



## **AWARENESS TOWARDS SOCIAL ENTREPRENEURSHIP: A QUALITATIVE STUDY IN DAKSHINA KANNADA DISTRICT, KARNATAKA**

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### **ABSTRACT**

*The aim of social entrepreneurship is business for a social cause. It is a combination of social service and entrepreneurship. The concept of social entrepreneurship came in to force in the academic world of late 1990s in united states. It has a mission of solving social problems. Social entrepreneurship is successful in terms of not the large profits, but in the immeasurable social impacts. There are more benefits from social entrepreneurship for removal of poverty, solution for unemployment, development of agriculture sector and positively impact on society. It is one of the concepts of philanthropy, includes innovativeness in treating social problems and innovating entrepreneurial practice are the main characteristics of social entrepreneurship. In this scenario social entrepreneurship has been receiving greater recognition from the public (S.Bacq and F.Janseen 2011). Social entrepreneurship focuses on long term capacity rather than short-term financial gains and has an explicit and social mission, whereas commercial ventures has a mission of profit. This paper explains how the people perceives the concept of social entrepreneurship.*

**KEY WORDS:** Social- Entrepreneurship-Service-People

### **1. INTRODUCTION**

Social entrepreneurship is one such innovative idea of self-sustaining business model that aims to address the issue of revenue generation for survival and development in the long run. Social enterprises identify issues and build a business model to meet the unmet needs of the people. At this situation, social enterprises focus on innovations and building social arrangements that lead to solving social and economic problems. Social Entrepreneurship is commonly defined as an entrepreneurial activity based on certain social reasons. Some of the remarkable examples of social entrepreneurship have originated in developing countries and it is a vibrant concept in developing countries as well. It is best understood as a multidimensional and active constructed, moving across various inter section points between the private, public and social sectors. The innovative solutions to local problems confirmed by the social entrepreneurs in a local circumstance often have profound socio-economic implications and global significance. So social entrepreneurship is a process by which citizens build or transform institutions to advance solutions to social problems,

such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption.

Many people use the terms social innovation and social entrepreneurship synonymously, but it has different connotations. Social innovation focuses more on what is being implemented, like a new technology or new process, to create impact. Social entrepreneurship focuses more on how it is being implemented, with a business approach or leveraging a unique business model to create, grow, and scale both in terms of impact and revenue. Today all social enterprises are giving service to the society. When they are going to give service to the society they need human and non- human resources, because the quality of services is dependent on these resources. Today many social enterprises accept financial, technical assistance and moral support from the state. At the same time social enterprise organizations put commercial strategies to maximize the human and environmental well-being. It means maximizing social impact and profit for external shareholders. Social enterprises might be established for a profit or non-profit but main intension of these institutions are providing service.



Social enterprises commonly attempt to solve the social, cultural and environmental problems in all over the world. After 2010 social entrepreneurship is made easy by the use of social media and social networks. These are helpful to social entrepreneurs to reach a large number of people all over the place. Social entrepreneurship in modern society offers a noble form of entrepreneurship that focuses on the benefits that society may obtain. Social entrepreneurs not only recognize immediate social problems but also seek to understand the broader context of an issue across disciplines, fields, and theories. Social enterprise can be characterized by an open membership and goals widely considered to be in the community or public interest. Today society allows social entrepreneurs to develop innovative solutions and mobilize available resources to affect the greater global society.

So, social entrepreneurship is commonly defined as an entrepreneurial activity based on certain social reasons. Social entrepreneurship has the power to impact on economic system as it creates solution to social problems and leads the beneficiaries to a better standard of life. Social entrepreneurs have something in common with business entrepreneurs, but there are some significant differences between these two activities. Their goals, visions, missions and their methods are different. The social entrepreneurs measure their success primarily in terms of socially valued creations, rather than profits. Social enterprises will help in the betterment of society as well as nation.

## 2. REVIEW OF LITERATURE

The review of literature gives a view of the existing information of the area. Social entrepreneurship is a reproduction that has been gaining energy and taking in recent years as an answer to social problems on a global level.

Covin and Slevin (1991) explain that, "Entrepreneurship as an aspect of organization strategy which is interpreted by dynamic behavior, risk taking, tendency for aggressive competition and dependence of an organization on the regular and widespread use of innovative product. Gregory Dees (1998) has observed that, social entrepreneur is widely appreciated and social entrepreneurs play the role of change agents in the social sector, by adopting a mission to create and uphold social values. R. Duane Ireland, Michael A.Hitt, S. Michael Camp and Donald L. Sexton (2001) observe that,

entrepreneurship and strategic management have to create wealth in a society. This is an important part of social enterprise activities. Naumes M, KammermeyerJ&Naumes W (2002) explain social entrepreneur is a person with a set of social goals and objectives who make operations of these objectives through entrepreneurial activities.

Jerr Boschee and Jim McClurg (2003) define, a social entrepreneur is any person who uses earned income strategies to pursue a social mission. This earned income strategy is directly linked to the mission and they employ people who are physically, mentally, socially or economically disabled. Jeff Skoll (2009) explains about the impact created by social entrepreneurs. He also highlighted the challenges which need increased attention, in spite of the efforts made by social entrepreneurs. He focused on responding quickly to events that threaten the world's health and stability. Anne S. Fischer (2011) explains that entrepreneurship is a multi-disciplinary field drawing from the fields of entrepreneurship and social sector. Samiksha Jain (2016) clearly explains that, entrepreneur is an individual with innovative solutions to most of the society's problems. She focused on the issue to tackle social problems by offering new ideas to bring about large-scale changes in the society.

So, there are a lot of advantages from social enterprises because entrepreneurial activities with a social concern establishes and manages the social development of the society. Above reviews show that social entrepreneurship is a novel, highly- motivated and vital thinking process. This is very supportive to solve the social problems. Development is a pattern of resources that aims to meet human needs while preserving the environment. Therefore, social entrepreneurship is working for meeting the needs of the society without compromise.

## 3. RESEARCH METHODOLOGY OF THE STUDY

The study is based on the both primary and secondary data. This study is a qualitative research, based on a survey of people in Dakshina Kannada district, Karnataka and the secondary data has been collected through various sources. It includes journals and websites. The random sampling method is followed. A total of 300 people participated in this study, provided answers on social enterprises.

**Table: 1 Gender Profile of Respondents**

Gender	Amount
Men	154 (51.3%)
Women	146 (48.7%)
<b>Total</b>	<b>300 (100%)</b>



The table presents that respondents are predominately 51.3% of men and 48.7% of women.

**Table: 2. Age Profile of the Respondents**

Age	Amount
less than 20	27 (9%)
20-40	261 (87%)
40-60	11 (3.7%)
more than 60	01 (.3%)
<b>Total</b>	<b>300 (100%)</b>

The respondents are largely belongs to the age group of 20-40 years (87%) and followed by less than 20 years (9%) age group. Rest of respondents are from

the 40-60(3.7%) age group and only one person from more than 60-year-old.

**Table: 3. Education Profile of the Respondents**

Education	Amount
Illiterate	0 (0%)
Primary Education	9 (3%)
Intermediate Education	24 (8%)
Graduation and above	267 (89%)
<b>Total</b>	<b>300 (100%)</b>

Above table shows that 89% of respondents have graduation and above qualifications, followed by the intermediate education holders 24%, primary

education holders 3% and no illiterate people participated in this survey.

**Table: 4 Occupation Profile of the Respondents.**

Occupation	Amount
Wage earner	11 (3.7%)
Agriculture	10 (3.3%)
Own business	10 (3.3%)
Employee	146 (48.66%)
Student	123 (41%)
<b>Total</b>	<b>300(100%)</b>

The above table shows that 48.66% of respondents are employees, 41 % are students and 3.7% wage earners, were 3.3% agriculturists and 3.3% are have own business.

about social enterprise. The question “Are you aware of the concept of social entrepreneurship?” the empirical data provides that only 28.3% of people are aware of social entrepreneurship. Remaining 61.7% of people are partially aware of the concept of social entrepreneurship. While the rest 10% of people are not aware of the concept.

#### 4. RESULTS

This research paper clearly shows the understanding among Dakshina Kannada (South Canara) people

**Table-5 Respondents Answer**

Answer	Amount
Fully Aware	85 (28.3%)
Partially Aware	185(61.7%)
Not Aware	30(10%)
<b>Total</b>	<b>300(100%)</b>

#### 5. LIMITATIONS OF THE STUDY

1. This study is limited to Dakshina Kannada only.
2. Only 300 people participated in this survey.
3. Limited period.
4. Lack of data and literature on the topic of study relevant to the region.
5. Defects in primary data collection.

#### 6. FINDINGS

Today improving the wellbeing of society is ultimately leads to development of the economy, so social entrepreneurs are trying to provide benefits to society. For this purpose, social enterprises are undertaking some major activities under different names, qualities and doing socially beneficial programs. Social entrepreneurship has gained



significant momentum in recent years as more and more entrepreneurs look to make a positive difference and bring about meaningful change in the world while simultaneously generating profits to sustain their businesses.

Apart from above benefits, as per the study of Thomas Reuters, reveals that India ranks 34th in public understanding what social entrepreneurs do. My study reveals that 61.7% of the people in Dakshina Kannada partially know about social enterprise, 28.3% of the people are fully aware and rest of the 10% people are unaware of the concept. One interesting factor is that educationally Dakshina Kannada district is the top most district in Karnataka state and literacy rate is 88.57 percentage as per the census of 2011.

This study finds that, most of the participants are graduates and post graduates, but still they are partially aware of the concept of social entrepreneurship. They have been hearing the term social entrepreneurship, but they don't know exactly what social entrepreneurship is. The lack of awareness on what social entrepreneurship is common among people. This lack of knowledge frequently causes social enterprises to be ignored when they are looking to raise capital through debt funding and investments from public.

Another thing is that, people are getting benefit from social entrepreneurship, but they are not trying to understand the concept because of the complex nature of business. Social enterprises are inherently complex and many in a government and financial system fail to adequately understand them.

Lack of success stories of Social entrepreneurship is the main reason for ignorance of the concept. The nature and philosophy of a social enterprise, it is practically difficult to understand.

Poor attraction for talent is additional reason for unconscious. Indian social entrepreneurs also find it difficult to attract qualified staff, who often view working for a social enterprise as riskier and less well-paying compared to old organizations. Most social entrepreneurs are high excellence talent themselves, but there are virtually no social enterprises hiring young professionals from campuses and thus many are not aware of the sector.

## 7. SUGGESTION

In a country like India, which is tackling issues like poverty, unemployment, lack of adequate health and sanitation facilities. So, a strong brand presence, affordable products, strong distribution network and cohesive efforts of different sectors of an economy are the biggest driving factors for businesses in a social entrepreneurship. In addition to providing solutions for unemployment and poverty, a social enterprise also creates value for society. However, to encourage more young

people to adopt this approach, there needs to be a proper structure in place.

A social entrepreneur has an important role as the backbone of the national economy, especially those who had received education and training (Nilsson 2012). Social entrepreneurship is the powerful tool for the development of economy. Thus, it is very important to teach entrepreneurship at all educational level and government should conduct awareness programs about social entrepreneurship towards people. Educational institution as expected to explore the concept and create an awareness of social entrepreneurship.

So, it is very important to make a distinction between the nature of work and the objectives of a social enterprise and a commercial venture. A social enterprise does not begin by setting up computers in a room. It begins journey in the field around a social problem. It possesses a single attitude of creating sustained social impact while making profits. This often involves difficult yet innovative choices towards operating its business. As compared to a commercial venture, a social enterprise measures its performance on people, planet and profit.

We can't do anything with folded hands and empty mind. So, it is essential to undertake serious program about the concept. Today most of the technologies are available in this global world, and we should use properly. In that social media is one of the most powerful tool, as a social entrepreneurs ought to use this tool for the creation of awareness among the people about the concept social entrepreneurship not only in Dakshina Kannada but also in whole world.

## CONCLUSION

Social entrepreneurship is a part of entrepreneurship which came into existence to make changes in society. It is very different from general entrepreneurship that focuses on creating new values and gaining profit. Social entrepreneurship not only recognizes immediate social problems but also seeks solution to those problems. General awareness about social entrepreneurship is very poor in India. Complex nature of business, lack of success stories and failure to poor attraction of talent are some of the main reasons for this. However, the conditions are favourable for social entrepreneurs to start and grow. The result of this survey reveals that only about 28.3% of people know about social entrepreneurship. So, it is very important to formally differentiate the concept of commercial and social entrepreneur, their objectives, impact and work done in the people mind.

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