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### **Full Length Review Article**

## **SOCIAL ENTREPRENEURSHIP- TOOL TO USE FOR IMPROVEMENT IN THE SOCIETY**

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#### **ABSTRACT**

Social entrepreneurship is a need of time in today's globalization world. Every nation has been trying to develop itself using all efforts. For the nation development social entrepreneurship is the best tool and medium which is available in society itself. Social entrepreneurs shall start work as per their capacity and creativity. Social entrepreneurship is easy to apply in society because it is directly known and involved among the peoples. Government and administration has to promote the suitable environment to social entrepreneurship. Ultimately this is the best tool for poverty eradication and society development. In this article overall discussion and suggestion have been suggested to accelerate the policy of social entrepreneurship in an Indian society.

#### **INTRODUCTION**

Social entrepreneurship an important process in current scenario. It connects business principles and leadership skills which bind to social issues in the society for various activities. Basically social entrepreneurship is a society charging agent which use by every nation to develop it at all the levels. There is a real need of social entrepreneurship in rural India because most of the peoples faced seasonal unemployment. Suitable net work of social marketing can be applied in 60000 villages in India.



Social Entrepreneurship can get the boost from government and administration. There is a social responsibility of various organizations and firm to promote the awareness about social entrepreneurship in India. Corporate financial responsibility has been the sole bottom and line of driving forces for social entrepreneurship. Social Entrepreneurship starts with identifying the opportunities, application of resources to provide a new way, bring social changes in products and services.

To create a social enterpriser is a base of every developmental step in society. Mohammad Yunus, Ela Bhatt, Harish Hande and Sandip Pandey are some of the well-known social entrepreneur in the word. Compatibility, connection, communication and commitment are the four pillar of every social entrepreneur. Women and backward class empowerment can be fulfilling by honest role of social entrepreneurship. Economic prosperity and promotion to be promoted through social entrepreneurship. In India, various social projects are the part of social entrepreneurship. Indian women are always kept on secondary place. Some effective developmental strategy and tools would provide suitable empowerment of women. Definitely drastic changes can be observed in Indian society due to the effective entrepreneurship. Physical, human, economic, political and international resources should be added in the process of social entrepreneurship about women.

#### **Role of small scale industries in social entrepreneurship process**

Small scale industries are the gift of modernization and urbanization in India. Small scale industries produce quantity and quality of products. Small scale industries play an important role to raise the production which is comparatively bigger than large industries. Khadi, handloom, sericulture, wooden works, bell metal etc are the common small scale industries in India. Strategy and process are different to develop entrepreneurship in India. Social entrepreneurship is

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basically important for development the income of society. It is most important input in economic development of India. Every social entrepreneur should develop the qualities like ability to organize, professional approach, risk reader, innovative, decision making, negotiation skills and confidence. Identification of problems and provide the solution on it is also an agenda of social entrepreneurship. Social entrepreneurs involve the various medium like donations, charitable institutions sponsorship, welfare programme and advisors of government, various NGOs have to pull down in this process and trained them accordingly.

### Globalization and social entrepreneurship

Globalization is an economic, social and cultural worldwide phenomenon. May be we can say it is the ratio of economic integration and growing economic independence. Simple word we can illustrate it totally freedom about goods, services, capital, labour and technology between the nations.

### Social entrepreneurship and social change



India is still developing itself from all the levels. Society is main immortal part of social change. Indian government always tries to improve the status of Indian society regarding entrepreneurship. Youth social entrepreneurship is the main icon in development process. In India Vinoba Bhave, Ela Bhatt, Chinlas Chorol, Nandkishor Chaudhari, Arunchandan Murugontham, Harish Harde, Bunkar Roy, Amitabh Shah etc are the main well-known social interpreter who run various organizations as a part of NGO in India.

### Conclusion

The expansion of entrepreneurship process is a need of time. Government and administration should push to this process as a development tool of society and nation. This is a medium to

eradicate poverty of India. Enterprises can provide and exchange offer of job to needy people. Benefited peoples in that way can increase their creativity and they will come in main stream of development.



With the proper role of social enterprises the GDP and GNP of nation would develop which will be help to classify the category in the world. For the application of this process the efforts would take place from all levels and stages of society. NGOs, state government, industrialist and social workers have to participate for expected result. Loan facility, less complexity and technical help also will be helpful to application and development of entrepreneurship in Indian society. Professional and technical education is also needed for the enhancement of this process.

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