



Social entrepreneurship

YESODA BHARGAVA

Who is a social entrepreneur?

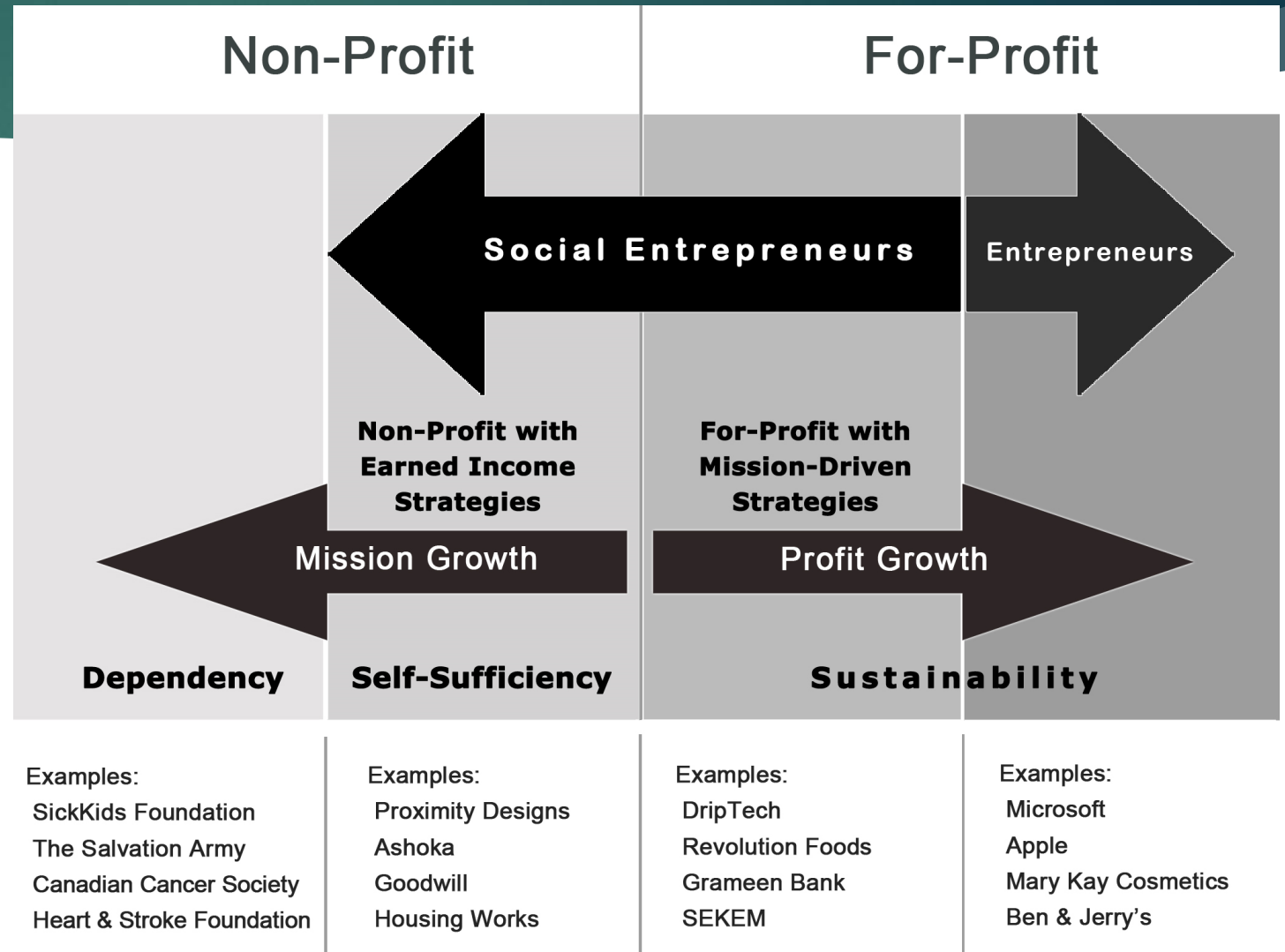
The social entrepreneur is a mission-driven individual who uses a set of entrepreneurial behaviours to deliver a social value to the less privileged, all through an entrepreneurially oriented entity that is financially independent, self-sufficient, or sustainable.

Small activity

- ▶ Go to <https://pollev.com/yesodabharga886>
- ▶ And respond in one word to the question : **“Name some social entrepreneurs you remember?”**

Socialpreneur Vs. Entrepreneur

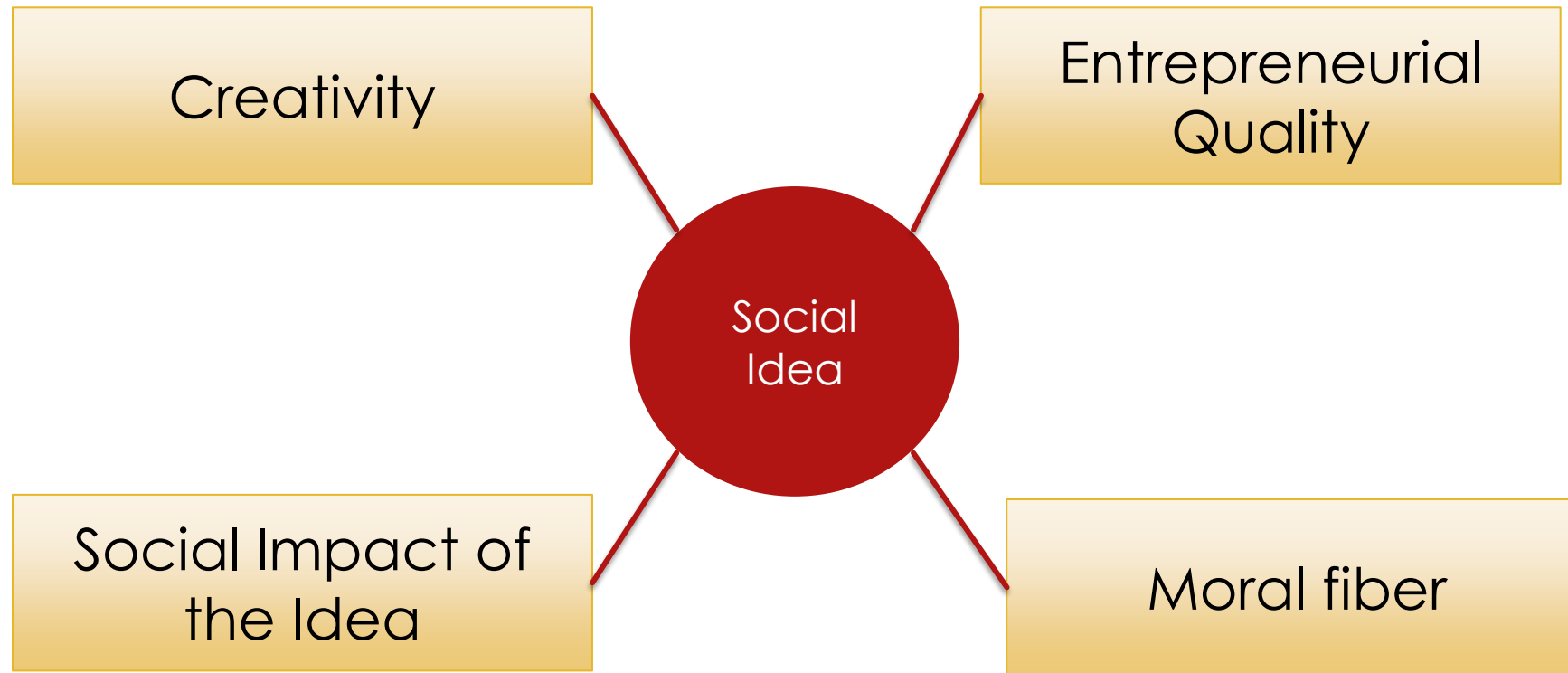
- ▶ Differ in end goal.
- ▶ Definition of success.



Unique and common characteristics of profit-oriented entrepreneurs and social entrepreneurs.

Unique characteristics of the profit-oriented entrepreneur	Characteristics common to both types	Unique characteristics of the social entrepreneur
<ul style="list-style-type: none">• High achiever• Risk bearer• Organizer• Strategic thinker• Value creator• Holistic• Arbitrageur	<ul style="list-style-type: none">• Innovator• Dedicated• Initiative taker• Leader• Opportunity alert• Persistent• Committed	<ul style="list-style-type: none">• Mission leader• Emotionally charged• Change agent• Opinion leader• Social value creator• Socially alert• Manager• Visionary• Highly accountable

Four qualities of a social endeavor



Birth of Social Idea : What is the trigger?



- ✓ **Care**: When you care deeply about something, so much so that its absence makes you ask Questions and moves you to take some action.
- ✓ You read, gain knowledge about it, make yourself familiar with it.
- ✓ The more you read, the more it fascinates you.
- ✓ The more it triggers you to take action.
- ✓ ACTION.

Start small, but start somewhere...

- ▶ Write blog on a social topic that interests you.
- ▶ Reflect.
- ▶ Visit organizations which are working in that field.
- ▶ Network : get to know the people.
- ▶ Do not hesitate to ask for opportunities like volunteer, or internships, or exposure visits.
- ▶ Widen your EXPERIENCES of suffering in the world around.

Backpack your way to understand the social ills in our society



Why?

- ✓ You see what you can never read in the books.
- ✓ You talk to people who are actually suffering from the problems rather than reading about their problems.
- ✓ You develop humility towards human suffering.
- ✓ Your heart expands.
- ✓ Your mind expands.
- ✓ Visit a nearby NGO to your house, and talk to people.
- ✓ Become a part of your community services.

What social aspects force you to think?

- ▶ Go to <https://pollev.com/yesodabharga886>
- ▶ And respond in one word to the question : **“What social problems make you think or impact you deeply?”**

Some successful organizations

- ▶ Society for Community Health, Action, Research and Awareness (SOCHARA), Bangalore. [Link](#)
- ▶ Society for Education, Action, Research in Community Health (SEARCH), Gadchiroli, Maharashtra. [Link](#)
- ▶ Comprehensive Rural Health Project (CRHP), Jamkhed, Ahmednagar. [Link](#)
- ▶ Swasthya Swaraj, Orissa. [Link](#)
- ▶ Indian Osteogenesis Imperfecta Foundation, Bangalore. [Link](#)
- ▶ Mahila Sarvangeen Utkarsh Mandal (MASUM), Pune. [Link](#)

Everything in life is a PROCESS

- ▶ [Video](#)
- ▶ There is no hard-core steps to do to create a social enterprise.
- ▶ It comes with exploration, experience, networking and solid mentoring.
- ▶ You gotta go out and try.

Group audio essay

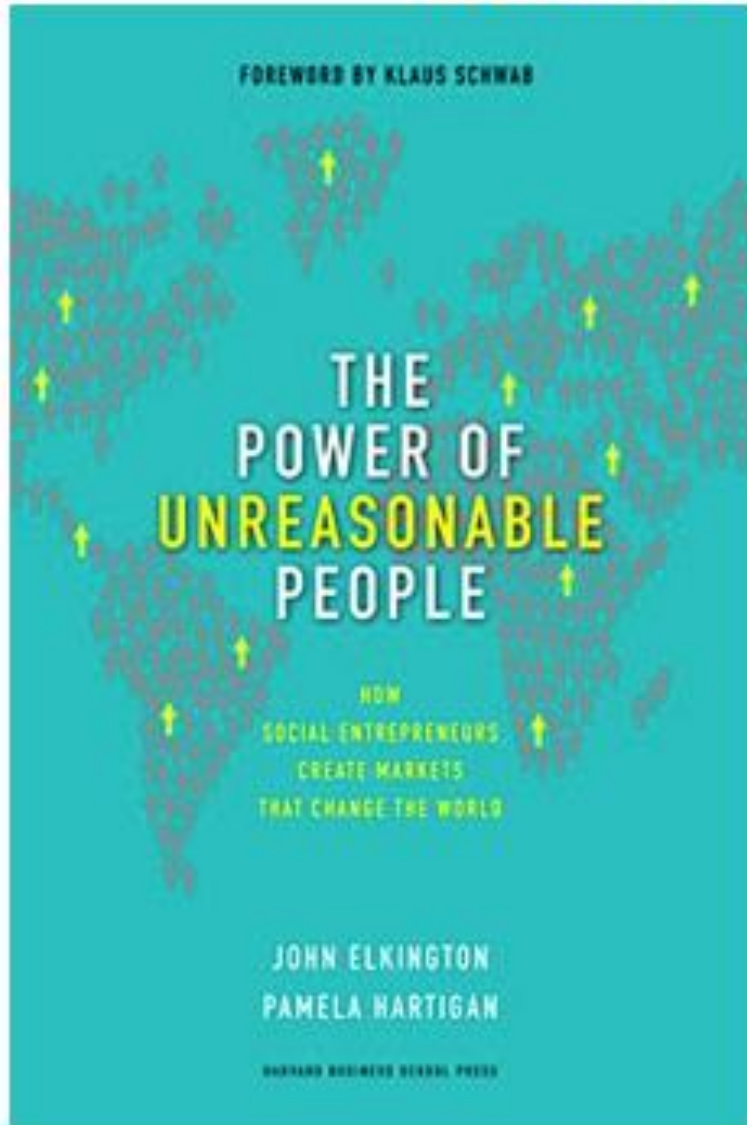
- ▶ The innovation groups are supposed to select one topic of social importance and explain why that social problem is of concern and how they would like to solve it.
- ▶ All group member may have different solutions to the same social problem, please list those solutions and pros and cons of each.
- ▶ Finally, select the most feasible one according to you and highlight it.
- ▶ For this, you need to make an audio recording of not more than 3 minutes.
- ▶ These recordings will form a podcast on Social Entrepreneurship Insights.
- ▶ Please share your topics on this form, repeated topics are not allowed. So, First Come First Serve applies.
- ▶ Marks (5)

What's coming next.....

- ▶ A guest lecture has been scheduled in which the founder of Indian Osteogenesis Imperfecta Foundation, Miss Archana Ravindran, will speak to you.
- ▶ She will provide a deeper perspective on Social Entrepreneurship.

Book Recommendation of the Week

Look inside ↓



Renowned playwright George Bernard Shaw once said "The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy. Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work.

Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems. They also show how these pioneers are disrupting existing industries, value chains, and business models--and in the process creating fast-growing markets around the world.

Book summary [pdf](#)