

Need of Studying Social Awareness Among Young Individuals for Social Entrepreneurship: Evidence from West Bengal

by

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Preamble

- **Entrepreneurship:** The concept of entrepreneurship was first defined more than 250 years ago, many have held it as one of the important forces of human nature.
- **Two kinds of Entrepreneurship:** Commercial Entrepreneurship & Social Entrepreneurship
- **Commercial Entrepreneurship (CE):** It aims at creating profitable operations resulting in private gain. It has been studying since long ago.
- **Social entrepreneurship (SE):** It aims at creating social value for the well-being of the people in the sense of fulfilling the needs of a society. It has been on the rise in recent decades.

Now we will concentrate on social entrepreneurship.

Types of Social Entrepreneurship

As per the objectives, SE is of the following forms:

- **for--profit sector**, such as in social-purpose commercial ventures (e.g., Dees & Anderson, 2003; Emerson & Twersky, 1996);
- **corporate social entrepreneurship** (e.g., Austin, Leonard, Reficco, & Wei-Skillern, 2004);
- **non-profit sector** (Dees, 1998);
- **across sectors**, such as hybrid structural forms which mix for-profit and non-profit approaches (Dees, 1998)

The social activities of Jana-Sanskriti are related to Non-Profit Sector. Before any social entrepreneurial activities in a geographical area, we definitely need some prior knowledge about the people of the area in various social aspects and one is social awareness among the youths (high school going to college going).

Why Social Awareness ?

Social value may have little to do with profits but may rather involve the fulfilment of the basic and long-standing needs such as providing food, water, shelter, medical services, and other social supports to those members of society, who are really in need, as also to enhance their intellectual capacities. In this context, social awareness is an important criterion in the sense of creating ability

- to comprehend and empathize with others' perspectives, emotions, and social cues, and
- to effectively apply this understanding in the interactions with them.

Why among the Youths ?

- It is very much crucial for teenagers as it fosters both understanding and informed decision-making in diverse social contexts;
- It helps youths to develop their ability to be part of social movements often going beyond the realms of social entrepreneurship; and

It equips them to navigate and contribute positively to their communities, promoting social cohesion and personal development, thus contributing immensely to the success of such projects.

International and National Status on Social Awareness

- International studies have examined social awareness and its components — such as gender, racial, religious, and political awareness—across various age groups, focusing primarily on race, gender, region, and sometimes education level.
- On a national scale, such studies have primarily occurred in rural areas, examining social awareness directly or indirectly. Some studies show disparities in awareness across gender, caste, religion, region, and family status, while others claim no significant difference.

Objective

Under the backdrop as mentioned above, the researchers aim to study social awareness among the young people from different social aspects.

Data Collection, Study Area & Method

- Our study utilizes data collected through a survey by the Jana-Sanskriti team under the Azim Premji Philanthropic Initiative, focusing on some areas of South 24 Parganas and Purulia districts of West Bengal due to prior rapport building there with the locals, covering sample size of 404.
- The data were collected using structured schedule on 5-point scale.

Both deterministic and statistical approaches on total points/scale are adopted for analysing the data.

Analysis & Results

Descriptive Statistics

n =

Mean: 217.69

Standard Deviation: 21.70

Minimum: 153

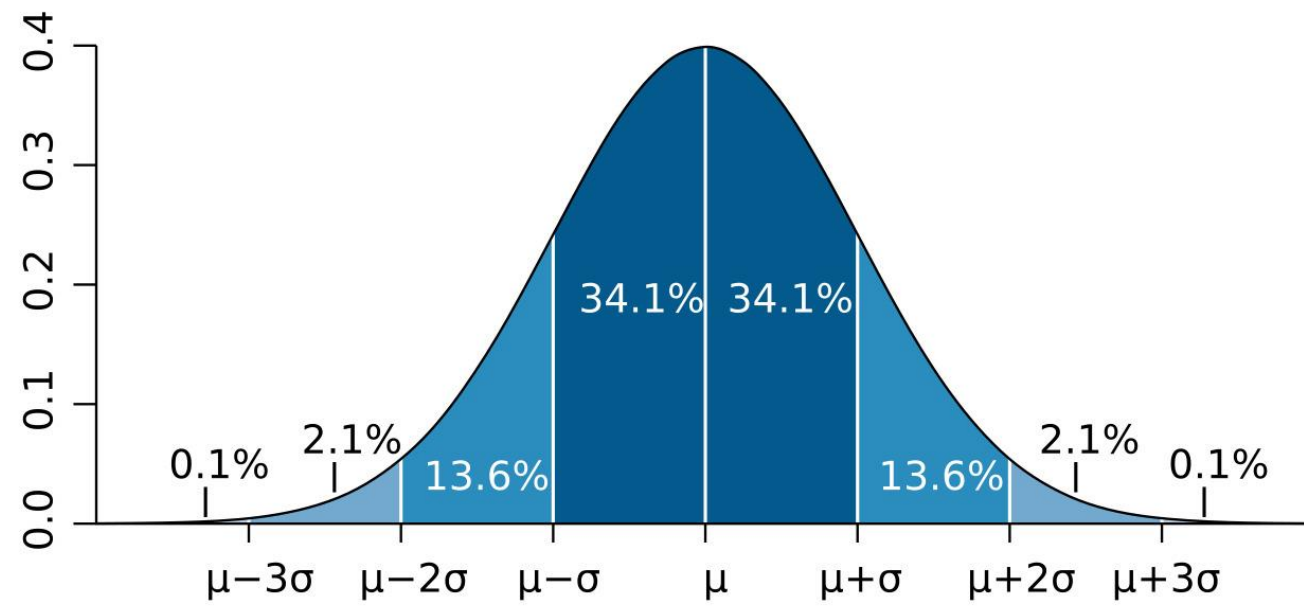
Maximum: 267

Range: 114

Skewness: -0.145

Kurtosis: -0.243

But the Kolmogorov-Smirnov test confirms that the distribution of total scores follows Normal distribution at 5% level of significance with estimated $\mu = 217.69$ and estimated $\sigma = 21.71$.



Classification of Awareness level on total score

Below average standard: total score $< \mu - \sigma$ (=195.98 ~ 196, here)

Average Standard: $\mu - \sigma \leq \text{total score} \leq \mu + \sigma$ (= 239.40 ~ 239, here)

Above average standard: total score $> \mu + \sigma$

OVERALL & BETWEEN DISTRICTS

- Above average = 17.8%; Average = 65.4%; Below Average = 16.8%
- South 24 Parganas better than Purulia

WITHIN DISTRICT / BETWEEN BLOCKS

- In case of Purulia, Puncha block $>$ Hura block
- In case of South 24 Parganas,
Pathar Pratima block $>$ Kulpi block

BETWEEN GENDER

- Overall: Female $>$ Male
- Purulia: Female $>$ Male, though with respect to above average, female awareness is almost same as in male.
- South 24 Parganas: Female $>$ Male

BETWEEN AGE GROUPS

- Adult > Teen aged & below in case of overall, Purulia & South 24 Parganas and it is natural.

BETWEEN EDUCATION-GROUPS

- Higher the education, better the awareness level.

BETWEEN CASTE/COMMUNITY GROUPS

- General > OBC > SC&ST

BETWEEN RELIGION GROUPS

There is no difference between the religion groups in awareness level. [PP Tables.docx](#) [PP Tables.pdf](#)

Statistical Analysis

Using ANOVA at a 5% level of significance, it is confirmed that the means of normalized total scores differ significantly across the groups of gender, block, district, race, age, and education level. However, the analysis did not indicate a significant difference in means across the groups of religion at the 5% significance level.

Concluding Remarks

The outputs of the study will not only be useful from the perspective of social entrepreneurship, but also from the point of view of the policy-makers at any level. We recommend educating the groups with relatively low awareness, an effort that Jana Sanskriti(<https://janasanskriti.org/>) is advancing through the use of theatre and plays.

THANKS