

A Study on Issues and Challenges prevails in Social Entrepreneurship and Qualities of successful Social Entrepreneur

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Abstract— *Social Entrepreneurs are an individual who has innovative solutions to the society's most pressing social problems; they are ambitious in tackling any major issues and ready to work on any new challenges. The development in social Entrepreneurship will solve the problems prevailing in the society which is completely ignored by commercial and government enterprises. Muhammad Yunus being an example for other social entrepreneurs, how to be a successful entrepreneur, who is worked, has a founder and manager of Grameen Bank lead a new path in Social Entrepreneurship, and he is awarded with Nobel Peace Prize, his contribution being a motivation factor for many social Entrepreneurs. Countries like India, Pakistan, Bangladesh and other countries facing many issues and challenges for the development of social entrepreneurs. This paper highlights meaning of social entrepreneurship, the difference between social entrepreneurship and other entrepreneurship, Qualities of successful entrepreneurs and the Challenges and issues faced by the Social Entrepreneurs.*

Keywords— *Ambitious, Grameen, social entrepreneurship.*

I. INTRODUCTION

The concept "social entrepreneur" has a short history; the practice of social entrepreneurship is much from new. Florence Nightingale, who revolutionized the idea of hospital conditions during late 1800s - Bornstein, 2007¹, and John Durand, who showed his interest and started working with mentally retarded people in the early 60s - Alter, 2007², are two examples of exceptional persons bring social change whom we call today as social entrepreneurs. Nicholls 2006³, the term "social entrepreneur" was introduced in 1972 by Banks, who noted that social issues could also be deployed by practices.

"Social entrepreneurs aren't content simply to give a fish or teach the way to fish. They'll not rest till they need revolutionized the fishing business."— Bill Drayton.

Social entrepreneurship the observe of responding to plug failures with transformative, financially property innovations aimed toward determination social issues has emerged at the nexus of the general public, private, and noncommercial sectors. It's a brand new breed of entrepreneurship that exhibits characteristics of nonprofits, government, and businesses together with applying to social problem-solving ancient, private-sector entrepreneurship's concentrate on innovation, risk-taking, and large-scale transformation. whereas social entrepreneurship isn't a brand new development, the sector has practiced huge growth over the past fifteen years, receiving increasing recognition from journalists, philanthropists, researchers, and policymakers as a very important and distinctive a part of the nation's social, economic, and political landscape. The term "social enterprise", "social entrepreneurship" and "social entrepreneur are different from one another" - Defourny and Nyssens, 2008⁴. Some extremely successful social entrepreneurs attracted more media attention, amongst them: Muhammad Yunus, father of the Grameen Bank for microfinance and recipient of the Nobel Peace Prize in 2006, and Jeffrey Skoll of eBay, who based the Skoll Foundation supporting social entrepreneurship and was included among Time Magazine's 100 People of the Year in 2006. Hence, Social entrepreneurs has been acknowledged as a new type of entrepreneurship emerged around the world, based on a social wealth creation instead of the generation of economic wealth as its main goal - Leadbeater, 1997⁵. Some researchers claim that SE activities have much reaching economic effects enhancing growth, reducing financial issues and increase large-scale social development - Zahra, Gedajlovic, Neubaum and Shulman. Social entrepreneurs have progressed employed business strategies to deal with the problems and generate

revenues. Finally, the increased competition within the non-profit sector to get donations and grants has led to the need to professionalize the activities undertaken with the aim of reducing financial dependence and so guarantee their economic stability for the development of their social mission- Perrini, 2006⁶. Social movements that over the last couple of decades have begun promoting social entrepreneurship comprise e.g. Ashoka Foundation (Bill Drayton), the Skoll Foundation (Jeff Skoll), and Schwab Foundation (Hilde and Klaus Schwab). "India has been portrayed as a fancy place to induce things done - politically, culturally and geographically. However its complexities that make to the most effective innovation. On the other hand, India has been celebrated as the leader for social entrepreneurship globally. When problem is are complex, high level of innovation is automatically born to solve it. International collaborations will continue to forge the best solutions for not just India, but showcase it as a solution for the world, Solving social issues require advanced thinking in all aspects including grant creating techniques, use of the new technology and innovation, large scale systemic thinking etc. I have seen that Swiss thinking is that most fitted and can add the most effective value when it comes to solving such advanced social problems in this region. It's not just about identifying them, but working together and co-creating long term solutions which shift societal thinking fundamentally." - Vishnu Swaminathan 2015⁷.

Qualities of Social Entrepreneurs

Ambitious: Social entrepreneurs tackle major social problems, from increased college enrollment rate of low-income students to fighting poverty. They operate in all kinds of organizations: innovative nonprofits, social-purpose ventures, and hybrid organizations that mix elements of nonprofit and for-profit organizations.

Mission driven: Generating social value not wealth is the central criterion of a successful social entrepreneur. While wealth creation may be part of the process, it is not an end in itself. Promoting systemic social change is the real objective.

Strategic: Like business entrepreneurs, social entrepreneurs see and act upon what others miss: opportunities to improve systems create solutions and invent new approaches that create social value. And like the best business entrepreneurs, social entrepreneurs are intensely focused and hard-driving in their pursuit of a social vision.

Resourceful: Because social entrepreneurs operate within a social context rather than the business world, they have

limited access to capital and traditional market support systems. As a result, social entrepreneurs must be skilled at mobilizing human, financial and political resources.

Results oriented: Social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged, and unlock society's potential to effect social change.

Social Entrepreneurship & Entrepreneurs	Definition
Saïd Business School 2005	Social entrepreneurship may be defined as a professional, innovative, and sustainable approach to systemic change that resolves social market failures and grasps opportunities.
Alvord, Brown, & Letts 2004 ⁸	Social entrepreneurship creates innovative solutions to immediate social problems and mobilizes the ideas, capacities, resources, and social arrangements required for sustainable social transformations.
Bornstein 2004 ⁹	Social entrepreneurs are people with new ideas to address major problems who are relentless in the pursuit of their visions, people who simply will not take "no" for an answer, who will not give up until they have spread their ideas as far as they possibly can.

II. REVIEW OF LITERATURE

The idea that entrepreneurs are different from non-entrepreneurs is commonly held and justifies the body of literature that evolved from exploring and explaining abilities, personality traits, and preferences at the level of the individual entrepreneur, Birley & Westhead, 1994; Blanchflower & Meyer, 1994¹⁰; Evans & Jovanovic, 1989. The Social Enterprise tradition represented by three contributions within this perspective, takes more individual characteristics into account. Besides skills these three contributions also consider background and experience, motives, and discourse. With the exception of - Turner and Martin 2005; Turner and Martin 2005¹¹ - which focuses on

the capacities that community based projects need in order to cope with a changing policy environment, makes a distinction between managerial and entrepreneurial skills. Managerial skills are comprised of skills such as managing budgets, monitoring outcomes, and administrating a funded program, while entrepreneurial skills incorporate skills such as taking risks, raising funds, partnership and networking, and delivering innovative work.

Sharir and Lerner 2006¹² - The entrepreneur starts out depending on the resources of the network to which he belongs and entrepreneur proactively creates a network and has to invest time and effort in its construction. Therefore, both using and building networks are of significance to a social entrepreneur. Van der Scheer 2007¹³ - It is hypothesized that the quality of being entrepreneurial, defined as a combination of role perception and managerial practice, is shaped by the managerial background, "to have attended several managerial courses" and "to have acquired experience in a range of management positions" are indicators for an entrepreneurial mind. Entrepreneurial-minded executives are more likely to behave in an entrepreneurial way, as an active management style, an external orientation, and a greater attention to strategic issues. The outcomes support the hypothesis that entrepreneurship is likely to be shaped by the managerial background. Parkinson and Howorth – 2008¹⁴, the collective logic that dominates the discourse on social entrepreneurship is that business and entrepreneurship are the way forward for social enterprises. Their study investigates whether or not this dominant logic is reflected in the actual discourse of people 'doing' social entrepreneurship.

Social entrepreneurs are driven by combinations of various motives. Some of these motives are comparable to those of their commercial counterparts (i.e., self-fulfillment, achievement, and occupational independence), while other motives are specific to the case of the social entrepreneur (i.e., personal rehabilitation, search for solutions to individual distress, and fulfillment of obligations to one's community by meeting local needs or addressing social issues - Sharir & Lerner, 2006.

III. RESEARCH METHODOLOGY

Objectives of the Study:

1. To know the concept and meaning of social entrepreneurship.
2. To study the required qualities to be a successful entrepreneur.
3. To study the Issues and challenges faced in the social entrepreneurship.
4. To suggest and recommend the Social entrepreneurs to overcome the issues and challenges in Social entrepreneurship.

Sample Size:

The research work is empirical in nature, Questionnaire designed and distributed, 250 valid samples are considered for the study.

IV. ANALYSIS AND INFERENCE

Table.4.1: Shows Reliability of data:

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	32

Table.4.2: Shows the KMO Bartlett's Test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	4146.241
	df	496
	Sig.	.000

Table. 4.3: Shows the Quartiles of data:

Statistics		
Total of factors		
N	Valid	250
	Missing	0
Percentiles	25	112.50
	50	129.00
	75	139.00

Table. 4.4: Shows the One way ANOVA Duncan Multiple range test (DMRT)

Factors	Mean/S.D	Age group in Years				F. Value	P.Value
		21 -25	26 -29	30-35	36 & Above		
Challenges Prevail in Social Entrepreneurship	Mean	56.75 ^a	60.48 ^a	60.63 ^a	68.68 ^b	11.610	<0.001**
	S.D	8.29	7.78	7.37	8.61		
Qualities of Social Entrepreneur	Mean	26.09 ^a	28.30 ^b	28.63 ^b	31.84 ^c	14.621	<0.001**
	S.D	4.38	5.05	4.63	2.34		
Issues of Social Entrepreneurship	Mean	38.96 ^a	41.90 ^b	41.88 ^b	47.16 ^c	16.960	<0.001**
	S.D	5.45	6.18	5.43	3.625		
Overall factor	Mean	121.80 ^a	130.68 ^b	131.13 ^b	147.68 ^c	13.699	<0.001**
	S.D	15.79	17.50	16.22	12.36		

Denotes: ** denote to 1% level of significance

Table. 4.5: Shows the Fried man test

Factors	Mean Rank	Chisquare	P Value
Challenges Prevails in Social Entrepreneurship	2.99	758.510	<0.001**
Qualities of Entrepreneur	3.05		
Issues of Social Entrepreneurship	2.51		
Overall Entrepreneurial Effectiveness	4.00		

Denotes: ** denote to 1% level of significance

Inference:

The reliability for 32 items is 0.921. Even if one of the 32 items is deleted the Cronbach's Alpha value will be reduced. This indicates that the reliability for all items is higher. Kaiser-Meyer-Olkin measure of sampling adequacy is 0.874 and Bartlett's Test of Sphericity and approximate Chi-square value is 4146.241 which are statistically significant at 5% level. Therefore, it can be concluded that the sample size is adequate. The Quartile table shows 112.50 in 25 percentile, 129.00 in 50 percentile and 135 in 75 percentile.

** Since P value less than 0.001 the null hypothesis is rejected at 1% level of significance with regard to Challenges prevail in Social entrepreneurship, Qualities of entrepreneur, Issues of Social entrepreneurship and Overall entrepreneurship effectiveness. Hence there is significance

among age group with respect Challenges prevail in Social entrepreneurship, Qualities of entrepreneur, Issues of Social entrepreneurship and Overall entrepreneurship effectiveness based on Duncan multiple range test (DMRT) the age group of 21-25 in all the four factors is significantly differ with 26-29, 30-35 and 36 above at 5% level but there is no significant difference between 21-25 and 30-35 and 36 above respect to all the factors, Hence it is proved Age group of the respondents have different opinion towards all the four factors.

** Since P value is less than 0.001 the null hypothesis is rejected at 1% level of significance hence concluded that there is significant difference in mean rank of factors of dependent based on mean rank Overall Entrepreneurial Effectiveness higher mean value 4.00 which reveals Social entrepreneurs significantly agreed there is a Issues and Challenges for them and also they responded qualities are required to be successful entrepreneur, followed by 3.00 Qualities of entrepreneur, Challenges prevails in Social entrepreneurship 2.99 and Issue of Social entrepreneurship 2.51.

V. CONCLUSION

Hence I conclude that social entrepreneurship has emerged to a greater extent and is well appreciated. The bottom of the pyramid is getting benefitted due to social entrepreneurship. The social entrepreneur needs to be innovative, socially aware and ready to take risk. There are many challenges faced by the social entrepreneurs like conveying the business idea, working remotely, getting fund, government approval, competition from others, acquiring technologies, promoting awareness and getting

skilled workers. Though these challenges exist there are many successful examples of social entrepreneurial ventures like Lijjat Pappad, Amul & Gramin Bank. There is lot of scope for social entrepreneurs in India.

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