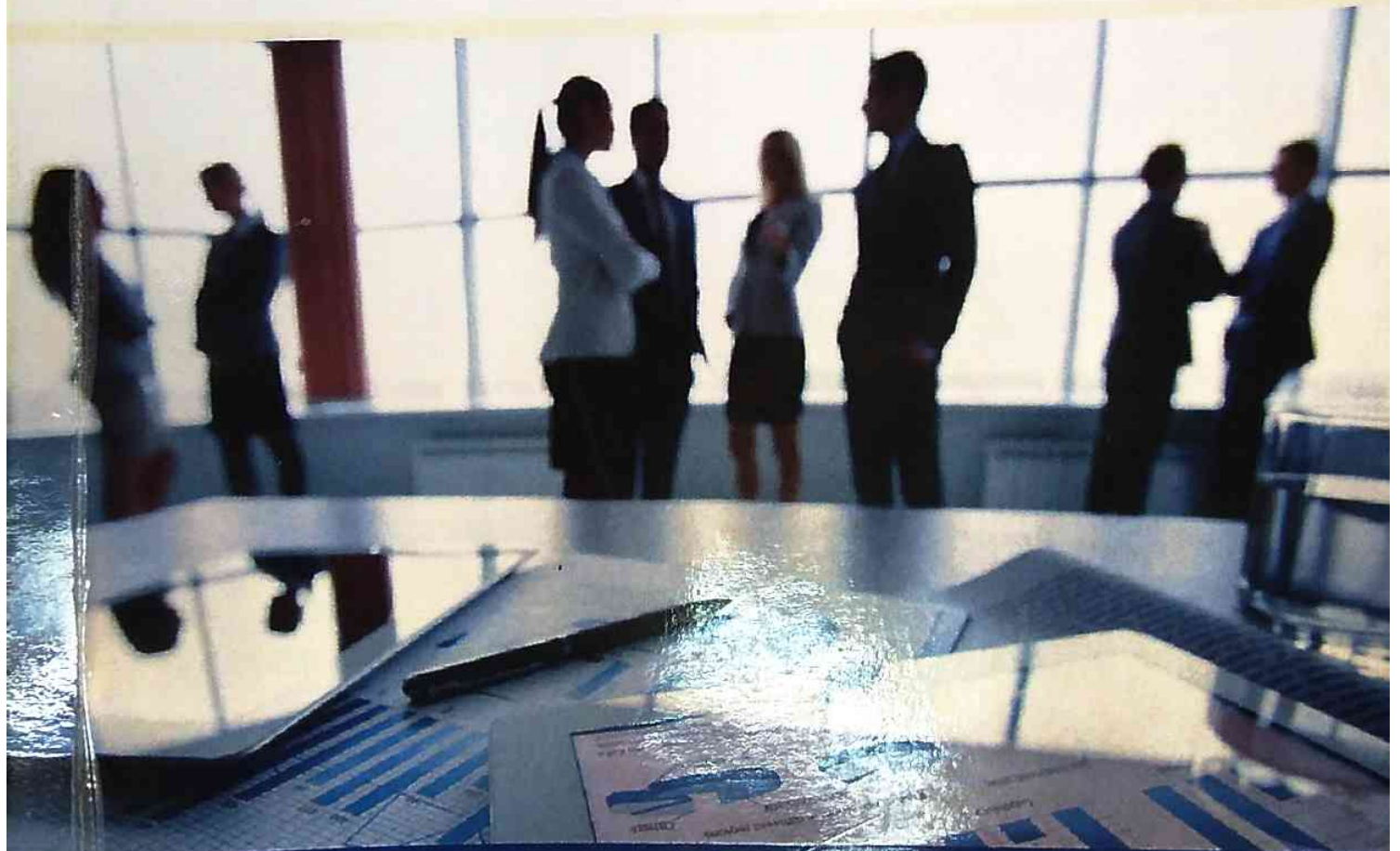


EMERGING TRENDS IN GLOBAL MANAGEMENT AND INFORMATION TECHNOLOGY



Edited by
Ketaki Sheth, Rupal N. Patel and Sanjay K. Radadiya

Emerging Trends in Global Management and Information Technology

Complimentary Copy

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Transforming Society through Social Entrepreneurship

Ashok Gaur¹

INTRODUCTION

Each human being has the enormous power to change the world. Social Entrepreneurship can provide creative solutions to address social problems. Social Entrepreneurs act as engine for social change. Social entrepreneurship is a broad and diverse practical social change movement that deploys innovative business skills and technologies to address the needs of those living in poverty. Social entrepreneurs are people that use economic and technological innovation to achieve social goals. They use entrepreneurial skill to help society and bring positive changes in the society. Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices. A social entrepreneur, similar to a business entrepreneur, builds strong and sustainable organizations, which are either set up as not-for-profits or companies. Social entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.

DEFINING SOCIAL ENTREPRENEURSHIP

A variety of definitions of social entrepreneur exist. Following are definitions of social entrepreneurship given by different experts.

In 2009 the Schwab Foundation defined a social entrepreneur as someone who “builds strong and sustainable organizations, which are either set up as not-for-profits or companies”.

¹ Assistant Professor, B.J. Vanijya Mahavidyalaya (BJVM), Vallabh Vidyanagar.

- **Tenacity:** They have ability to keep going against the odds. They are able to pick themselves up after every knock down and continue as if nothing has happened.
- **Innovative:** Entrepreneurs have the ability to challenge the status quo and come up with new and better solutions to address social or environmental problems. They have the ability to shrug off constraints and are not tied down to specific ideologies or disciplines.
- **Opportunistic:** Entrepreneurs often see and exploit opportunities that others miss. They have the ability to challenge everything and every way things are done. The successful entrepreneur will pursue an opportunity regardless of the resources currently available to them.
- **Passionate:** By their very nature social entrepreneurs are passionate about what they do. Entrepreneurs are driven people. It is this passion, which engages and motivates people around them.
- **Calculated Risk Takers:** Entrepreneurs tend to be risk takers. Generally, the existence of risk does not deter an entrepreneur, where others may well decide to walk away.
- **Expertise:** Social entrepreneurs are usually experts in their field. They have ability to know when there is a time for change and also allows them to spot the opportunities.
- **Focused:** Successful entrepreneurs remain focused on the change they want to create. They do not give up. They are constantly seeking to improve the system.

Apart from the above, social entrepreneurs must have good communication skills, leadership, patience and resourceful.

THE CHALLENGE FOR SOCIAL ENTREPRENEURSHIP

The greatest challenge to social entrepreneurship today lies in the fact that all other actors that should be reinforcing and supporting social entrepreneurs—including governments, businesses, multilateral and bilateral institutions, foundations, philanthropists, and academia—have not caught up with this emerging field. Most are still stuck in that fragmented world that dichotomizes the public and private sector, the non-profit and for-profit sector, donors and their beneficiaries, and so on. The focus is still on short term thinking and the search for instant results. Following are the challenges before social Entrepreneurship.

The first challenge has to do work with governments. The majority of them have yet to recognize social entrepreneurship as a legitimate field of

endeavor. They need government assistance for fiscal and legislative incentives.

The second challenge is to encourage businesses to discover the competitive advantages offered by working in partnership with social entrepreneurs. From a financial perspective, reaching untapped markets can be greatly facilitated by linking with social entrepreneurs who have spent decades designing, implementing and refining innovative ways of bringing previously excluded groups into the marketplace. From a human resources perspective, the ability to attract top talent is a major challenge for companies. But the best and the brightest today are looking for more than impressive salaries and stock options. They want something more—something that gives meaning to their work and their lives. Supporting social entrepreneurs in different ways shows that companies care about more than the bottom line. Finally, corporate social responsibility is not about setting up separate corporate foundations to reach excluded populations through top down programs that compete with social entrepreneurs. Nor is corporate social responsibility about relegating the “social” work to the corporate foundation while the corporation carries on its business as usual. Working with social entrepreneurs should be part of the core business strategy of every company.

The third challenge for social entrepreneurs relates to **foundations and philanthropists** who should be the ones catalyzing social transformation by supporting the social innovators. No social entrepreneur transforms a system in short time. It takes years—even decades. They need support for scaling up successful social innovations.

Multilateral financial institutions, particularly those responsible for finance, development and trade fail to engage civil society and interest groups in consultations on their policies. Some institutions have responded by devoting time and energy to dialogue with non-state actors. But more needs to be done.

The present academic sector is also presents challenge for social entrepreneurship. There is need to develop social entrepreneurs skills among students from a young age. Entrepreneurship is not something to be learned out of a book, it must be cultivated. The entrepreneurial mindset has been described by six characteristics: commitment and determination; leadership; opportunity obsession; tolerance of risk, ambiguity and uncertainty, creativity; self-reliance and ability to adapt; and motivation to excel.

Finally, social entrepreneurs must work together to build the field through the establishment of a professional esprit de corps that moves them beyond their own goals and initiatives to a larger common purpose—one that is none other than working across sectors to create the renewed institutions that can respond to our unprecedented global challenges.

Other challenges includes following:

- Getting Fund and Raising Money,
- Family and Friends Support,
- Business People Support,
- Government Approval,
- Innovative Ideas,
- Promoting Awareness,
- Expert's Assistance,
- Technologies,
- Skilled Employees.

SOCIAL ENTREPRENEURSHIP IN INDIA

Some well-known social entrepreneurship heroes who have shaped India's tryst with social entrepreneurship are:

- **Mahatma Gandhi:** Mahatma was a man obsessed with sustainability, being environment friendly, making the best use of local resources, growth of villages, power of cooperatives, promoting local industry and community-driven initiatives. If social entrepreneurs can be described as visionaries who solve old problems with new ways of thinking Gandhi certainly fits the bill. He always spoke of growing local cottage industry, like Khadi, being self-reliant and having the community own enterprises. The best example of his insistence of leveraging local resources and not being depending on imports is his 'Salt March' to Dandi, where he called for local production of salt, after there was salt tax levied by the British. Gandhi's love for Panchayat Raj, empowerment of women and ban of imports can be looked at as seeds of social transformation, sustainability and self-sustaining local communities.
- **Dr Verghese Kurien, Father of the India's Milk Revolution:** Tribhuvandas Kishibhai Patel might have founded The Kaira District Co-operative Milk Producers' Union (now better known as Amul) in 1946. But if it wasn't for Varghese Kurien—who had just arrived from the US after pursuing a Master's Degree—the co-operative would never have become a household name. Kurien's contribution to the

social entrepreneurship movement in India is monumental. Thanks to Kurien's foresight, planning and execution, India through the 'white revolution', went from a milk importing country to the world's largest producer. In a career spanning close to 60 years, Kurien founded around 30 institutions of excellence like Gujarat Co-operative Milk Marketing Federation (GCMMF), Institute of Rural Management, Anand (IRMA) and The National Dairy Development Board (NDDB).

- **Sanjit Bunker Roy:** In the 1970s, Sanjit Bunker Roy, an educator and social activist decided to give something back to society and set up Barefoot College in Tilonia. Sanjit "Bunker" Roy, founder of Barefoot College.
- **Anil Kumar Gupta, IIM-A Professor and Founder of Honeybee Network:** Gupta, a professor at Indian Institute of Management, Ahmedabad since 1981, is a true advocate of the grassroots revolution. He is the founder of Honey Bee Network, fellow at the World Academy of Art and Science and is the executive vice chair of the National Innovation Foundation. Through the Honey Bee Network, and with the help of Society for Research and Initiatives for Sustainable Technologies and Institutions (SRISTI) and Grassroots Innovation Augmentation Network (GIAN) Gupta converts grassroots innovations into viable commercial products. Gupta organizes a biannual 'Shodh Yatra' that takes participants into different villages to learn more about 'knowledge, creativity and inventions' at the grassroots.
- **Harish Hande, Co-founder Selco Solar:** Hande, co-founded Selco in 1995, to bring renewable energy solutions to India's poor. When he first started he had problems with creating awareness about solar and had to install the first lighting solutions free of cost to demonstrate its value. His stellar efforts has won him Asia's 'Nobel' prize, the Ramon Magsaysay Award in 2011, for "his pragmatic efforts to put solar power technology in the hands of the poor, through his social enterprise SELCO India."
- **Dr. G. Venkataswamy, Founder of Aravind Eye Hospital:** Dr. Venakataswamy (also known as Dr. V) founded Aravind Eye Hospital in 1976 as a way to provide affordable eye-care to the millions who had no access to quality healthcare. From its humble origins of an 11-bed clinic manned by 4 medical officers, it has grown into one of the world's largest facilities for quality eye-care. Aravind Eye Hospital demonstrated that you could provide quality eye-care at prices that couldn't be imagined in the past through innovation.

"Intelligence and capability are not enough. There must also be the joy of doing something beautiful. Being of service to God and humanity means going well beyond the sophistication of the best technology, to the humble demonstration of courtesy and compassion to each patient," said Dr Venkataswamy of his work.

- **Sunil Bharti Mittal, Founder of Airtel:** Wondering what telecom mogul Mittal is doing in a list of social entrepreneurs? Simple, there are many who consider his company Bharti Airtel, as India's largest social enterprise for putting the power of telecom in the hands of the poor. Mittal is the secret social entrepreneur in this top 10 list. His ingenuity lay in driving down costs of mobile telephony that allowed for the poor to use mobiles for news, information, entertainment and keeping in touch. Farmers can now receive crop and weather related information over the phone, blue-collar workers can search for new, higher paying jobs and fishermen can get a better price for their catch.
- **Vineet Rai, Founder of Aavishkaar:** Rai could be the most important man in the world of Indian social entrepreneurship at present. He is founder and the CEO of India's first social venture firm Aavishkaar Venture Management Service and also co-founder and chairman of Intellectap, a provider of business solutions for social enterprises. His inspiration to start Aavishkaar came when he was the CEO of Grassroots Innovation Augmentation Network (GIAN), an incubator for rural innovations and ventures. Rai was a visionary, because when he started Aavishkaar in 2001 with a seed capital of Rs 1 lakh, there wasn't any precedent to investing in social enterprises. He has nurtured plenty of social enterprises by investing in them including rangSutra (art and craft producer), Vaatsalya Healthcare (an affordable hospital chain based in semi-urban and rural areas) and Waterlife (affordable water solutions for the poor). Besides making good investments, Rai had taken it upon himself to boost India's social entrepreneurship ecosystem through a series of initiatives.
- **Vikram Akula, Founder of SKS Microfinance:** Akula founded SKS Microfinance in 1998 to provide micro-loans and insurance. Akula led a government-funded action-research project that provided micro-credit to poor farmers for food security. Prior to which he was named in Time's list of 100 most influential people in 2006. He showed India and the world that social enterprises can achieve enormous scale.
- **Satyanarayan Gangaram Pitroda (better known as Sam Pitroda), Chairman, National Innovation Council:** Sam Pitroda has worked in the areas like telecom and information technology leading to him being commonly referred to as the 'Father of India's communication

revolution.’ He was the technology advisor in the 1980s, to the then Prime Minister Rajiv Gandhi, during which he heralded the telecom revolution in India. Having enjoyed an illustrious career, in the past, he has been an advisor to the Prime Minister on public information infrastructure and innovations and chairman of the National. He was the driving force behind the National Innovation Council, the council tasked with driving innovation in the country, by adopting the principles of inclusive growth.

CONCLUSION

If India wants to develop a more effective and affordable problem-solving welfare system then it has to support social innovation. One of the best ways to do that is to support the work of social entrepreneurs both within and outside the public sector. A series of measures government could take to promote social entrepreneurship. The value of social entrepreneurs comes in three main forms: in the short run, social entrepreneurs may bring measurable benefits to the wider economy by creating jobs, generating output or saving on public spending in the medium run, they have great value as potential models for the reform of the welfare state, if they can work more productively in alliance with the public sector their more important long run contribution is their ability to create and invest social capital.

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About the Book

This book is a compendium of papers presented in the *International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India*. The book covers thirty four papers covering the emerging trends in global management and information technology. This book will be very useful for all those are interested in issues related to global management and information technology.

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