

Social Problems and Social Entrepreneurship

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Abstract

Social realities have been plaguing our society since time immemorial. The oldest of all is the prostitution, delinquency, gambling, and corruption, followed by some in the past like child marriages, sathi, female infanticide, dowry, sexual harassment and so on. However, in the recent past, the problems those are disturbing our society includes cybercrime, environmental pollution, health inequalities, and economic inequalities and so on. Often government was pointed figure at for such realities. But now is the time, entrepreneurs are emerging to address such realities through their start-ups, this paper addresses the relationships between these two facets of life - social problems and social entrepreneurship.

1. Introduction

India is mainly dependent on agriculture for economic development because of the Indian climate considered suitable for agriculture. Primitive Indians taught us about agriculture rather any other systems like industrialization for economic development of country. They succeeded in commencing agriculture from past and practicing till now with past agricultural methods and few of them with new agricultural techniques.

Many countries with their demographic areas, climate conditions and geographical areas do not support the agriculture. Therefore, rather than giving more impetus to industrialization in India we need to support the agriculture for farming various types of agriculture yields that are used in making industrial materials, creating more foreign exchange reserves. It not only creates potential among Indian youth to earn their livelihood but also makes the marginal farmers to improve their standard of living.

If we manage in supporting the export of agricultural material to countries which are industrialized and companies which already

established we can balance economical systems of both rather than changing India drastically for Industrialization and importing the material from other countries.

The advantages of exporting on demand to other countries expands our standard of living, Improves the soil fertility, Improves the climatic conditions, improve the economic system, Improves the employment, promotes the marginal farmers, and disadvantages of this idea are none.

Internal view of idea explains about the raring of fruits in different perspective with low investment and exporting to the countries which demand for fruits and products Example: Aloe Vera, Banana, and Mango, fish etc

A Chinese saying, "Give a man a fish, and he can eat for a day; teach a man to fish and he will eat for a lifetime." But appropriate saying is "Give a man the tools and resources to create a fishing business and his whole village can thrive for generations." Such quote provides main idea behind social entrepreneurship.

Definition of Social Entrepreneurship

Social entrepreneurship is "using systematic entrepreneurial models to create and manage organizations with a mission for social change." By and large, social organizations experience similar challenges like entrepreneurial entities which are motivated by profit, identifying and evaluate opportunities, resources deficiency, talent crutch, poor networks, and lastly no availability of core investors. This paper intends to explore more of non-governmental organisations and their response to social problems.

Social Problems

They are defined as showing effect on mankind and kill approximate percentage of population, they can occur through old cultural practices in modern period, lack of awareness in people, lack of education, adoption of new methods and lack of formulation of new ideas. For example, government and research making people aware on diseases caused by mosquito, but people due to lack of adoption of new methods like destroying larva, using nets and chemicals they are increasing mosquito to adopt itself and create new diseases for mankind.

Pre-independence era, social problems were more anachronous in nature. Pre independence era social problems were sathi, child marriages, lack of understandings, caste, creed, lack of gender equality.

Some of the current social problems are: current social are lack of gender equality, superstitions, economic crises, effects of demonetization, pollution, lack control over health problems (health inequalities).

Agripreneurs

Agripreneurs are a new breed of entrepreneurs combining their love of farming and agriculture with business. Agripreneurs can range from any age group; however most are younger people getting back into the food business to bring healthy better choices to the consumer. Not all agripreneurs are farmers; some have taken the path of adding value through processing or new packaging for the food that farmers have grown.

Someone who is a successful agripreneur is often one who has an outside the box idea, and is spotting opportunities where others see none. It is worth remembering that agripreneurs do not have to do it all alone, they can join with others to create a successful value chain while still bringing change. Entrepreneurs who start their business in agriculture should primarily concentrate on the farmers basic needs and resources, they are:

- 1) Pre-investment on tools that which need for fish cultivation.
- 2) Educating farmers on cultivation in their own lands.

3) Cultivation in barren lands.

4) Creating alertness on Disaster effects.

5) Scheduling the powers to finance management team rather than unnecessary use of money by main stream and base stream within the company.

The benefits of such ventures will be felt by wider constituents of stakeholders. Such benefits are:

- 1) Promotes the marginal farmers.
- 2) Increases the company profit.
- 3) Promotes the ecological balances and improves the ecosystem.
- 4) Creates employment to young farmers.
- 5) Development of barren land towards cultivation.
- 6) Improves the economic system in India.
- 7) Helps the trees to absorb the water from ground level and balance of water cycle due to growth of plants.

Social Problems need Creative and innovative solutions:

Social entrepreneurs believe that the existing methods for bringing about social change are not been effective. Therefore seeking new ideas, opportunities and technologies to help solve long-standing social problems is the need of the hour. For example, social entrepreneurs in South America have developed solar panels that provide isolated villages with power, thus bypassing the need to bring a power infrastructure out to remote areas. Such electricity allows them to work, study and play at night without the use of kerosene lamps, which contain pollutants that cause asthma problems and fire risks. Organizations have found ways to get cell phones into the hands of farmers in India. It also helps them to not only communicate with other farmers, but learn about the prices they can get on their crops from multiple buyers. Besides, farmers can get the best price for their crops, and buyers must, for the first time, compete with each other.

Active participants: All the users are no longer merely the recipients of products and services. As active participants they give feedback and ideas into how to better solve problems, and they make up the largest

percentage of volunteers and employees. It helps in making the most of the energy of young people who have the desire, ability and local knowledge to assist in their own community. Tateni, an organization in South Africa that provides home health care to people living with HIV/AIDS, uses young people in the community to provide care. Such individuals get training in home care, which they can use later to get a job outside of the program. In addition, social entrepreneurs no longer try to be all things to all people. They identify which clients will most benefit from their services and market to them what they most value. This best utilizes their resources to produce the most social change.

Accountability and Transparency: Social entrepreneurs are accountable to their clients, employees, volunteers, investors and donors. Their practices must be transparent to all stakeholders. Organizations measure social value using both quantitative metrics and qualitative data. Methods such as the social return on investment demonstrate the social value that is created for every dollar invested or donated to the organization. Thus, a back-to-work organization can measure dollars saved in welfare or Medicaid costs for each person who receives full-time employment, or a group that works with at-risk youth can measure the number of people who likely would have dropped out of high school but graduated because of the program, and the average difference in income made by high school graduates versus high school dropouts. Donors are acting more like investors and want to see how their dollars are spent and what change they have made.

Sustainability: Organizations often use a triple bottom line that measures the impact of the organization on people, the planet and profit. Using my initial example of creating a fishing company for a village, which can help both profits and the people in the village, a social entrepreneur would have to be careful that the venture did not overfish the area. Even nonprofit organizations benefit from financial sustainability, as they can fund new programs with profits from the venture and spend less time and resources on fundraising activities.

Reflection and correction. Good social entrepreneurs dedicate resources, both time and money, to constant evaluation of their programs. This gives them an opportunity to determine what is going well and not so well, and correct any errors made. Eventually, this circles back to my original characteristic of innovation. I was recently at an entrepreneur educators' conference and had the good fortune to meet Susan Davis, a social entrepreneur who is currently president and CEO of BRAC USA, this country's arm of an organization that has served millions of households worldwide. I was surprised to see how excited she was to meet members of direct sales associations. She could see how learning from people who sell products door-to-door could help her organizational members who go door-to-door to determine the needs of people living in poverty.

Most social entrepreneurial organizations are not charities. Many develop products and services that their customers value and can afford. A farmer in Africa may take out a loan to pay for a new irrigation pump that does not require electricity because the farmer can see the value in increased crop yields. There are also social entrepreneurs who assist in creating other entrepreneurs, people who can sustain their families and create jobs in their new ventures. Micro financing organizations like the Grameen Bank and Kiva.org lend relatively small amounts of money to assist entrepreneurs in gaining access to credit. Ben Hafele, founder of the Peoria-based social entrepreneurial organization Haute, assists entrepreneurs in Guinea, Africa to learn better business skills, increasing the likelihood they will stay in business and create more jobs. Venture philanthropists are creating investment funds in organizations with the greatest chance to create social value.

Conclusion

As a populous country, India needs to involve its entire people in the development process for their benefit. One of the ways in which it could do is social entrepreneurship. Some see social entrepreneurship as the next big social movement. It creates sustainable value for all of its stakeholders—clients, entrepreneurs, employees, investors and the

community. It finds effective and efficient solutions to problems such as poverty, education and energy. This model may be the best way to solve problems that have existed for centuries.

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Reference

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