ROOT CAUSE OF WOMEN DISCRIMINATION: A CASE OF SOCIAL ENTREPRENEURS

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Abstract

Society and nation cannot be imagined without women. She has been an important part of the development of society and mankind, no matter whatever situation she has been in, she has always been giving her contributed. Similarly, today they are running spaceships along with the business. The main objective of this article is to study participation of women social entrepreneurs in social innovation.

This article is divided into various sections, first introduces women's situation from ancient times to the present, and social innovation. The second section reviews the literature and reviews the available literature on social innovation and women's interference in social entrepreneurship. The third section's research method is based on secondary data with exploratory research and analysis done with Microsoft word. Finding and discussion articles found that their representation is just 29% in this field. The last section's conclusion, there is women must work on themselves because no one is here to work for them as per Buddha's learning.

Keywords: *Social Innovation, Social Entrepreneurs, Women Entraprenures, Discrimination.*

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INTRODUCTION

Indian society also known as Buddhist or rational society, Buddhist Philosophy treated every living being on earth and gave equal rights not only human being, plant and animals etc. as archeological evidence showed that they made of the Bhikkhuri Sangh established by them women had right to read and share their knowledge with others. But when Hinduism came into existence, they divided society into various sections i.e. Hindu's, women, Sudras, Kshatriyas, and Vaishyas, etc. to establish the caste system through their various Vedas, Upanishads, Gita, Mahabharata, etc., Kshatriya, Vaishya). higher Verna brahmin kept exploiting women of other Verna and took away the right to study from all of them. Even child marriage flourished during the Mughal and British eras, first lady teacher of India Savitribai Phule during 19th-century set up various schools to teach women of Indian society after that British Indian government passed the charter act of 1813 was the first step towards education being made an objective of the government. After independence Dr. Babasaheb Bhimrao Ambedkar gave everyone rights to prestigious life and study through Indian constitution. It gave women legal and separate identity in society by giving them legal, social and educational rights.   But still, the percentage of women's literacy in India is very less (66%) compare to men's literacy. And the representation of women in other organizations is only 11%, even if you can count women CEOs in the Indian business world.

Social Innovation: The term "Social Innovation" was introduced by Schumpeter J. (1939) to describe a process of creative destruction leading to the emergence of new combinations of resources in business, political and cultural environments. Now we can say that Jyotiba Phule and Ambedkar were the first social innovator who not only changed the thinking of society

but also changed the way of living by modifying already available resources and manpower. *"Social innovation is the process of the institutionalization of social ideas, determined by social movements or due to a loosely organized group of interested people"* Tynjala and Nikkanen (2007). On another side, Heiskala (2007) "Social innovations are changes in multilevel institutions of the society (Cultural, Normative and Regulative) which enhance its collective power resources and improve its economic and social performance." "Social innovations are new social practices created from collective, intentional, and goal-oriented actions aimed at promoting social change through the re-configuration of how social goals are accomplished" Cajaiba-Santana (2014). Social Innovation works collaboratively with its own elements i.e., Social Innovator, Social Incubator, Social Entrepreneur Social Enterprise, etc. for the betterment of society, environment, country, state, and public. If a person who has a burning desire to make a change in society or in a country for its betterment is called a social innovator. Incubators catalyze economic growth and support fragile enterprises spawned and conceived largely by first-generation entrepreneurs, they make it possible for innovative technologies and research originating in universities and research labs to be converted into businesses, therefore unlocking economic and social value, the partnership of government and academic institutions for nurturing of startups through the incubator is symbiotic (Supriya S. and Neharika V. 2020).

Aim of this article to get insight women representation in a social enterprise.

LITERATURE REVIEW

While studying women's social entrepreneurship in the case of Lijjat Papad (Dutta P. B. and Gailey R., 2012), said that empowerment elements are

embedded in the business models of for-profit social entrepreneurial ventures, there is the absence of government support in the growth of the venture over five decades. Kabeer N., 1999, women's empowerment with three dimensions (i.e. resources, agency, achievement) of choice are indivisible in determining, the condition of choice, the need to distinguish between a choice made from the vantage point of alternatives reflecting the absence, or the punishingly high cost of the alternative, second consequences of choice, to differ from strategic life choice, second order choice. Saving habits and other financial awareness provided by MFIs and financial institutions help women to be more empowered by the area of empowerment is really very limited (Srimonyee and Sahu T,2008).

MFIs have been an important tool in poverty alleviation, empowerment of women, and bringing about financial inclusion, however, India has the highest number of households, about 145 million, which are excluded from the formal banking system (Bi Z, and Dev Pandey S.L. 2011). The economic and social empowerment of women needed to be given greater importance, non-governmental organizations are playing a significant role in the empowerment of disadvantaged women (Pradeep M.D. 2016). the micro-credit has significantly improved the income of the women respondents which in turn has increased their participation in the household decision, this impact among large borrowers than small borrowers, thus micro credit is highly significant and established a positive relationship with empowerment index in the rural area of Punjab, thus women mobilization toward self-help group should be encouraged the process of motivation which lead to empowerment and is very essential for their upliftment and overall economic development of the country (Kaplia M., Singla A. and Gupta M.L. 2016).

It enhanced in the position where women's contribution in the field of entrepreneurship is increasing at a noteworthy rate (Swapna K 2017).

Research Gap: hence there are many problems with women's empowerment and entrepreneurial activities, but there is a problem with women in India. So there is a very vide scope of research and work in the field of women's empowerment.

Research Methods: to get research objectives we adopted secondary data and exploratory research methods; we adopted a social incubator to get an insight into women's participation in social innovation. And analysis has been done with help of Microsoft word software.

Finding: social Alpha is one of the prominent social incubators working in India, which works in tech-based firms to support young entrepreneurs. Social alpha works in various sectors to support young social entrepreneurs which have given below:

1. **Agri tech:** As we all know that India is an agricultural country in the world. This means that it accounts for twenty percent of India's GDP, and almost 40 percent of the total working population, showing that the focus on the agriculture sector is essential if India is to become one of the most developed economies in the world.

2. **Assistive tech:** Social Alpha helps new social entrepreneurs helping the poor, farmers, sick, and physically challenged.

3. **Civic tech:** Social alpha provides assistance to tech firms that are working on the welfare of civil society for sustainable development.

4. **Clean tech:** Social Alpha promotes and supports social

entrepreneurs working in the field of keeping the environment clean and tidy.

5. **Consumer tech:** Every living being on earth uses either man-made or natural things as a consumer, but the subsystems of these products cause great harm to the environment. To reduce these losses, Social Alpha helps social entrepreneurs create eco-friendly products by using technology in consumption.

6. **Educational technology:** The Government of India released its literacy report on the International Literacy Day 2022. According to which the average literacy rate in India was 74.4. In which the male literacy rate was 84.4 and the female literacy rate was 65.8. This shows that even today, much attention is not being paid to the literacy of women in India.

7. **Health care technology:** After education, the second medical field is a very important field. Due to which it is necessary to provide easy and affordable treatment to the public, which can be easily transported to every corner of India.

8. **NGO:** Social Alpha helps new social entrepreneurs as well as NGOs, so that they can help the poor and downtrodden people in the society, and An NGO 'Small Change' working to create innovative way for citizens to engage with civil society and raise funds for causes they care about, they also supporting new NGOs.

9. **Social Investor:** Social Alpha not only assists new enterprises but also works in the area of financial inclusion. The process of reaching these services to people who do not have access to formal financial

services is called financial inclusion.

10. ***Industrial design***: The representation of the idea of a product or service on paper is called design or art. A design is a preliminary or conceptual representation of an idea so that its shortcomings and changes can be made before creating the final product and service. If a product that is made in a factory is called industrial design.

11. ***Network support***: A market network is very important for the new enterprise to reach the new product to the customers. For this, Social Alpha also supports those firms that allow new enterprises to use their network.

12. ***Promotion or endorsement***: So far we have learned that many social enterprises were known in this article, but no one knew about them before us. This happened because all these entrepreneurs do not promote their products and services through TV, newspaper, and Bollywood actors like for-profit companies. For this reason, Social Alpha also helps the organization promote its product and service.

The participation of women in sectors given below:

Sr.No.	Field	Man	Women
1	Agri-Tech (12)	10	2
2	Assistive Tech (14)	8	6
3	Civi-Tech (13)	8	5
4	Clean tech (16)	15	1
5	Consumer Tech (3)	2	1

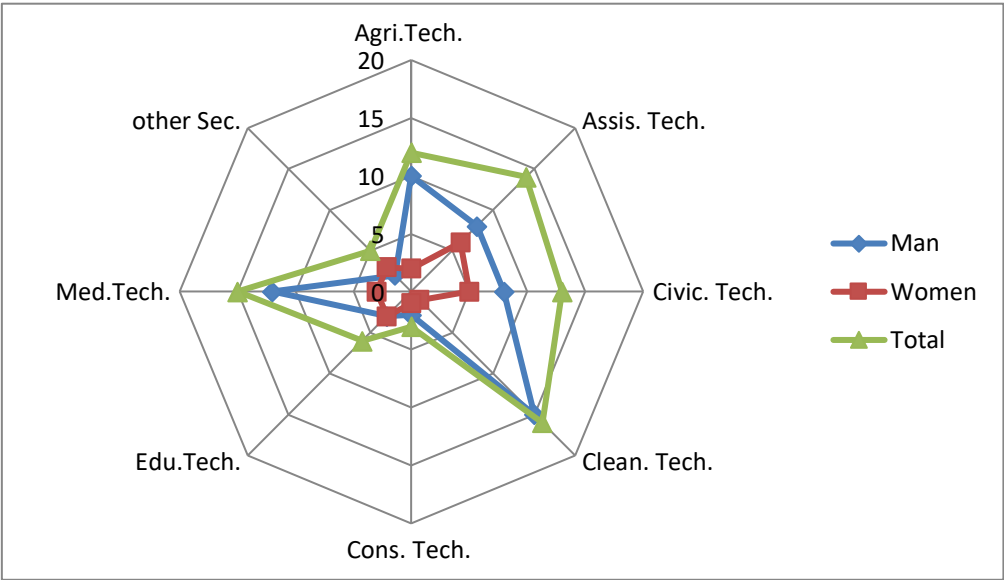| 6	Edu. Tech (6)	3	3
7	Med. Tech (15)	12	3
8	Other sector (5)	2	3
Total	**84**	**60**	**24**

Table-1: Women participations all sectors

Fig.:1; Women representation in various sectors

Discussion: as the finding shows that women's representation in education and other sectors (NGOs etc.) is comparatively high other than sectors. Overall, here also women's representation is 24 (29%). As one can imagine about society, without overall women's development none of the nation's get a mark on the world pace. So, for the society's development men and the government of state and center have to support them in every sector of the country.

CONCLUSION

There is a saying in ancient to modern Indian society that if a woman is educated then not only a house or society but the society itself is educated. There are some Indian women create own place in the world's pace i.e. Sunita Williams, Kalpana Chawla, Draupadi Murmu, and many more. The name of such women can count on your fingertip. In the same way, women industrialists in the world also count on the same, and the finding of this research also shows that women social entrepreneurs are working in sectors but not according to their population representation.

Here not only is society responsible for their less representation but also their mindset of dependence on others may be causing, here we suggest to them it's your life than the problem and solution of it only you can do it. A better life and standard of living can achieve with the core work of Buddha's philosophy that "here there is no ideal person in the world, not have to follow them or on me if my statement does not come up to your critical thinking". If there is any problem in your life, then you will have to find its solution, no outside person or power will come to solve it. In this paper, the share of women social entrepreneurs in social innovation was found to be only 29%, this research is based on only one social innovator, and if it is done with many social incubators then maybe it can change. This study can be done in every sector specific with primary data.

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