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Social Entrepreneurship in Rural Odisha: Opportunities and Challenges

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Abstract: *The concept of social entrepreneurship has gained significant attention in recent years, as it offers a unique approach to addressing complex societal issues. Social entrepreneurship is a form of entrepreneurship that aims to create social and environmental impact alongside financial sustainability. It involves the use of entrepreneurial principles and practices to create innovative solutions to social and environmental problems. India, as a developing country, faces a wide range of social and environmental challenges, such as poverty, lack of access to education, healthcare, and basic services, environmental degradation, and climate change. In this context, social entrepreneurship has emerged as a powerful tool for addressing these challenges, creating employment opportunities, and promoting sustainable development. The present study aims to analyse the various challenges & opportunities of Social entrepreneurship in India. The research Paper studies the opportunities and challenges faced by the social entrepreneurship in rural Odisha.*

Key Words: *Opportunities, Challenges, Social Entrepreneurship.*

1. INTRODUCTION:

Social Entrepreneurship is a concept that combines business principles with sustainable social goals to create positive social outcomes for marginalized communities facing daily survival challenges (Agrawal & Hockerts, 2013). Social entrepreneurs are driven by a passion for helping, empowering and reviving social, environmental and economic challenges while ensuring a net positive social impact. The goal is to provide improved services to enhance the lives of people. Entrepreneurship has long been associated with business and economic ventures but is now applied to social problem-solving. Entrepreneurs are risk-takers who undertake significant projects and find new or better ways of doing things to stimulate economic progress. Social entrepreneurs have a central and explicit social mission and look for the most effective ways to serve that mission. The main distinguishing factor between entrepreneurship and social entrepreneurship is their value proposition. Entrepreneurs aim to create financial profit by serving markets that can comfortably afford their products or services. Entrepreneurial development is crucial to a nation's economic progress and survival. Social entrepreneurs prioritise social and environmental impact over profit maximisation and promote ethical and responsible business practices (Chell, 2007).

Social Entrepreneurship has emerged as a critical economic growth and development driver. Social enterprises create new markets, generate employment opportunities, and contribute to the nation's GDP (Nicholls & Cho, 2006).

In developing countries, social entrepreneurship can address social and economic disparities and promote inclusive growth (Austin, Stevenson, & Wei-Skillern, 2006). Thus, studying SE can provide an understanding of the role of SE in promoting economic growth and expansion. Entrepreneurship offers a solution in India, where unemployment issues and limited financial resources persist. Social entrepreneurship is a particular type of entrepreneurship that combines various elements. This type of entrepreneurship involves entrepreneurs tailoring their activities towards generating social benefits, with little or no focus on personal profit.

Social entrepreneurship provides a significant contribution to society (Dees, 2001).Social entrepreneurial practices may prioritise social impact over the economic impact and demonstrate high social and economic proclivity (Maclean & Harvey, 2013). These practices also catalyse empowerment and address social issues and challenges (Huang & Cox, 2014; Rymsza, 2015).Social entrepreneurship aims to achieve a harmonious equilibrium between generating positive

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social impact and achieving financial sustainability. It involves using business techniques and practices to solve social problems sustainably. Social entrepreneurs are enterprises dedicated to solving social problems, and their impact is significant. By studying social entrepreneurship, we can understand how innovative and sustainable solutions can be developed and implemented to address pressing social and environmental challenges (Dacin, Dacin, & Matear, 2010).Understanding the underlying motivations, challenges, and opportunities of social entrepreneurship can inform the development of effective strategies for promoting and supporting social entrepreneurship initiatives by policymakers and practitioners (Bacq & Janssen, 2011). Moreover, examining the transformative influence of social entrepreneurship on beneficiaries can enhance our understanding of its potential for creating positive change in society (Austin, Stevenson, & Wei-Skillern, 2006). Around the globe, many social entrepreneurs are starting or running businesses (Dubey, Nishith & Banodia, Smita, 2017). Since a long time ago, they have actively contributed to a wide range of industries, including health and care, renewable energy, waste management, housing, slum-area growth concerns, clean drinking water and sanitation issues, domestic violence against women, and other important issues affecting women, girls, children, and the elderly. The pattern demonstrates how social entrepreneurs play a crucial role in fostering the underprivileged sector of society and creating employment for themselves and others. In rural Odisha, more than 32.6% of its people live in destitution and lack access to education, nutrition, and healthcare. The present study aims to analyse the various challenges & opportunities of Social entrepreneurship in rural Odisha.

2. LITERATURE REVIEW:

Social entrepreneurship has recently gained significant attention for addressing pressing societal challenges and creating sustainable social impact (Mair & Martí, 2006; Nicholls, 2010). The notion of social entrepreneurship has evolved as a prominent topic of inquiry, study, and practise in recent decades. Despite the fact that women social entrepreneurs have shown significant promise via a reduced gender gap in social entrepreneurship, as opposed to commercial entrepreneurship, where the gender gap is proven to be large, there is little literature on women's social entrepreneurial enterprises. The author compares social entrepreneurship and women social entrepreneurship by evaluating the current research then evaluates the success factors in women's social entrepreneurship and addresses the problems. Two real-life case studies were used to establish a relationship between the literature and practise. Social entrepreneurs use entrepreneurial skills to create innovative solutions for social and environmental problems (Dees, 2001). They operate in a space between the traditional business, government, and non-profit sectors, aiming to create social and economic value (Austin, Stevenson, & Wei-Skillern, 2006). While the potential benefits of social entrepreneurship are widely acknowledged, there are also significant challenges that social entrepreneurs face (Dacin, Dacin, & Matear, 2010; Lumpkin & Dess, 1996). These challenges include limited access to funding, legal and regulatory barriers, and difficulties in measuring and communicating social impact (Mair & Martí, 2006; Nicholls, 2010).To fully understand the landscape of social entrepreneurship and its potential for impact, it is important to examine the opportunities and challenges social entrepreneurs face. Guha and Srivastava (2022) provide a literature review of the connection in between social entrepreneurship and poverty alleviation. The authors review existing studies to identify common themes, such as the potential of social entrepreneurship to create employment and income-generating opportunities and to promote access to essential services and resources in underserved communities. They also explore social entrepreneurs' unique challenges and opportunities in low-income contexts, such as limited access to funding and resources and the need for inclusive and participatory approaches. The paper concludes by highlighting the need for more research to understand the impact of social entrepreneurship on poverty alleviation. Mokaya and Bitange (2022) systematically reviewed the relation between SE and access to finance. Authors review existing literature to identify social entrepreneurs' challenges in accessing finance and the strategies developed to overcome these challenges. The paper concludes by highlighting the need for more research to understand better the complex relationship between social entrepreneurship and access to finance and to identify effective strategies for supporting and promoting social entrepreneurship activities. Ismail and Wan Ismail (2021) explored the impact of SE on social innovation in Malaysia.
The authors use a mixed-methods research approach, including surveys and interviews with social entrepreneurs and stakeholders, to examine the association between social entrepreneurship and social innovation. The findings suggest that social entrepreneurship significantly promotes social innovation in Malaysia, particularly in addressing social and environmental challenges and promoting community development. The authors identify key factors contributing to the success of social entrepreneurship activities, such as access to funding and support networks, and highlight the need for more collaboration and knowledge-sharing between social entrepreneurs and other stakeholders. Mair and Marti (2021) comprehensively reviewed social entrepreneurship research's past achievements and future challenges.
The authors identify key themes and debates in the field, such as the definition of social entrepreneurship, the role of context and institutional factors, and the potential tensions between social and economic goals. They also explore

emerging topics, such as the role of technology and innovation in social entrepreneurship and the need for more intersectional and inclusive approaches. Chikoko and Sajuyigbe (2020) review the works on social entrepreneurship and its association with community development. The authors identify several themes, such as the role of SE in creating social impact, the challenges social entrepreneurs face, and the importance of alliance between social entrepreneurs and other participants in promoting communal growth. The paper concludes by emphasising the need for further research to understand the links between social entrepreneurship and community development and identify effective strategies for promoting social entrepreneurship in different contexts. Varghese, R. M., & Jaffer, N. M. (2020) analysed simple, easy and cost effective ways to implement the business excellence model of small and medium enterprises. The findings indicate that female entrepreneur is less often in the commercial sector. However, the potential for women entrepreneurs to succeed is very high compared to men. The results are based on the SME working in one industry only, which can be different in the case of other studies. Behera, D., & Tiwari, M. (2019) analysed the empirical evidence in the different employment trends, statistical determinants, and the magnitude of structural transformation related to the developing economy. Findings suggest that the process of occupational transformation in India starts after the post-reformation period. Some anomalies related to such transformation are also defined in the study. The provisions related to poverty and unemployment that significantly impact social and structural transformation should be discussed. Dwivedi, A., & Weerawardena, J. (2018) examined Social entrepreneurship orientation (SEO) as an essential factor for the success of social entrepreneurship. Behavioural entrepreneurship will help to adjust the behaviour of the people. The displayed characteristics of a social entrepreneur are enthusiasm, dedication, high IQ, empathy, motivational skills, leadership skills, management skills, cooperative, trustworthiness, respect, pleasing personality, and others. Social entrepreneurs gain recognition in society because of the work they do. There are chances of market failure as well. Not all businesses need to survive and earn huge profits. Some businesses might fail and lead to business closure. Rawal, T. (2018) examined the social needs and social innovation position in India and the contribution of entrepreneurship. In economic and social growth, social entrepreneurship has become the most crucial force not only in India but also all over the world. In India concept of social entrepreneurship is rising for social welfare and improving the sight of society. The country's government focuses more on CSR so that all industries can benefit from improving economic and social conditions. It takes so many sources and time to identify the position for social needs and innovation state-wise in India, a research gap the researcher has faced. Thaker J. K., Chakrawalii, A. K., & Goyal, P. (2017), in the study compared different and innovative behaviours of entrepreneurs based on their economic background and educational qualifications. The results suggest that no considerable difference is noticed among different entrepreneurs of different industries based on innovation. However, there are differences in economic and educational backgrounds. Data is collected from the Saurashtra region of Gujarat; thus, results only apply to this state. Idris, N., & Tan, J. (2017) analysed the literature about women's entrepreneurship and the main benefits and challenges faced. Findings indicate several motivational factors available for women to get involved in entrepreneurship and business. No new suggestion or result is proposed in this paper. Tiwari, P., Bhat, A. K., & Tikoria, J. (2017) identified the intention of social entrepreneurship among undergraduate students in the Indian context. Findings indicate that the developed model in the study can explain social entrepreneurship intentions. Emotional intelligence cannot be applied in the case of SMEs Ault, J. K. (2016), analysed the institutional perspective towards SE and the usefulness of non-profit vs. commercial methods of developing broad markets for the poor and low-level entrepreneurs. Findings indicate that the institutions affect the total number of entrepreneurs in a specific location and influence entrepreneurial actions and strategies. Samples are only collected from the finance sector organisations; thus, their implications can differ in other industries and sectors. Yalala, N. (2015) focused on analysing the benefits of the development of the radio community in facilitating women's empowerment in the Indian economy. Findings indicate that “Namma Dhwani Community” radio increased the participation of women entrepreneurs in creating awareness and program production among the women viewers related to their education, health, habits, food, and family system. There needs to be more primary and quantitative data; thus, the results and their accuracy cannot be ensured in all contexts. Chepurenko, A. (2015) explored if students from supportive entrepreneurship educations should report a high intensity related to entrepreneurial intention. Findings suggest that students from supportive EE will likely become more entrepreneurship oriented than others. The results are limited to the students of Ukraine only Abhyankar, R. (2014) defined the current innovation system and its main challenge. It also defines government efforts towards promoting innovative technologies for sustainable growth and entrepreneurship development. The findings indicate that the government has realised the causes of fundamental issues, especially in the economy, Labour, and administration. However, investments in technology, science, and innovation still need to be put up to mark. The findings are based on secondary research. Primary data collection and analysis should be done to find accurate results. In conclusion, the literature review on social entrepreneurship reveals that social entrepreneurship has gained significant attention in recent years, and researchers have explored various related aspects.

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The review highlights that social entrepreneurship's primary objective is to impact society while generating economic value positively. The literature review also identifies the motivational drivers of social entrepreneurship, such as personal values, social and environmental problems, and the desire for social change. The review also emphasizes the part that social entrepreneurship plays in the life of beneficiaries, such as marginalised communities and people with low incomes. Social entrepreneurship empowers these individuals by providing them employment opportunities, admittance to essential goods and services, and improved social and economic well-being.

3. RESEARCH GAP:

There are many literatures on the role of entrepreneurship in rural development but a few are found on social entrepreneurship.

4. OBJECTIVES:

The objective of the study is to analyze the opportunities and challenges of the social entrepreneurship in rural Odisha.

5. METHODOLOGY:

The secondary sources of data collection include the articles in different journals and magazines, books, published and unpublished thesis. The public websites, reports and articles were also referred by the researcher for the secondary data collection.

6. DISCUSSION: The opportunities and challenges faced by the social entrepreneurship in rural odisha and the measures to face challenges effectively has discussed below-

OPPORTUNITIES FOR THE SOCIAL ENTREPRENEURSHIP IN RURAL ODISHA

- "Blending Finance for Sustainable Development: A Practical Guide for Practitioners" (2019) by OECD outlines innovative financing mechanisms that combine grants, loans, and private investments to support impactful projects. This guide can help social entrepreneurs in Karnataka explore alternative funding models and leverage blended finance to scale their initiatives.

- "Crowd funding for Social Good: Leveraging the Power of the Crowd for Sustainable Development" (2022) by World Bank explores the potential of crowd funding as a funding source for social entrepreneurs. Studying successful crowd funding campaigns in India can provide valuable insights and strategies for social ventures in Karnataka to harness this platform.

- "Social Impact Bonds: A New Era of Funding for Social Change" (2019) by SIIF delves into the innovative financing mechanism of social impact bonds (SIBs). Understanding the structure and success factors of SIBs can open up new funding avenues for eligible social ventures in Karnataka.

- "Impact Ecosystems: A Framework for Collaborative Innovation and Investment" (2020) by Schwab Foundation explores the concept of impact ecosystems and their potential to support social entrepreneurs. This framework can guide the development of networks and collaborations that can provide essential resources and funding opportunities for social ventures in Karnataka.

- "From Incubators to Accelerators: Supporting the Growth of Impactful Social Enterprises" (2023) by Schwab Foundation: This report explores the vital role of incubators and accelerators in nurturing social ventures. Analyzing success stories from India and identifying relevant support organizations can guide social entrepreneurs in Karnataka towards valuable resources and growth opportunities.

- "The Power of Pro Bono: Leveraging Professional Expertise for Social Good" (2020) by Taproot Foundation: This article highlights the potential of pro bono consulting and legal services in supporting social ventures. Identifying platforms and networks connecting skilled professionals can empower social entrepreneurs in Karnataka to access crucial expertise without financial constraints.

- "Impact Investing Meets Technology: Digital Tools for Sourcing, Screening, and Managing Investments" (2022) by GIIN: This report explores how technological advancements are transforming impact investing practices. Understanding these tools can help social enterprises in Karnataka utilize digital platforms to improve their visibility, attract investor interest, and streamline fundraising processes.

7. CHALLENGES FACED BY SOCIAL ENTREPRENEURSHIP IN RURAL ODISHA

Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. All the challenges are either controllable or non-controllable, but all the challenges are manageable. Social entrepreneurship is slightly and somehow fundamentally distinctive to economic entrepreneurship, so are the challenges of social entrepreneurship. In India particularly social entrepreneurship is subjected to many challenges.

These challenges are preventing the growth and spread of social entrepreneurship in India as against to other regions and nations, who have made the social entrepreneurship a mission. The interesting thing to note down is this; all the challenges which are faced by social entrepreneurship are very different in nature. These all are concerned with mindset rather than based on some physical attribute. People are mentally blocked towards the social entrepreneurship in rural Odisha. Some of the prominent challenges faced by social entrepreneurship in India are given below-

- **Confusion with social work**
  Social entrepreneurship is mostly in India is confused with social work, hence it is unable to make a mark as an individual entity in India. This is starting of challenge for social entrepreneurship.
- **The problem of creativity**
  The next problem which is faced by social entrepreneurship is lack of creativity regarding thinking great ideas for betterment of society and earning profits as well. This fusion is very hard to think and implemented particularly in India.
- **Arranging finance**
  One of the challenges for entrepreneurship in India remains lack of financial sources. The social entrepreneurs offering a unique product and set of services make it even harder to get financial aid from the established financial institutes. This is a very dire situation and a considerable reason for the under development of social entrepreneurship in India.
- **Shortage of talented/dedicated workforce**
  This is a very unique challenge faced by social entrepreneurship exclusively. Generally people get into jobs to get a handsome salary and perks, but with social entrepreneurship this becomes a bit hard. Since the prime objective of social entrepreneurship is to get social gains/benefits rather than personal gains/benefits. Under this condition it is very hard to get people to work for the firm.
- **Setting and communicating value objectively**
  The important challenge of social entrepreneurship is to setting and communicating values clearly. Usually what happens is, value may differ from society to society based upon their exclusive needs. But social entrepreneurs have to set common values, which can be communicated easily.
- **Elevating the individuals**
  The most prominent and visible challenge before the social entrepreneurship is to elevate people from their current place of standing by making positive and substantial opportunities. In this process each individual must be catered to their individual requirement rather than as a society as a whole. This poses a different type of challenge for social entrepreneurs.
- **Lack of an ethical framework**
  Since social entrepreneurs are very concerned about the societal changes and upliftment of people, sometimes they adopt a less ethical way of conducting their business. This challenge is very rarely visible yet exists in some extreme cases in India. Since society to society the ethical parameter shifts.

8. MEASURES TO FACE CHALLENGES EFFECTIVELY

There is no doubt that social entrepreneurship is subject to many challenges and these challenges are growing with time and dynamics of society. Social entrepreneurs have to take care and keep note of tiny details to face the prevailing (above mentioned) challenges. Although the list of challenges faced by social entrepreneurship is not completed, some other challenges are there apart from the listed ones. The important preposition is, how to overcome the challenges which are faced by social entrepreneurship in India. There are few steps/measures which can be practiced to face the prevailing challenges of social entrepreneurship in India-

- **Proper training and development institutions**
  Government must open some specialized councils and institutions for systematic development of social entrepreneurship. Some of the institutions are working in the area of economic entrepreneurship; some must be opened for social entrepreneurship as well.
- **Creation of mass awareness**
  Steps should be taken to make the mass aware towards the social entrepreneurship, so that people do not get confused between social entrepreneurship and social work. Media, social media, other vehicles can be deployed for the same.
- **Providing infrastructure and basic facilities**
  Government and other stake holders must work in the basic facilities to the social entrepreneurship. These facilities can attract people towards becoming social entrepreneurs, thus the spread of social entrepreneurship will increase to multi folds.
- **Social entrepreneurship development programmes**
  Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship. Such organization will help in increasing the overall motivation of social entrepreneurs.

9. CONCLUSION:

Social business has undeniably flourished in India and is widely regarded. The social company visionaries face a number of challenges, including communicating the business idea, operating remotely, obtaining a store, receiving government approval, competing with others, acquiring innovations, promoting mindfulness, and hiring talented specialists. Despite these challenges, there are many successful examples of socially innovative projects like Lijjat Pappad, Amul, and Gramin Bank. In India, there is a fair amount of expansion for those in social business. India is witnessing an increase in cooperative business and cooperative business people's efforts to provide practical solutions to many social concerns facing society. Social business visionaries need to become more potent in light of the changing nature of innovation and the growing competition.

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