

# CHANGING CONTOURS OF ENTREPRENEURSHIP

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## Abstract

*Poverty, hunger, child labour, disease, and illiteracy, are some of the problems which still looms our society. These problems have engulfed the society to such a large extent which is not possible to avoid, if the responsibility rests with few. It has to be shared among government, NGOs, corporations, entrepreneurs and public at large. With such a social mission, some entrepreneurs and corporations these days are working to transform the life around the world and are called social entrepreneurs. Social entrepreneurs have always existed, but now they have grown in numbers. Usually, the concept of social entrepreneurship is confused with philanthropy or non-profit organisations. In practice, it is a broader term and hence, it is important to understand the changing contours of entrepreneurship. Although an emerging field of research, social entrepreneurship is still latent and unrecognised in the state of Karnataka. The broad objective of present study is to know the nature and extent of social entrepreneurship in Karnataka. The study may act as a source of motivation and guideline for entrepreneurs who wish to work for the welfare of society. The word entrepreneur is originated from the French word 'entreprendre', which indicates 'to do something'. While doing something the entrepreneur first understands the problem (need), explore resources and opportunities and use them to find a novel, effective and a long lasting solution. The concept of entrepreneurship and the functions of entrepreneur changed in every era as per needs of people. In Aristotelian tradition, concept of entrepreneurship was absolutely different from present day. Trade was considered to be a 'suspect activity' or causing 'distresses'. Production and consumption of agriculture produce was within household and doing trade outside World was just limited to amenity goods.*

*The materialistic thinking could not dominate till medieval era. As whole of society was viewed as performing divinely assigned roles, so entrepreneurship, during that time could hardly be expected to feature prominently. Hence, in ancient and medieval world economic conditions were static, trade suppressed and technology entirely unprogressively. With the growth of the modern nation states of France, Spain and England from the late fifteenth century onwards, rulers began to boost political power to accumulate treasure and pay armies. The condition further improved in the sixteenth and seventeenth centuries.*

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*While, in the early 16th century, the word entrepreneur was practical to those who were affianced in military missions, and during the 17th century it got extended to civil engineering activities such as fabrications and construction works. While the first class was independent, the other two were dependent on it. All the exchange and circulation of goods was carried by the entrepreneurs. They buy the produce at certain prices, combined them into a product and resell them at uncertain prices, with the difference being profit or loss. Thus, shopkeepers, drapers and retailers of every kind, pastry cooks, innkeepers, cooper smiths, chimney sweepers, shoemakers, carpenters etc. were all entrepreneurs. Even beggars were also included in this category. Being independent, landowners and princes were excluded from this uncertainty and hence were not considered as entrepreneurs. On the other hand, he analysed the function of entrepreneur independent of any social framework. The human industry, the capital or value, and the land and other natural agents were the three major agents of production according to him. An entrepreneur, among other things possesses judgment, perseverance, and knowledge of the surrounding world along with the knowledge of business.*

**Keywords:** *Social entrepreneurs, entrepreneurship, social framework, Entrepreneurship Contours, rural development.*

## **1.0 Introduction**

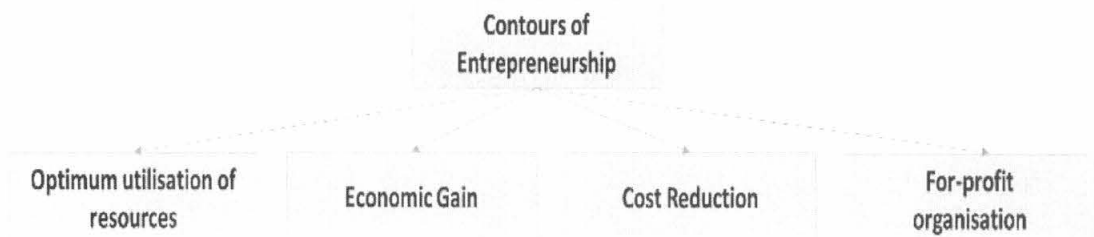
One must obtain or possess the art of harmonisation, superintendence and management skills. With these traits, an entrepreneur is able to combine the land of one, the labour of another and investment of yet another to create a socially valuable product. By selling that produce in the market, he is able to pay for the land of one, the labour of the other and capital of yet another, and what remains is his profit (Mishra, 1990). The return on the capital personally supplied by entrepreneur is not the reward for his entrepreneurial role, but his gain as a capitalist. Thus, Say clearly distinguished between an entrepreneur and capitalist. By the beginning of the 19th century, the word entrepreneur had assumed a definite meaning in France. Although the French writers differed on details, yet all of them agreed that an entrepreneur must have the ability to take risk to assemble the facilities. They still lagged behind in assigning a place of great significance to the businessperson in the production process. The situation was totally different in England. As the basic assumption of the English theorists was that economy operated in the state of equilibrium, hence capitalism was the only dominating idea there. The situation in the United States was significantly different. The economy was on an upward swing after the civil war and frequent mergers and consolidations were bringing about transformation in the structure of American business. Hence, in

the last quarter of 19th century, small and medium sized firms yielded place to big corporations. Due to this development, American economists considered the prevailing economic explanations of process and agents of production as inadequate. Francis A. Walker, in 1876 emphasised that the functions of entrepreneurs were distinct from those of capitalists and the interest on the capital was different from profit. In his work "The Wages Question", he clearly described that the role of entrepreneur is to furnish technical skills, commercial knowledge and powers of administration, to assume responsibilities, to shape and direct production and to organise and control the industrial machine. An entrepreneur is seen to perform various functional roles as risk taker, decision maker, organiser, coordinator, and innovator. By the time the Schumpeterian era ended, focus shifted from explaining the meaning to efforts to develop entrepreneurship. Entrepreneurial and managerial capabilities came to be recognised as one of the perilous factors in the financial development. It opened the field for behavioural scientists, who redefined the concept. Psychological theories are based on individual analysis. Psychologically, entrepreneurship is defined in terms of personal characteristics such as personality traits, locus of control and need for achievement. According to the peculiarity theorists, there are certain inborn qualities or capabilities in an individual that make him an entrepreneur. The entrepreneurs are optimistic, more opportunity driven, with high level of inventiveness and modernization, show high level of management, commitment and perseverance. These inner abilities and support from outside make him/her a successful entrepreneur. The concept, locus of control, indicates to an individual's observation about the underlying main causes of events in one's life. It is just a belief about the conclusions of one's action whether they are reliant on what one do (called as internal control co-ordination) or on proceedings that occurs outside one's personal control known as external control co-ordination. The success achieved from one's own abilities is referred to as one's own internal locus of control and that from outside support is referred to as one's own external locus of control.

When considered business titleholders, they have a little or very little internal focus or coordination of control than others who are not the title holders. Need for achievements has explained that we the people have a thrust to succeed, accomplish and thrive to achieve. Business persons gets motivated by this so called need which they exhale to achieve and excel. For creating a new venture, accomplishment, motivation may be the only resounding factor.

### 1.1 Contours of Entrepreneurship:

From the above theory, one can conclude that till the mid of 20<sup>th</sup> century, the concept of entrepreneurship was analysed in varied branches such as economy, psychology and sociology. Theorists in all fields give their own views to explain the concept, but they agreed on the primary objective – economic gain.



As already mentioned, the characteristics of an entrepreneur are risk taker, organiser, coordinator, innovator or more broadly a dynamic leader, directed towards achieving success. Hence, only profit oriented organisations are considered to be involved in entrepreneurship. Further, an entrepreneur toil to reduce the cost and utilise the resources optimally to get the best results. Entrepreneurship, thus deals with creating economic value and the economic progress made by these creative and goal oriented entrepreneurs, is viewed as one of the indicator in development of a nation. But huge strides made by entrepreneurs and businessmen around the globe, are inadequate when a large part of people in the society is underprivileged and is lacking even basic amenities. There are numerous social, economic and environmental problems which need to be addressed at global level. These include issues such as global warming, eradication of poverty, allocation of funds to education and financial development. The aim is to balance economic growth and community development on this earth and bring maintainable development.

To operationalize this concept of sustainable development, United Nations has defined and set few epoch development goals (EDG's) which is based on the resolution that got adopted by General Assembly in September 2000. The epoch development goals consists of eight specific and measurable goals comprising of eighteen targets and forty eight indicators which are very specific for the purpose of development and elimination of poverty by 2015. The forty eight goals include issues pertaining to environment, society being educated, health and human rights issues. However, by 2002 it had already become clear that in many countries the targets might not be reached. According to Millennium Development Goals Report 2010, 1.4 billion people were living under poverty line

in 2005. Further, 830 million people were found to be undernourished during 2005-2007. According to the report the world has made significant progress in reducing extreme poverty. The EGD target of sharing the quantity of people in acute poverty was understood by 2010. Due to this over all achievement the countable number of people living in acute poverty got downsized from 1.9 million to almost 1.2 million in 2010. With all this achievements the development on economically backward section and poverty reduction has seen to be uneven. Few geographical locations such as Eastern Asia and the South East Asia has been able to achieve its targets of sharing the extreme poverty rate, where the other reasons on the geographical locations such as Africa and Southern Asia is still lagging behind. Among the total population of around 1.2 billion extremely poor people Among 1.2 billion extreme poor, one third lived in India alone in 2010. As far as educational goals were concerned, developing regions made significant development towards worldwide preliminary education between 2000 and 2012. When considered children of the younger age or so called as primary age most of them were out of school. There was an apparent downsize of school going children throughout the world during the early 2000 from 1000 million to almost 75 million in the year 2010 after few years the progress almost stopped or stagnated. It, generally, means deviation in or of any constant aspect of processes, patterns, interaction or organisation. Sometimes out of pleasure one deviates, but generally it is need oriented. Whatever the purpose might be, it is the result of efforts of some exceptional persons. They have the potential to change the world in ways that seem unbelievable. They are working to transform life around the globe. Social entrepreneurs are such change agents who work for social cause.

Social entrepreneurs have always existed but their presence gained acceptance in recent years. Earlier they were considered as humanitarians or saints. They act as transformative forces with powerful ideas to improve people's lives. Today, society all around the globe are facing problems like inadequate education and health systems, environmental threats, entrenched poverty etc. Social businesspersons or entrepreneurs are establishing new methods to many social challenges and new methods to create wealth, encourage social well-being and restore the environment. Social entrepreneurs are the practical visionaries who have the talent, the skill, and the idea to solve the problems and through making the World Better for tomorrow. While bringing the improvement in life of the people, communities, nation and the planet, social entrepreneurs adopt a unique approach which has both progression and innovative. Success in the market is measured not only by the financial returns but by the tangible enhancements in the quality life of the people. To achieve this target they adapt workable models. The

emergence of social entrepreneurship is also linked to the role of establishments within culture and humanity. Theories of corporate citizenship focus on rights, duties and the possible partnerships between business and society. The increasing economic power of some large multinational companies demand for various CSR (Corporate social responsibilities) and more positive approaches to various complex and social problems.

### **1.2 The term Social Entrepreneurship:**

Before understanding the meaning of the term social entrepreneurship we first examine its foundational concepts: 'social', 'entrepreneurship' both individually and in relation to each other. Whatever is true of entrepreneurship is also correct of social entrepreneurship although not contrariwise. While defining the term "social" in social entrepreneurship, it is described as an assortment of social business personals in six sliding degrees of selflessness as

- An individual who, at a risk of personal loss, endeavours to creatively bring progress to the society, in the path that implicates that society through improving it.
- An individual who, at a risk of his foregoing personal profit, seeks to innovatively profit society, in the way how the business men gets involved in that society.
- An individual who, at a risk of sustaining personal loss, who profit himself or herself through innovatively improving the society.
- An individual who, at a risk of his foregoing personal profit, seeks to creatively improve the society by bringing self-profit through which it gets included in the society.
- An individual who, at a risk of his foregoing personal profit, seeks to innovatively profit self by benefiting society, and in the same way how it can improve the society.

An organisation is referred to be social if it set social goals and advances to achieve them. These social objectives vary from providing food, shelter, and clothing to education for the poorest. Not-for-profits, philanthropic and charitable organisations form the part of social organisations. They give selfless service to the needy with aim to reduce sufferings from world without considering any material benefit. On the other hand entrepreneurial organisations, as already discussed above are more self-centric, working for material and economic benefits. All types of business- large or small scale, from a petty shop to



a large corporation forms the part of entrepreneurial organisations. Their main focus is on achieving monetary benefits.

### 1.3 Social Value:

As mentioned earlier, entrepreneurship deals with creating value. In commercial sector, there are fixed measures to determine how much value (economic) entrepreneurs have created. It can be easily compared and analysed to plan for future. In contrast, as stated by Young (2008), social entrepreneurs create social value which benefits the people whose urgent and reasonable needs are not being encountered by other means. In comparison to the other ventures, social entrepreneurs aim to return more value to their intended beneficiaries. With focus on creating social added value, social entrepreneurs combine personal, family and community resources in a new way to provide a better experience to its beneficiaries. Kids' Company in South London, Child line International, and People Tree are some of the organisations creating social added value. By allowing people to attain more for less, or solve problems that are otherwise insoluble, they add innovation to create social value. Social innovation may be derived from new things or different use and combinations of old things. But, the greatest social value comes from systemic transformation. Arguing that value cannot so easily be divided into its economic, social and cultural components, Emerson (2008) emphasised on the concept of blended value. From the perspective of creating value, not-for-profits and for-profits both have the capability to create blended value. Thus, value is rebuilt in the form of blends, managing all kinds and not just some. Social entrepreneurs create social value through innovative ideas. In the process they bring change in the structure of society. To understand this interaction, we analyse the relationship between structure and agency. Structure, according to Giddens, can be conceptualised as the "rules" and "resources" that actors use in "interaction contexts" that extend across "space" and over "time". It is not a barrier to action, but is involved in its production. These rules and resources can be transformed into different patterns. Moreover, they link the various social relations. Hence, they are both transformational and mediating.

### 1.4 Types of Social Entrepreneurship:

Based on various research scholars social entrepreneurship is defined as

1. **Social Engineers:** It is based on the view of entrepreneur as a "creative destructor" and "innovator". Social engineers create newer and more effective social systems to replace the existing ones. This form of social entrepreneurship has broad scale and scope. The social engineers focus on large scale issues with mass appeal. The most

important resource for them is the rightfulness of the commonalities and the related political principal, which provide access to existing resources.

2. **Social Bricoleur:** Corresponding to the view of entrepreneurship as a largely localised undertaking, Social Bricoleur type focused on local concerns. In this type, social entrepreneurs address local social needs. They found both opportunities and resources locally. As their resource pool is local, sometimes these resources limit their mission. It also limits their ability to address other needs or expand geographically. Although small scale, but their actions help maintain social harmony.



3. **Social Constructionists:** It is based on perspective of Entrepreneurship. Social Entrepreneurs address the social needs by using alternatives to provide goods and services that governments, agencies and other businesses cannot do. They remove gaps by addressing those problems which are left unaddressed. It has a broader market focus. Although it focus on issues that are relevant to local concerns, but their solution is applicable to many different contexts. Hence, the main characteristic of this type of social entrepreneurship is that the solution of problem is

applicable to a variety of populations or contexts.

### 1.5 Changing Contours of Entrepreneurship:

From the above discussion we can conclude that contours of entrepreneurship have changed. Optimum utilization of resources by reducing costs to create social value forms boundaries of social entrepreneurship. Earlier, entrepreneurship focused on monetary gains, now its dimensions are extended to social programmes as well. It is practiced by for-profit, hybrid and not-for-profit, organisations which can be completely self-funded, partially self-funded or grant funded. Contours of social entrepreneurship are explained pictorially as shown. We can conclude that whatever targets an entrepreneur and entrepreneurial organisation achieve, it cannot sustain in isolation. Its mission must involve the society at large. Hence, it should advance for social along with economic target. Further, the economic activities should be extended to achieve the social goal. Hence, the contours of entrepreneurship are thus broadened and these form the part of social entrepreneurship.



## 2.0 Review of Literature and Methodology:

The review of literature is alienated into three parts. The first part illustrates the various social entrepreneurial organisations. The second part presents the review of relevant literature, the third part deals with methodology applied for the research work. The main functioning areas in which social businesspersons create change are health, education, poverty alleviation and prosperity projects such as occupation for unemployed or homeless and initiating projects for drug and alcohol abuse. Health projects range from small-scale funding for the psychologically imbalanced in the community to large-scale ventures handling HIV/AIDS pandemic. Social entrepreneurs are institutional entrepreneurs who introduce alternatives to bring change in existing social, political or cultural order. There are various such organizations that has developed an innovative approach to breakdown the longstanding traditional and cultural assumptions about social position of women and other disadvantaged groups in Indian society. Gramin Vikas introduced the Rural Health and Environment in 1991 with the aim to provide every household in village, regardless of caste or clannish status, with well piped sweet drinking water, separate toilet and bathing room. It combined skills transfer, improvement of health and educational status, provision of capital and opportunistic creation of income generating activities. To become self-sufficient nominal fees is charged. Bangladesh Rural Advancement Committee runs a commercial bank, a large dairy plant, shops selling the products of artists and other commercial ventures. Provision of Health Care in Efficient and Cost Effective Way. A relevant example of this process is Aravind Eye-Care Hospitals Sharda Eye care hospitals etc. The organisation was established as a more efficient way to bring eye care to the poorest people in rural and urban India Providing Education to Underprivileged Children “Ramanujam School of Mathematics” established in 2002 by Anand Kumar is also an illustration of social innovativeness. Every year thirty meritorious and talented candidates from economically backward sections of society are selected and trained for prestigious competitive examinations of the country. The training is free of cost while finances are generated by teaching students of other schools by charging nominal fees. A non-governmental organisation, Pratham is also an example of social entrepreneurial organisation. It is providing good quality affordable books in multiple Indian languages that so that the kids can read and gain knowledge. It has printed more than 300 innovative titles in 18 Indian languages in the last 20 years. It was started to support read India movement. This movement targets to improve the reading skills, writing skills and basic mathematics skills for the kinds aged between 6-14 years. Solar Electricity in Rural Area. Another social enterprise, Solar Electric Light Company (SELCO) set up in 1995 by Harish Hande, IIT graduate,

provides solar power to rural household in Karnataka. SELCO came out with projects and installed solar based applications based on each customer's specific needs, whether a two or four light system for home or head lamps for night workers. To enable the poor to access the technology, SELCO has linked sales with credit organizations, like rural banks, co-operatives, and even self-help groups. It train customers for maintenance and provides prompt, personalised help through its vast network of service hubs.

The field of social entrepreneurship is in its developing stage, hence the studies in this field are centred on its concept, opportunity, relationship with other concepts, social entrepreneur and social enterprises.

The important role of private sector community entrepreneurship in the framework of a state prosperity system is extended beyond its means. The four capitals-financial, social, aesthetic and environmental which can be generated or threatened by entrepreneurs, puts social entrepreneurship into a wider context. The authors cited two previous research programmes, one by Demos and the other related to the development of the hospice movement, which were used to help formulate a number of ideas and suggestions. They investigated, compared and contrasted some social entrepreneurial cases featuring visionary and entrepreneurial leaders who have acted on the new social opportunity available to them. Social entrepreneurship is the collective effort of people with visionary ideas, people with leadership skills and a commitment to make things happen, and people committed to helping others. They studied six cases and found that sometimes the need spread across a whole community, but in other cases it is localised and focused. Some needs are driven by an individual's vision, while others by necessity during the emergency situation. Further some needs were met by individuals while others by peripheral agencies such as local consultants. They concluded that there is clearly both the scope and need for more social innovation and social entrepreneurship to meet the identifiable requirements of the community more effectively. For this more social champions need to be found but the challenge is to blend people – one who have the ideas, and the other having the will. It was concluded that true entrepreneurs (social) create sea change movements, either quickly or over time and have a major impact. Few of the hypothesis that was generated that was of successful entrepreneurship. They compared the cases of social entrepreneurship that have been widely recognized as successful such as Bangalore Rural Advancement Committee.

A social entrepreneurship venture contributes more value to its cause with higher mobilization which ultimately leads to greater convergence of resources. To sum up, the merging of the right resources at the right time is introductory to entrepreneurial

discovery. The six discrete theoretical characteristics of social entrepreneurial innovation that originate from this model are

- Promise of the opportunity is extended to larger constituency and not to be reduced to few stakeholders only.
- The long-term social change is more significant than quick-hits and short time frames.
- Opportunities usually add value at locations targeted by large social sector institution.
- Social entrepreneurs have proper understanding of communities they serve.
- Passion and commitment exceed traditional venture boundaries.

### **2.1 Gaps in the Existing Literature:**

Following gaps emerged from the above review of literature

- Most of the studies focus only on one form of organisation either for profit, not-for-profit or corporations.
- The research method used in majority of studies is qualitative in nature.
- Only few well known cases have been analysed in most of the studies.
- No study has ever been done in the state of mentioned in the research for example Karnataka.

Therefore, it was decided to conduct study on social entrepreneurial activities in the state of mentioned in the research for example Karnataka.

### **2.2 Objectives of the Study:**

Aims and objectives are very significant as they provide guidance to the actions which are to be followed. The below said objectives were set and taken to carry out our research study

- To assess the nature and extent of social entrepreneurship in State of Karnataka.
- To examine the development process of social entrepreneurial activities.
- To look into the consequences of social entrepreneurship in terms of socioeconomic benefits, environmental improvements, employment generation and development.

- To know the level of success of social entrepreneurial activities.
- To find out the sustainability of social entrepreneurial activities in the state of Karnataka.

### **2.3 Research Methodology :**

Methodology is method adopted to conduct the research. It is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. The present study is primarily investigative and imaginative in nature which is conducted to understand the social entrepreneurial activities in the state of Karnataka. Before taking the methods of research it would be pertinent to have an overall view of Karnataka state of India.

The present study is primarily exploratory and descriptive in nature which is conducted to understand social entrepreneurial activities in the state of Karnataka. Karnataka is predominantly an agriculture state with low industrial output. Although the state has progressed in various sectors, yet a number of problems like poverty, pollution, employment and provision of quality education still persist. However, due to the social, economic, cultural and natural conditions of the state, the extent of social entrepreneurship is limited. Thus, the foremost task in the present study was to identify the social entrepreneurial activities in Karnataka. As data related to the number or type of social enterprises was not available, whether in government records or based on the research by any private organisation, so various organisations were visited. Interactions were held with officials and employees working there. Their literature available on websites was also studied. At the end, four organisations namely Adhmaya Chethana Foundation, Shri Mahila Gramina Udyog Lijjat Papad(or simply Lijjat), National Rural Development Society(NRDS) and Organic Farming Council of Punjab (OFCP) were identified to be social entrepreneurial. The Research studies of these organisations were undertaken. The objective was to study the structure and functioning of these organisations and their impact on the people of the state. Hence, both secondary and primary data were collected. The secondary data were collected through interaction with officials, reports and documents of the concerned organisations, both available within the organisation and on their websites. The primary data were collected through interviews and hence, different interview schedules were prepared for four cases. As the organisations were located in different areas of Karnataka and in certain cases it was difficult to locate beneficiaries, thus 35 beneficiaries in each case were interviewed, besides conducting group discussions with the officials and employees of the organisations.

**Findings of the Study :** The findings of the study have been presented keeping in order the objectives of the study. Nature, extent and development process of social entrepreneurial activities in Karnataka Being an emerging field, social entrepreneurship is not much extended in Karnataka. Moreover, its boundary covers a vast area, and hence it is a tedious task to find out social entrepreneurial activities. It was found in the present study that various types of social entrepreneurial activities which are in progress, vary along lines of social problem addressed, beneficiaries affected and funding sources as well. An example of corporate social entrepreneurship, Adamyia Chetana Foundation was established in the year 1998 to provide quality education and free lunch to the underprivileged children across rural India with special focus on the girl child and women empowerment. This foundation has three models of implementation which are green field schools, adopted government schools, and public private partnership model. Green field schools are built and run by Adamyia Chetana Foundation on land either donated or leased-out by the community. 49 government schools in and around Karnataka are adopted and managed by Adamyia Chetana Foundation. There are five senior secondary schools operational under Public Private Partnership model. In these schools the capital cost is met on 50:50 bases while the operational cost perchild per annum is shared on 70:30 bases between Karnataka Government and Adamyia Chetana Foundation. As per Annual Report 2007-2008, there were 161 Primary Schools operational all over India with 58 in Karnataka. Presently, there are 254 schools(249 primary and five senior secondary) operational all over India. Out of these, 95schools are in the state of Karnataka which are established in three districts namely Hubli, Bangalore and Mangalore. Adamyia Chetana Foundation is also working towards social development, life saving for the poor feeding economically backward schools government schools and has a mantra Anna Akshara and Aargoya means (Food, Education and Health) apart from the above this foundation has also taken care of environment through planting trees etc.,

Another organisation, Shri Mahila Griha Udyog Lijjat Papad (SMGULP) is empowering women and helping them to attain respectable place in the society. It is successfully attaining its aim of making women self-reliant. The branch under study started in 1988 with 50 members. Presently, it has the strength of 577 member sisters. Thus, the organisation has grown in years, but it has not extended to the all the districts of Karnataka. The third case of National Rural Development Society (NRDS), Palahi was initiated in 1983 with the aim to uplift socio-economic conditions of masses in rural areas. NRDS initiated the projects of underground sewerage system, interlocking tiles, polytechnic college, indoor stadium, solar energy system/street lights, community

hall, Gobar gas plant, and fish farming in the village Palahi. The society received funds from NRIs hailing from the village, village community and government grants. Recently, National Rural Development Society has initiated some new projects like two football academies, underground sewerage system at village Nangalkhurd and up gradation of Polytechnic College to ITI. Organic Farming Council of Punjab (OFCP) was started in February 2006. Covering an area of 1144 acres and assisting 547 farmers, the project was initiated in five districts of Punjab namely Mohali, Fategarh Sahib, Patiala, Gurdaspur and Sangrur. OFCP registers the farmers in target districts to facilitate communication, operation and certification process. The field staff provides on farm training and guidance to farmers. The project is now completed and farmers have been issued the certificates to continue organic farming. To further promote organic farming, government has approved another project to enroll more farmers from the districts of Jalandhar.

### **3.0 Conclusions**

Hence, we can conclude that social entrepreneurial activities in Karnataka and Punjab are of varying nature which addresses different problems of society. While Adamyia Chetana Foundation is involved in education of underprivileged, Shri Mahila Griha Udyog Lijjat Papad in empowerment of women, National Rural Development Society in rural development, and Organic Farming Council of Punjab is addressing health and environment. All the organisations have grown since their inception and are extending to other areas, yet none has extended to the whole Karnataka and Punjab. It was found in the present study that social entrepreneurial activities have benefitted various sections of society. Where on one hand access to quality education was made possible for deprived, on the other it is needy women who benefit from Lijjat. Further, organisations such as OFCP and NRDS are working for better health, environment and rural infrastructure. If we look into the consequences specifically, we find that Adamyia Chetana Foundation is serving the weaker section of society as aimed. While studying Shri Mahila Griha Udyog Lijjat Papad (SMGULP), it was found that women irrespective of age, religion, caste and qualification can work init. Even three respondents were between the age group of 61 to 70 years and five of them were uneducated. While most of the respondents were living in nuclear family and others in joint family but the socio-economic condition of majority of the respondents was low. The third case under study was National Rural Development Society. The society has initiated projects for the development of village Palahi in district Phagwara. It was found in the study that socio-economic status of beneficiaries selected in case of NRDS was at a moderate level. Most of the respondents were qualified above matriculation with maximum up to graduation.



All the respondents were staying in their own houses with kitchen and toilet facilities. Almost all the respondents were having electronic appliances and required furniture in their houses.

After finding the models appropriate for each case, it may be concluded that private-not-for-profit partnership, employment, fee-for-service and market intermediary models proposed by Alter (2008) may yield the best results if followed scrupulously. As social entrepreneurship is at the emerging stage in Karnataka and Punjab therefore, awareness regarding this field needs to be spread to motivate innovative people and entrepreneurs to initiate such ventures addressing social problems. Besides, due recognition must be given to persons and organisations engaged in social entrepreneurial activities. Also, government should encourage and support such organisations.

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