

Social Entrepreneurship for Sustainable Development

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Abstract

Social Entrepreneurship is a platform where one discovers the ability of solving old problems with new ways of thinking in order to arrive at a solution. Entrepreneurship is connected with convenience but social entrepreneurship connects the need with the solution. Social Entrepreneurs are the people who are interested in the upliftment of the certain sections of the society or certain people who have been ignored in the society or who are unable to develop by themselves. The aim of the paper is understand the concept of social entrepreneurship and highlights the contribution of social entrepreneurship in overcoming some of the social and environmental challenges. The paper is based on the work of Muhammad Yunus and Dr. Verghese Kurian, the idea of increasing capabilities and fulfilling the human needs. The paper aims to convey that sustainability springs up through social entrepreneurship. Basic needs for human development are the key factors which giving human dignity to every individual in society. But, when it comes to innovation through technological advancements, the initial motive of fulfilling the necessary needs for human life is always ignored. It is considered to be the last change for improvement in the list. Fact is that, sustainable growth for the well-being of individual and society begins from rendering the required needs. This primary focus will ultimately bring-in human dignity and improvise in its advancements towards sustainability.

Keywords: Social Entrepreneurship, Human development, human dignity, Innovation, society.

Introduction

Social Entrepreneurship is a platform where we can discover the ability of solving old problems with new ways of thinking in order to arrive at a solution. Entrepreneurship is connected with convenience but social entrepreneurship connects the need with the solution. Social Entrepreneurs are the people who are interested in the upliftment of the certain sections of the society or certain people who have been ignored in the society or who are unable to develop by themselves. Social innovation is embedded in social entrepreneurship and sustainable development happens largely through social entrepreneurship as it mainly concentrates on the upliftment of the society by initially taking the ground issues that have lost focus. Business mainly operates with the aim of attaining maximum profits while rendering service is in the bottom line. Business has its own set of standards with a legal structure. Business does not relate to social entrepreneurship and neither does charity. Social entrepreneurship is always misunderstood as an instrument of charity. It's actually not. Charity does not recognise the problem and neither does it find a solution. But social entrepreneurship does.

Social entrepreneur is a person who tries to solve problems using entrepreneurial skills. He is a person who sees a social problem, makes the urge to move and resolve it. **Martin and Osberg** says that social entrepreneurship aims for value in the form of large-scale transformational benefit that occurs either to a significant segment of society or to society at large. **J. Gregory Dees** says that social entrepreneurship is which combines the passion of social mission with an image of business like discipline, innovation and determination. Social entrepreneurship has the business characteristics of innovation, discipline and determination to achieve a goal but then the goal would be to achieve a particular social mission. **The Programmes Targeted** – The programmes which are carried out through social entrepreneurship are targeted at: undeserved, neglected or highly disadvantaged population that lacks the financial means or political clout to achieve the transformative benefit on its own. Social entrepreneurs aims to mitigate the financial repercussions among vulnerable for achieving sustainable growth.

Social Entrepreneurship and Development

There is a link between how development is explained in sociology and how social entrepreneurship perceives development. Development corresponds to social evolution where the evolution happens with the human society and indicates that humankind is always as moving towards the goal of civilisation for the improvement in the quality of life which ultimately leads to improved standard of living. This core framework in the name of development thrives to reconstitute

society by way of innovation through social entrepreneurship. Development is an increased social capacity which helps to look at social entrepreneurship as the medium of diffusing innovation. Innovation is one of the qualitative feature that adds value to social entrepreneurship and holds the key for sustainable development. It is very important to know that development happens only through social entrepreneurship as it mainly concentrates with the ground issues like improved health and nutrition, increased income, consumption of better quality goods. The welfare and the quality of life are associated with the role of social entrepreneurship to bring about change which together becomes the vehicle for economic development and sustainable growth. Social entrepreneurship aims to manifest that true development involves investment in people to enable them and society to meet their basic needs and improve their quality of life.

Few of the Social Entrepreneurs who have been in news in India

We can say that social entrepreneurship arose from the time of Mohandas Karamchand Gandhi, called as Mahatma: The Father of our Nation. The person of simplicity and high thinking with social concern who always had the urge for sustainable growth.

- *Mahatma Gandhi*: He was a man obsessed with sustainability, being environment friendly, making the best use of local resources, growth of villages, power of co-operatives, promotion of local industry and community driven initiatives. He always spoke of growing local cottage industry like Khadi, being self-reliant and having the community own enterprises. The best example of his insistence of leveraging local resources and not being dependent on imports is his 'Salt March' to Dandi, where he called for local production of salt after there was salt tax levied by the British. Gandhi's love for Panchayats Raj, empowerment of women and ban on imports can be looked at as seeds of social transformation, sustainability and self-sustaining local communities.
- *Vinoba Bhave*: Bhudaan Andolan – Founder and leader of the Bhudaan Andolan (Land Gift Movement), he caused the redistribution of more than 7,000,000 acres of land to aid India's untouchables and landless.
- *Ela Bhatt*: Founder of Self-Employed Women's Association (SEWA) in 1972. It is a rare trade union of poor, unorganised, self-employed women who work as vendors, hawkers and labourers.
- *Harish Hande*: SELCO India Founder – Solar Electric Light Company in 1995. Magsaysay Award Winner 2011. He has a reputation of installing 120000 households in Karnataka, his aim being-making renewable resources the predominant source of energy in rural India.
- *Dr. Abraham M. George*: Founder of the George Foundation. It was established in January 1995 in Bangalore, India. Their mission is to work towards poverty eradication, promote environmental health and strengthen democratic institutions and values in developing countries.

Objectives of the Paper

The objective of the paper is to understand the concept of entrepreneurship and know the contribution of social entrepreneurship towards sustainable development through the review of two case studies.

Methodology

The paper is purely review based one and reviewed two case studies relating to social entrepreneurship. The information required for the paper has been obtained from secondary source particularly websites. The scope of the study is limited to the select cases – Muhammad Yunus-Micro credit; and Dr. Verghese Kurian-White Revolution.

Social Entrepreneurship and Sustainable Development – Case Studies

Case Study 1: Muhammad Yunus – Micro Credit - \$27 loan to women.

Muhammad Yunus who was so a Nobel Prize winner. He was a person who came up with the concept of Micro credit which induced him in creating his own avenue to be a social entrepreneur that which gave rise for sustainability in the backward communities.

This is a story of Bangladesh. A poor lady who was from an underdeveloped community came up to him and asked for a loan. Muhammad Yunus gave her the loan of \$27. The women instantly got the sewing machine and started sewing the fabrics. This is how she was able to generate revenue from which she was able to pay back to Yunus. After an observation, M. Yunus literally came up with the concept of Micro Credit. Problem with underdeveloped communities is that, they lack finance for taking up any tasks to be self-employed. So, the move of lending micro credit was an eye opener both

to M. Yunus in taking up this concept towards the phase of development to the underprivileged women and also to such communities as well.

M. Yunus was successful in opening the facility of micro credit. That is, he opened the Grameen Bank where the working is like, they earn back the interest and the capital is returned which further is distributed to the deserving women. The period where even Government failed to touch these sections of society, where banks did not come to an aid of such people, it was M. Yunus who was able to change the lives of such backward sections. This innovative idea not only helped the weaker class of society, but also M. Yunus to be a part of increasing sustainability through social entrepreneurship.

Interpretation

With this initial move, Muhammad Yunus was able to change the lives of deprived and jobless women who were able to be self-employed. The concept of micro finance was purely for the upliftment of rural women who could sustain their lives by being self-employed. This initiative was one of the driving factor for the development of rural women who were been ignored and under estimated by the communities.

Case Study 2: Dr. Verghese Kurian – Father of White Revolution – Amul

Milk is one of the basic nutrition for a child's development. One of the important source of health drink. The period of white revolution gave rise to dairy networks like supply of milk and other dairy products through dairy cooperative movement. But the brand name Amul had not been adopted at that time and it was called KDCMPUL (Kaira District Cooperative Milk Producer's union Limited). It started initially with two dairy co-operative societies and 247 litres of milk only. Farmers were benefited out of it. But later, the Government asked Dr. Verghese to get associated with National Dairy Association Board (NDAB) because we were on the brink of becoming an importer of milk as we were not self-sufficient producers. After getting associated with this board, he came up with 'Operation Flood' in 1964 which helped farmers and the milk producers to rare variety of cows to ensure that these variety of cows give high quantity of milk compared to the earlier version. Thus, he was able to induct 0.1 million cooperatives and 5 million milk producers in this programme⁵. This is known as operation flood and this shift was a kind of White Revolution in India. Through this, India was saved from being Milk Imported like Sri Lanka.

Interpretation

It is because of this move, dairy cooperatives gained importance and this served to be the leading Milk Dairy which is now well known as AMUL Anand Milk Udyog Limited. The introduction of cattle-feed plant of AMUL helped in improving the life of farmers.

Conclusion

Entrepreneurship is connected with convenience but social entrepreneurship connects the need with the solution. Social Entrepreneurs are the people who are interested in the upliftment of the certain sections of the society or certain people who have been ignored in the society or who are unable to develop by themselves. Business mainly operates with the aim of attaining maximum profits while rendering service is in the bottom line. Business has its own set of standards with a legal structure. Business does not relate to social entrepreneurship and neither does charity. Social entrepreneur is a person who tries to solve problems using entrepreneurial skills. The two case studies Muhammad Yunus – Micro Credit - \$27 loan to women and Dr. Verghese Kurian – Father of White Revolution – Amul. The cases of Yunus have changed the lives of deprived and jobless people women who were able to be self-employed. The other case of **Dr. Verghese Kurian** has identified the importance of dairy cooperatives and this served to be the leading Milk Dairy which is now well known as AMUL Anand Milk Udyog Limited.

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