

SOCIAL ENTREPRENEURSHIP: VIEWING FROM THE LENS OF PHILANTHROPIC RESPONSIBILITY

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Abstract:

The concept of Social entrepreneurship is gaining significant importance not only in India and across the globe. It is not recently emerged concept but it has risen to new heights in recent days and has been accepted from wider perspectives. People view the concept of social entrepreneurship from the Philanthropic lens. Generally, entrepreneurs aim at economic benefits and also they majorly concentrate on Maximization of Shareholders wealth. Generally, entrepreneurs or any business units measure the growth and success of business in terms of profits generated from successful operations and ignores social well being. In the current business scenario hefty industrialization, monetary development, diversity have reclaimed seat or indeed, even out of the sight across the globe. Including India, with an idea of social enterprise concept sloping upward in India and across the globe social entrepreneurship has helped in serving Triple bottom line in more significant way than the recent past alongside living the soul of business to its fullest extent. Entrepreneurs should equally balance the profit, people and planet. Entrepreneurs should consider Corporate Social Responsibility (CSR) as a faithful responsibility than mere formality. The concept of social entrepreneurship is combination of entrepreneurship and societal wellbeing. Some of the emerging companies have taken initiative of doing business which shaped society in positive manner through social entrepreneurship. The present study intends to look over the two major characteristics of Social entrepreneur i.e, Sense of social commitment and non profit motive for social well being. Besides, the study aims at understanding the conceptual dimensions pertaining to Social entrepreneurship. The present study is purely conceptual in nature and authors have collected data and information from various sources like articles published in journals, websites and from other online sources.

Key Words:

Social entrepreneurship, Social entrepreneur, Philanthropic lens, Corporate Social Responsibility, Triple bottom line.

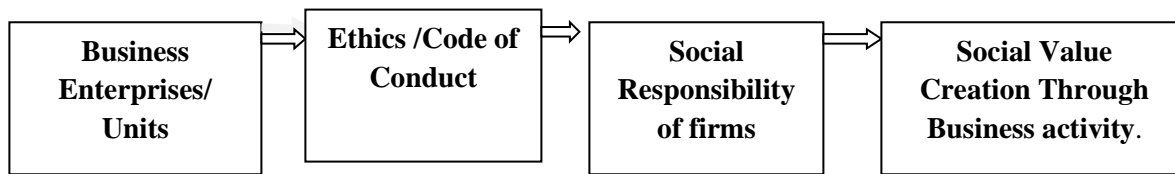
I. Introduction:

Entrepreneurship is considered as important source and force in growth and development of economy. Economic development of any nation lies in growth of entrepreneurship. Entrepreneurship is a positive act that challenges and changes that exist in conventional systems by responding quickly to changing environment with new innovations and creative ideas. Developing entrepreneurial tendencies among young minds will help in solving the problem of unemployment and also help in achievement of economic growth and development of nation. Social entrepreneurship is not a new concept it has been traced long back. Social entrepreneurship as an activity it integrates economic and social value creation through practice. The initiative and efforts of Bill Drayton laid foundation for Ashoka in 1980, to assist entrepreneurs with seed capital for social cause, the efforts of prof. Muhammad Yunus in 1976 to alleviate poverty and empowering women in Bangladesh through Grameen Bank, the efforts of Bill Strickland in 1968 by using arts to develop artistic community programs in Pittsburgh by Manchester Craftsmen Guild these are manifestations of social entrepreneurship witnessed in global historical precedents. The business models of entrepreneurship remains same with economic entrepreneurship except few differences which set apart from conventional or economic enterprises. In India business giants like Amul, Iijjat, SEWA founded in 1972 etc have been helped in solving social issues through entrepreneurial strategies since long. The major social entrepreneurship initiatives lies in micro financing, medical, educational fields. The objective of social entrepreneurship is to serve the society and also to bring desirable changes in society rather than earning money. Entrepreneurship is classified into different types based on certain traits and standards, Social entrepreneurship is very unique in nature it integrates society and other components. Social entrepreneurship comprises of dealing societal problems through entrepreneurial approach. Social entrepreneurship is generally viewed as concept of entrepreneurship applied to solve problems in society (Dees,1998).

The major characteristics of Social entrepreneur are represented by his/her external behavior and internal attitude. External behavior is an outcome of internal psychological process, ultimately internal attitude and psychological state of mind is important. Attitude is considered as intra-personal factor and Bhagavad gita is a comprehensive manual that proposes intra-personal dimensions of Human beings, the appropriate attitude required to become a social entrepreneur is determined by his or her internal attitude or mind set. Authors of the article considered perspectives of Bhagavad gita to highlight the importance of Social commitment and Non-profit motive. Social commitment signifies a sense of obligation to act for the social welfare. The desire or willingness to work for society is major consideration for effective social entrepreneurship. According to Bhagavad Gita there is a strong relationship between man and universe. Give and take policy should exist between members of society. Attitude of mutual co-operation between men and society (Parasparam Bhavayantah) which is good for individuals and society (Chapter III, Verse11) According to Gita philosophy the human beings who derives benefits from society and does not give back to society is considered as thief and such act is sinful (III.12 & III.13 Chapter) . (Chapter III, 20 Lokasamgraha) is a measure the right course of action for social welfare. The perspectives of Gita enables social entrepreneur should understand the importance of social commitment and one's own obligation towards society.

Sva dharma (ones own duty) everyone should perform his/her duty being an entrepreneur his or her duty is determined by inner traits/ Characteristics (Gunas) predisposition towards (Karma XVIII.41) Bhagavad Gita speaks about the self-developed personality who is role model for society. The above deliberations help to understand the role of social entrepreneur in execution of his/her actions based on motive i.e social welfare or non-profit motive. Social entrepreneurs should focus on actions rather than results or Consequences; this may lead to societal welfare.

II. Evolution of Corporate Social Responsibility



Corporate social responsibility and social entrepreneurship have originated from the concept of wealth and value creation, the two initiatives of business units aims at social value creation. The combination of these two factors may helps to build and improve social system. In dynamic business environment entrepreneurs should consider the sustainability of planet, business units are very important for society as a family how it is viewed from social perspective, Social enterprises too important for welfare of the society. Business units aim at making profits in order to strike the balance between these two, business units should plan and articulate their actions. Social entrepreneurship is emerged due to social needs and requirements of society, it's action towards corporate philanthropy and it reflects the ethical behavior and morality of entrepreneur. Social Entrepreneurship have an influence on decision making of business activity in order to meet needs of several stakeholders. The concept of social responsibility evolved as a response to the needs and expectations of society. Corporate Social Responsibility is supported by leadership of managers and Social entrepreneur is an individual who seeks for change in society, social change and grab the opportunities to manage the business enterprises in socially effective, efficient and in more sustainable way.

III. Objectives of the Study:

1. To Understand the Concept of Social Entrepreneurship.
2. To comprehend the dimensions of Corporate Social Responsibility.
3. To identify the major characteristics of Social Entrepreneur.
4. To look over the select social entrepreneurs contributions towards Triple Bottom Line.

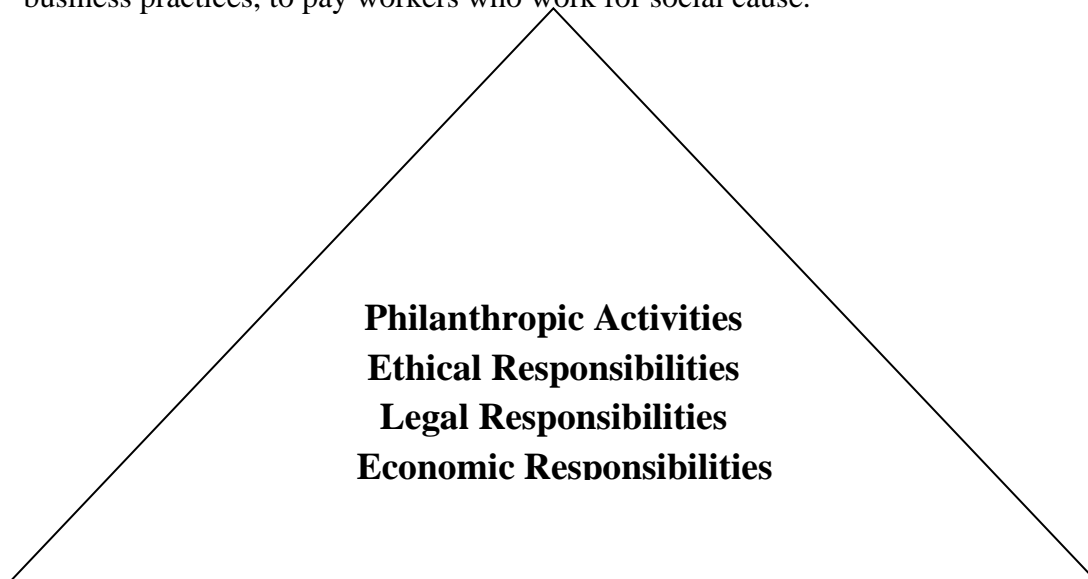
IV. Research Methodology:

The present study is purely based on Secondary data, research focusing on conceptual dimensions upon the core theme of Social entrepreneurship, Corporate Social Responsibility and Triple bottom approach, traits of Social entrepreneurship aligning with Bhagavat Gita perspectives. The study is carried keeping in view of core theme. Analysis of existing works related to topic has served as base to structure the paper in order to

address the research objectives and required data has been collected from research articles, books, Magazines and e-sources pertaining to social entrepreneurship.

Social entrepreneurship is all about how an entrepreneur is contributing towards society for a philanthropic cause and also termed as altruistic entrepreneurship, it comprises of both non-profit organizations and profit organizations for instances, doctors serving for social cause who rely on upon donations and grants and profit making companies such as Tesla, which contributes it's generated profits towards clean energy products. Social entrepreneurs who are innovators and committed people who aims at giving back to society. The success of social entrepreneurship is determined by Triple Bottom Line Perspective as discussed below:

1. **People:** The ability of an entrepreneur have influence on society at large, the business operations of social enterprises brings social change, improved quality and enhancement in living, develops community in sustainable approach.
2. **Planet:** Social enterprises focus on sustainable planet, reduced carbon foot prints (emissions of CO₂ gases in environment) ,effluents in environment.
3. **Profit:** Social entrepreneurs should also make profits out of their business, in order to survive and continue the business operations and also for their survival, also to grow and expand sustainable business practices, to pay workers who work for social cause.



Source: Carrol CSR Pyramid

As per Carrol, Business units should be economically responsible towards society, generate profits for their sustenance, meet the needs and wants of society, units should be attentive in terms of revenue generating sources, cost effective, invest and run business effectively.

Business units should meet the legal requirements, obey the fundamental rules legislations are born in society, wants to operate business in moral grounding principles, firms which doesn't follow any laws will face costly lawsuits and result in tarnished reputation. (Karthikeyan et.al 2019)

Enterprises should protect the rights of stakeholders, sometimes legislations also not guide or dictate course of action to be followed by entrepreneurs and society meeting ethical responsibilities is inevitable and helps in upliftment of moral standards.

Philanthropy responsibility in business activity is voluntary and discretionary the philanthropically business units should go above and beyond societal expectations such enterprises will continue their operations for longer period. If the firms will not met societal objectives such enterprises will be labeled as unethical enterprises.

V. Contributions of select notable social entrepreneurs in India presented below:

SI NO	NAME OF THE SOCIAL ENTREPRENEUR	CONTRIBUTION TOWARDS SOCIETY
01	Urvashi Sahni	Founder and CEO of SHEF, Offering education to most disadvantaged girls in India, 1,50,000 directly and 2,70,000 indirectly for girls.
02	Harish Hande	CEO and Founder of SELCO, rendering sustainable energy sources to rural areas, 1,20,000 installations and 25 operating retail service centers in Karnataka.
03	Jeroo Billmorla	Founder of international NGO, child and Youth finance international, operates 24 hr emergency telephone service for child, health care services aid police assistance, especially for street children.
04	Anshu Gupta	Founder of Goonj, NGO head quarter in Delhi, collection of used clothes from urban areas and select, fix and distribution to needy, during floods and natural calamities.
05	Sumita Ghose	Started rangsutra collective, a retail chain from fab India, Won Nari Shakthi Puraskar, hundreds of artisans sells their goods through rangsutra, she aims at bring back craftsmanship and talents in unharnessed in rural India.
06	Ajaita Shah	CEO and founder of frontiers markets, supplies solar products in rural areas with affordable costs, offer technological solutions to rural people , sold 10,000 solar products in rural areas.
07	Santosh Parulekar	Founder of Pupil tree pvt ventures ltd, aims at creating livelihood for rural youth, aims at creation of jobs in construction associated sectors, it is operated since 2007. Trained no of workers and opened training centers around India.
08	Abraham George	Founder of The George Founder operations in Bangalore, committed towards social and economically weak , aims at women empowerment,

		eradication of poverty, women empowerment, lead poisoning prevention etc.
09	Adhik Kadam	Founder and CEO of Borderless World Foundation NGO, he stands for deprived and victimized people of border areas Jammu and Kashmir.
10	Shaheen Mistri	Indian Social activist and educator, CEO of teach or India, NGO education initiative named Akankasha Foundation in India.

Source: Author’s compiled from various online sources.

The above table represents a list of few social entrepreneurs still there are many more who are contributing towards society. The authors of article have selected social entrepreneurs mentioned in above table based on criteria i.e, Triple bottom line perspective. Since the social business set-ups are concerned with non-profit oriented, it aims at improving the health, environment, clean energy sources, education and safety of women and children these are the major aims of social entrepreneurs and the profits which is derived out of the business can be used for their sustenance and address the social problems.

VI. Principle findings of the study:

- ❖ The concept of social entrepreneurship has driven by social welfare objective and it is not concerned with wealth maximization of shareholders of business.
- ❖ The perspectives of Bhagavad Gita on self-development and intra-personal dimensions of individuals, role and responsibilities towards society as a social entrepreneur should posses strong social commitment, non-profit is a motive of doing business.
- ❖ Social entrepreneur with appropriate attitude towards society is vital factor for social business, social entrepreneurs are the role models and the attitude helps the entrepreneurs to function themselves and others in creating self-generating and sustainable social business units.
- ❖ The analysis of study revealed that social entrepreneurs have contributed society in more than 16 domains such as education, health, sustainable growth, energy, poverty, climate change and so on. This is found to be a major striking aspect of social entrepreneurship.
- ❖ Social entrepreneurship is contributing towards Triple bottom line and aligning with Carol Model.
- ❖ Government support is required for social entrepreneurs so that it boosts entrepreneur’s confidence and also it enhances social commitment of entrepreneurs towards society.

Suggestions/Recommendations:

Educational institutes should integrate bhagavad gita philosophical ideas with academics through social entrepreneurship course as an elective so that students will understand the importance of social system, role and responsibilities of entrepreneurs, social commitment towards triple bottom line can be justified.

VII. Limitations of the Study:

1. The study is purely conceptual and descriptive in nature, only concentrated on facts pertaining to social entrepreneurship.
2. Majorly concentrated on core theme, statistics were excluded only few significant articles related to social entrepreneurship were used and primary data is excluded.

VIII. Conclusion:

The authors of the paper have made an humble attempt to highlight the features of social entrepreneurship in light of Bhagavat Gita perspectives and Corporate Social Responsibility of entrepreneurs from philanthropic responsibility dimension. Social entrepreneurship is an opportunity to contribute for the social welfare. The feature of social entrepreneur is strong commitment towards society and non-profit motive. Social entrepreneurship is the source and force that drive entrepreneurs to undertake social responsibility which facilitates growth and development of economy, provides solutions to social problems and government should take initiatives to promote social entrepreneurial business units.

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