



International Journal of Allied Practice, Research and Review

Website: www.ijaprr.com (ISSN 2350-1294)

Social Entrepreneurship

Manisha Yadav
Narnaul, Haryana, India

Abstract - Social entrepreneurship concept entails in modern context, it offers an altruistic form which emphasis on the advantages that the society may reap. Moreover, in today's context it has turned endeavor which transforms the social capital in a way which give impact on the society by positively which focusing the combined business with social issues and provide a tool to rectifying these problems with the thinking of enhance, uplifting the lives of people connected with the causes. It doesn't insist its own success the area of profit not only in commerce beyond however focus on social and ecological transformation those they want to made it innovative solutions of a problem which are related to whole of the society as they want to enjoy the larger scale of economies in society. Some examples of the innovation idea under the social entrepreneurship nonprofit organization, cooperative, social answer business enterprises.

Keywords - *Entrepreneur, civilization, social transform, Patanjali*

I. Introduction

The term entrepreneur is associated with some sort of business and has originated in French economics as early as 17th and 18th centuries. Literally, social entrepreneurship is a zeal driving passion monitor have high standards and principal in relation to their own organization efforts in terms of diversified communities with they are engaged. It captures a whole of unique and distinguish approach to economic social and cultural apart from the rest of the crowd of well-meaning people and organization who dedicate their life to social improvement interlinked with business.

II. Key Features

Leveraged nonprofit ventures: - It seems like something of a paradox feeling because consisting nonprofit as well as also a business that addresses a true market need. Leveraged nonprofit often seek conventional source of nonprofit funding such as philanthropic support and foundation with government grants. It seems an attractive for private sector investors who are interested to build the wealth of communities they serve.

Social entrepreneurship in India:- I visited number of villages and the rural area surrounding the Narnaul city in the state of Haryana. There I found a Patanjali small-scale industry of oil refinery. When this oil refinery was opened it applied it's 'one for one' concept. At every packaging of 50 kilogram the company donate a small 1-kilogram oil packet to village to needy people. Although the industry has been expanded the one for one concept in the home product also.

Barefoot college: - Today's this college starts up programme to teaches women in distinguish several rural villages in 80 country's to made up solar and electrical engineers. After completing this course usually coached by women who have completed the programme themselves and those are graduates try to bring electricity and solar plans in their villages to enhance their lives to move in a smoothing way. It helping whole communities to teach better, do better, learn better.

Social business ventures :- In doing so, the entrepreneur starts up several legal entities to accommodate the earning an income with charitable structure. It's prominent objective not only to enhance the financial returns for shareholders but to uplift society with advancement and make it reachable to several people which are needy.

Nevertheless, the main focus of a social business to offer corporate social responsibility towards communities, environment and people who engaged in business ventures or society seek the investors who are interested in combining financial as well as social returns on their investments. This concept has been captured magnificent growth in whole over nation from some last years and it has performing in various fields of the economy with higher evincing interest in this sector and increasing the interest level towards the community, society and values.

III. Review of Literature

A study of Srivastava and tendon, 2002 for the society participatory research in Asia [PRIA] through some revealing insights about the nature of proliferation of non-profit voluntary organization in India. In this research we found some important organizations policy. There are 1.2 million non-profit organization which has been engaged nearly 20 million people as paid employees or workers or a volunteer. However, more ever 73.4% of the organization were very smart and two workers on ad-hoc only 8.5 % had more than ten paid employees.

Meanwhile, 26.5% of those NPO's were religious in nature of their activities the rest were emphasizing in social development issues such as education, health problems and all-rounder development of society. The estimated receipts of the funds of all NPO's were as Rs 179 bn (1900-2000), however 80% of this was generated from local activities, society contribution and donation among them 51% were self-generated while 12.9% come from donation and 7.1% from loans. Ladakhi's women travel company 2009 has written articles on tourism in Ladakh and issues. A lady was first female guide in that region. It was a very broad business model on need basis. First company in Ladakh which is owned and operated by women and provide a tourist with women guider for conducting treks and tours.

IV. Objective of the study

Main focus of social entrepreneurship improving society to establish new social purpose beyond simply making money. Any form of social entrepreneurships that is worth promoting broadly must be a about establishing new and better way to improve mankind and society. It always organize and implement innovative programs, organizational programs and resources strategies those increasing their chances for achieving broad and cost effective social impact and It provides job opportunity by the social point of view.

V. Conclusion

Every entrepreneur must first have thinking about social venture. Social entrepreneurship concept which is going a powerful topic of study of research and it has wide importance for new policy makers. This paper shows clear picture of how we can take benefits for future. It's not only for individual but for as well as for society. The main objective of social entrepreneurship is to contribute the benefits which are required for the society and provide a fruitful result for the society. This concept guides to a business that how he can serve and turn to influence others to contribute the growth of civilization. It's totally modified concept of CSR. Its capturing a modern theory into the new modern era and implosion of whole of the world that can come under a one rule for the welfare of mankind and make the healthy relationship with them.

VI. References

1. Sethi, J. "Entrepreneurs and entrepreneurship" retrieved with [www. small. industry.com](http://www.small.industry.com)
2. Giddens, A. Central problem theory Berkeley, CA: university of California press (1979).
3. Srivastava and Tendon. report of study on non-government organization in India participatory research in India (PRIA) (2002) 167 -195
4. Yin R.K. Case study research, sage publication UAS third edition (2003)
website: www.Journaliji.org/organisation