access for marginalized communities:**

Access to microfinance can significantly contribute to the elimination of poverty, especially for women, according to research by Banerjee and Duflo (2019). Their controlled experiments with randomization in India shown that accessing microcredit improved the status of women's empowerment metrics, including their ability to make decisions in the home, and raised household income and consumption.

- **Impact assessment methodologies in poverty alleviation initiatives:**

The evaluation of the effects of programmes aimed at reducing poverty is frequently done through the use of the Social Return on Investment (SROI) framework. For example, the SROI approach was used in a study by Nicholls et al. (2012) to evaluate the consequences of a social enterprise that offers job opportunities to homeless people in the UK. They discovered that by helping participants earn more money and reducing their reliance on welfare services, the programme produced £2.11 social value for every £1 invested.

Environmental Sustainability

- **Sustainable agriculture and fair trade practices:**

Leading social enterprise Fair Trade USA stated that in 2020, retail sales of Fair Trade Certified agricultural products exceeded \$6 billion worldwide, helping more than 1.7 million farmers and workers in 73 countries. Together with additional rewards for community development initiatives, these farmers are paid fairly for their produce (Fair Trade USA, 2020).

- **Renewable energy initiatives by social enterprises:**

In rural and marginalized communities, the SELCO Foundation, an Indian social company, has given solar energy solutions to more than 1.5 million individuals. The SELCO Foundation Impact Report, 2021, states that these solar installations have improved household access to clean energy, significantly reduced carbon emissions, and increased opportunities for livelihood through income-generating activities like solar-powered irrigation.

- **Circular economy models and waste management solutions:**

One of the world's foremost advocates of the circular economy, the Ellen MacArthur Foundation, projects that by 2030, adopting circular business strategies may help the economy by \$4.5 trillion. Innovative garbage collection and recycling programmes implemented by social entrepreneurs such as Terra Cycle have played a pivotal role in the advancement of circularity. Millions of tonnes of garbage are kept out of landfills by Terra Cycle's Loop platform, which collaborates with well-known consumer businesses to provide reusable packaging options (Ellen MacArthur Foundation, 2021).

Access to Education and Healthcare

- **Affordable education initiatives by social enterprises:**

Bridge International Academies serves approximately 700,000 children in numerous African countries by offering affordable, top-notch education. When compared to typical public schools, research by Kremer et al. (2013) revealed that Bridge schools dramatically improved learning outcomes, especially for pupils from disadvantaged families.

- **Healthcare delivery models targeting underserved populations:**

Over 4 million eye surgeries have been conducted by the social business Aravind Eye Care System in India; most of these procedures are given to low-income patients for free or at subsidized costs. Prajna et al. (2011) conducted a study that showcased Aravind's model's scalability and cost-effectiveness, as well as its capacity to reduce blindness and enhance quality of life.

- **Technology-enabled solutions for enhancing access to education and healthcare services:**

A nonprofit organisation dedicated to education, Khan Academy reaches, over 100 million students globally by providing free online courses in a variety of areas. Studies conducted in 2013 by Means et al. demonstrated that students' attitudes towards learning and math scores significantly improved, when they used Khan Academy's platform, especially those from underprivileged backgrounds who had little access to conventional educational resources.

Empowerment of Marginalized Groups

• Women empowerment initiatives:

Through access to financial services, skill development, and collective bargaining, SEWA (Self-Employed Women's Association) in India has given nearly 2 million women workers in the informal economy more influence. According to a research by Chen et al. (2005), SEWA's contributions to women's economic standing, health outcomes, and social empowerment have a positive knock-on effect on their families and communities.

• Social enterprises working with refugees and displaced populations:

An organisation called RefuSHE works with young women and girls who are refugees in East Africa. It offers education, training in entrepreneurship, and psychosocial assistance. Over 90% of programme participants said they felt safer and more optimistic about their futures after participating in Refu SHE's programmes, according to their effect evaluation (RefuSHE effect Report, 2021).

• Disability-inclusive employment practices:

US-based insurance provider Lemonade strongly encourages inclusion and diversity in the workplace, emphasizing the hiring of people with impairments. Employees with disabilities have continuously rated their job satisfaction higher than the company average, according to Lemonade's diversity report (2020). This shows the beneficial effects of inclusive employment practices on employee morale and organizational culture. The intriguing discussion above emphasizes how social companies have the power to revolutionize the way we solve difficult societal issues in a variety of fields. Social companies are vital to promoting positive social change, ranging from environmental sustainability and poverty alleviation to education access and marginalized communities' empowerment. Social enterprises have the capacity to sustainably drive development and build a more just and resilient world by utilizing cutting-edge models, impact measurement techniques, and inclusive procedures. Studies show that social entrepreneurship promotes long-term economic growth addition to solving current social issues. Social companies enable inclusive growth and boost local economies by creating jobs, especially for underprivileged people. Additionally, their focus on social innovation and community involvement spreads, encouraging other businesses and individuals to work together and innovate for the greater good. Moreover, it is impossible to exaggerate the importance of SEs in rural development. Social entrepreneurs are critical to the provide basic services, job creation, and community revitalization in rural areas, where typical economic models may be inadequate or ineffectual. They are able to take benefit of local resources and knowledge because of their cooperative and group mentality, which promotes resilience and sustainable development in rural areas. In addition, social enterprises have a special capacity to tackle environmental issues while advancing socioeconomic advancement. Social enterprises play a crucial role in facilitating the shift towards a future that is more ecologically sustainable by promoting environmentally conscious legislation and adopting sustainable practices. In addition to helping local populations, their creative approaches to resource management, renewable energy, and conservation support international efforts to halt climate change and protect natural ecosystems. All things considered, social entrepreneurship is a complex strategy for solving environmental, social, and economic problems. Social entrepreneurs are vital to promoting sustainable development and good change locally, nationally, and worldwide because they bring together business ideas with a dedication to social impact. Social entrepreneurship is playing a bigger and bigger role in shaping a more just, inclusive, and sustainable future as the globe deals with more complicated and interlinked issues.

CONCLUSION:

To sum up, this research emphasizes how important social entrepreneurship is for promoting sustainable development and good social transformation. Social enterprises are vital to the advancement of environmental sustainability, equitable growth, and the empowerment of marginalized groups because they use entrepreneurial principles to address societal concerns. Social entrepreneurship has the power to spark revolutionary change on a local, national, and international scale through creative models, impact assessment techniques, and inclusive practices. The importance of social entrepreneurship in creating a more just, inclusive, and resilient future cannot be emphasized as the globe struggles with intricate and interrelated issues. In order to fully realise the potential of social entrepreneurship projects to tackle urgent global concerns and improve everyone's quality of life, this document promotes the ongoing study, cooperation, and support for these endeavors.

REFERENCES:

1. Haugh, H. (2005). A research agenda for social entrepreneurship. *Social enterprise journal*, 1(1), 1-12.
2. Martin, R. L., & Osberg, S. (2007). Social entrepreneurship: The case for definition.
3. Abu-Saifan, S. (2012). Social entrepreneurship: definition and boundaries. *Technology innovation management review*, 2(2).
4. Katz, R. A., & Page, A. (2010). The role of social enterprise. *Vt. L. Rev.*, 35, 59.
5. Rahdari, A., Sepasi, S., & Moradi, M. (2016). Achieving sustainability through Schumpeterian social entrepreneurship: The role of social enterprises. *Journal of Cleaner Production*, 137, 347-360.
6. Eldar, O. (2017). The role of social enterprise and hybrid organizations. *Colum. Bus. L. Rev.*, 92.
7. Ramus, T., & Vaccaro, A. (2017). Stakeholders matter: How social enterprises address mission drift. *Journal of Business Ethics*, 143, 307-322.
8. Haugh, H. (2005). The role of social enterprise in regional development. *International Journal of Entrepreneurship and Small Business*, 2(4), 346-357.
9. Olmedo, L., van Twuijver, M., & O'Shaughnessy, M. (2023). Rurality as context for innovative responses to social challenges—The role of rural social enterprises. *Journal of Rural Studies*, 99, 272-283.
10. Littlewood, D., & Holt, D. (2018). How social enterprises can contribute to the Sustainable Development Goals (SDGs)—A conceptual framework. In *Entrepreneurship and the sustainable development goals* (Vol. 8, pp. 33-46). Emerald Publishing Limited.
11. Short, J. C., Moss, T. W., & Lumpkin, G. T. (2009). Research in social entrepreneurship: Past contributions and future opportunities. *Strategic entrepreneurship journal*, 3(2), 161-194.
12. Seelos, C., & Mair, J. (2004). Social entrepreneurship-The contribution of individual entrepreneurs to sustainable development.
13. Haugh, Helen. "New strategies for a sustainable society: The growing contribution of social entrepreneurship." *Business Ethics Quarterly* 17.4 (2007): 743-749.
14. Břanda, J., & Urbančiková, N. (2020). Social Entrepreneurship as a Tool of Sustainable Development. *Quality Innovation Prosperity*, 24(3), 21-36.
15. Jiao, H. (2011). A conceptual model for social entrepreneurship directed toward social impact on society. *Social Enterprise Journal*, 7(2), 130-149.
16. Kostetska, I., & Berezyak, I. (2014). Social entrepreneurship as an innovative solution mechanism of social problems of society. *Management theory & studies for rural business & infrastructure development*, 36.
17. Beckmann, M. (2012). The impact of social entrepreneurship on societies. *Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies*, 235-254.
18. Dees, J. G. (2007). Taking social entrepreneurship seriously. *SOCIETY-NEW BRUNSWICK-*, 44(3), 24.
19. Murphy, J., Teo, A., Murphy, C., & Liu, E. (2017). The BEST Society: From charity to social entrepreneurship. *Social entrepreneurship and tourism: Philosophy and practice*, 237-249.
20. Betts, S. C., Laud, R., & Kretinin, A. (2018). Social entrepreneurship: A contemporary approach to solving social problems. *Global Journal of Entrepreneurship (GJE)*, 2(1).
21. Saebi, T., Foss, N. J., & Linder, S. (2019). Social entrepreneurship research: Past achievements and future promises. *Journal of management*, 45(1), 70-95.
22. Welsh, D. H., & Krueger, N. (2012). The evolution of social entrepreneurship: what have we learned?. *Journal of Technology Management in China*, 7(3), 270-290.
23. Hota, P. K. (2023). Tracing the intellectual evolution of social entrepreneurship research: Past advances, current trends, and future directions. *Journal of Business Ethics*, 182(3), 637-659.
24. Sullivan Mort, G., Weerawardena, J., & Carnegie, K. (2003). Social entrepreneurship: Towards conceptualisation. *International journal of nonprofit and voluntary sector marketing*, 8(1), 76-88.

25. Nigam, A., & Ghai, R. K. (2016). Social entrepreneurship: An overview. *Splint International Journal of Professionals*, 3(3), 107-111.
26. Brajević, S., Babić, A., & Jukić, I. (2015, October). Social entrepreneurship and economic development. In *DIEM: Dubrovnik International Economic Meeting* (Vol. 2, No. 1, pp. 156-166). Sveučilište u Dubrovniku.
27. Dionisio, M. (2019). The evolution of social entrepreneurship research: a bibliometric analysis. *Social Enterprise Journal*, 15(1), 22-45.