

# ROLE OF SOCIAL ENTREPRENEUR IN GENERATING EMPLOYMENT OPPORTUNITY: A STUDY OF SOCIAL ENTREPRENEURS OF RAJASTHAN

Dr. Bharti Sharma, Associate Professor, International School of Informatics & Management, Jaipur  
Dr. Honey Goyal, Assistant Professor, Vivekananda Global University (VGU), Jaipur

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## Abstract

What business entrepreneurs are to the economy, social entrepreneurs are to the social change? They are the driven, creative individuals who question the status quo, exploit new opportunities refuse to give up and remake the world for the better (David Bornstein). Most of what we know as “social service” in the early days was aid to help people in need. Gradually we saw the emergence of relief and welfare organisations. In fact these groups were some of the first NGOs. However, many of these organisations have moved much further today and involved in what is referred to as “development”. In recent years, the definition of philanthropy has evolved and got a new meaning. Its application can be seen in numerous innovative projects introduced by social entrepreneurs. It holds a significant position in uplifting quality of life of society. They are a new breed of people who strive to bring social change by their out-of-box thinking. The paper seeks to explore the concept and meaning of social entrepreneurs. It further illustrates various social entrepreneurs of Rajasthan and their contribution in bringing change to society and examines their role in generating employment opportunities to the rural people of Rajasthan. The research methodology which is applied during the research is descriptive in nature. Secondary data used in this study is collected through existing available literature related to entrepreneurship and social entrepreneurship. Therefore, when we speak of developing a community it is the process or effort of building people or a group on a local level, to transform their capacities to handle their social relationships, their basic economy, improve their surroundings and in fact overall strive for a better quality of life.

**Key Words :** Social entrepreneurs, Role of Social Entrepreneurs, Social Entrepreneurs of India.

## Introduction

Social entrepreneurs are people who know what the word “BELIEVE” means. They see social problems as roadblocks to society and are committed enough to provide a sustainable solution with their innovative efforts and techniques. They are the local change makers who are willing to take risk and creates a difference by providing solutions that are sustainable, understandable, user-friendly and ethical for the people of society. An enterprise which exists for doing 'social good' along with generating profits is what social entrepreneurship is all about. NGOs are non-profit making and purely service-oriented organisations committed to the development and welfare of the community. They set examples by their different working approach and motivate others to channelize their efforts to take new leaps. Social entrepreneurs are visionary, community driven and realists concerned with the practical execution of their vision above all.

## Objective of the Study

To study the concept and meaning of Social Entrepreneur.

To examine the role of social entrepreneurs in generating employment opportunities to the rural people of Rajasthan.

To study the challenges faced by a social entrepreneur while pursuing their goals.

To study the possible solutions for overcoming the challenges faced by social entrepreneur.

### **Research Methodology**

The methodology which is used in this study is descriptive in nature. The research is based on the secondary data. The existing available literature related to entrepreneurship and social entrepreneurship is included in the study.

### **Review of Literature**

- A report title “Social Entrepreneurship and Social Sustainability: An analytical study” (2014) prepared by Namita Rajput and Parul Chopra states that Sustainable Development is a process whereby development is undertaken in such a way that interests of stakeholders of nature, and diverse social groups including future generations are protected and preserved. The paper seeks to throw light on how Social Enterprises amalgamated with sustainability initiative has brought about concrete results befitting both our society as well as nature.
- (J. Gregory Dees 1998) in his article “The meaning of Social Entrepreneur” has given the more elaborate definition of social entrepreneurship. According to him, social entrepreneurs play the role of change agent in the social sector. First by adopting a mission to create and sustain social value, second by recognizing and relentlessly pursuing opportunities to serve the mission, third by engaging in a process of continuous innovation, adaptation and learning, fourth by acting boldly without being limited by resources currently in hand, fifth by exhibiting heightened accountability to the constituencies served and for the outcomes created.
- (Dr. Hemant kumar P. Bulsara, Dr. Shailesh Gandhi, Dr. Jyoti Chandwani 2015) in their research paper titled “Social Entrepreneurship in India: An Exploratory Study” discuss about the growing trends of social entrepreneur in India and the new initiatives taken by various social entrepreneurs including Arvind hospital, AMUL, SEWA, SELCO and found that they are ready to share their expertise to the society for the benefit of social development. This paper has given an insight into the meaning of social entrepreneurs in India and the possible reasons for a transition towards social entrepreneur and way forward.
- (Dr. Sarada Chengalvala and Dr. Satyanarayana Rentala 2017) in their research paper titled “Intentions Towards Social Entrepreneurship among University students in India” attempt to understand the intentions of university students regarding social entrepreneur as a future career of choice. Additionally, this research also attempts to understand the challenges perceived to undertake social entrepreneur as a career choice among university students in India. A sample of 150 university students across the country was included in the research. Findings of the study indicate that having an interest in social entrepreneur is the most important factor determines the intentions together with proactive personality, entrepreneur attitude, entrepreneur education and perceived behaviour control. It is recommended social entrepreneur should work with business school, higher education institutes in developing curriculum that create social entrepreneur habits. So that high quality manager can be produced.
- (Dr. P.V Raveendra 2017) in his research paper titled “Social Entrepreneur: An Alternative Approach for Indian Economy” attempts to identify the differences between entrepreneur and

social entrepreneur. It also aims at understanding the different components of social entrepreneur in Indian society. Entrepreneurship creates employment and supply the goods to the market but social entrepreneurs creates employment as well as it give boost to demand side also. The research is based on the secondary data. It was concluded that Government of India should take steps to inculcate social entrepreneur among Indians. The future scope of this study states that in wider area, an ambitious research could be conducted to understand the scope of social entrepreneur, which would be a resource for government to formulate plans and policies to mainstream good practices in order to develop necessary support system to encourage community based social entrepreneur.

- (Smita Gupta and Nishith Dubey 2017) "Role of social entrepreneurs as social change agents: an insight" highlighted the importance of social enterprises as they are the local change makers who try to improve the system with their innovative ideas and approaches and create better solution for society. In the current scenario, Social entrepreneurship sector is undergoing a sea change and social enterprises need to play a dominant role in the same. Social enterprises are equal participants in bringing about direct impact in the society and thus acquiring equilibrium in the society in terms of socio economic development.
- (Satar Shahid Mir 2016) in his paper titled "A Policy Framework for Social Entrepreneurship in India" seeks to explore the policy areas concerning the moderately contested field of social entrepreneurship. The paper responds to the recent social entrepreneurship policy development of India and attempts to address the need for policy development for this sector. The paper out rightly highlights the need to fill the policy vacuum in social entrepreneurship context and discusses the positive implications of policy measures at local and state level.
- (Shekhar Upadhyay, Priyanka Rawal, Alka Awasthi 2017) "Uplifting society by providing innovative solutions- A study of social entrepreneurs in India" present a detailed study on variety of topics related to social entrepreneurs, including the conceptual framework and process of social entrepreneurs. It explains the concepts like social needs and social innovations from entrepreneur's point of view. Research methodology which is applied during the research study is descriptive in nature. Findings of the study are Social enterprise can change the face of society in India. If the government and other stakeholders can work out the challenges of social entrepreneurs effectively, then social entrepreneurs is the most important tool which has the full capacity to change the very face of society in India.
- (Momina Bushra and Dr. Kushendra Mishra 2014) in their research paper titled "Role of Entrepreneurship in transiting India from an emerging economy to a developed economy" seeks to identify the risk perceptions of Indian youth who form the major proportion of Indian population. This paper also attempts to give reasons why India lags behind in promoting entrepreneurship. Conclusion from the literature are drawn suggesting India has no dearth of entrepreneurship talent but there is a need to promote, motivate and train the young entrepreneurs which is difficult without persistent government support. There is a need to aware people about the various schemes of government that are formed to promote entrepreneurship because government have ample of schemes related to subsidies and funding.
- (Jose Mamman 2014) in his research paper titled "Application of Research Methodology in Social Entrepreneurship" discussed various researches being undertaken in the field of social

entrepreneurship; methodologies used in those papers and explored the current state of empirical research on social entrepreneur. This confirms the stage of infancy of social entrepreneur research as a field of scientific inquiry and highlighted the potential areas for future theory building and theory testing. An undeveloped domain that has the potential to understand social entrepreneur from an impact factor or citation based perspectives is the future scope of study.

- (Dr. Partap Singh 2012) in his research paper titled “Social entrepreneurship: A growing trend in Indian economy” attempts to shed light on analytical, critical and synthetic examination/role of social entrepreneurship in India. This paper emphasized the role of social entrepreneur as he is a person who is the founder, cofounder or a chief functioning of a social enterprise. It also signified the role of NPO, NGO, foundation, government, individual to promote fund and act as an advisory committee or agent for them. Social Entrepreneur is expected to be the next big thing to influence India as the country juggles to achieve a balance between growing GDP growth, ensuring inclusive growth and attempting to address issues ranging from education, energy, efficient to climate change.
- (Mahesh U. Daru 2013) in his research paper titled “Social Entrepreneurship- A way to bring social change” discussed the emerging trends of social entrepreneurship in developing countries like India and its future prospects and challenges. This paper shows lights on how development of social entrepreneurship can solve the problem of society which is ignored by commercial and government enterprises. Social entrepreneurs are people who realize where there is an opportunity to satisfy some and unmet need that the state welfare system will not or cannot meet and who gather together the necessary resource and use this “to make a difference”. Example of Bangladesh Rural Advancement Committee, SEWA, Aravind eye hospital, Green Belt Movement, The Grameen Bank were illustrated. More empirical studies are needed to map the opportunity space for social entrepreneurs.

## **Role of Social Entrepreneur in Generating Employment Opportunity to the Rural People of Rajasthan**

### **Jaipur Rugs**

Nand Kishore Chaudhary founded Jaipur Rugs in 1978. In hand knotted rugs, it is one of the largest manufacturer in India. The company is headquartered in Jaipur and has an operation span in 6 states and 600 villages with more than 20+ branches. It has a distribution set up for over 40 countries including Atlanta, United States and 40,000 artisans are working independently all across the rural sections of Rajasthan.

In the initial years, he started business of carpet with just 2 looms and 9 artisans and gradually expanded its business operations in the tribal region of Gujarat. In 1999, Chaudhary launched its firm “Jaipur Carpets” which was converted to “Jaipur Rugs Pvt Ltd” in 2006.

Founded in 1978, the company has revolutionized the carpet industry by creating an entirely new business model - working directly with artisans and uplifting their lives and communities as a result. Since then, they have grown to become a global, award-winning brand, sharing a unique point of view through their range of home décor products.

N K Chaudhary believes in the enormous potential of artisans of India and to showcase their potential

to the world, he decided to form a company. Along with it, the mission was to improve the quality of life of artisans together with upgrading weaving technique. They not only produce luxurious, beautiful carpets but also helps artisans and marginal section of society in generating employment opportunities in a secure environment and thus earn a living. It presents a variety of over 40 technical variants of rugs woven with the finest yarns.

### **Jaipur Rugs Foundation**

In 2004 **Jaipur Rugs Foundation** was registered under the Rajasthan Public Trust Act. It is the service arm of Jaipur Rugs Group, which stays connected to the company's grassroots. The aim was to integrate and channelise the efforts of rural people by educating them and training them to become independent base artisans and also giving them a market for their products. The foundation helps the potential weaver to learn about weaving, manually operating looms and the process of hand-knotted carpets. Now the skilled artisans are home-based independent weavers who earn a living by providing services to rug company. Thus the overall purpose of this foundation is to enlighten, empower the marginalized communities especially women living in the underserved and un-served areas by equipping and developing their skills and capacities and rendering them with sustainable livelihood options.

The overall upliftment of quality of life is done through two intertwined verticals: 'social development' and 'entrepreneurship development'. In 'social development' vertical, the foundation links them with literacy, education, artisan cards and health care facilities. Their motive is to create awareness through new interventions and linkages. On the other hand motive of 'entrepreneurship development' vertical is to provide economic stability to the artisans through sustainable livelihood support and skill development. Existence of both creates a win-win situation and motivates the artisans in developing their skills.

The participation of more and more women artisans was acknowledged because of the sense of pride, recognition and personal worth was attached to it. By providing such platform it nurtured their financial and emotional stability and created a model of 'Inclusive Growth'.

### **Jaipur Foot**

**Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)** is a dream project of Mr. D.R Mehta. It is world's largest organisation for the disabled with the rehabilitation of over 1.55 million number of beneficiaries from all across the world. BMVSS has also provided crutches, hand-paddles tricycle, calipers, artificial limbs, wheel chair and other aids and appliances to polio patients through its camps and outreach programme. According to Time magazine, it is one of the best invention of the world for 2009.

BMVSS was registered on March 29, 1975 established as a society under the Rajasthan Societies Registration Act. It has its headquarters in Jaipur. With a strong base of 23 branches, Jaipur Foot is working Pan-India starting from Srinagar to Chennai and extending over Ahmedabad to Guwahati. Other than that it has its other limb fitment centre in metropolitan cities such as Varanasi, Hyderabad, Bengaluru, Mumbai, Delhi, Patna.

Since inception, BMVSS regularly holds numerous on-site field camps outside its centers in different parts of the country to help patients who have physical difficulty in traveling to the centers for free of cost. Doctors and technicians travel with equipment and materials, sometimes with a mobile van, to

these camps. 50 such camps are held every year. They provide on-the-spot assistance in fitment and fabrication, delivery of limbs and other aids and appliances. BMVSS has been given Special Consultative Status with the Economic & Social Council of the United Nations Organization (UNO).

Mehta's focus on combining social service with science led to a memorandum of understanding between Stanford University and the BMVSS, resulting in the development of Jaipur Knee.

**The vision of Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)** is to enable the economic and physical rehabilitation of the amputee, to empower them with ways to sustain their dignity and regain their lost mobility and once again become productive and confident members of society.

**The mission of Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)** is to provide free assistance and appliances i.e prosthetics, calipers and other physical aids to as many disabled people as possible for free of cost through its centres, outreach programmes and rehabilitation camps, both in India and abroad. Imparting employment schemes and vocational training as economic support to young amputees and assistance for self-employment for sustained livelihood (on selective basis) contributing to **anti-alleviation programme**. Undertake collaborative or in-house research and development for improving the existing quality of calipers, and limbs and developing newer ones with the improvised version of the same and with lower cost.

### **Piramal Foundation**

Piramal Foundation the social arm of Piramal Group creates and develops unconventional solutions to problems that are roadblocks to India's development. It has introduced programs in different sectors namely Education, Healthcare and clean drinking water. It has succeeded to provide these services with the support and partnership from state and central government spanning across 21 Indian states and have impacted million of lives till date.

Each social initiative nurtured by Piramal Foundation, addresses one of the three focus areas :

- **Healthcare: Piramal Swasthya**
- **Education: Piramal Foundation for Education Leadership**
- **Clean Drinking Water: Piramal Sarvajal**

The foundation believes in power of knowledge and through appropriate actions, impactful exercises together with collaborative effort of like-minded people it brings positive change in society. Its main motive is to deliver projects that are impactful and sustainable in long run.

Along with the Strategic Development Goals, the focus of this organisation is also on empowering women, improving maternal health, universal primary education, improving access to safe drinking water and reducing child mortality rates.

Moreover, in collaboration with government, international organisations like World Diabetes Foundation, Michael & Susan Dell Foundation and Harvard Graduate School of Education and other technology partners it has developed programs for the social upliftment of society. It has recently partnered with NITI Aayog to transform 25 aspirational districts across 7 states in India. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation for Education Leadership.

**Piramal Sarvajal** came into existence in 2008 with a mission to create and design unconventional

solutions to problems that people of under served areas face on day-to-day basis. The aim is to provide innovative solutions to problem of safe drinking water with easy accessibility. Incorporating business practices along with latest technologies in its market-based business model ; the motive is to provide sustainable solution to both rural and urban population of India.

Piramal Sarvajal, provides safe drinking water through customized decentralized drinking water solutions at selected urban and rural locations. This is achieved through installation of a state-of-the-art community level purification plant for delivery of safe drinking water at affordable prices to the beneficiaries.

The project is operated in partnership with a local entrepreneur or the local Panchayat/ Community Based Organization; thereby creating sustainable livelihood opportunities within the chosen community.

**Piramal Swasthya** is seeded by Piramal Foundation . The mission of this organisation is to make healthcare affordable, accessible and available to each section of the society especially the marginalised people.

Through effective use of innovation and technology, Piramal Swasthya tries to bridge the gap between primary healthcare availability and easy accessibility to the remote areas of Rajasthan.

**The Piramal Foundation for Education Leadership (PFEL)**, an initiative of the Piramal Foundation, has been designing, executing and imparting leadership training programs for youth, academicians and education administrators by mutually improving processes and deploying technology and integrating tools through various programmes. In 2008 PFEL it has 4 crore programmes and in 2017 it has expanded to 6 crore.

The aim of this organisation is to build expression, learning, pride and joy along with improving technology in the government education system. It has signed long term MoUs in collaboration with central and state government.

### **Barefoot College**

Barefoot college also known as Social Work and Research Centre (SWRC) was founded in 1972 by Bunker Roy. It is a voluntary organisation registered under Friends of Tilonia Inc. It is working in the field of women empowerment, skill development, safe drinking water, education and health by establishing solar power which provides the marginalised rural people sustainable living.

The people who teach in this college are professionals from all walks of life. They give lessons in writing, reading and through practical application to the youth of Tilonia village. The student are especially the adults, girls, women and children who are either illiterate or drop outs.

The organisation has followed flexibility in operations by setting up nights schools. This allows the students to learn and train at night as most of them works during the day to support their family. Along with students, the organisation has created a system that trains the trainer to bring skill development to villages. Despite of illiteracy, it is good to see large number of girls in the night schools. In 2008, on an average 20 children presence were seen in each night school. In total 150 night schools were operating. The campus spreads across 8 acres and also has self-built rainwater harvesting design by the students.

In Time magazine (Vol. 175 No. 18, May 2010) Bunker Roy was acknowledged as one of the 100

most influential people for an inevitable contribution made by him to the society. Greg Mortenson has mentioned that grass-roots social entrepreneurship has trained more than 3 million people for jobs. The approach followed by them is so rudimentary that they have dirty floors and no chairs so that poor students feel at ease while learning.

From providing water solutions by setting up water pumps near villages to empowering rural people of society by training adults, women and men to learn how solar power operates Bunker Roy has been named in one of the 50 environmentalists playing a prominent role in saving the planet.

Kamala Devi, one of the student of Barefoot College became the first female solar engineer trained by college's program. Later in 2012 she became the head of the solar unit at Kadampura.

Bunker Roy is a true example of social entrepreneur as he has trained and uplift the quality of life of masses through its determination and hard work. He has made service- learning an important part of the process and to teach the basic skills and know-how to the community especially women to learn and do things which are normally dominated by men. The idea is to make the community "self-sufficient" without depending on any other outside source. And to make the practice sustainable the organisation has joined hands with professionals who are doctors, social workers, post graduates, chartered accountants who are dedicated to do their bit by providing teaching module to students.

### Challenges Faced by Social Entrepreneur

- **Lack of Planning:** A well thought out plan is the pillar of any enterprise. Failing in which, can pose an uncertain situation in front of entrepreneur. A proper business model with strong infrastructure should be formed in advance which can guide in the long run.
- **Need of Dedicated Individuals:** It is one of the most unique challenge faced by entrepreneurs. When people join any organisation they seek monetary benefits and perks it brings together with it. In social entrepreneurship, the case is different. The main motive of existence of such organisation is for social benefit of society not personal gains. Finding dedicated team which happens to share mutual understanding is a tough task.
- **Availability of Adequate Funds:** The next challenge which is faced by social entrepreneur is lack of availability of funds. Despite of offering creative solutions to problems their inability to arrange funds from financial institutions is still a dire task to perform. Lack of confidence and personal interest proves to be a challenge for the new breed of people.
- **Under Utilisation of Communication Portals:** People who shares same thinking and interest are already well versed with the services provided by such institutions but in larger picture, the untapped population who wants to buy the product and services but are not actively involved in the cause and belief should be the next target of these philanthropists. There is a need to go beyond digital advertising for promotion.

### Recommendations for Overcoming Challenges

- **Strive to Build Strong Organisation Base:** Availability of funds in the long run and carrying out social entrepreneurial activities in a financially efficient manner are crucial for meeting organisation's objectives. For organisations who are working for uplifting the poor sections of society needs to ensure that their efforts and support does not end due to funds shortage. Level of social impact, meeting performance targets on time, sound administration and operation



management of enterprise are some of the indicators that determines organisation's effectiveness and through which more and more investors and incubators can be pitched.

- **Social Entrepreneur in Management Curriculum:** To have a clear understanding of the roles, responsibilities and opportunities lying ahead for social entrepreneurs and to sensitize scholars towards society it should be included as a separate topic in the curriculum of management studies.
- **Tapping the Local Market:** For making people buy your product; it is important that they should know your product. Efforts should be made to reach out to the untapped market and create awareness by forming alliance with other social entrepreneurs.
- **Government Support :** Government should collaborate with social entrepreneurs while designing schemes and projects for under privileged people of society and should incorporate the inputs given by them in their programme.

### Findings of the Study

- It was observed that the contribution made by the social enterprises has escalated and enhanced the quality of life, education level and status of healthcare facility of the weaker section of society in India.
- The challenges faced by social entrepreneurs were found quite unique and it is not wrong to say that the pace of growth is low and this sector is still at an exploration stage.
- Although it has been noticed that government is taking an active role in promoting the efforts made by social entrepreneurs by supporting them through various schemes and relaxation policies.

### Conclusion

Social entrepreneurship has the potential to change the scenario of society by providing unique and sustainable solutions to social problems which were not addressed earlier. Sumita Ghose's Rangсутra, Anita Ahuja's Conserve India, Harish Hande's SELCO, Saloni Malhotra's DesiCrew, Dhruv Lakre's Mirakle Couriers and many more personalities are setting milestones and examples in the history of India who believes in the theory of left no stone unturned. The products and services offered by social entrepreneurs promises to offer maximum social impact and caters to the societal requirements along with reasonable profits for the firm. For developing country like India the future prospect of social entrepreneurship is favourable as there still exist social problems that are required to be solved and answered through new techniques and innovation. If government and other financial institutions supports the philanthropic team with right pace and in right direction then the social entrepreneurship has the full potential to provide creative answers to the difficult questions.

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