

## Role of Social Tribal Entrepreneurs in the Development of the Tribal Living Standards in the District of Mayurbhanj.

Kausalya Kumar Tripathy<sup>1</sup>

Dr. Upendranath Sahu<sup>2</sup>

### Abstract:

In the social life we have made lot of improvement in our life style but this is not the case in all the segment of society. In this respect the tribal people of some district special in the district of Mayurbhanj have not been able to achieve the required level of living standard. Many efforts of government are there, still the things are not improving. In this regard a new effort has come over in the form of social tribal entrepreneurs. These group of persons are something different from the regular entrepreneurs who focus on the development of the living standards of the tribal in contribution in various areas. In this paper an attempt has been to made a study on the efforts of the social tribal entrepreneurs for the improvement of the tribal life.

Key words: Tribal, Social Entrepreneurs,

- <sup>1.</sup> Kaushal Kumar Tripathy<sup>1</sup>, Lecturer in Commer, KBRC, Cuttack, email kaushalyakumar
- <sup>2.</sup> Dr. Upendranath Sahu<sup>2</sup>, Former. SLO cum deputy secretary of Higher education department of Odisha.

### Introduction:

Social Entrepreneurship has become a subject of attention in academia and politics in the perspective of a welfare state, social bonds and economic crisis (Nicholls 2006b, Borzaga & Defourny 2004). It has emerged as a current issue in the social ground as it is seen different from other forms of entrepreneurship due to its higher priority being given in developing social value then capturing economic value. It is now considered as one of the most appealing terms on the problem-solving of the society today (Light, 2009). Dees (2001:1) considered social entrepreneurship is well suited for this age to spearhead the resolving of social issues as some institutions and charitable efforts have failed to meet the basic social needs. He also claimed that social entrepreneurship will overcome the ineffectiveness and inefficiency of the major institutions. Furthermore, it has been endorsed that social entrepreneurship provides a model of success particularly in the unstable environment to deal with the challenges of economic, social and environmental issues (Leadbeater, 1997; Schwab Foundation for Social Entrepreneurship, 2012). In addition, it has been identified as vital for the development and innovative approach to social problems

(Shaw and Carter, 2004). Therefore, social entrepreneurship extends a new approach to deal with the financial and social needs in India.

## **Literature Review**

Sundar Pushpa(1996) This article analyses the role of religion, custom, caste and class, political and social movements, and the legal and political structure in motivating and facilitating as well as in restraining women's philanthropy. According to the author it is the lack of It is lack of economic independence and an enabling socio-legal structure that has inhibited social entrepreneurship among women, while socio-political movements have encouraged it.

Ranjini Swamy (1990) this article explores some of the motives, attitudes, and abilities of a successful social entrepreneur-Baba Amte. the author also discusses in detail the challenges faced by Baba in the process of establishing Anandvan a home for leprosy patients and the courage with which he responded to the challenge.

Fowler (2000) NGDOs are the product of an era that is rapidly passing. Yet the common goals they strive towards remain relevant and are far from being realised. Poverty, inequity, insecurity and injustice were stubborn features of the old-world order and are abiding features of the new. Fowler illustrates a brief history of NGDOs and of the radical shifts in the context where international development takes place shows that the goals NGDOs typically aspire to cannot be reached by simply relying on the framework employed by the official aid system. This paper explores the extent to which social entrepreneurship and civic innovation could provide a new framework for NGDOs and development beyond aid.

Fowler (2000) has produced the most complex social entrepreneurship typology to date, highlighting three broad categories of socially entrepreneurial activities. The first, 'integrated social entrepreneurship,' refers to situations in which economic activities are expressly designed to generate positive social outcomes, and where surplus generating activities simultaneously create social benefits, and ideally create horizontal, vertical, forward or backward economic linkages. A second type of social entrepreneurship, 're-interpretation' is used in situations where existing non-profit capacity is utilized in ways that either reduce costs for the organization, or increase and/or diversify the organization's income streams. Thirdly, Fowler identifies 'complementary social entrepreneurship,' referring to non-profit organizations which add a for-profit enterprise division that does not in itself engender a social benefit, but whose profits can be used to offset the costs of the organization's non-profit social mission. In discussing these three models of social entrepreneurship. Fowler highlights the difference between economic activities that simultaneously

provide social benefits and those which do not (as in the third model), and notes that the former make more complex and stringent demands on an organization than the latter

J. Gregory Dees (2001) The author has used the background of business concepts to illustrate the concept of social entrepreneurship. This paper gives the reader a good grasp of the parameters and uniqueness of SE, which Dees sees as consisting of agents of change in the social sector, a mission to create and sustain social value, recognition and relentless pursuit of new opportunities, continuous innovation, adaptation, and learning, bold action not limited by current resources, and a heightened sense of accountability to constituents and outcomes. According to Dees, major social sector institutions are often viewed as inefficient, ineffective, and unresponsive. Social entrepreneurs are needed to develop new models for a new century. . In addition to innovative not-for-profit ventures, social entrepreneurship can include social purpose business ventures, such as for-profit community development banks, and hybrid organizations mixing not-for-profit and for-profit elements, such as homeless shelters that start businesses to train and employ their residents.

Bornstein (2004) profiles nine champions of social change who developed innovative ways to address needs they saw around them in places as distinct as Bombay, India; Rio de Janeiro, Brazil; and inner-city Washington, D.C. During the course of interview Bornstein saw patterns in the ways they fought to solve their specifically local problems. His central thesis is that when social enterprises succeed it is due to the person, the social entrepreneur, leading the effort. The social entrepreneur's vision, motivation to achieve a long-term goal, and ability to motivate others was the deciding factor in "world-changing" entrepreneurship. Six essential qualities that each of the nine entrepreneurs profiled in the book shared were a willingness to self-correct, to share credit, to break free of established structures, to cross disciplinary boundaries, and to work quietly, as well as having a strong ethical impetus.

Barendsen, L., & Gardner, H. (2004) According to them social entrepreneurship is not a new phenomenon. While the name and description may be relatively new, individuals who adopt entrepreneurial strategies to tackle social issues are not. Social entrepreneurs are unusual in a number of ways. They state that social entrepreneurs experienced some kind of trauma in early life. Of those social entrepreneurs who did not experience extreme trauma, several describe some kind of deeply transformative experience. Social entrepreneurs are energetic, persistent, and usually confident, with an ability to inspire others to join them in their work. They typically feel responsible to a cause or a mission. Social entrepreneurs not only believe they should create change, they believe, as well, that they are able to make this change happen. Social entrepreneurs typically see possibilities rather than problems.

Waddock, S. A & Post, J.E.1991) The authors have focused on the activities of two social entrepreneurs to answer those questions and to provide some insight into the conditions that contribute to their work. Social entrepreneurs are private sector citizens who play critical roles in bringing about "catalytic changes" in the public sector agenda and the perception of certain social issues. According to them the three central characteristics of leadership necessary for social entrepreneurs are: 1. The social problem is characterized by extreme complexity, which the social entrepreneur is somehow able to interpret into a vision that has the potential to reshape public attitudes when implemented. 2. Social entrepreneurs are individuals with significant personal credibility, which they use to tap critical resources and actually build the necessary network of participating organizations. 3. The social entrepreneur generates followers' commitment to a project by framing it in terms of important social values, rather than purely economic terms, which results in a sense of collective purpose between the social entrepreneur and those who join the effort.

Brinkerhoff, P.C. (2000) He states that the popular belief was that the business skills were not needed at charitable organization. According to him charitable organizations have to adopt techniques such as marketing, cash-flow analysis, property management, and good use of technology to a charitable organization's mission capability. Unlike a non-profit that thinks of itself as a charity, the successful non-profit is really a mission based business. In an era of rapid change, increasing competition, and the need for more accountability to governments, foundations, insurers, and donors, knowing how to innovate, compete, and take reasonable risks on behalf of the mission is critical.

Dees, J. G., Emerson, J., Economy, P (2001)"This book illustrates how the non-profits can adopt entrepreneurial behaviors and techniques. The rising spirit of social entrepreneurship has created all kinds of new opportunities for non-profit organizations. This book is written by leading thinkers and practitioners, and it offers concise and engaging explanations of the most successful business tools being used by non-profits today. The authors describe the various concepts to enable a better understanding of the methods of social enterprise for their organizations and it also provides practical business techniques to dramatically improve the performance of their non-profits.

Dees, J. G., Emerson, J., Economy, P. (2002) This book offers hands-on guidance to help social-sector leaders to develop their entrepreneurial skills and carry out their social missions more effectively. It is filled with examples, exercises, checklists, and action steps that bring the concepts, frameworks, and tools to life.

Austin et al (2006) this article combines empirical and academic analysis emphasis and gives a framework where social entrepreneurship can be created. The model referred to in the article stresses the creation of a dynamic fit among 4 interrelated components: the people, the context, the deal, and the opportunity (PCDO) (Sahlman, 1996). Because these elements are interdependent and situationally determined, the entrepreneur must manage the fit and adapt continuously to new circumstances over time.

### The objectives of the study

The review of the literature of the various previous literature revealed that the role of social entrepreneurs in the development of the tribal living of standards has not been found in the local areas of Odisha. With this gap identified the present paper gets its objectives as follows.

1. The present status of the social entrepreneurs in the districts of Mayurbhanj District of Odisha.
2. The impact of the tribal social entrepreneurs in improving the living standards of the tribal people of Mayurbhanj

### Research Methodology and data analysis

For this research a structured questionnaire has been designed to collect the responses of the people regarding the role of the social tribal entrepreneurs and the benefit of the tribal received from them. The total data collected were from 585 respondents during the year 2020-21.

The data so collected have been processed in the Microsoft Excel and finally analysed using SPSS21 software. The results of the analysis presented in the following sections.

### Data Analysis

The first section of the part is the demographic description of the respondents has been presented.

**Table – 1: Age of the Respondents (Tribes)**

		Frequency	Percent	Valid Percent	Cumulative Percent
	20-30 years	90	15.4	15.4	15.4
	30-40 years	234	40.1	40.1	55.4
	40-50 years	110	18.7	18.7	74.2
	Above 50 years	151	25.8	25.8	100.0
	Total	585	100.0	100.0	

Source: Calculated from the data collected

Table – 1 represents the age of the respondents. The observation of the age reveals that the maximum of the respondents 40.1% belongs to the age group of the 30-40 years and in totality 55.4% of the respondents belongs to the age group bellow 40 years. Therefore, the composition of the respondents is quite young. This indicates that they will properly responses regarding the impact of the social tribal entrepreneurs on their socio-economic life.

**Table – 2: Gender of the Respondents (Tribes)**

		Freque ncy	Percent	Valid Percent	Cumulative Percent
	Male	210	36.0	36.0	36.0
	Female	375	64.0	64.0	100.0
	Total	585	100.0	100.0	

Source: Calculated from the data collected

Table – 2 represents the gender composition of the respondents. It is interesting to observe that the female respondents are more as compared to the male respondents. The composition of the male respondents is 64% and the percentage of the female respondents are 36%. This indicates that the females are more proactive in the matters of the social tribal entrepreneurs.

**Table – 3: Income per month of the Respondents (Tribes)**

		Frequen cy	Percent	Valid Percent	Cumulative Percent
	2000 to 5000	283	48.3	48.3	48.3
	5000 to 10000	302	51.7	51.7	100.0
	Total	585	100.0	100.0	

Source: Calculated from the data collected

The income of the respondents as revealed from table -3 reveals that the income of the respondents is evenly distributed among these two categories i.e., below 5000 and above 5000 per month.

**Table – 4: Type of occupation of the Respondents (Tribes)**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
	Agriculture	53	9.0	9.0	9.0
	Forest produces collection and selling	302	51.7	51.7	60.7
	Daily workers	131	22.5	22.5	83.1

	Self employed	99	16.9	16.9	100.0
	Total	585	100.0	100.0	

Source: Calculated from the data collected

Table – 4 represents the occupation of the respondents. It reveals that 51.7% of the respondents are involved in the occupation of collection and selling of the forest products. The next work that most of them are involved are daily worker work in the nearby urban area or any other development work happening in their area. 16.9% people are involved in their own business and very few persons 9% are involved in the agricultural activity.

**Table – 5: No of dependents in the family of the Respondents (Tribes)**

		Frequency	Percent	Valid Percent	Cumulative Percent
	2 persons	53	9.0	9.0	9.0
	3 persons	250	42.7	42.7	51.7
	More than 4 persons	283	48.3	48.3	100.0
	Total	585	100.0	100.0	

Source: Calculated from the data collected

As shown by table – 5 the number of dependent members of a tribal family are not so large. The maximum four numbers of people are dependent in case of 48.3% respondents. Three persons are dependent in case of 42.7% respondents. And very less 9% pf the respondents have only two dependent members in their family. This indicates that tribal peoples are not o much dependent on others they are capable of sustaining their own life.

### **Impact of the Social tribal entrepreneurs on the socio-economic life of the tribal.**

From the above descriptive analysis of the questions related to the impact of the entrepreneurs on the life of the tribal people, it is clear that there is a positive impact made by the entrepreneurs. The next question is what is the degree of the impact made by these social entrepreneurs. The answer to this question is found out in this section. For this purpose, multiple regression analysis approach has been adopted where the efforts of the tribal social entrepreneurs in various aspects have been taken as the independent variable and the impact on the tribal life has been taken as the dependent variables. The description of the independent variables are given bellow



- a. SM: Social mission of the entrepreneurs
- b. SI: Social innovativeness brought in by the entrepreneurs.
- c. SN: Social networking done by entrepreneurs
- d. FR: Financial return expected by the entrepreneurs
- e. SS: Social sustainability attained by the entrepreneurs
- f. ES: Environmental sustainability attained by the entrepreneurs
- g. ESU: Economic sustainability attained by the entrepreneurs

The dependent variable is presented as the TB i.e., the benefits obtained by the tribal people. The results of the regression analysis are presented in the following tables.

**Table – 6: Model Summary of the Regression**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.697 <sup>a</sup>	.539	.513	.42894	1.899
a. Predictors: (Constant), ESU, SM, SN, SS, ES, SI, FR					
b. Dependent Variable: TB					

Source: Calculated from the data collected

The model summary represents the overall impact of the independent variables on the dependent variable. As the results shown in table- 6 it is evident from the r-square value of 0.539 indicates that the improvements in the life of the tribal has been caused to the extent of 53.9% by the tribal social entrepreneurs.

**Table – 7: ANOVA of the Regression**

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.924	7	.275	1.494	.010 <sup>b</sup>
	Residual	47.653	259	.184		
	Total	49.576	266			
a. Dependent Variable: TB						
b. Predictors: (Constant), ESU, SM, SN, SS, ES, SI, FR						

Source: Calculated from the data collected

The ANOVA table for the regression analysis represents the overall robustness of the model. As revealed from the p value of 0.010 that the model is statistically significant and can be relied upon for any decision.



Table – 8: Co-efficient of the Regression Equation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.084	.117		26.380	.000
	SM	.072	.043	.130	1.664	.097
	SI	-.067	.044	-.156	-1.521	.029
	SN	.011	.040	.027	.281	.019
	FR	-.020	.058	-.044	-.338	.036
	SS	.008	.048	.018	.163	.000
	ES	-.055	.041	-.132	-1.338	.012
	ESU	.071	.031	.194	2.299	.022
a. Dependent Variable: TB						

Source: Calculated from the data collected

The table - 8 represents the information regarding the individual independent variables. It is observed that all the independent variable are significant expect the SM with p-value of 0.097. further it is also observed from the beta coefficient of the independent variable that the variables like ESu, SS, SN has positive impact on the benefit derived to the tribal. This indicates that the people are more benefited when the tribal entrepreneurs are socially sustainable, having a good social network and economically sustainability.

## Conclusions

The detailed analysis of the data has been carefully observed and access has been made on the basis of the evidences obtained. It is observed that the social entrepreneurs are definitely having some impact on the improvement in the living standards of the tribal people of the districts of the Mayurbhanj. It is also observed that the entrepreneurs with social network and economically sustainable business operations are very successful in this respect. Therefore, it is concluded that the tribal people will be more benefited from the efforts of the tribal entrepreneurs only if they maintain the major factors which makes their client more satisfied and sustainable.

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