



IMPACT OF SOCIAL ENTREPRENEURSHIP ON EMPOWERMENT OF ARTISANS- A STUDY WITH SPECIAL REFERENCE TO CEKIA

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ABSTRACT

Social Entrepreneurship is the organisation of business around specific social and environmental causes and it can operate as a non-profit, for-profit, or hybrid business (also known as a social enterprise). Some key areas of interest for social entrepreneurs might include Unemployment, Economic development, Education, Gender equality, Health care, agriculture, environmental sustainability, Renewable energy, Community development etc. Unemployment is one of the key problems faced by rural economy which hinders the economic development. Through proper and systematic training, it is possible to create the employment opportunities and alleviation of poverty. This paper aims to contribute better understanding of the role of social enterprise in empowering artisans through training at free of cost in rural areas and prevent from migrating to urban areas. To assess the role of social enterprise, the paper focuses on a case study of social enterprise of Coastal Karnataka ie CEKIA . By employing in-depth interviews with beneficiaries of such enterprise, the empirical study will focus on the assessment of the role social enterprise might play on various dimensions of artisans' empowerment in rural areas.

KEYWORDS: Social Entrepreneurship, Empowerment, Unemployment and Training

INTRODUCTION

The term social entrepreneur and social entrepreneurship were used first in literature on social change in the 1960s and 1970s. The term came into widespread use in 1980s and 1990s, promoted by Bill Drayton the founder of Ashoka: innovator for the public and others such as Charles Leadbeater. The social entrepreneurship generally defined as "Entrepreneurship activity with an embedded social purpose. The social entrepreneurship is most applicable in developing and underdeveloped countries. India being a developing nation has its own social challenges and social developmental issues. Social entrepreneurship can resolve all the social inequalities which are prevailing in India. In recent times, some startups/new ventures has developed keeping social interests in mind and providing sustainable solution to social issues and earning their profits as well. Since the nature of profit is all, this makes the difference in economic and social entrepreneurship. Social entrepreneurship in India has wider scope than economic entrepreneurship A Social Entrepreneurship is an organization which uses business methods to address a social or environmental problem in an innovative way. While a business entrepreneur typically measures performance in profit and return, a social entrepreneur also measures positive returns to society. Thus, the main aim of social entrepreneurship is to further broaden social, cultural, and environmental goals. Social entrepreneurs are commonly associated with the voluntary and not-for-profit sectors, but this need not preclude making a profit.

SIGNIFICANCE OF THE STUDY

India is a country of villages. Majority of the population stay in rural India. One of the biggest problems in rural economy is unemployment. With lower level of education unable to get better job in general and for the artisans in particular. To sharpen their skills in their field there is a need of Institution to train them. To address the problems like unemployment, poverty, inequality etc, economic empowerment of the people is very essential. This can be achieved through proper and systematic training to address such issues. It enables the opportunity for earning either by self-employment or by working as employee under others which in turn leads to economic empowerment.

OBJECTIVES OF THE STUDY

1. To study the nature of activities of the social entrepreneur
2. To analyse the effectiveness of social entrepreneur on Artisans empowerment

HYPOTHESIS

Null Hypothesis Ho: There is no significant difference in the monthly family income before and after involving in income generating activities (IGA)

Alternative Hypothesis H1: There is a significant difference in the monthly family income before and after involving in income generating activities (IGA)



METHODOLOGY

It was an empirical study based on primary as well as secondary data. The primary data were collected through well designed and structured questionnaire. Through Personal interview data was collected from the beneficiaries and officials of social enterprise. For secondary data, reports of social enterprise, journals and books were used.

SAMPLING DESIGN

The sample size for the study was 30 from Coastal Karnataka and Malnad Region. MS excel was used for analysis of data collected. As they are scattered all over Karnataka, purposive sampling was done.

ORGANISATIONAL PROFILE

Canara Bank Sponsored CE Kamath Institute for Artisans (CEKIA) was established in 1997 with an object of creating and

generating self-employment opportunities by offering training in the field of wood and stone carving, Metal embossing and Kumbha art. This Institute is located in Miyar near Karkala at a cost of Rs. 1.25 Crore. It is commendable that the institute provides training by bearing all the expenses of food, accommodation and raw material required for training, educational tour to the students free of charge. Interested candidates should have passed 7th standard, and age limit should be 18 to 35 years The duration of training in wood, stone carving and metal sculpture is 18 months. Training is provided by a team of skilled teachers.

About 984 students are trained in handicrafts in this institute and 98 percent of them are gainfully employed. In addition to this, more than fifty students who have studied in this institution have been honored with national and state level awards.

RESULTS AND ANALYSIS

Table No 1: Personal profile of the respondents

Variable	Options	Frequency	Percentage
Age	Below 30 years	8	26.67
	30-40 years	17	56.67
	41-50 years	4	13.33
	51-60 years	1	3.33
	Total	30	100.0
Religion	Hindu	30	100
	Total	30	100.0
Educational qualification	High School	15	50
	Pre-University	11	36.6
	Graduate	2	6.7
	ITI/ Diploma	2	6.7
	Total	30	100
Marital status	Single	12	40
	Married	18	60
	Total	30	100.0

Table No 1 shows the age profile of the respondents. Majority of the respondents (56.67%) are belonged to 30-40 years, 26.675 of them from below 30 years and only 13,33% of them belong to 41-50 years whereas only 3.33% of them are from 51-60 years. The above table states that all the respondents belong to Hindu religion.

It is observed that the educational qualification of the beneficiaries is very less. 50% of them are having only High school education, whereas 36.65 of them are having Pre university qualification. Only 6.7% of them are degree holders as well as ITI/ Diploma holders. It is fact noticed that 60% of respondents are married and 40% of them are still single

Table No 2: Sources of Information about the social enterprise

	No of respondents	Percentage (%)
Newspapers	4	13.3
Beneficiaries	17	56.7
Family members	9	30
Total	30	100.0

From table No 2, it is observed that the main source of information about the social enterprise is beneficiaries. 30% of them opined that their source of information is family members

and only 13.3% of the got the information about the social enterprise from newspaper.



Table No 3: Earlier Position (Before Involving in IGA) of the respondents.

	No of responses	Percentage (%)
Employed	12	40
Un employed	10	33.3
Self Employed	8	26.7
Total	30	100.0

It is clear from the table No 3 that 40% of the respondents are employed with others before involving themselves in Income

generating activities whereas 33.3% of them are unemployed and 26.7% of the respondents are already involved in IGA.

Table No 4: Reasons for involving in IGA

	No of respondents	Percentage (%) out of 30
Low earnings earlier	17	56.7
Possibility of improving income	30	100
Any other (Passion)	8	26.7

It is crystal clear from Table No 4 that, 100% of the respondents opined that reason for involving in IGA is possibility of improving income whereas 56.7% of them told that earlier they

had low income and to increase them income they involved in IGA and very interesting part is that 26.7% of them involved in IGA out of their passion.

Table No 5. Motivational factors for joining social enterprise

	No of responses	Percentage (%) Out of 30
For Economic Empowerment-Placement/ Self employment	30	100
For participating in Training and development programme	30	100
For social empowerment	30	100

From the table No 5, all the respondents stated the motivational factors for joining Social Enterprise are economic

empowerment, for participating in training and for social empowerment.

Table No 6. How did the respondents involve in income Generating Activities

	No of respondents	Percentage (%)
Have started IGA by own	21	70
Have inherited it from family	9	30
Total	100	100.0

From table no 6 it is found that 70% of the respondents started their IGA on their own whereas for 30% it was inherited from family.

Table No 7: No. of employees working in Income Generating Activities

	No of respondents	Percentage (%)
None	2	6.7
1-2	10	33.3
3-5	7	23.3
6-10	8	26.7
More than 10	3	10
Total	30	100.0

The above Table No 7 states the number of employees working in their organisation. In 33.3% respondents' business 1to 2 employees are working, 26.7% of the respondents opined that 6 to 10 employees employed in their business and 23.3% of

them working with 3 to 5 employees and only 6.7% of them are working on their own without workers. As it is a wood work or stone work majority of them are provided employment opportunities for unemployed.



Table No 8: Area of Training provided

	No of responses	Percentage (%) out of 178
Accounting and Financial Management	0	0
Marketing	24	80
Skills Training	30	100
Income Generating activity (IGA)	30	100
Personality Development Training	30	100

From Table No 8, it is clear that the training program given mainly on IGA, skilled based training and for personality

development. 80% of them opined that there were session on marketing of products manufactured by them.

Table No 9: Opinion on effectiveness of the Training Program

	No of respondents	Percentage (%)
Very useful	30	100
Total	30	100

The above table No 9 states the effectiveness of the training program conducted by the social enterprise. All the respondents

are very much happy and satisfied about the quality of training program and the opined that it was very useful for them.

Table No: 10: Monthly income of the respondents

Income Level	Before involving in IGA		After Involving in IGA	
	No of respondents	Percentage (%)	No of respondents	Percentage (%)
Below Rs. 10,000	21	70	-	-
Rs.10,001 to 15,000	2	6.7	-	-
Rs. 15001 to 20000	2	6.7	-	-
Rs 20001 to 30000	4	13.3	2	6.7
Rs. 30001 to 40000	1	3.3	10	33.3
Above 40,000	-	-	18	60
Total	30	100	30	100

The income of the respondents before and after involving in IGA are stated in Table No 10. It is clear from the table that 70% of respondents' income was below 10,000 earlier, 6.7% of them had only 10,000 to 15,000 and 6.7% of them had 15,001 to 20,000.13.3% opined that their income before involving in IGA

was between 20001 to 30000. Because of training program obtained from social enterprise their income has increased drastically. Majority of them earn more than 40,000 income per month. 33.3% of them gets income between 30001 to 40000.

Table No 11: Level of Satisfaction about the Social Enterprise

	No of respondents	Percentage (%)
Satisfactory	1	3.3
Highly Satisfactory	29	96.7
Total	30	100.0

From the table No 11, it can be seen that 96.7% of the respondents are highly satisfied about the performance of social enterprise whereas only 3.3% of them are satisfied with the activities of social enterprise.

HYPOTHESIS TESTING

Hypothesis was tested by using non-parametric test Wilcoxon signed Ranks.
 Wilcoxon signed Ranks

	N	Mean Rank	Sum of Ranks
Negative Ranks	0	.00	.00
Positive Ranks	30	15.50	465.00
Ties	0		
Total	30		



TEST STATISTICS

Z	-4.824
Asymo. Sig (2 -tailed)	.000

RESULT

Significance value (0.000) is less than 0.05, we can Reject the null hypothesis or we can accept the alternative hypothesis i.e. there is a significant difference in the monthly income before and after involving in Income Generating Activities.

SUGGESTIONS

1. The handicraft art training program given by the social entrepreneur for a period of 18 months. It is advisable to organise the training program to upgrade and update themselves in the prescribed field.
2. It is recommended to provide extensive training on marketing skills for the artisans.
3. It is noticed that government support is very minimum for rural artisans. Hence, the government should extend its helping hand to rural artisans.

CONCLUSION

The study has observed that even though the educational qualification is low among rural artisans, empowerment of artisans took place at a higher level. this is only because of the training program provided by the social enterprise. The success rate of trainees is also around 98%. By providing the training to women artisans and also in other fields it is possible to uplift the rural economy and it can reduce the migration of people to urban area in search of job. It is advisable to use of social media to create an awareness about the institution and also publish the success to reach the needy and interested artisans.

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