



SOCIAL ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT: A PARADIGM OF SOCIAL WORK INTERVENTION DURING THE COVID-19 CRISIS

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ABSTRACT

Social entrepreneurship (S.E.) is a strategic pathway for sustainable development. During the COVID-19 Pandemic, S.E. played a crucial role in managing the crisis and worked as a vehicle toward sustainable development by exercising its potential through large-scale innovations and creativity. During the Pandemic emergency, social entrepreneurs immensely contributed to deploying sustainability innovations in addressing the most pressing social needs worldwide. However, S.E. emerged as the new paradigm of social work intervention with many innovations and inclusiveness. Through this paper, the authors have tried to discuss the multifaceted dimensions of interventions through sustainable livelihood, i.e., creating livelihood promotions, inventions, social value creations, inclusiveness, and sustainable growth, which provided new directions towards sustainable solutions.

During the COVID-19 Pandemic, when medical science was engaged in finding the antidotes of the CORONA virus, social entrepreneurs in all corners found social entrepreneurship as a possible antidote to the emerged sustainable development challenges. They have worked as changemakers through small and large-scale interventions, impacting sustain social values while actively contributing toward socio-economic and environmental sustainability. In the social sector, social entrepreneurs always played a dynamic role in engaging in the process of value creation through innovations, adaptations, and learning. Especially in the pandemic emergency, they have done a remarkable job of identifying the unmet needs of the people and have come up with meaningful products to market as fast as possible. They have become apparent as social sustainability pillars of sustainable development with various potential characteristics highlighted in this paper.

KEY WORDS: *Entrepreneurship, sustainability, development, Innovations, inclusiveness*

INTRODUCTION

The world is facing many sustainable development challenges due to the COVID-19 Pandemic. Since World War II, this is the first time the entire human race has been in the fight against the Coronavirus in warfare mettle. In the last hundred years, COVID19 witnessed an extraordinary human disaster. People across the globe are exercising their collective intelligence where innovations and creativity are phenomenal in providing a strategic direction for adopting new life skills for survival. Minimizing the spread and intolerable burden of loss of lives because of the disease has been the main agenda of all nations. In this strategic response, there was a strong call from WHO Director-General Dr. Tedros Adhanom Ghebreyesus to different sectors in April 2020 for a holistic intervention. He appealed to the whole government and society to respond with strength of mind matching the front-line health workers and other COVID worriers. Further, he stressed the importance of unity within and among the nations while dealing with the Pandemic.

The COVID-19 Pandemic not only changed our foregone conclusion on how to learn and perform over a disastrous situation but also taught humanity the importance of social entrepreneurship as a shift to address the socio-economic vulnerabilities caused by the crisis. Once again, social entrepreneurship emerged as a sustainable way out of the present distress and paved a new paradigm shift in social work intervention during this crisis. It is all about analyzing socio-economic concerns of the existing problem with the objective of a positive change by applying entrepreneurial principles. Social entrepreneurship is pursuing sustainable solutions to neglected problems with positive externalities. (Santos, 2012). It's an innovative arrangement for dealing with people and their vulnerability sustainably, especially during sudden shocks and pitfalls. It's a process that integrates other disciplines and people with all stakes in its pursuit through sustainably exercising their collective intelligence. In its real sense, social entrepreneurship has become apparent as a strategy that promotes collective responsibility among people for strengthening community cohesion. Social entrepreneurship is a systematic way of social intervention where social innovation plays a crucial role in the social entrepreneurship process. It leads not only the economic growth but also due process, truly inspire to the advent of social progress. It directs us to live respectful, interdependent lives, bearing in mind a great sense of respect for socio-environmental diversity. It helps people be self-reliant in all spheres of their lives and be virtuous in society as a part of their human rights. On the whole, social entrepreneurship sensibly and strategically addresses the people's pain points, aligning the very principle concepts and underlining philosophies of the social work profession.



OBJECTIVES OF THE PAPER

- To understand the role of social entrepreneurship in the COVID19 Pandemic.
- To analyze social entrepreneurship as a new paradigm of social work intervention for sustainable development.
- To study the underpinning characteristics of social entrepreneurship and its phenomenal growth.

METHODOLOGY

The paper has followed the desk research. It is purely based on secondary sources from various books, related journal articles, referred blogs from multiple electronic media, and other online sources. It analyses the relevant literature to align and understand the subject based on the stated objectives.

COVID19 EMERGED AS A PANDEMIC

In December 2019, Wuhan City of China witnessed the first COVID-19 virus. Within a brief span, the outbreak of the virus created havoc among the human race all over the world. The disease was caused by the novel coronavirus causing COVID 19, subsequently named SARS-CoV-2 according to Coronavirus disease 2019(COVID-19) Situation Report-94. On January 30, 2020, exactly after one month, the Director-General of the World Health Organisation (WHO) declared the outbreak of COVID19 to be a Public Health Emergency of International concern and issued Temporary Recommendations. WHO officially declared COVID-19 infection as a pandemic on March 11, 2020. Also, the WHO risk assessment classified COVID-19 as a "Very -high-risk" global Pandemic.

PANDEMIC CHALLENGES

COVID19 Pandemic emerged with multiple challenges and created mammoth socio-economic problems before the human race worldwide. "The outbreak of COVID-19 has greatly impacted nations, especially the nationwide lockdowns which have brought social and economic life to a standstill." Chaudhary, M., Sodani, P. R., & Das, S. (2020). Since the outbreak of the COVID19 Pandemic, the human race has been struggling to find a way to overcome the adverse effect of COVID19. In India, the crisis witnessed a terrible mass exodus amidst a countrywide lockdown that hugely affected social, economic, health, psychological and political life. The consequence of the COVID19 Pandemic was so vast that it was beyond the human race's capacity to control the situation. COVID-19 left a vast propound of human suffering with psychological turmoil in societies overwhelmed by large-scale human disasters and left the blueprint of adverse impact. Due to the Pandemic, the world witnessed a significant loss of productivity and production. Finally, the world received a grim picture with the loss of life, loss of human resources, loss of economy, loss of education for the children, loss of business, and loss of employment opportunities. Not only these, but they also affected the achievement of Sustainable Development Goals (SDG) considerably by 2030.

COVID19 Pandemic created a lot of challenges before the Sustainable Development Goals, and "the pandemic has shown that this crisis is fuelled by poverty, hunger, weak health systems and lack of clean water and sanitation, education and global cooperation." Horton, R. (2020). , Bedford, J., Enria, D., Giesecke, J., Heymann, D. L., Ihekweazu, C., Kobinger, G., Lane, H. C., ... WHO, S. T. A. G. I. H. (2020) "The global recession caused by the COVID-19 response is alarming and has made researchers question whether the sustainable development goals (SDGs) are fit for the post-pandemic age. Some have even claimed that certain SDG targets might be counter-productive because they enhance growth rather than development." Time to revise the Sustainable Development Goals. (2020) "Under a 'COVID Baseline' scenario, the Pandemic could raise the number of people living in extreme poverty by 44 million in 2030. Uncertainties are manifold, and under a 'High Damage' scenario, the world could see a staggering 251 million people driven into extreme poverty by the Pandemic, bringing the total number to 1 billion by 2030. "At the same time, the U.N. University estimated that the economic fallout could push an estimated half a billion people into poverty and take global development progress back three decades, primarily in emerging economies." After the II World War, nobody had witnessed such a devastating state and had predicted such an unprecedented situation that would create a blocking block of social development and change the trajectory of the Sustainable Developmental Goals(SDG)2030.

Social Entrepreneurship as a Turning Point for Sustainable Development Aimed COVID19 Challenges

In the shadow of the COVID-19 Pandemic, sustainable development objectives seem to be a challenging task. The Pandemic has significantly impacted each section of society and each sector of development. In this state of affairs, the importance of Social Entrepreneurship (S.E.) is certainly level-headed. It facilitates a demand-driven approach and enables an environment for sustainable development. It also facilitates bringing economic stability along with creative solutions to the cumulative problems confronted by our society. Social entrepreneurship is a rational strategy for social change and is also used as an instrument for systematic changes where a collaborative approach plays a crucial role in leveraging change, making skills for social cohesion and social development. Social entrepreneurship emerged with underlying very complex abilities to contribute to change. "A new era of collaborative social entrepreneurship focused on bringing about large-scale systemic change is emerging, giving us hope that we will be able to navigate an increasingly complex and uncertain world with confidence, converting adversities into opportunities." V.Shashikumar, (2016) The father of Social Entrepreneurship Bill Drayton Says 'Society Is At A Profound Turning Point'

(www.forbes.com/sites/devinthorpe/2019) Once again, after 40 years, the relevance of social entrepreneurship is deeply understood during the COVID19 Pandemic. It is keenly realized that social entrepreneurship has a great role in "contributing to decent work by showing the possibility of social enterprise that inherently takes a social value and economic growth



simultaneously in to account." (Rob, 2019) "However, social entrepreneurs are individuals who find innovative solutions that respond to exactly those challenges and support their solutions with innovative business models" Choi, N., & Majumdar, S. (2014) Social entrepreneurship demands multi-players supports where people get an opportunity to excel their innovative solutions to address the existing problems.

Regarding social entrepreneurship, The Members of the COVID Response Alliance for Social Entrepreneurs said that "we call on all actors to stand by social entrepreneurs as first responders to the COVID-19 crisis and as pioneers of a green, inclusive society and economic system." C.Catherine (2020), It is. Indeed, this is high time to understand the depth of Social entrepreneurship and its impact on social change and sustainable development. It's always come up with extraordinary solutions to extraordinary problems and "presents an extraordinary opportunity to develop cost-effectiveness and high impact as pillars for sustainable development." Therefore social entrepreneurship is the turning point for sustainable development, which could lead to a harmonious society. Social values could prevail, and a more significant social impact could lead to a more remarkable social change, nurturing social interdependency as a new normal aimed at COVID19 challenges.

Social Entrepreneurship Initiatives During COVID19

All over the world, social entrepreneurs played a significant role, and they have done tremendous work in various fields during the COVID19 Pandemic. They have worked not only as social entrepreneurs but also as social innovators during the COVID19 pandemic crisis. Initiations with innovations created a new footprint in the field of social entrepreneurship. During COVID19, their initiatives and innovative approaches provided hope for the human race facing unprecedented challenges. "Social innovation is the DNA of social entrepreneurs," said Vincent Otieno Odhiambo, regional director for Ashoka East Africa, a nonprofit working with social enterprises — businesses aiming to do good while making a profit." Yi, L.Beh & Bhalla.N.(2020). During the crisis, S.E. demonstrated their social responsibilities with more sustainable models to build inclusive economics for a long. At the same time, their involvement in the crisis in terms of providing services and care to poor and vulnerable groups is excellent. Sharing information to the needy, individual counseling through APP support, community tracing initiatives, support of up migration labor, initiative social entrepreneurship, and their pro-social motives helped lead to positive social outcomes. Some of the exemplary Social entrepreneurship initiatives have been taken by the entrepreneurs as their social responsibility. The followings are

S.E. INITIATIVES WORLDWIDE: SOME REFLECTIONS

Sl. No	Name of the Organisations	Social Entrepreneurship Initiatives
1.	The COVID Response Alliance for Social Entrepreneurs	<ul style="list-style-type: none"> • The collaborative effort has taken over 80 global leaders to support social entrepreneurs in pooling knowledge, experience, and responses to alleviate suffering and advance new change models for a more inclusive, equitable, and sustainable world. • The Alliance represents a network of over 90,000 social entrepreneurs. And 1.9 billion people benefited. <p>Areas of Interventions:</p> <ul style="list-style-type: none"> • Protecting livelihoods • Mitigating millions of tonnes of CO2 • Improving access to health • Education and energy-driven social inclusion movements for the disabled, homeless, or those with refugee status.
	Source	Social entrepreneurs are first responders to the COVID-19 crisis. This is why they need support https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/ ¹ COVID-19 Action Agenda Leaders on the Front Line: "Why Social Entrepreneurs Are Needed Now More than Ever," available at: https://www.schwabfound.org/our-covid-19-response ²
2.	Jan Sahas in India	<ul style="list-style-type: none"> • Covered 2,81,000 affected people in 90 districts of 15 states in India. • Provided cooked food to over 4,20,000 migrant workers • Distributed 11,000 PPE kits • Supported emergency transportation to 17,000 migrants and their families • Online cash transfer, medical and mobile balance to individuals in 145 districts of 19 states across India.
	Source	Sharma, U.(2020), " <i>Indian NGO founder who helped migrants in lockdown on Schwab list of social innovators,</i> " available at: https://theprint.in/india/indian-ngo-founder-who-helped-migrants-in-lockdown-on-schwab-list-of-social-innovators/509106 ³



		https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/
3	Youth Co: Lab	<ul style="list-style-type: none"> • An initiative co-led by UNDP and Citi Foundation serves a social entrepreneurship movement in Asia-Pacific • Supported 7,000 young entrepreneurs who have developed or improved over 600 start-ups, each accelerating the Sustainable Development Goals (SDGs) in their way.
	Source	<p>Hellema, M. (2020), "Playing their part – Four ways in which our young social entrepreneurs responded to COVID-19", available at: https://www.youthcolab.org/post/playing-their-part-in-countering-the-pandemic-four-ways-in-which-our-young-social-entrepreneurs-ha⁴</p> <p>World Economic Forum (2020), "Social entrepreneurs are first responders to the COVID-19 crisis. This is why they need support", available at: https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/⁵</p>
4	NextBillion	<ul style="list-style-type: none"> • Created and continually updates an incredibly rich resource list: Coronavirus Resources for the Social Impact Sector. • Organized COVID-19 news, events, and analysis relevant to the sector • The page now includes over 100 links to useful resources, from funding sources to data maps
	Source	<p>Roussos, P. (2020), "Unity During the Pandemic: How the Social Enterprise Community is Coming Together to Survive COVID-19," Available at: Nextbillion.net⁶</p> <p>https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/</p>
5	Euclid Network (EN) Regions Europe, Middle East, North Africa	<ul style="list-style-type: none"> • Euclid Network (EN) is the European Network for social enterprises, impact-driven leaders, and a strategic partner to the European Commission. The Network consists of national social enterprise networks, social incubators, social funds, and universities, all intending to enhance social entrepreneurship • EN conducted a survey among its members (prominent national networks for social entrepreneurship) from 20 countries to assess the impact of the COVID-19 Pandemic on social entrepreneurship. EN is continuously updating and sharing the results with the European Commission and other stakeholders from the public and private sectors to take coordinated action
	Source:	<p>https://euclidnetwork.eu/⁷</p> <p>https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/</p>
6	IKEA Foundation Regions East Africa, South Asia	<ul style="list-style-type: none"> • The IKEA Foundation supports partners who offer programs for social entrepreneurs to identify and understand the challenges they face due to the COVID-19 crisis. They have offered partner organizations tailor-made support to ensure that they can continue the important work they do and, where necessary, adapt to the current situation. • Backing and working with social entrepreneurs, IKEA Social Entrepreneurship creates greater opportunities and contributes to improving everyday lives around the world. Together with dedicated partners and experienced IKEA coworkers, they co-develop programs, products, and services with their partners to scale up social entrepreneurs' businesses and increase their impact.
	Source:	<p>https://ikeafoundation.org/⁸</p> <p>https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis/</p>
7	Mercy Corps Ventures Regions	Mercy Corps Ventures has provided: – Access to emergency financing, including debt relief, equity, and grants – Technical assistance related to pivoting business models, managing financials, and accessing government support or other relief mechanisms



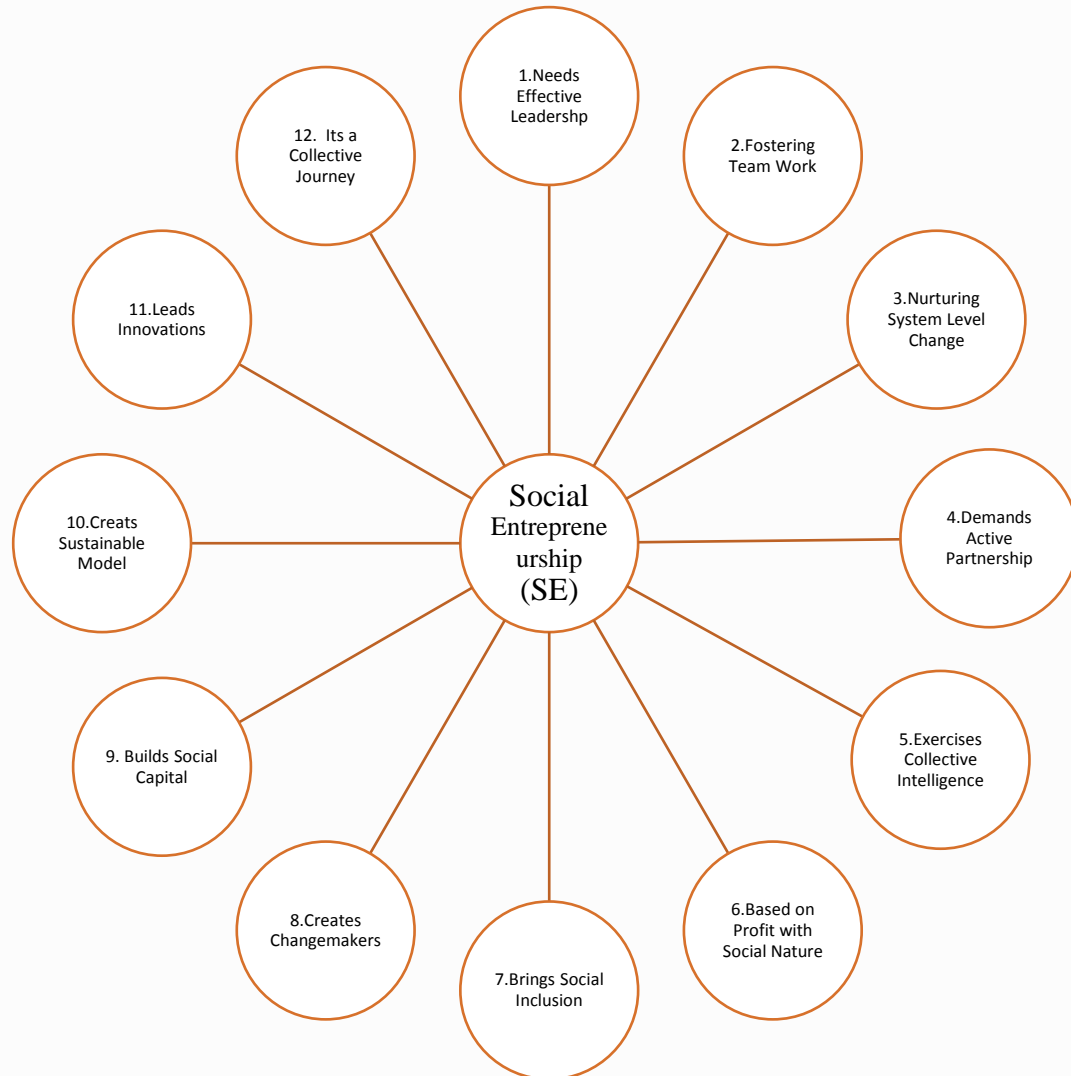
	Africa, Central & South America, South-East Asia	
	Source:	https://www.mercycorps.org/what-we-do/ventures ⁹ https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis
8	Ashoka Regions Globo	Ashoka has been co-entrepreneurship at local, regional, and global levels, raising the visibility of social entrepreneurs throughout the crisis and creating impact.
	Source:	https://www.ashoka.org/en ¹⁰ https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis
9	Yunus Social Business (YSB) Regions South America, East Africa, South Asia	YSB has been providing: – Emergency payroll grants so social businesses can keep their teams employed and recover more easily – Technical assistance related to operations or human resources, managing financials, and the supply chain
	Source:	https://www.weforum.org/agenda/2020/09/social-entrepreneurs-are-first-responders-to-the-covid-19-crisis

Apart from these, the COVID19 Pandemic witnessed many entrepreneurs worldwide who have done remarkable jobs in the field of social entrepreneurship. Once again, they have shown their proactiveness in handling the pandemic crisis by applying the social entrepreneurship approach and acting as first responders in addressing various social issues in the setting of exemplary role models.

CHARACTERIZING SOCIAL ENTREPRENEURSHIP AND ITS PHENOMENAL GROWTH

The concept of social entrepreneurship is a global phenomenon that unfolds at the local level as encompassing a multi-range of activities but needs some broad involvement of actors and sectors for its promotion, penetration, and positioning. According to In Mair, J., In Robinson, J., & In Hockerts, K. (2014), "enterprising individuals devoted to making a difference; social purpose business ventures dedicated to adding for-profit motivations to the nonprofit sector; new types of philanthropists supporting venture capital-like 'investment' portfolios; and nonprofit organizations that are reinventing themselves by drawing on lessons learned from the business world. In the past decade, 'social entrepreneurship' has made a popular name for itself on the global scene as a 'new phenomenon that is reshaping the way we think about social value creation.'" Though S.E. is gradually a field of action in a pre-paradigm state, it is evolving as a new area of intervention that could complement social work intervention in terms of resolving conflicting discourses in many ways within its future paradigm development. Nowadays, S.E. is instrumental for social change in creating new markets and market niches with some underpinning characteristics. The followings are

Characterizing Social Entrepreneurship



1. SE Needs Effective Leadership: The leader is the team commander, and how the leader leads the team is called leadership. Leadership is the art of motivating and managing the team or group toward a common goal. Leadership always matters a lot in winning over challenges. Leadership provides the strategic direction to meet the organizational needs and provides an inspiring vision to the others for achieving their common objectives. "Leadership is influence. If people can increase their influence with others, they can lead more effectively. Leadership is a process, not a position. Leadership deals with people and their dynamics, which are continually changing. They are never static. The challenge of leadership is to create change and facilitate growth." MAXWELL, J. O. H. N. C. (2021). For entrepreneurial growth, leaders play critical roles in their organizations and act as initiators of the new system, organizational culture, and program.

2. S.E. Fostering Teamwork: Teamwork is the most crucial aspect of Social Entrepreneurship. Social impacts depend on the effectiveness of Teamwork, and the kind of relationship with the people we work with determines our progress in our entrepreneurial journey. Teamwork helps solve problems and facilitates a collaborative atmosphere for all to work together. Teamwork creates an enabling environment for collective wisdom where all the team members get opportunities for brainstorming for the team to exchange ideas and develop innovative ways of doing things. Teamwork harnesses creativity and innovations to build efficiency, quality improvement, and morale and encourage group cohesion. Effective Teamwork consistently demonstrates unity and integrity among the team members to achieve the highest degree of satisfaction and provides the highest degree of social impact. Reinhold Niebuhr's quote: "Nothing we do, however virtuous, can be accomplished alone." "The whole is greater than the sum of its parts. One plus one equals three or more." Covey, S. R., Covey, S., & Collins, J. C. (2020)



3. S.E. Nurturing System-Level Change: System change is about addressing the root causes of social problems, and it's an approach that leads to a progressive direction for a sustainable future. It teaches us how individuals, organizations, places, business actions, and innovations are interconnected and interdependent with system change. System change may be small, big, simple, or complicated, but it takes place as the situation demands. It's a demand-driven approach. System change should be need-based. It is a process that intends to address the inherent problems. It may be social, economic, political, or environmental, but system-level change demands community-based initiatives and community revitalization efforts to address the problems' potential causes. During the COVID19 Pandemic, system-level changes played a significant role in addressing the COVID19 situation. Examples of actions at this scale include quarantine measures, social distancing, contact tracing, and universal vaccine coverage. The system taught us how to address the pandemic crisis and provided the right direction for positive impact. System-level change acts as a defensive player during the COVID19 Pandemic and protects the human race for survival. This system-level change provides a progressive shape to social entrepreneurship. System-level change is the precondition of societal change and acts as a tool for organizational growth. "A recent report by the Schwab Foundation uses a definition by Martin Fisher, co-founder, and CEO of KickStart International, which goes like this: Systems change is "fundamentally, and on a large scale, changing the way a majority of relevant players solve a big social challenge, such that a critical mass of people affected by that problem substantially benefit." Odin Mühlenbein, (2018).

4. SE Demands Active Partnership: Active partnership is one of the strategic decisions of the social entrepreneurs, which helps not only develop a healthy relationship with the Community Based Organisations (CBOs) but also helps a lot in making a collective decision for collective benefits. The active partnership develops a joint venture among the various organizations and people to achieve their intended goals. "Active partnerships would make social entrepreneurs develop not only perseverance, but also become more competent in contributing to social issues" Tirta, A., Gunawan, A., Stoffers, J., Byomantara, D. G. N., & Sujatha, D. K. (2018). Active partnership demands you to be involved in the association's daily operations, and it fosters the growth of social entrepreneurship. "Active partnership support workplace movement. Active Partnerships are locally based strategic organizations that recognize that activity levels are affected by a complex system of influences, and no single organization or program creates sustainable change at scale. By adopting a collaborative whole system approach, Active Partnerships seeks to make active lifestyles the social norm for everyone and address the worrying levels of inactivity in society." The active partnership could lead to collaboration for change, and it could be the panacea for achieving SDG 2030.

5. S.E. Exercises Collective Intelligence: Collective intelligence is the precondition of social entrepreneurship, and without collective intelligence, social entrepreneurship does not exist. Therefore collective intelligence is the fundamental exercise for social entrepreneurship. It produces ideas to run the business innovatively. Social entrepreneurship encourages appropriate interactions and dialogs with interested stakeholders leveraging collective intelligence to objectify and explore business opportunities. It plays as a concrete mechanism that works to improve the entrepreneurial cognition process. It helps in concretizing the ideas.

6. S.E. Based on Profit with Social Nature: The uniqueness of Social entrepreneurship is profit with social nature. Fund and innovative solutions play a vital role in the social entrepreneurship process. People come up with brilliant ideas and exercise their collective wisdom against all the odds to succeed at creating new products and services that help in improving people's life. This S.E. provides better financial and psychological rewards than the monotonous big corporate. The process of social entrepreneurship not only nurtures profit-making but also nurtures social values for which they work for a noble social cause. "Social entrepreneurship is intended to drive societal transformations, and such entrepreneurs concurrently act to address particular cases of social issues and problems and empower transformational progress throughout the system." Gandhi, T., Raina, R., & SpringerLink (Online service). (2018).

7. S.E. Brings Social Inclusion: Social inclusion is the strategic objective of Social entrepreneurship. Social Entrepreneurship provides practical grounds to the people and their participation in progress to foster social inclusion where local knowledge, ground-level experiences, and innovations create a conducive environment for positive social change. It allows the people to consider local dynamics and cultural context to establish a creative problem-solving mechanism for sustainable development. Socially inclusive social entrepreneurship encourages inclusive leadership. "Inclusive leaders appreciate everybody's contribution and inspire innovation by involving people at risk of being excluded from society." Paola Bortini, Angelica Paci, Anne Rise, Irene Rojnik, (2016), "As a community, we need to empower all voices, no matter their faith, background, disadvantage, disability or age. People need to feel like they have a place here, a true home, a sense of belonging, a sense of self, and respect from others. Then they will truly be able to contribute to our future."

8. S.E. Creates Changemakers: All changemakers are not social entrepreneurs, but all social entrepreneurs are changemakers. Their involvement in the social entrepreneurship process indicates they are a reason for being. They have a mindset change with innovative solutions to society's most pressing social, economic, and environmental challenges. They are well-motivated and spirited individuals who are always committed to the good of all and good with all. "A social enterprise is a type of business where the bottom line and success metrics are measured in more than just profits. Instead, social enterprises typically measure



success based on a triple bottom line People, Planet and Profit." Social entrepreneurship creates changemakers, and changemakers create entrepreneurship.

"Carol Sanford, in her most recent book: *The Regenerative Business*, agrees as she emphasizes that successful businesses today stop the practice of motivating people with incentives, rewards, and recognition and shift to fostering initiative and self-management. She states that just important as technical skills; people need to develop a regenerative mindset defined by the fundamental characteristics of 1.) a desire to grow and improve, 2.) a motivation to engage and learn from others, and 3.) derive meaning from contributing to something larger than themselves."

9. S.E. builds Social Capital: Social capital builds social entrepreneurship, and social entrepreneurship facilitates building the trust of community people. Both are highly interconnected and interdependent. Bonding social capital is the necessary element that plays a dynamic role in upholding the entrepreneurial spirit and to holds the organization together. Social capital is significant in encouraging entrepreneurship when people can access essentials via social networks. "Social capital has been variously and broadly defined as involving the building and maintaining of networks and the norms of behavior that underpin them (Putman, 2000); the goodwill that is endangered by the fabric of social relations and that can be mobilized to facilitate action (Adler and Kwon, 2002:17); and taken to be the sum of the resources that accrue to an individual or group, by virtue of possessing networks (Bourdieu and Wacquant, 1992). Jason Cope, Sarah Jack, Mary B. Rose, (2007) "The relationship between social capital and social entrepreneurship was studied by Madhooshi and Samimi (2015), and it can be concluded that social entrepreneurs build their social capital which is one of the reasons why some social entrepreneurs are more successful in their ventures than those who do not leverage on social capital. The research confirmed that values are a vital element in social capital. A person who shares similar values may more easily develop relationships of trust faster and be more willing to work together. "...trust cannot be expected to appear easily when there is not a system of common or shared values and a sense of commitment and belonging" Mehrdad Madhooshi, Mohammad Hossein Jafari Samimi, (2015).

10. S.E. Creates Sustainable Model: For several decades' social entrepreneurship emerging as the source of transformational social change. Due to their innovative and holistic business model, they are emerging as changemakers and coming up with "designing sustainable interventions that bring effective results (Bent-Goodley, 2002)". Antonela Spínola Jesus, (2016). "In the late 1970s, for example, Muhammad Yunus secured funding to conduct an experiment in which very poor borrowers were given tiny loans. The experiment grew into the famed Grameen Bank, a financially sustainable social business serving disadvantaged Bangladeshis. As others around the world saw that it was possible to make a tidy profit lending to poor people, they adopted the Grameen model, vastly magnifying the impact of Yunus's initial innovation. Not only these, but social entrepreneurs, like The COVID Response Alliance for Social Entrepreneurs, Ashoka, Skoll, Mindo, The Center for the Advancement of Social Entrepreneurship (CASE), Jan Sahas, Youth Co: Lab, MyMizu, NextBillion, Social Capital Markets (SOCAP), and iKure like so many entrepreneurs in all over the worlds are coming with new ideas and innovations with empathizing social and ecological problems with entrepreneurial means. For example, In the view of the present Pandemic, they have a very constructive role in managing the crisis with their mission. During the present COVID 19 pandemic, it is experienced that social entrepreneurs are more conscious of the complexities and contingencies of local embeddedness. They are more resilient in handling the crisis with social innovations and scientific evidence with the systemic vision of the social world, which provides a sustainable perspective for social change. Not only this, their systemic approach is extraordinarily brilliant in managing the COVID19 Pandemic. They have developed various sustainable models as social entrepreneurs to achieve the Sustainable Development Goals by 2030. "Sustainability is about an organizations' capacity to endure over time. In the context of social enterprise, sustainability has two sides. One side relates to the fact that an enterprise needs to be able to survive and endure financially over time." Singh, A., & Reji, E. M. (2021).

11. S.E. Leads Innovations: Social entrepreneurship is a process that constantly needs and leads to creative solutions. Due to their inherent capacity and capabilities, collective wisdom is eventually responsible for showing sustainable, innovative solutions for sustainable development. Social entrepreneurship is emerging as a new wave of growth, innovation, and development. It is found that social entrepreneurship is more sensitive and more responsive to social market needs. "They systematically identify and respond to such needs long before the bulk of the marketplace encounters them. In this sense, social enterprises are on the cutting edge when it comes to dealing with certain needs, and that obliges them to innovate as a matter of course." Huysentruyt, M. (2014).

"The reasons behind the popularity of social entrepreneurship are many. On the most basic level, there's something inherently interesting and appealing about entrepreneurs and the stories of why and how they do what they do. People are attracted to social entrepreneurs like last year's Nobel Peace Prize laureate Muhammad Yunus for many of the same reasons they find business entrepreneurs like Steve Jobs so compelling. These extraordinary people come up with brilliant ideas and, against all the odds succeed at creating new products and services that dramatically improve people's lives." Roger L. Martin & Sally Osberg Spring (2007) "Social entrepreneurship is a credible, self-sustainable instrument of social reuse of confiscated assets." Peter Kovač Vujasinović, P.K., Lipenkova, S., Orlando, E. (2019).



12. S.E. Is a Collective Journey: It is indeed the journey of social entrepreneurship is not an alone effort. It needs the joint effort of others to excel. Social entrepreneurship is a collective journey of enthusiastic people with great social value, humility, and compassion towards the human race. It's a collective action for sustainable development and a collaborative effort for substantive change. More ever, it's a journey of the Social Network of social development. It's a unique way of the trip where "multiple actors collaboratively play to address social problems, create new institutions, and dismantle outdated institutional arrangements" Montgomery, A. W., Dacin, P. A., & Dacin, M. T. (2012). Here it may conclude it's a journey of collective impact. Apart from these characteristics, so many good elements also influence entrepreneurship. Therefore, an open mind must be required to understand the other critical aspects from a theoretical and practical point of view.

THE PARADIGM OF SOCIAL WORK INTERVENTION IN SOCIAL ENTREPRENEURSHIP

"The professional future of social work depends on its capacity of self-confrontation and reconstruction of its intervention styles in the face of there-identification of social problems" (Mouro, 2006: 517) Jesus, A. S (2016).

Problems always create a ground for self-introspection to learn the potential causes of problems. Trials make us know to correct. It makes us learn how to develop agility and the ability to adapt to new challenges. With this unique adaptability, we build our strength to challenge the situation to a new normal. Both mentally and physically, we develop our power to confront problems. A new strategic path always emerges where there is a problem. The situation creates an impulse to find out an alternative way of adjustment. Therefore, innovation plays a critical and dynamic role in solving the problem and allowing learning new things and making further adjustments in our life. Novel Coronavirus entered the human race as havoc; apparently, an unprecedented crisis emerged before humanity, making us learn so many things.

During COVID 19 pandemic, social entrepreneurs created a remarkable job in the social development perspective, and they could reach millions for their social work mission. They gave a new paradigm of social work intervention and taught us that social entrepreneurship could be used as an assistance tool for solving the COVID19 pandemic crisis. They also made us realize that social work and social entrepreneurship are interconnected, and their interconnectedness produced wisdom for reconstructing new social work practices. Social entrepreneurship is a new framework for social work practice, which is highly observed during the COVID-19 crisis through the example mentioned above of social entrepreneurship worldwide. Social entrepreneurship is used not only for social development but also for economic and ecological integration of the most vulnerable social groups by rediscovering and developing new potential and capabilities of the population as part of the social work mission during the COVID19 Pandemic. Social entrepreneurship could be instrumental in achieving sustainable development goals. Social entrepreneurship is a new paradigm for social work intervention. That could lead to economic progress and social justice through innovative business models, which could bring transformational change and achieve the Sustainable Development Goals(SDG) by2030 by creating a more inclusive economy, social values, interdependency, and new ways of partnership for change.

CONCLUSION

During the COVID19 Pandemic, social entrepreneurs played a pivotal role in responding to unprecedented situations, demonstrating their social responsibilities with more sustainable models to build inclusiveness for a long. They came up as the first responders of the COVID19 Pandemic and focused on addressing the most pressing social needs. They have had to adapt quickly and extensively to the crisis's health, social and economic dimensions and evolved as changemakers. Social entrepreneurship became an eye-opener for others to contribute to sustainable livelihood pathways with innovations and value-added services during the pandemic crisis. They acted as a catalyst for the nation's overall prosperity as they led to the socio-economic empowerment of the people and technological solutions at large. S.E. is more aligned with social work. It provided a new paradigm for social work intervention considering social entrepreneurship as one of the latest frameworks for social work learning and practice. They should take it as an opportunity in a new normal as the best tool for reaching the poorest of the poor in society, which could lead to economic progress and social justice through innovative business models. It could bring transformational change and lead to achieving the Sustainable Development Goals(SDG) by2030 by creating a more inclusive economy, social values, interdependency, and new ways of partnership for change. It is true; Social entrepreneurship has a bright field full of energy, innovations, and uniqueness for its expansion with the proposition of a new modus of Operandi for social work practitioners to achieve sustainable development. Though social entrepreneurship is a recent phenomenon, it needs a field of research for its enrichment. In this present scenario, S.E., considered a field of study, is in start-up mode. They are coming with exciting works in their endeavor with a sustainable way of innovations and interventions. Social Entrepreneurship is a brightening field full of energy and potentialities for its expansion with the proposition of a new modus of Operandi for sustainable development.

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