



Social Entrepreneurship for Positive Change in Society

*¹Seth, Sanjeev

**²Rabac, Ken

ARTICLE DETAILS

Article History

Article is originally taken from primary/contacting (co)author as an original research manuscript submitted to JS International Journal of Multidisciplinary Research (JSIJMR), published by JS University Shikohabad, U.P. on **JCONSORT: Consortium of Research Journals**, managed by Nirmal Integrated Consultancy in association with International Association of Research Scholars (IARS).

Keywords

CSR, Social Fabric, Employment, Economy, GDP., Banking Sector, SEBI., Insurance, Rural Marketing, Social Service, Health, Wealth, Microcredit

*Corresponding Email

iars.research@gmail.com; jsijmr@iars.info

ABSTRACT

Entrepreneurship is normally accepted as a profit making Endeavour of an individual which extends jobs & at the most accept some Corporate social responsibility. Also that this CSR. activities also they practice to showcase that how much they are concern with the society. The real Social fabric remained untouched with their efforts to extend their services for the masses.

The social fabric of our nation is like a close net family which is celebrating a big festival where different people are serving the variety of roles. Our festivals are incomplete without the celebration with the community. But when someone question if this is the case then why this impartiality we observe in the society.

1 Introduction

The social fabric of our nation is like a close net family which is celebrating a big festival where different people are serving the variety of roles. Our festivals are incomplete without the celebration with the community. But when someone question if this is the case then why this impartiality we observe in the society.

2 Celebrating with Communities

We celebrate Holi, Diwali, Navratra Devi Pujan, Pongal, Baisakhi, Eid, Christmas which all involve the celebration with the community & we have inherited these traditions from our ancestors. Holi is marked as the celebration of equality where all walks of the society celebrate the festival of colours without any differentiation of Rich & Poor.

Diwali marked as the victory of the good over the evil & it is celebrated by all rich & poor folks of the society, Navratra Devi Pujan is also marked as the victory of the good over the evil forces by the Women Deity & all folks celebrate this Devi Pujan equally. Pongal is celebrated in southern part of the country & is marked as the celebration of the faith in our ancient traditions with equality.

Baisakhi is again a festival of the faith where a religious enlightened person helps poor man's daughter from the clutches of the rich & evil mind who tried to abduct the daughter of the poor. This is celebration of the equality, women empowerment as well as celebration of the new harvest.

Eid is again the celebration of the divinity for the mankind with equality. Christmas is also marked as the celebration of the divinity for the mankind with love & equality.

3 The Irony

Now if this is the case that we celebrate our festivals with equality, love, devotion without any disparity - So if we worship Mother form of Deity then who's mother is this waiting in old home.

If we worship girls as Kanjka or Bhavani then who is in our society involved in Rape and torture of the young girls even infants.

If we celebrate equality in our worship then who are those which mistreat Poor's & underprivileged.

If we celebrate festival of Eid as divinity then who are those who are spreading violence on account of their ideology.

Also if we celebrate occasion of love & divinity in Christmas then who are those who create divide on the basis of their religious ideology.

4 Social Entrepreneurship is the solution

Now what is the solution of the problem as without the use of the industry neither the economy is stable nor the GDP. is expected moving up word. So the clarity of the situation is that the entrepreneurs need to come forward to bring the change expected as the Social Entrepreneurship is the answer to address the problem.

Certain social entrepreneurs has implemented this technique in India & rest of the world. The technique is well tried & tested world over as of now-

1. Govind appa Venktaswamy, Madhurai has helped mire then a million patients with Cataract surgery at almost zero to negligible cost as his NGO. has helped million of patients at no cost/ minimum cost but still their NGO. registered almost 40% of earning.
2. Ela R. Bhat from Gujrat established Self Employed Women's Association to empower women's in the society they were operating one Sewa Bank for more then 800 members where almost all jobs was reserved for women's.
3. Sri Sri Ravishankar is running a social cause organization to promote Organic Food & Ayurvedic medicines.
4. Baba Ramdev's Patanjali Organisation is established for the noble cause to promote Yoga & Ayurvedic medicines,

Food & milk products is doing a business batter then any Corporate.

5. Bill Gates & Milinda. Charitable Association is doing a good job in multiple domains across the world.

This clearly indicate the social cause can also be the foundation of some Social Entrepreneurship. The need is to search the gap between the demand & availability as we search in any marketing operation.

All these social entrepreneurs has proved that it's the social responsibility of all the entrepreneurs to pay back what they have received from the society as token of their gratitude.

4.1 Examples of Success of Social Entrepreneurship

We have more examples of those who have given their best to the welfare of the masses in last 5 decades & more-

1. Tata Memorial Trust founded one of the largest Hospital for the welfare of the masses for charity besides many more social Endeavour. Also that at the time if need this group always stand with the country from Kargil War to Tsunami.
2. Reliance Group again has established one Super Specialty Hospital as KokilaBen Hospital for the charity purpose besides other social Endeavour/s.
3. Vaishno Devi Shrine Board runs most of the Charitable facilities in Jammu region include one University spread in more than 100 acres as Mata Vaishno Devi University , Katra, Jammu this University is mainly funded by the Shrine Board.

4.2 Social Entrepreneurship by Welfare Societies/NGO across globe

Besides many more eminent social Endeavour/s run by the welfare societies for example the following few societies has extended their services to bring change in the society –

1. **Kashvi Foundation, Delhi** has extended the services for the welfare of the masses by educating Farmers spread across the states to promote Organic Farming. At present almost 10000 plus farmers are directly or, indirectly benefitted by their ongoing Farmers Help Line supported by the eminent Environmentalists, Scientists , Educationists & Awarded Farmers. With

collective efforts of the Ex. Director Dr. Krishna Chandra, National Centre of Organic Farming, Ghaziabad, India which has turned 2.5 Crore Farmers to 100% Organic Farming & 1.5 crore other Farmers to Mix use of Organic & Chemical inputs. This effort has changed 3 Crore Farmers to Cultivate through Organic Farming technique out of total 6 Crore Indian Farmers

2. **Innovation Society, India** has extended their support to the innovators, Educationists in India & abroad to promote Innovation. They annually publish Innovation Book Of Records to promote the Innovation. Besides promotion of Education, Business & Cross Cultural Exchange in Asia , Arab & Africa through annual Mega Summits.
3. **Asia Africa Scholars Global Network (AASGON – U.K.)** has extended service to promote Education, Innovation, Business & cross cultural communication to bridge the gap between the Privileged to under privileged groups & societies across the world. This organization in a noted NGO. & A signatory organization of United Nations Social endeavors.

The social entrepreneurs has distinguished place in our society as they have talked & implemented the change for the upliftment if the masses across the nation's.

5 Conclusion

The welfare of the society is not only the job of an elected Government but it is the job of every enterprise/ entrepreneur to reach out & extend the service to the nation. The cross culture & societies support is the key to the development of under privileged.

6 Acknowledgement

Acknowledging Prof. (Dr.) Gaurav Sharma for opportunity to write and publish on this topic and Prof. (Dr.) D. Jain for editing and formatting of manuscript. The International Association of Research Scholars (IARS) is to be acknowledged for their support in the publication of the study outcome.

7 Reference

- [1]. Dr. Davender Prasad Pandey (2009), Development and Management of NGOs, Adhyayan Publishers & Distributors
- [2]. Dr. Davender Prasad Pandey (2010), Social Enterprenurship, Adhyayan Publishers & Distributors
- [3]. Reliance Industries website. 2020
- [4]. Tata Memorial Trust Website. 2020
- [5]. www.aasgon.com
- [6]. www.iars.info
- [7]. www.innovationsociety.com
- [8]. www.team-nic.com