

A study on Role and Applicability of Social Entrepreneurship in the state of Telangana

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Abstract: The paper is an empirical study on role and applicability of social entrepreneurship in the developing new state of Telangana. Telangana - a new state- has a number of social and economic issues to address. The paper presents the various developmental issues of the state and the role of government in encouraging social entrepreneurship. It is felt that the government is an important institution and has the power to impact the public of a state. Hence, it must recognize the challenges to budding entrepreneurs in the form of finance, labs, land, materials, approvals etc. and solve various social and economic challenges hand in hand with the social entrepreneurs. It is suggested that government support can be in the form of collaborations, linkages, provision of land and infrastructure or the sanction of amount. Along with the Corporate Social Responsibility of companies, the maintenance of a Social entrepreneurship cell can be made mandatory. As it can have a wide reach and can play a major role in augmenting the growth of Telangana.

Keywords: Social Entrepreneurship, Development , Social Issues, Growth and Challenges.

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I. Introduction

Although many definitions have been coined for the term 'Social Entrepreneurship', in simple terms, 'Social entrepreneurship is the undertaking of business for achieving a social cause.'

Social entrepreneurship is one of the modern forms of entrepreneurship that has attained global appreciation. However it is not quite contemporary as it is perceived to be. Social entrepreneurship had been in existence since the times of Vinoba Bhave who has commenced the India's land gift movement and Florence Nightingale who has set up India's first nursing school and introduced contemporary practices in nursing.

Social entrepreneurship has the potential to eradicate a number of societal concerns in existence in our society such as illiteracy, lack of proper health care, unemployment, corruption, self-sufficiency of women, poverty, population explosion, environmental pollution, and lack of sufficient investments from abroad and so on. It can contribute to the country's development as well as communal development.

In this paper, the applicability and role of social entrepreneurship and social entrepreneurs in addressing and eliminating the issues faced by Telangana - a relatively new state is explored. Also, the role of the government in revitalizing the growth of social entrepreneurship in Telangana is a significant aspect which is covered in the paper.

II. Objectives

Telangana - a new state- has a number of social and economic issues to address. The aim and objective of this paper is –

1. To present the role played by social entrepreneurship in tackling the developmental issues before Telangana.
2. To present the role played by the government in encouraging the growth and development of social entrepreneurs and entrepreneurship in Telangana.
3. To present different social entrepreneurs which have the potential to solve the developmental issues in Telangana.

Social entrepreneurship is a distinctive concept that can enable the nation to face the daunting challenges before it by paving way for development of the economy and augmenting the standard of living of people in the country. Be it social inequalities, poverty, illiteracy, lack of finances, unemployment or health issues, social entrepreneurship offers a solution to eradicating the problems.

Research Methodology

The research methodology which has been applied for the research study is descriptive in nature. The collection of data has been done on secondary basis and the research has been done to meet the objectives set for the present research. The data and information which has been presented in the study is taken from the various secondary sources. Various reports and studies, books on social entrepreneurship have been refereed in the research. The sources from where the data has been collected for the present study is listed below-

1. Published reports from the Ministry of Skill Development and Entrepreneurship
2. Reports from various corporate institutions
3. Research papers on related topics for inputs
4. Web resources for information on social entrepreneurship
5. Books for information on social entrepreneurship.

Literature Review

- **TripdaRawal**, in his paper, **A study of Social Entrepreneurship in India, published in International Research Journal of Engineering and Technology (IRJET)**, concluded that social entrepreneurship was an excellent blend of social service and entrepreneurship to beat the social issues. He further concluded that Social entrepreneurship has the capacity to innovate. These much called for solutions to social issues which are prevailing in India.
- **Eleanor Shaw and Sara Carter**, in their research paper, **Theoretical antecedents and empirical analysis of entrepreneurial processes and outcomes**, revealed five practices within social entrepreneurship which could be compared and contrasted with for-profit entrepreneurship. These included: the entrepreneurial process; network embeddedness; the nature of financial risk and profit; the role of individual versus collective action in managing and structuring enterprises; and creativity and innovation.
- **Dr. BrijeshSivathanu and Dr. Pravin V.Bhise**, in **Challenges for Social Entrepreneurship** discussed that the grass root level people are enjoying the benefits of social entrepreneurship. They further stated that the social entrepreneur needs to be creative, socially aware and ready to take risk. Some of the challenges faced by such entrepreneurs include communicating the idea, getting finance, securing government sanction, promoting awareness and getting skilled workers.
- **Samer Abu-Saifan**, in **Social Entrepreneurship: Definition and Boundaries**, stated that Social entrepreneurship has flourished significantly at the practical level and not at the theoretical level. He gave the following definition-*“The social entrepreneur is a mission-driven individual who uses a set of entrepreneurial behaviours to deliver a social value to the less privileged, all through an entrepreneurially oriented entity that is financially independent, self-sufficient, or sustainable.”*

Social Entrepreneurship

Social entrepreneurship is a sterling form of entrepreneurship which recognizes social problems and employs entrepreneurship to resolve such issues. The main motive of social entrepreneurship is to uplift the society and eliminate social issues. Hence success for them is measured in terms of their contribution to the society and not by the amount of profit they earn. Their aim is not to provide a temporary solution to the existing social problems but they aim to eradicate them for once and all.

Development Issues in the state of Telangana

1. Education sector

According to the 2011 census, Telangana's literacy rate is **66.46%**. Male literacy and female literacy are **74.95%** and **57.92%**, respectively. Hyderabad district leading with **80.96%** and Mahbubnagar district at the bottom with **56.06%**. Lack of awareness amongst parents, extreme poverty, lack of books and other necessities, dropping out of school and learning disabilities all contribute to the lack of literacy in Telangana. Social entrepreneurs across the globe have made a mark in the field of education and have cleared the way for the improvement of literacy rate. There are various crevices that need to be filled to attain 100% literacy in Telangana. Let us see how social entrepreneurs can contribute to the improvement of literacy in Telangana and solve the problem of education inequity.

One billion is an organization that functions with the main motive to enable children to learn on their own and at their own pace with a teacher showing them 'how to'. It builds apps that enable the children to read, write and learn on their own. This organization has collaborated with a number of universities and firms that fund its cause i.e. Accessible and affordable high quality education for all. Such social entrepreneurs are much needed in Telangana. A social entrepreneurship which builds apps that facilitate learning amongst children by themselves can help avoid dropouts from school as a result of poverty. This can help bridge the gap between the traditional methods of learning and the contemporary methods. Social entrepreneurs in collaboration with the Government of Telangana can help implement the various educational schemes of the government. There are

the government schools in which the education provided is not up to the mark compared to that provided in the private schools. Social entrepreneurs can step in and provide the resources such as books, infrastructure and quality educators so that top quality education is rendered to the students. Also, skill development programs that the government has introduced can be better implemented by the social entrepreneurs. They can also help to formulate curriculum that is relevant, useful and can be upgraded from time to time and such a curriculum should be able to facilitate creative and innovative thinking by the students instead of rote learning.

2. Health Care

Compared to the previous year (2016-17), Telangana had slipped down a rank in the national health rankings given by the NITI Aayog and secured the 10th position. Though the state was ahead in terms of neonatal mortality, under-five mortality, total fertility rate, proportion of low-birth weight of newborns and sex ratio, the health systems administration and health services delivery mechanisms have brought down the state's health care progress drastically. Telangana had been given the report that it was an 'achiever' but with the 'least improvement'. So the question arises as to what are the ways in which social entrepreneurs can successfully facilitate the overall development of the state's health care sector. Health systems administration refers to the management, leadership and proper and coordinated administration of healthcare networks and services. The government hospitals in the state face lack of availability of medicines forcing the patients to purchase them from medical stores outside, lack of medical equipment forcing the patients to get their scans and X-rays from private diagnostic centers which charge exorbitant rates, lack of sufficient beds causing patients to share beds with each other, greasing of palms of the staff to get the bedsheets changed, lack of basic sanitation and hygiene in the hospital premises and bathrooms (ironically) and the lack of empathy on part of the nursing staff is abominable. Private hospitals do exist but the exorbitant rates they charge make it unaffordable to a major section of the population. In a scenario where only two options i.e. private and government hospitals, are available, social entrepreneurs play a key role in providing overall health care services to the people of Telangana. There are social entrepreneurships which provide health care monitoring plans 365days a year in rural areas like 'Healthberries', an organization whose motto is- 'Prevention is better than cure'. Another idea is to develop a social entrepreneurship which can play a major role in the appropriate distribution of medicines and drugs in rural areas where the people have poor access to medicines. Every district can be equipped with a center having diagnostic equipment and blood bank facilities so that people do not have to travel far distances to get their medical scans.

3. Water Shortage

India's youngest state-Telangana- is facing water scarcity at its worst. As the state mostly depends on rain water, the lack of adequate rains has led to drastic decrease in the ground water levels. The acute shortage of water is forcing small farmers to sell their lands and fodder at throwaway prices and migrate to other states. The drinking water problems have shot to alarming levels. According to farmers' organizations, around 1.4 million people have migrated from the worst affected districts of Mahbubnagar, Rangareddy, Medak, Nizamabad and Adilabad. Social entrepreneurs around the world, in developed countries, are combating the problem of clean and safe drinking water through organizations like The Thirst Project, Conscious step and Vivid Roots. The Thirst Project brings awareness about the clean water crisis by educating the public through school curriculum, public exhibitions and speeches. They raise money through the products they sell and also receive donations. Conscious Step is an organization in partnership with water.org and sells designer socks. It supplies clean drinking water to a person for 18 months for every pair of socks sold. Vivid Roots in partnership with Rotary International also supplies clean drinking water using the profits they receive from their sales. All these organizations work with the aim to supply clean drinking water to people. An organization which has played a major role in the provision of irrigation facilities to farmers is Bhungroo. Bhungroo is a water harvesting facility which uses an injection module to store excess rain water underground. This same water could be used for irrigating lands during summer and winter. The non-saline rain water when mixed with the saline ground water brings down salinity of the soil. This technology therefore prevents the increase in salinity of the soil and water logging. Evaporation loss and wastage of water is avoided by this method introduced first in Gujarat by social entrepreneur BiplabKetan Patel. Such methods by social entrepreneurs can be implemented to enable the farmers to earn double of what they usually earn. It is important on part of the government to encourage such social entrepreneurships and change the face of agriculture in Telangana.

4. Unemployment

As per a report prepared by the Bombay Stock Exchange (BSE) and Centre for Monitoring Indian Economy (CMIE), the unemployment rate amongst graduates in the state of Telangana was 18.59% for the year 2017. Telangana has the third highest level of unemployment amongst graduates in India. To add to this, the data according to the Sample Registration Survey-2014 reports that Telangana ranks second in the

country in the number of graduates -at 17 per cent. Since the state has a large base of graduates, it is more probable that the state would figure prominently in the unemployment list. Social entrepreneurs in various countries across the world are bringing about a change in such scenarios of unemployment. Task Squad, Progetto Quid, You Rock, Waste-Fab-Lab, Akinbalo Trading Pfc, Challenging Heights etc. Generally, startups require an enormous amount of staffing to keep up with their business needs and requirements. Task Squad is a social enterprise which, through its mobile responsive platform provides the required manpower to such startups. It works to fulfil the short term staffing needs of an enterprise. It also helps an employee to secure long term employment when the work performed is good. Progetto Quid provides employment to underprivileged women and women from backward areas in the form of training programs. It provides them training from qualified teachers to convert slightly damaged products ineligible for sale into marketable ones. They use environment friendly and fashion savvy ways to convert the product into a saleable one. You Rock is an employment arena for young people who do not search for jobs reason being- lack of confidence. This enterprise provides a link between people who have hidden skills and talents but are not recognized and prepare professional resumes for them. Waste-Fab-Lab is a social enterprise, functioning in United Kingdom, which utilizes waste generated from production and manufacturing activities to create smart products by restoring or repairing the materials so that they can be used for what they have been designed for before. This enterprise employs people belonging to marginal groups- people above the age of 50, migrants, mothers, and people with physical or mental disabilities. Akinbalo Trading Plc is a social enterprise that functions in collaboration with Reach for Change and generates employment for a vulnerable section of the society- young, single mothers. This organization provides vocational training and supports and motivates young women to start their own businesses and run them successfully. This enterprise also reaches out to the people who are often left out in the society and helps them provide for themselves and their families. Challenging Heights is another such organization started by James Kofi Annan in a place where income levels are extremely low that the locals are involved in child trafficking. Through this organization, many women receive training in horticulture, soap making, fish smoking and storage which enables them to earn a steady and stable income to support their families. Also, they are able to access micro finance and start small businesses. This has led to a reduction in the number of trafficking cases in that place. This organization runs a youth empowerment program that offers IT and employability skills to youngsters, with majority of them finding their employment and setting up their own businesses. Such programs and enterprises can be set up to provide employment to lakhs of people unemployed in Telangana. Awareness about such enterprises must be brought about so that youngsters would be motivated to start social entrepreneurships and also those who are unemployed can register themselves at such organizations. Think tanks dedicated to the provision of solutions to the unemployment issues in the state can be encouraged and set up by the government.

5. Agriculture Sector

The agricultural sector in Telangana faces a number of problems like lack of irrigation facilities, dependence of cultivation on bore wells and rains, no Minimum Support Price for the end crops, inadequate cold storage facilities, use of traditional and old methods for farming, no knowledge about various schemes and apps, insufficient or excess rains etc. Social entrepreneurships in India such as Agro Star, Kisan Raja, Ekgaon, Digital Green, Skymet, Reuters Market Light, Rainwater concepts Pvt. Ltd., Barrix Agro Sciences Pvt. Ltd. Etc. have made a huge impact on the agriculture sector. However, farmers in rural areas in majority parts of the country have no knowledge about such enterprises. Agro Star is a mobile- commerce platform that provides good quality agricultural inputs to farmers at their doorstep. It aims to provide ease, convenience, quality, availability and budget friendly services to farmers in the rural areas. Kisan Raja is a social enterprise which enables farmers to switch on and switch off motors in their farms with the click of a button on their mobiles. Farmers generally wake up at odd hours to switch on the motors in their farms. Kisan Raja facilitates convenience and comprehension for the farmers. Ekgaon is another mobile platform which functions to provide financial, agricultural and government related services to the farmers. Micro finance, investment, mortgage facilities, Voice response system, weather information, awareness of government programs and schemes is provided by this mobile app. It works with the aim to provide One Village and One World Network stage where mobile tech is used to encourage the sustainable development of Self Help Groups and small farmers in rural Telangana. Digital Green is a non- profit international organization which provides training to the farmers using videos of problems faced by the farmers and solutions to them are shown. It aims to integrate technology and agriculture in order to raise the standard of living of the farmers. Skymet is a smart weather forecasting app which prepares the farmers to act accordingly and prevent crop damage. It provides services like crop insurance, weather forecasts, media and risk management. Reuters Market Light is a social enterprise that uses cutting edge technology that ensures that farmers sell their produce at an appropriate rate. It has helped to link farmers, traders and agribusiness companies from 13 Indian states. Rainwater concepts Pvt. Ltd. is a company that

provides rain water harvesting solutions in rural and urban areas, bore well recharge solutions, subsoil recharge solutions, groundwater recharge solutions, non-irrigational agriculture and methods to recycle used water. Barrix Agro Sciences Pvt. Ltd. is a company that promotes organic farming with the aim to increase the productivity, protect the crop from insects with minimal expenditure and using eco-friendly methods. It focuses on providing pest management and nutrition management solutions. Apart from all these institutions, there are many other social enterprises that play a major role in integration of agriculture with the contemporary technologies to increase the standard of living of the people.

Role of Government in Promotion of Social Entrepreneurship in Telangana-

The G20 Summit in 2014 has concluded that enhanced economic growth could be achieved by promoting innovation, competition and entrepreneurship. Since then many countries have started encouraging setting up of entrepreneurs and young and budding entrepreneurs. In our very own country, the Ministry of Skill Development and Entrepreneurship has been set up on November 9, 2014 to guide and assist entrepreneurs. In Telangana, land has been allocated for the setting up and development of an entrepreneurial hub for women called WE Hub. This hub has been granted subsidy of 25% on fixed capital investment and 50% subsidy on expenses incurred by the entrepreneurs. Along with such subsidies, the state government should set up a system that is red tape free and offers single window clearance of approvals for not only women entrepreneurs, but budding entrepreneurs. The government should also make it compulsory for all college students to finish a Fellowship program in entrepreneurship after their graduation just like how it was mandatory for a medical student had to work in a village health center for a period of two years after graduation. Encouraging students to become entrepreneurs will help them innovate, develop their creative thinking and become an impact in the society. CSR as per the Companies Act also plays a major role in promotion of social entrepreneurship. As part of CSR, companies can be encouraged to provide the required finances, labs, experts, materials, etc. and channelize their funds towards the startups. Advertisements encouraging people to purchase products of the social startups and publicizing the importance of social entrepreneurship must be done by the government. Awareness programs must be conducted highlighting social entrepreneurship and how it plays a major role in the development of the state.

The government is an important institution and has the power to impact the public of a state. Hence, it must recognize the challenges to budding entrepreneurs in the form of finance, labs, land, materials, approvals etc. and solve various social and economic challenges hand in hand with the social entrepreneurs.

Social Entrepreneurships capable of solving developmental problems of telangana-

With regards to the education sector in Telangana, social entrepreneurs that provide affordable and accessible quality education to all must be encouraged.

In the health care sector, the government in collaboration with the social entrepreneurs can set up mobile vans for provision of diagnostic services and medicines which are usually available in the urban areas. Also, the government can make it mandatory for every private hospital to have a significant number of mobile hospitals as part of their CSR and make sure they work efficiently.

For the problem of shortage of water, there are a number of social entrepreneurs who move from one village to another teaching the villagers about the importance of water, water storage techniques, methods to save water and proper utilization of water. Water harvesting is a technique which was quite popular in the ancient days. Nowadays this has become a very good way to conserve water and using it in the lean season. Instead of having Water ATMs, people must be shown how to conserve water. It is similar to the proverb "You give a poor man a fish and you feed him for a day. You teach him to fish and that will feed him an entire lifetime."

For reducing the rate of unemployment, social entrepreneurs can be set up in which vocational training is given to rural youth. The registration can be done on a mobile platform. Also entrepreneurs can be set up by the unemployed to improve their management skills and provide employment for others too. Think tanks can be set up by the government in association with the social entrepreneurs to brainstorm solutions for the unemployment.

Agricultural sector can see a major boom if there is awareness about the online education the farmer can receive for growing the crop they want to grow. There are social entrepreneurs who check the salinity, nutrients present in the soil and what are the crops that can be grown in a particular area etc. Such social entrepreneurs who bring awareness about the various services and help available for the farmers are required in Telangana. They can be sanctioned an amount by the government for construction of the infrastructure facilities and approvals can be given by the government for such social entrepreneurs which play a major role in the development of the state.

III. Conclusion

Social entrepreneurship is a relatively new concept in India and has a lot of scope for solving the developmental issues of any state. Along with the funds and donations received, help of the government in encouraging the social entrepreneurs and entrepreneurs is quite necessary. It may be in the form of collaborations, linkages, provision of land and infrastructure or the sanction of amount. Also, along with the Corporate Social Responsibility of companies, the maintenance of a Social entrepreneurship cell can be made mandatory. This has a wide reach and can play a major role in augmenting the growth of Telangana.

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