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Need for Social Entrepreneurship “An Act of Reformation”

Rebecca Natrajan

Ph.D. Student, Department of Business Administration
Madurai Kamaraj University, Tamil Nadu, India

Abstract:

“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.”

Bill Drayton Founder of Ashoka: Innovators for the Public Due to globalization the way of doing the business is changing, Customers no longer required to be the prisoners and don't want to be part of commercial minded masters, rather they want than some one who address their issues for the betterment of society. In order to bring these kind of changes there is a need for an entrepreneur not an ordinary entrepreneur but social entrepreneur. Social entrepreneurship is an act of finding innovative solutions to the normal social problems. They are there for the reformation of a better society. Even though Social Entrepreneurship concept gained more popularity at this point of time, still the knowledge towards social Entrepreneurship is lacking. These social Entrepreneurs shares the common traits but their motive is not monetary and they are not existing just for profit but for a transformation which leads to a reformation of the society's way of thinking to achieve innovative solutions to the normal social Problems. These social Entrepreneurs were ready to face and gather the resources without depending upon the government to add value to the society.

- Rebecca Natrajan

1. Introduction

Due to globalization the world becomes a global village where information regarding business and the regulations regarding business is changing every single day. Customers no longer required to be the prisoners and don't want to be a part of business venture that tie them up for a longer period.

Time has changed and the need for change has already started. Whether the business like it or not, customers are forcing the business to keep themselves updated or a product or service swap will take place.

However, there are some areas that needs attention and social issues that needs to be addressed. That is where the role of social entrepreneur who converts the issues into achievable solutions.

2. Who is a Social Entrepreneur?

Social Entrepreneurs are the one who acts a catalyst or a change agent and brings final solution to the existing social problems on various fields such as education, Energy, Environment and Health. They pursue strategy to alleviate the property and also the root cause for it. They also help the society to balance themselves without affecting the current and future resources. (www.the-sse.org, 2015)

3. Need for Social Entrepreneurs

Social Entrepreneurs are needed to ensure the wealth are utilized and the resources are administered properly without affecting the future generation. They are change agents who customize positivity but criticize negativity in the roots and uproot it for long-term survival, growth and development.

4. Characteristics of a Social Entrepreneur

What makes a Social Entrepreneur different from other?. What makes them successful? the answer to all these questions are the characteristics of a Successful Entrepreneur.

4.1. Ambitious

Social Entrepreneurs tackles every issues right from increasing the number of students enrolled at college, fighting for the welfare of women in the institutions, stopping female infanticide at rural areas, providing sanitary conditions in countries like Africa, alleviating poverty at various areas both developing and underdeveloped countries. These kind of social leaders exist within many ventures to ensure that people welfare has been maintained.(Dr.R jayaraman,2015)i

4.2. Purpose Driven

Social Entrepreneurs are mission driven. They like to add value to the society by providing consistent fruit to the social issues. The objective of the social Entrepreneur is to add value not money into their pockets, even though it is a part of their development process for the project undertaken by them.

4.3. Employment Generator

Social Entrepreneurs are the Employment generators which in turn help to improve the economic condition of a country. Example of such Social entrepreneur in U.K Entrepreneur is La'toyah Lewis, Rising Stars Cleaning CIC recognizes the true potential of people and creates opportunities for ex-offenders who might not usually get a chance. (www.the-sse.org, 2015)(ii).

4.4. Resource Mobiliser

Unlike the commercial entrepreneur, Social Entrepreneur are not interested in profit generation, rather they concentrate on the revenue generation and ensure that the survival, growth and development of the foundation they have started is consistent. Otherwise it will be a mere fund raising event.

5. Social Entrepreneurs Share Some Common Traits Including

- Involved in Continuous upgradation of social change to improve the economic conditions of the society.
- A vision combines with passion to achieve the mission.
- An ability to interact with the society and maintain disciplined life to enroll themselves as a role model for the combination of success and Growth.
- Researcher who always gather information both qualitative and quantitative in order to be sensitive to the needs of the society.
- Self driven person and positively anxious until they achieve the objectives that needs to be achieved.

5.1. Impact of Social Entrepreneurs on Various Fields

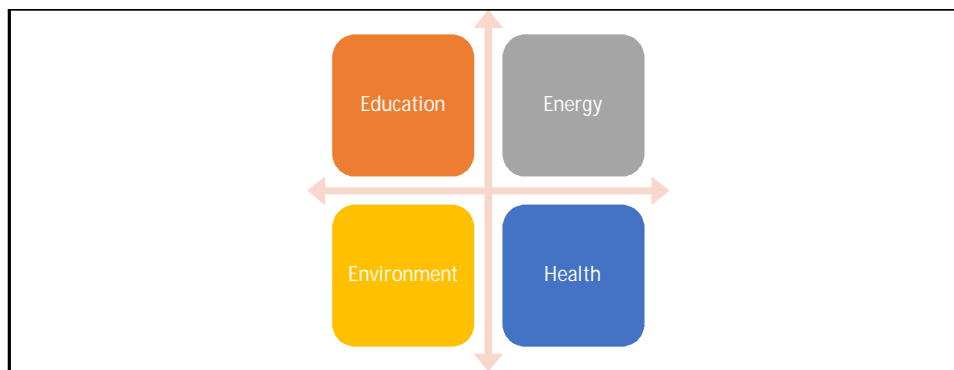


Figure 1
Source created by author

Social Entrepreneurship laid their foundation in various fields such as

5.1. Education

It is a well known fact that education is a key to our ignorance. Social entrepreneurs always try to elevate the poverty by improving the economic condition of a nation especially women's education. It is indeed the social entrepreneur to encourage the women, especially in the third world and also the women who are unable to pursue their education due to various factors like drug addiction, abusive childhood in the developed countries, so they gave them a chance to welcome back into the society by facilitating the education. By doing that it enables the women and also men to enroll themselves in higher education.

5.2. Energy, Environment & Health

Pollution is the major cause for various disease that affect the life rate of the human beings. The need to look after our surroundings is very crucial for the wellbeing of the society. Social Entrepreneurs through their innovative ideas and a passion to help the society, brings changes by reducing the wastage, save the water scheme, green guard movement, etc.

5.3. Health

Health is wealth – Jamie Oliver the well known tvchef and the founder of Oliver foundation who insist and introduces the need for Healthy Breakfast for children is changing the aspect of Health and gives the knowledge to the society that they should not be ignorant about their health.

6. References

- Dr. R Jayaraman MBA Social Entrepreneurship in Action course book, accessed on August 2015
- www.the-sse.org,2015