

A STUDY ON THE SCOPE OF SOCIAL ENTREPRENEURSHIP IN RURAL AREA

Sajitha M, Savitha A

Assistant professors, Department of commerce, CCST College, Karalmanna

Abstract

The research aims to reveal the scope of social entrepreneurship in rural economy. Social entrepreneurs have a substantive role to solve the social problems. It definitely makes an impact on Indian society. It is designed to generating some kind of social environmental benefits. Today there are so many opportunities in the field of social entrepreneurship such as health care, child welfare, community development and poverty alleviation etc. This study hypothesizes that there is no significant differences in the level of awareness of individuals based on Gender. This study was conducted in some selected rural areas with a sample size of 83. The finding shows that the majority of the respondents understood the importance of social entrepreneurship.

Key words: social entrepreneurship, social entrepreneur, scopes.

I Introduction

Social entrepreneurship is a growing concept in the field of business. It gives solutions to different type of social problems. Social entrepreneurship is a paradigm that may be seen collectively of the solutions to reduce poverty, migration, depopulation and retention of the working population in rural areas. In India there are so many eminent social entrepreneurs make changes in the society through their social initiatives. They eliminate the social issues, that hindering the growth of society by providing innovative solutions. However the rate of unemployment is high in rural areas. This will increase the scope of social entrepreneurship in this area. But they face different challenges such as policy of non-profit, government approval, lack of capital etc. to become a social entrepreneur.

The emerging economy comprises approximately 60% of the global GDP. They have also contributed towards above 80% of the global growth, since the global economy has been hit by financial crisis in 2018. Hence, the role of entrepreneurs increased to handle these troubles. The current central government promoting and encouraging young people to come up with innovative ideas to finding solution to the most important problems of the country. In

essence, social entrepreneurship is an effort to seek out answer to the social issues. But nowadays people face so many difficulties and challenges to become a social entrepreneur. The purpose of this study is to know the scope of social entrepreneurs in this emerging era, especially in rural areas.

II Review of literature

The Institute of Social Entrepreneurs (2008) defines social enterprises as any entity that uses earned revenue to pursue a double or triple bottom line either alone (in a personal sector or non-profit business) or as a vital half of a non-profit's mixed revenue stream that additionally includes financial aid and government subsidies.

Mair and marti (Mair et.al. 2006) view social entrepreneurship as a “process involving the innovative use and combination of resources to pursue opportunities to turn social change and/or address social needs” whereas Perrini (Perrini et.al. 2006a) opines that social entrepreneurs are concerned with making new worth through a method of change.

According to the **Schwab Foundation website**, “A social entrepreneur is a leader or pragmatic visionary World Health Organization, achieves massive scale social modification through a new invention

or a additional rigorous application of better-known technologies or strategies, focuses foremost on the social value creation and tries to optimize the financial price creation, innovates a new product, a new service, or a new approach to a social downside, unceasingly refines and adapts approach in response to feedback and combines the characteristics represented by Richard Branson and Mother Teresa”.

It is also been argued that social entrepreneurship is a complicated concept involving several sub concepts and hence can be called as a “cluster concept”. It represents the combined quality of 5 sub-concepts, “social worth creation, the social entrepreneur, the SE organization, market orientation, and social innovation” (Choi et.al. 2014:372).

Fowler defines social entrepreneurship as the creation of viable socio economic structures, relations, establishments, organizations, and practices that yield and sustain social advantages (Fowler 2000a). Hibbert et.al defines social entrepreneurship as the use of entrepreneurial behaviour for social ends than profit objectives and the profits generated are used for the good thing about specific underprivileged group (Hibbert et.al. 2005).

Objectives

- To understand the scope of social entrepreneurship.
- To study the concept and meaning of social entrepreneurship
- To promote the personal qualities that are relevant to entrepreneurship.
- To know the roadblocks and challenges and of social entrepreneurship

Hypothesis

Ho: There is no significant difference in the level of awareness among individuals based on Gender.

III Research Methodology

This study was descriptive in nature. Both primary data and secondary data was used collect data. Primary data are those data collected from rural people. It is primarily involved with testing of hypothesis and specifying and interpreting relationships. Well-structured Questionnaire was applied in this study to collect data. 83 consumers were selected through convenient sampling for collecting primary data and are asked to fill the questionnaire. The respondents were asked to rate the statement on a five point Likert scale ranging from strongly agree to strongly disagree. Since the neutral point on

the dimensions was three, those suggests that higher than 3 suggests overall agreement with the statement and the below 3 reflects disagreement. The secondary data was collected from published articles, journals, various books and websites. Weighted arithmetic mean, standard deviation and Chi-square are used as the tool for data analysis.

IV Result

Table 1

Awareness level regarding social entrepreneurship

<i>Awareness level regarding social entrepreneurship</i>						
<i>Gender</i>	<i>Not at all aware</i>	<i>Slightly aware</i>	<i>Somewhat aware</i>	<i>Moderately aware</i>	<i>Extremely aware</i>	<i>Total</i>
Male	6	7	8	10	11	42
Female	6	6	6	11	12	41
Total	12	13	14	21	23	83

Source: primary data

Degree of freedom: 4

Level of significance: 5%

Table value at 5% level of significance: 9.488

Calculated value = 9.01499

The above table conveys calculated value of chi-square (χ^2) is less than table value. Hence the null hypothesis is accepted,

because there is no significance difference in the level of awareness among individuals based on gender.

Table 2

	Mean	Standard Deviation
1.Ability to take risk	4.469	1.1080
2. It follows the Policy of non profit	4.542	1.0626
3.I have ability to face competition from others	3.843	1.5099
4. Social Entrepreneur should be an innovator of new services	4.819	.7181
5. I am aware and conscious about the problems and difficulties of society	4.397	1.1575
6. There are some legal barriers to start a social enterprise	4.614	.97319
7.Getting fund is too difficult	4.542	1.1613
8. There is a problem of unavailability of resources	4.590	1.00044
9.No proper Govt.support for starting new venture	4.445	1.2807
10.Acquiring technology is too difficult	4.590	1.00044

By looking in to the mean value of the above 10 statement, it shows that there is a scope of social entrepreneurship in rural areas. Almost all the statement have a value of above 4.5. Hence almost all statement scored better on average. The highest score value came for the statement that, Social Entrepreneur should be an innovator of new services. They opined that there are some legal barriers to start a social enterprise and there is a policy of non-profit in social entrepreneurship.

V Discussion

The success of social entrepreneurship depends upon the availability of technology, area, fund, government support etc. The study conveyed that the respondents have a positive attitude towards social entrepreneurship. They all are aware and conscious about the problems and difficulties of society. But they face some difficulties such as no proper Govt. support, risk, lack of resources, policy of non profit etc. So Government should make necessary arrangements for creating awareness about the schemes and plans regarding social entrepreneurship. Government officials and policy makers should try and expand social

entrepreneurship skills within the society for increasing economic conditions and the quality of life.

VI Conclusion

In recent decades the role of an entrepreneur has been considered of very great significance in increasing the growth and economic development in both the developing and developed countries. But nowadays it faces more challenges and difficulties to start a social enterprise in rural areas. The assistance provided by Govt. is not reached to the desired people is the most important thing. Hence the Govt. should take necessary measure and financial assistance to overcome these difficulties.

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