



**SOCIAL
ENTREPRENEURSHIP**

MSB 4182

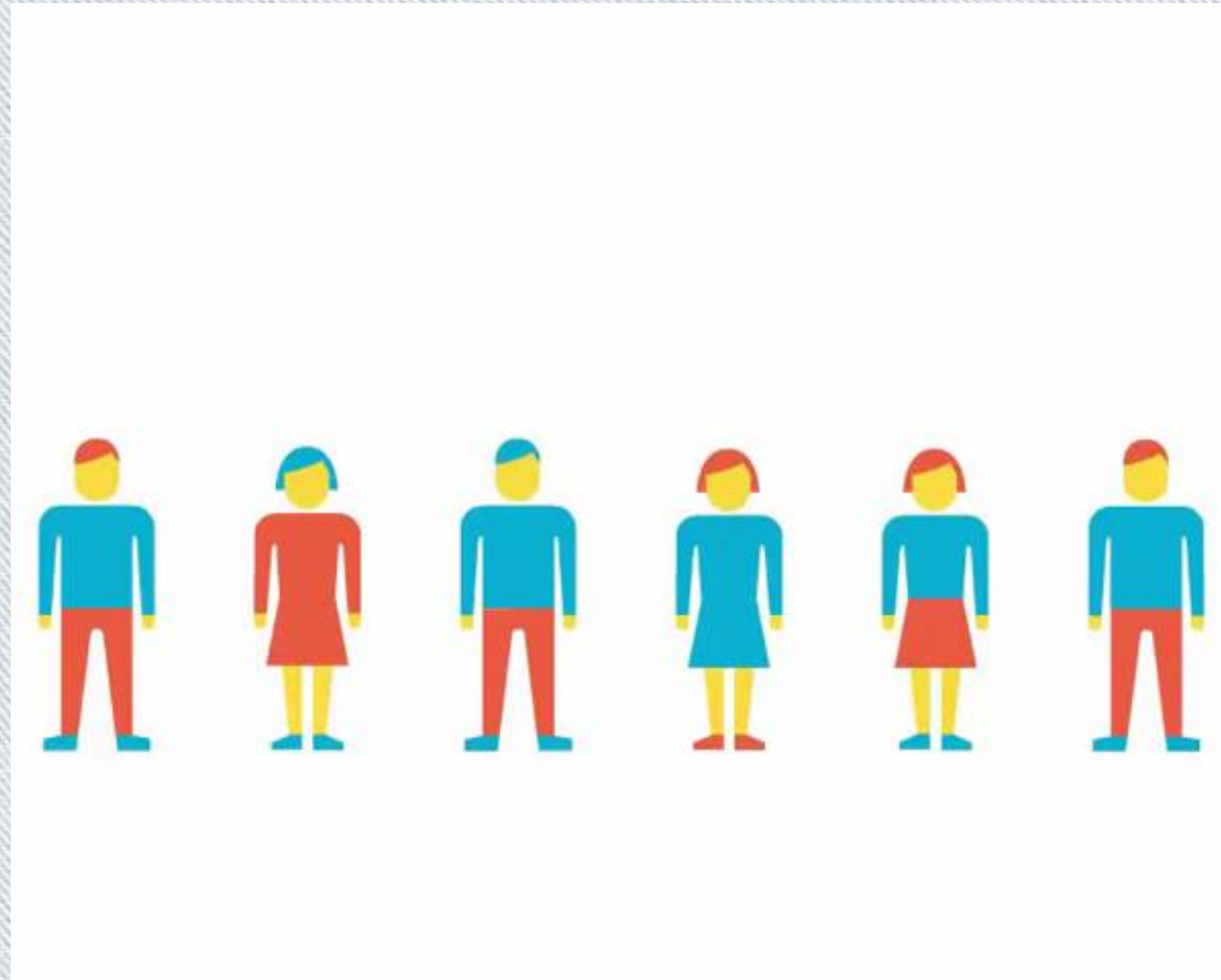
COMPILED BY
SADHISH PRABHU.S

INTRODUCTION

SOCIAL ENTREPRENEURSHIP



WELCOME TO SOCIAL ENTREPRENEURSHIP



BEFORE STARTING

OBJECTIVE OF THE COURSE

4

-
- **Able to understand the field of social entrepreneurship and Social problems**
 - **Able to describe and understand the traits of social entrepreneurs.**
 - **To recognize the social business opportunities**

BEFORE STARTING

OBJECTIVE OF THE COURSE

5

-
- **To synthesize the resource mobilization ways for social entrepreneurship**
 - **To understand the social entrepreneurship models**
 - **To recognize the impact of social entrepreneurship on societies**
-

MODULE I INTRODUCTION TO SOCIAL ENTREPRENEURSHIP 07

Introduction - Emergence and Development of Social Entrepreneurship. Social Problems in India: An Overview. Social Development: The Indian Scenario. Emergence of Social Entrepreneurs and Sustainable Solutions to Social Problem. Characteristics and Context of Social Entrepreneurship .The Role of Social Entrepreneurship in Societies & Economies.

MODULE II SOCIAL ENTREPRENEURSHIP: DRIVERS AND CHALLENGES 07

The Drivers of Social Entrepreneurship. Elements of the Social Entrepreneurial Personality. Challenges of financial constraints. Challenge to attract and cultivate talented workers. Challenge of evaluation of social entrepreneur impact. Challenge of scaling and its impact. Cases

MODULE III SOCIAL ENTREPRENEURSHIP: OPPORTUNITY RECOGNITION 07

Opportunity Recognition and Planning Process. Opportunities for Social Entrepreneurs. The Nature of Social Entrepreneurial Opportunities. Social Problems into Opportunities. Idea development and conceptualization of social problem. Cases

MODULE IV RESOURCE MOBILIZATION FOR SOCIAL VENTURE 08

Resources at Initial Stage. Social Network as a role of Social Capital. Team and Collective Efforts. Need and Determination of Important Resources. Resource of Knowledge, Skills and Abilities. overview of venture capital and angel investment. Cases

MODULE V BUSINESS MODELS AND BUSINESS PLAN FOR SOCIAL ENTERPRISES 08

Design Principles of Social Entrepreneurship Business Models. Evaluation of the Root Cause of a Societal Problem. Developing business plan for social ventures. Developing an investor presentation. Feasibility study and report. How to start a business - Procedures for registration of small scale industry

MODULE VI THE IMPACT OF SOCIAL ENTREPRENEURSHIP ON SOCIETIES AND CASES 08

Static Impact of Social Entrepreneurship. Impact of Charitable NGOs vs. Social Entrepreneurship, Impact of For-Profit Companies vs. Social Entrepreneurship. Social entrepreneurship report preparation by students.

Case Study of Social Entrepreneurs

Total Hours: 45

REFERENCES:

1. "Social Entrepreneurship : New models of sustainable social change" . Alex Nicholls, Oxford University Press 2006
2. The Process of social value creation : A multiple case study on Social Entrepreneurship in India , Archana Singh Springer 2016
3. "Social Entrepreneurship and social business" Christine K Volkmann, Springer Gabler 2012
4. "Social Entrepreneurship" Manuel London, Routledge, 2010

SYLLABUS

Out come:

The students can able to

- ✓ **Conceptualize social entrepreneurship in terms of a theoretical framework between changing social values and institutions**
- ✓ **Think and communicate about social values**
- ✓ **Learn about practical models of social change to launch, lead, manage, and evaluate a social venture**
- ✓ **Analyze funding needs and sources for the social venture**
- ✓ **Experience the ideas can be critically and collaboratively examined prior to commitment.**

MODULE 1

Introduction to social Entrepreneurship



CONTENT

SECTION 1

1 INTRODUCTION

2 EMERGENCE & DEVELOPMENT

3 SOCIAL PROBLEM IN INDIA

4 THE INDIAN SCENARIO

5 EMERGENCE OF SOCIAL ENTREPRENEURS

6 SOLUTION TO SOCIAL PROBLEMS

01

INTRODUCTION



Be

A

Changemaker

10 QUESTIONS

TO THINK ...

DO THEY HAVE GRAND IDEAS
AND CAN DO THE
IMPOSSIBLE?

2

WHY ARE THEY ABLE TO DO
SUCCESSFULLY WHAT WE FIND
DIFFICULT OR EVEN IMPOSSIBLE
TO DO? WHAT ARE THE
REASONS?

4

1

ARE SOCIAL ENTREPRENEURS
REALLY EXTRAORDINARY
INDIVIDUALS?

3

ARE THEY BORN LEADERS
OR, THEY ARE NORMAL
INDIVIDUALS LIKE US?

5

WHAT INFLUENCED AND MOTIVATED THEM? HOW THEY ARE DOING IT?

6

WHAT IS THE PROCESS OF CREATING SOCIAL VALUE AND SOLVING SOCIAL PROBLEMS?

7

WHAT ARE THE CHALLENGES IN THIS PROCESS?

8

WHAT REALLY MAKES THEM KEEP ON GOING?

DURING...

1980

Ashoka pioneered the term '**social entrepreneurship**'

ASHOKA



*“Social entrepreneurs
are not content
just to give a fish
or teach how to fish.
They will not rest
until they have
revolutionized the
fishing industry.”*

*— Ashoka CEO &
Founder
Bill Drayton*



SOCIAL ENTREPRENEURSHIP

- ✓ Social entrepreneurship is considered as a response to **market failure** and **state failure**, or both, in meeting social needs..
- ✓ Aims at systematic solutions to problems in the society, bring about social change and create social value
- ✓ This is to bridge the increasing gap of the demand for social and environmental needs and the corresponding supply of resources.

ROLE OF CHANGE AGENTS

- ✓ **Adopting** a mission to create and sustain social value (not just private value),
- ✓ **Recognizing** and relentlessly pursuing new opportunities to serve that mission,
- ✓ **Engaging** in a process of continuous innovation, adaptation and learning,
- ✓ Acting **boldly** without being limited by resources currently in hand, and
- ✓ Exhibiting a heightened sense of **accountability** to the constituencies served and for the outcomes created

GENERAL SOCIAL PROBLEM



**INADEQUATE EDUCATION &
HEALTHCARE SYSTEMS**



ENVIRONMENTAL THREATS



POVERTY



HIGH CRIME RATES

TWO CONSTITUENT ELEMENTS OF SE

18



PRIMARY STRATEGIC FOCUS ON SOCIAL IMPACT



INNOVATIVE APPROACH

2

SOCIAL PROBLEM IN INDIA



ANSWER
TO MAJOR
EVILS OF SOCIETY

CURRENT POPULATION OF INDIA

20

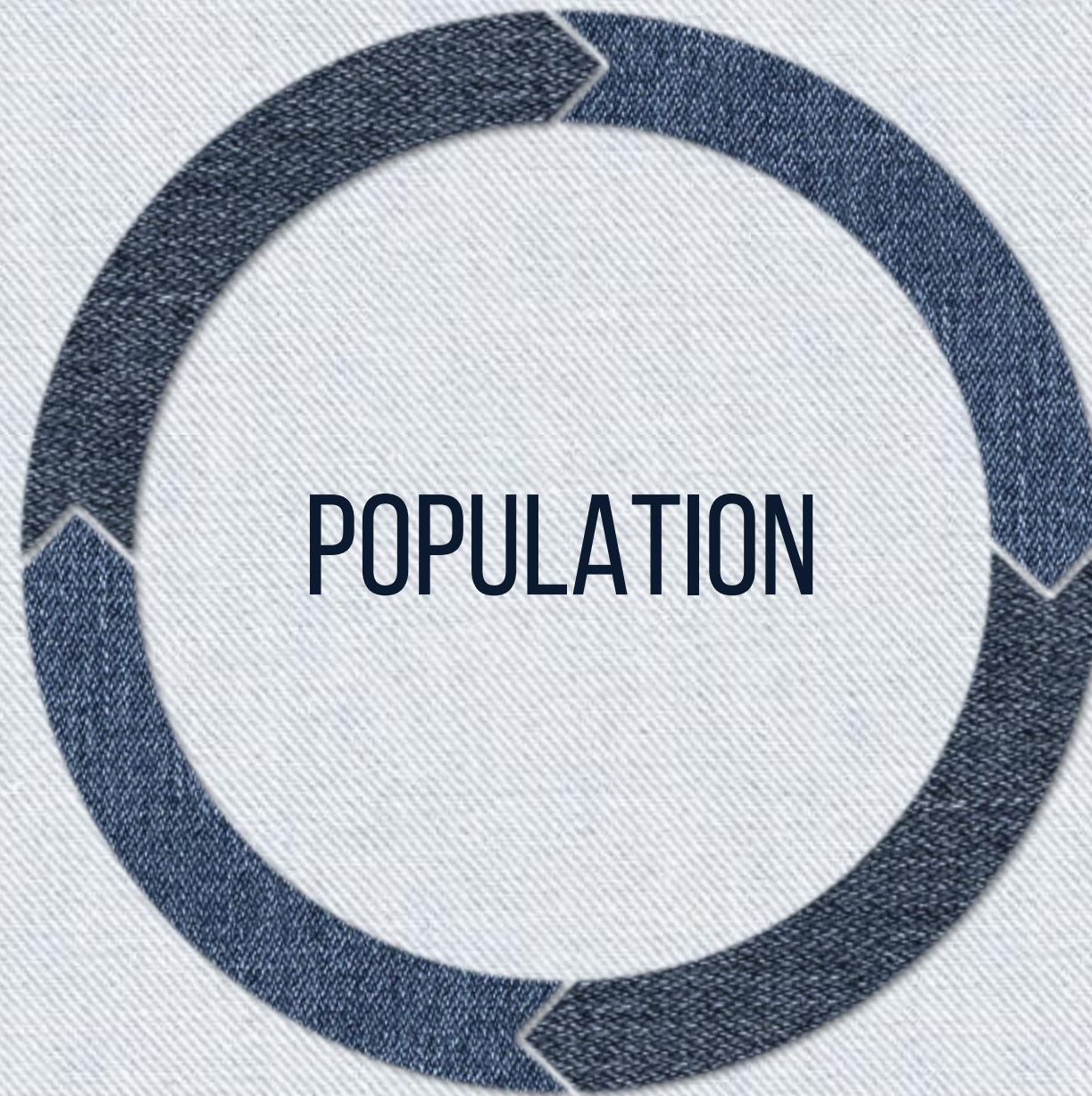
AS ON 15TH AUGUST 2017

1,349,680,913 (1.34 BILLION)
Total population of India

652,705,689 (65.2 CRORE)
Female Population

945 FEMALES PER 1,000 MALES
Sex Ratio

696,975,223 (69.6 CRORE)
Male Population



OVERVIEW OF INDIA

21

MEDIUM HUMAN DEVELOPMENT CATEGORY



THE FOURTH LARGEST
ECONOMY IN TERMS OF SIZE



THE SECOND FASTEST
GROWING ECONOMY IN THE
WORLD



RANKS 131 AMONG 187
COUNTRIES IN THE WORLD ON
THE HUMAN DEVELOPMENT
INDEX (HDI)

HDI measures social and economic development of nations in terms of health, education and living standard indicators.

DEVELOPMENTAL ISSUES AND PROBLEMS

22

IN INDIA

- **POVERTY**
- **HEALTH CARE**
- **EDUCATION**
- **WATER**
- **SANITATION**
- **ENVIRONMENTAL ISSUES**
- **SUSTAINABLE LIVELIHOOD**
- **UNEMPLOYMENT**

Livelihood. - refers to a living which is adequate for the satisfaction of basic needs, and secure against anticipated shocks and stresses

3

DEVELOPMENT: THE INDIAN SCENARIO





HUMAN INDIVIDUAL IMPROVEMENT



ECONOMIC GROWTH



SOCIAL PROGRESS

The development process needs to continuously strive for broad-based improvement in the standard of living and quality of life of the people, through an inclusive development strategy that focuses on both income and non-income dimensions.

CONTRIBUTION TO THE DEVELOPMENT

25

3 SECTORS

GOVERNMENT SECTORS

The problem

Heavy budgetary deficits and shortage of its managerial resources

PRIVATE SECTORS

The problem

Public-private partnership [PPP] contributed towards the process of uneven development.

VOLUNTARY SECTORS

The Problem

Failed at making a substantial impact on the lives of the people they were expected to benefit.

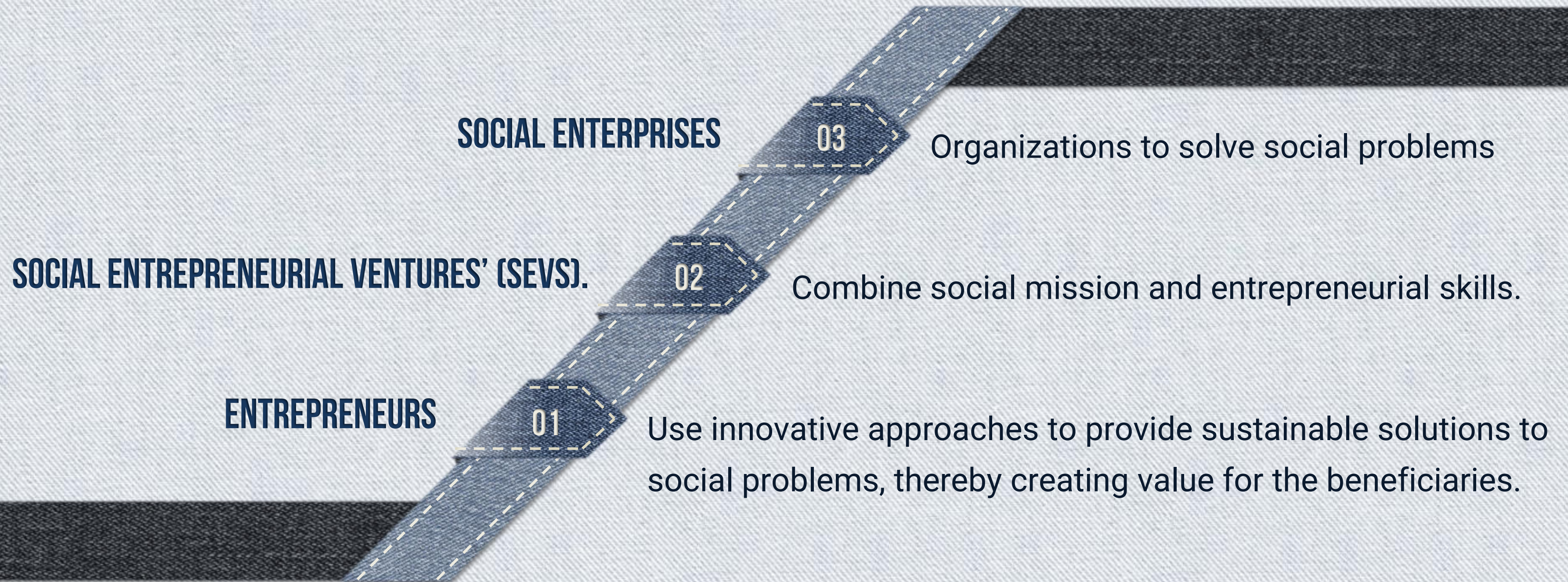
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EMERGENCE OF SOCIAL
ENTREPRENEUR



EMERGENCE OF SOCIAL ENTREPRENEUR

THE BASIC



CATEGORIES OF SOCIAL ENTERPRISES

NON-PROFIT CHARITABLE SOCIAL ENTERPRISES

Dependent on external funding such as charity, grants and subsidies from the government

NON-PROFIT CHARITABLE SOCIAL ENTERPRISE

Sustainable with combined income of donations, subsidies and its own earned income, or self-sufficient social enterprise of not-for-profit sector, or hybrid social enterprise.

FOR-PROFIT SOCIAL ENTERPRISES

Registered as private companies, but with the primary mission of solving social problem, creating social value and bringing about social change

THREE IMPORTANT INTERLINKED SECTORS

29

SOME EXAMPLE....

HEALTH

Dr. Devi Shetty (Narayana Hrudayalaya Pvt. Ltd., Bengaluru)

Its mission drives social value creation through providing affordable quality health care services to all segments of the society.

EDUCATION

Geeta Ramanujam (Kathalaya, Bengaluru)

To sustain it founder, has created 'Academy of Storytelling', a for-profit social enterprise.

LIVELIHOOD

Irfan Alam (Sammaan Foundation, Patna)

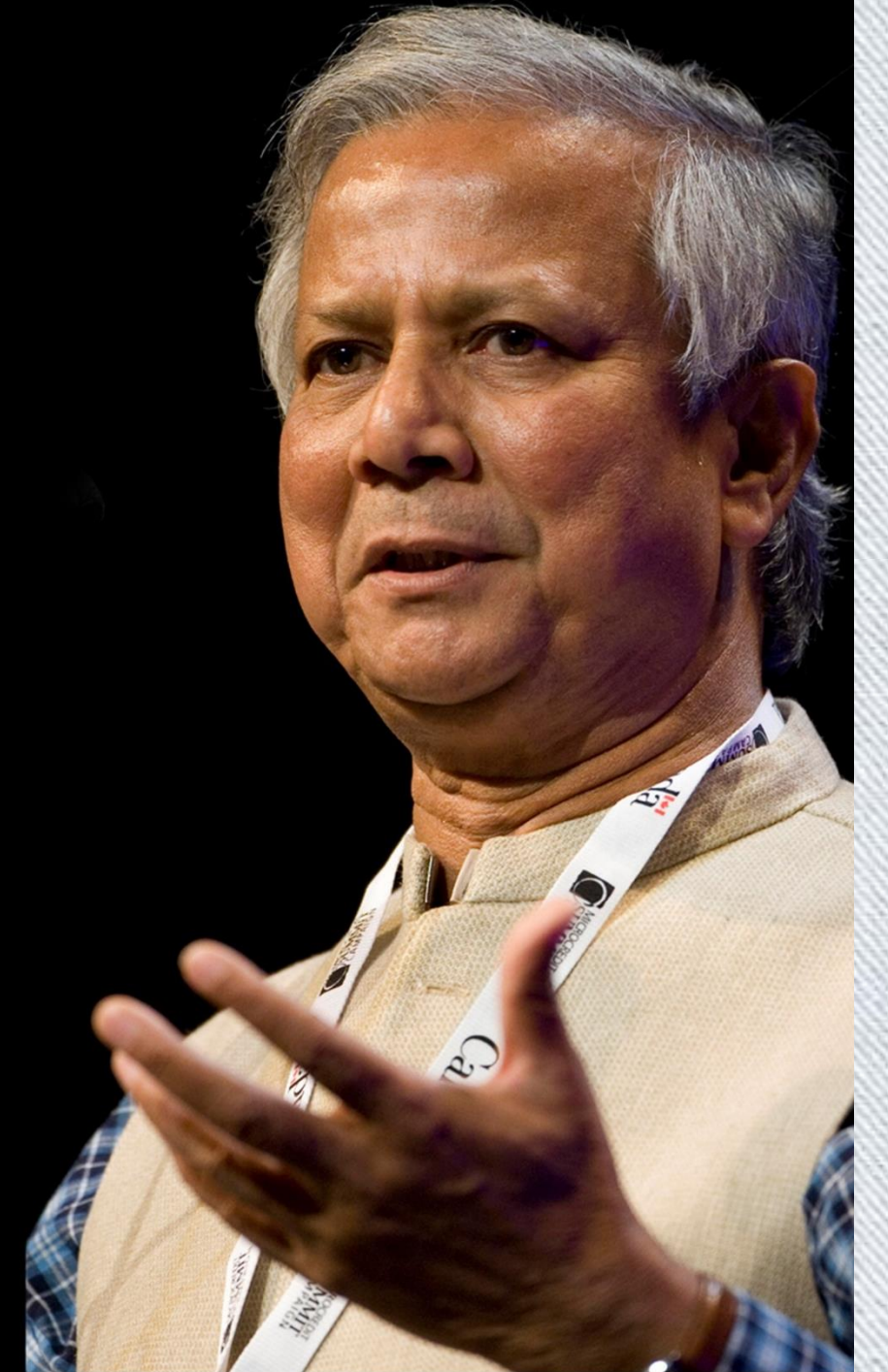
It either reinvests surplus income into the business to enhance the service or invests it in the wider community

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THE ROLE OF SOCIAL
ENTREPRENEURSHIP

“ALL HUMANS ARE BORN
ENTREPRENEURS”

— MUHAMMAD YUNUS
NOBEL PEACE PRIZE RECIPIENT
GRAMEEN AMERICA FOUNDER





CLEAR VISION

MUHAMMAD YUNUS

31

“

Making money is a happiness. And that's a great incentive. Making other people happy is a super-happiness.

A **social entrepreneur**, banker, economist, and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance

CASE STUDY ON GRAMEEN BANK

- According to analysts, Grameen Bank was successful because of its unique working model. Analyze the working model of Grameen Bank and discuss how it differs from the traditional commercial banking model?
- Many analysts criticized Grameen Bank for its style of functioning. Analyze the drawbacks of the Grameen Bank model.
- Microfinance has tremendous potential as an instrument for poverty reduction . Comment upon the statement.
- Do you suggest that the Grameen Bank model for poverty alleviation be emulated in other developing countries? Explain with reasons.

SOCIAL ENTREPRENEURSHIP

In 2009 Google search for “social entrepreneurship” resulted in over 1 million hits, six years later, in 2012, it results in about 4 million.

There are both **supply and demand** side catalysts that contribute to this increasing importance of social entrepreneurship

IMPORTANCE OF SOCIAL ENTREPRENEURSHIP



SUPPLY

- ✓ Increase in per capita wealth
- ✓ Better education levels
- ✓ Improved communication

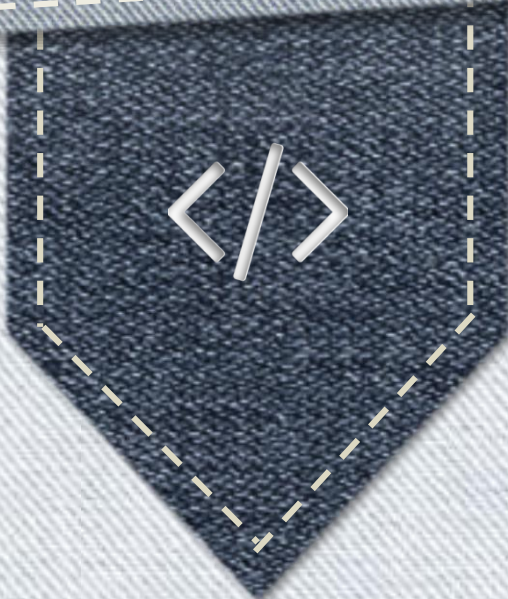
DEMAND

- ✓ Rising crises in environment and health
- ✓ Rising economic inequality
- ✓ Institutionalization of professional NGOs
- ✓ Inefficiencies in public service delivery

ESSENTIAL ELEMENTS OF THE SOCIAL ENTREPRENEURSHIP FRAMEWORK



SOCIETY



ECONOMY



POLITICS

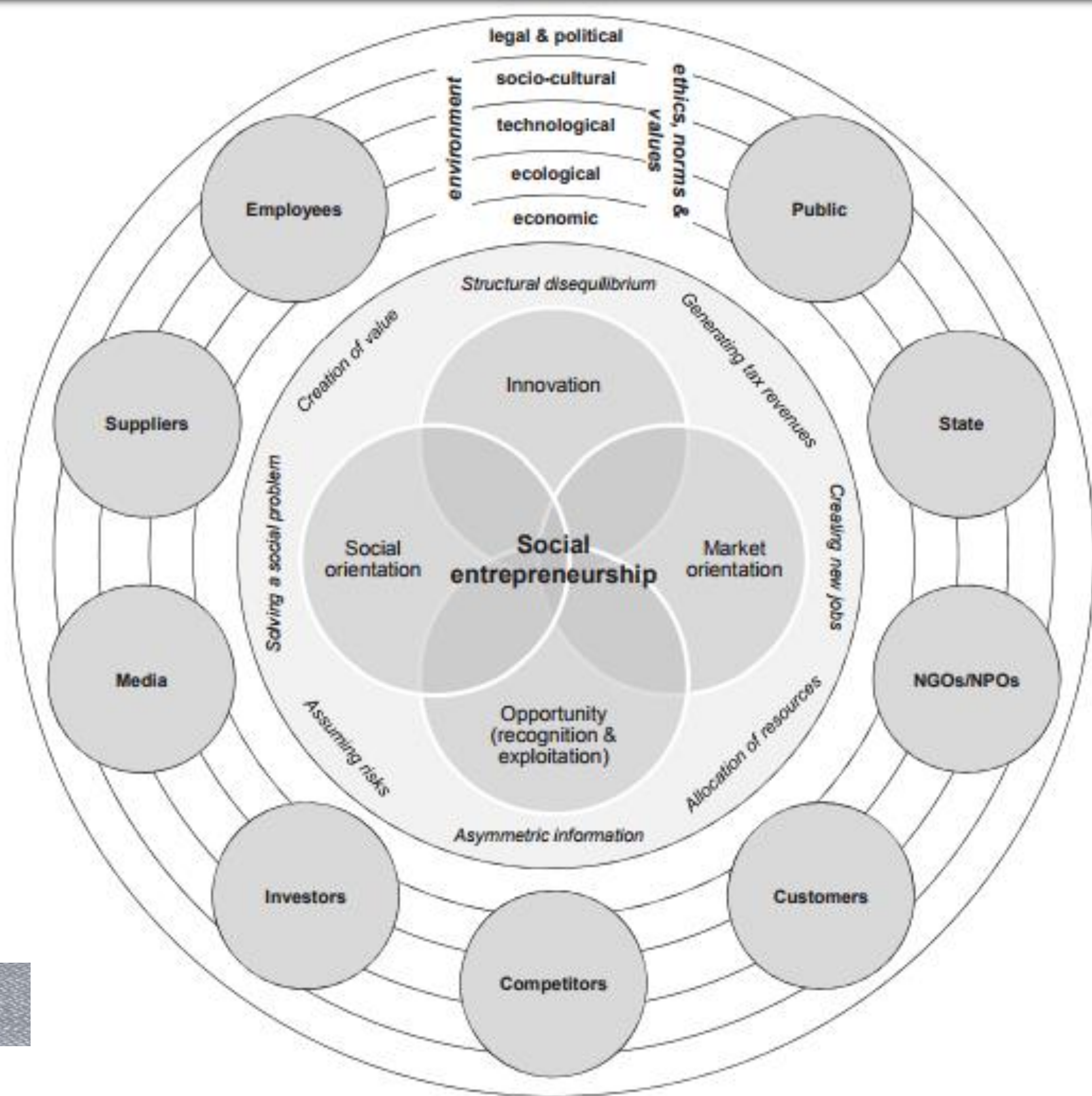


CULTURE



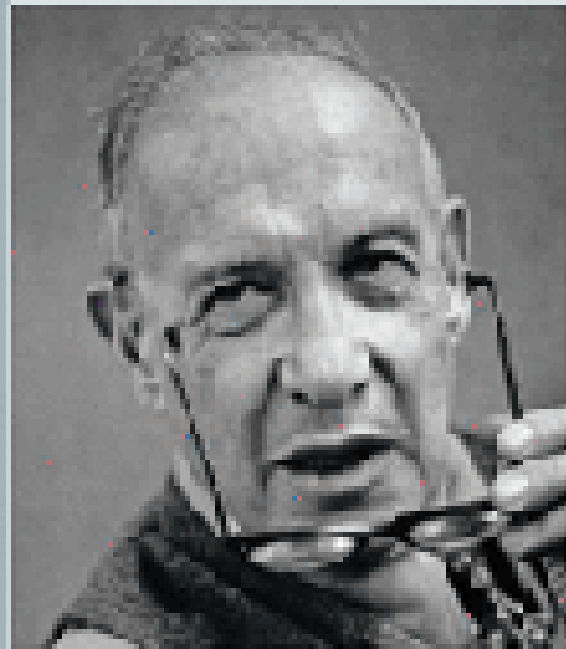
STAKEHOLDERS

SOCIAL ENTREPRENEURIAL ECOSYSTEM



PETER DRUCKER

37



THE MAN WHO INVENTED MANAGEMENT

Why **Peter Drucker's**
ideas still matter



In an entrepreneurial society individuals face a tremendous challenge, a challenge they need to exploit as an opportunity: the need to continuous learning and relearning

Social entrepreneurship means acting within markets to help a societal cause.

BRAIN STORM

Lesson 1- What is an Entrepreneur?

- Define entrepreneur
- Learn what characteristics make an entrepreneur successful
- Compare the differences between a boss and an employee

Lesson 2- The Path to Entrepreneurship

- Investigate various ways to becoming an entrepreneur
- Identify the costs and benefits of becoming an entrepreneur
- Compare and contrast the risks and benefits of starting a business, buying a business, or purchasing a franchise

THANK YOU FOR LISTENING!

ANY QUESTIONS?

