



## **PROBLEMS AND PROSPECTS OF SOCIAL ENTREPRENEURSHIP IN UTTAR PRADESH**

**Dr. Moiz Akhtar<sup>1</sup>, Dr. Uzmi Anjum<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Commerce & Business Management, Integral University, Lucknow

<sup>2</sup>Assistant Professor, Department of Commerce & Business Management, Integral University, Lucknow

### **ABSTRACT**

This paper is connected with rising patterns of social enterprise in creating nations like Indian and its future prospects and difficulties. This paper tosses light on how advancement of social business enterprise can take care of the issues of society which is disregarded by business and Government undertakings. Social business person like is Muhammad Yunus, originator and director of Grameen Bank has lead another way in the improvement of social enterprise in creating regions. He was granted a Nobel Peace Prize in 2006 for his profitable commitment in social business. Work of Yunus and Grameen end up rousing component for advanced social business visionaries that stress the gigantic cooperative energies and advantages when business standards are bound together with social endeavors. In nations like India, Pakistan Bangladesh and others nations still there are numerous difficulties for the improvement of social business visionaries. Today, philanthropies and non-administrative associations, establishments, governments, and people additionally assume the part to advance, finance, and exhort social business visionaries around the nations. In India, little firms contribute impressively to monetary development and utilize an extensive number of individuals, second just to agribusiness. The centralizations of these organizations are for the most part in the urban zones while provincial territories have neglected to grab the open doors released by financial changes. This paper distinguishes what decides social entrepreneurial achievement factors(prospects) and the difficulties for social business visionaries of Uttar Pradesh (India).

**Keywords:** Enterprise, Entrepreneurs, Synergies, Social Entrepreneurship

### **1. INTRODUCTION**

While social business isn't another marvel, the field has encountered huge development in the course of recent years, getting expanding acknowledgment from writers, altruists, analysts, and policymakers as an imperative and particular piece of the country's social, monetary, and political scene .The terms social business person and social enterprise were utilized first in the writing on social change in the 1970s. Social business as a training that incorporates financial and social esteem creation has a long legacy and a worldwide nearness. The worldwide endeavors of Ashoka, established by Bill Drayton in 1980, Grameen Bank, built up by Professor Muhammad Yunus in 1976 to destroy neediness and engage ladies in Bangladesh (<http://www.grameen-info.org>); or the utilization of expressions to create group programs in Pittsburgh by the Manchester Craftsmen's Guild, established by Bill Strickland in 1968 (<http://www.manchesterguild.org>) : these are contemporary indications of a marvel that discovers its recorded points of reference in, in addition to other things, the estimations of Victorian Liberalism. The conviction of "illuminated business visionaries", as some Victorian industrialists are alluded to, that there was a need to consolidate business accomplishment with social advance brought forth mechanical gatherings that utilized monetary riches for the benefit of the group (Bradley, 1987; Thompson, Alvy, and Lees, 2000). Vinoba Bhave (originator of India's Land Gift Movement) is outstanding identity in the are of social enterprise in India During the nineteenth and twentieth century's probably the most effective social business people effectively straddled the community, legislative, and business universes - advancing thoughts that were taken establishment and gave 4.4 million pounds to set up an examination place for social enterprise (<http://www.skollfoundation.org>). Jeff Bezos, originator of Amazon, as of late declared a one million US dollar grant for creative methodologies and leap forward answers for adequately enhance groups or the world everywhere (<http://www.amazon.com>).

At last, social business people join the pioneers of countries and organizations in board talks at the World Economic Forum in Davos (<http://www.weforum.org>). The idea of enterprise has a long history in the business part. A noteworthy subject has been the making of significant worth through development (Schumpeter, 1951; Drucker, 1985). As connected all the more as of late to social concerns, the idea has gone up against an assortment of implications. A few, for instance, have concentrated on social business as joining business undertakings with social effects. In this point of view, business visionaries have utilized business aptitudes and learning to make ventures that achieve social purposes, notwithstanding being financially reasonable (Emerson and Twersky, 1996). Not-revenue driven associations may make business backups and utilize them to produce work or income that fills their social needs; revenue driven associations may give a portion of their benefits or sort out their exercises to serve social objectives. These activities utilize assets created from fruitful business exercises to progress and manage their social exercises. Social business visionaries are centered around social issues. They make inventive activities, construct new social game plans, and assemble assets in light of those issues, instead of because of the manages of the market or business criteria. Still others see social business enterprise as an approach to catalyze social change well past

the arrangements of the social issues that are the underlying focal point of concern. From this point of view, social business getting it done produces little changes in the transient that resonate through existing frameworks to catalyze substantial changes in the more drawn out term (Ashoka Foundation, 2000). Social business is the acknowledgment of a social issue and the employments of entrepreneurial standards to compose make and deal with a social dare to accomplish a coveted social change. While a business person ordinarily measures execution in benefit and restore, a social business visionary additionally measures constructive comes back to society. In this manner, the primary point of social business enterprise is to additionally expand social, social, and natural objectives. Social business visionaries are usually connected with the deliberate and not-revenue driven segments but rather this need not block making a benefit. Social business enterprise honed with a world view or universal setting is called worldwide social business. The idea of social business enterprise implies diverse things to various individuals and scientists (Dees, 1998). One gathering of specialists alludes to social business enterprise as not-revenue driven activities looking for elective subsidizing techniques, or administration plans to make social esteem (Austin, Stevenson, and Wei-Skiller, 2003; Boschee, 1998). A moment gathering of scientists comprehends it as the socially mindful routine with regards to business organizations occupied with cross-segment associations (Sagawa and Segal, 2000; up by standard open administrations in welfare, schools, and medicinal services. may require a considerable lot of the fixings related with fruitful development in business creation.

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## 2. OBJECTIVES

This research paper attempts:

1. To study the concept and meaning of social entrepreneurship.
2. To study the role and importance of social entrepreneurship.
3. To study the challenges faced by social entrepreneurship in uttar pradesh
4. To identify the prospects for social entrepreneurs in uttar pradesh

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## 3. MEANING OF SOCIAL ENTREPRENEURSHIP

- Alvord, Brown, & Social entrepreneurship creates innovative solutions to immediate social problems and Letts (2004) mobilizes the ideas, capacities, resources, and social arrangements required for sustainable social transformations said Social entrepreneurship may be defined as a professional, innovative, and sustainable School (2005) approach to systemic change that resolves social market failures and grasps opportunities.
- Mort, Social entrepreneurship is a multidimensional construct involving the expression of Weerawardena, entrepreneurially virtuous behavior to achieve the social mission
- Carnegie (2002) purpose and action in the face of moral complexity, the ability to recognize social value-creating opportunities and key decision-making characteristics of innovativeness, proactiveness and risk-taking.
- Bornstein (2004) Social entrepreneurs are people with new ideas to address major problems who are relentless in the pursuit of their visions, people who simply will not take “no” for an answer, who will not give up until they have spread their ideas as far as they possibly can.
- Boschee (1998) Social entrepreneurs are not-for-profit executives who pay increasing attention to market forces without losing sight of their underlying missions, to somehow balance moral imperatives and the profit motives – and that balancing act is the heart and soul of the movement.

The term of —social entrepreneurship || was first begat in 1980 by Bill Drayton of Ashoka which is the worldwide relationship of the world's driving social business people. David Gergen, Harvard Professor, portrayed social business visionaries as the —new motors of reforms || . In a domain where customary suppliers, for example, the beneficent and willful areas have been censured as bureaucratic and impervious to change and general society division has moved toward becoming overstretched and hampered by asset imperatives, SE has been distinguished as a creative method for handling neglected financial needs (Leadbeater, 1997; Mulgan and Landry, 1995).

The Social Entrepreneurship Initiative (SEI) based at Stanford University has built up an exhaustive depiction of social venture that mirrors the assorted variety. They contend that social undertakings can be grouped in one of the three courses: with respect to benefit associations which utilize their assets to inventively address social issues; as not-revenue driven associations which enable people to build up their own little, revenue driven organizations, or as not-revenue driven endeavors which make monetary incentive to support their own particular projects or to make work and preparing open doors for their customer populace (Eleanor and Carter, 2004) Social business enterprise is the procedure of seeking after creative answers for social issues. All the more particularly, social business people embrace a mission to make and support social esteem. They persistently seek after chances to serve this mission, while consistently adjusting and learning. They draw upon fitting reasoning in both the business and not-for-profit universes and work in a wide range of associations: vast and little; new and old; religious and common; not-for-profit, for-benefit, and cross breed.

In the course of recent decades, the national division has found what the business segment realized long back: There is nothing as intense as another thought in the hands of a top of the line business visionary. Social business visionaries frequently appear to be controlled by their thoughts, conferring

their lives to altering the course of their field. They are visionaries, yet in addition pragmatists, and are eventually worried about the viable execution of their vision to the exclusion of everything else.

Social business visionaries show easy to understand, reasonable, and moral thoughts that connect with broad help keeping in mind the end goal to augment the quantity of subjects that will stand up, grab their thought, and actualize it. Driving social business visionaries are mass selection representatives of nearby changemakers—good examples demonstrating that natives who channel their thoughts energetically can do nearly anything.

Social business people are people with imaginative answers for society's most squeezing social issues. They are goal-oriented and persevering, handling significant social issues and offering new thoughts for wide-scale change. Instead of leaving societal requirements to the administration or business divisions, social business visionaries find what isn't working and take care of the issue by changing the framework, spreading the arrangement, and convincing whole social orders to take new jumps. Social business visionaries frequently appear to be controlled by their thoughts, submitting their lives to altering the course of their field. They are the two visionaries and extreme pragmatists, worried about the reasonable usage of their vision to the exclusion of everything else. Every social business person presents thoughts that are easy to understand, justifiable, moral, and draw in far reaching support so as to augment the quantity of neighborhood individuals that will stand up, grab their thought, and actualize with it. As such, every driving social business person is a mass selection representative of nearby changemakers—a good example demonstrating that nationals who channel their enthusiasm vigorously can do nearly anything. Similarly as business visionaries change the substance of business, social business people go about as the change specialists for society, seizing openings others miss and enhancing frameworks, developing new methodologies, and making answers for improve society. While a business visionary may make totally new ventures, a social business visionary concocts new answers for social issues and after that actualizes them on a substantial scale. Social business enterprise is viewed as varying from different types of business enterprise in the generally higher need given to advancing social esteem and advancement as opposed to catching monetary esteem.

### **Focus Areas of Social Entrepreneurship**

Social business visionaries propel developments that: Arrest or moderate deforestation utilizing arrangement, market and group driven instruments. Upgrade a man's capacity to enhance her or his monetary prosperity and individual pride through circumstance. Saddle help to be more responsible, straightforward and arrangements situated, for enduring improvement. Empower access to and guarantee utilization of dependable, moderate and proper human services in impeded populaces. Address issues of supportable efficiency not recipient by recipient, but rather framework wide. Establish the framework for peace and human security. Bridle the capital and buyer showcases that drive change by thinking about all expenses and openings. Change the way water is overseen and given, long haul, for the two individuals and farming.

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## **4. ROLE AND IMPORTANCE OF SOCIAL ENTREPRENEURSHIP**

### **Employment Development**

The main major financial esteem that social enterprise makes is the most evident one since it is imparted to business people and organizations alike: occupation and work creation. Appraisals ranges from one to seven percent of individuals utilized in the social business enterprise division. Besides, social endeavors give business openings and occupation preparing to fragments of society at a work burden (long haul jobless, incapacitated, destitute, in danger youth and sex segregated ladies). On account of 'Grameen Bank' the monetary circumstance of six million impeded ladies miniaturized scale business visionaries were made strides.

### **Innovation / New Goods and Services**

Social ventures create and apply advancement essential to social and monetary improvement and grow new products and enterprises. Issues tended to incorporate a portion of the greatest societal issues, for example, HIV, mental sick wellbeing, absence of education, wrongdoing and medication mishandle which, vitally are gone up against in creative ways. A case demonstrating that these new methodologies now and again are transferable to the general population division is the Brazilian social business visionary Veronica Khosa, who built up a locally situated nurture AIDS patients which later changed government wellbeing approach.

### **Social Capital**

Beside financial capital a standout amongst the most vital qualities made by social business is social capital (normally comprehended as —the assets which are connected to ownership of a solid system of ... connections of common associate and acknowledgment"). Illustrations are the achievement of the German and Japanese economies, which have their foundations in long haul connections and the morals of participation, in both basic advancement and mechanical improvement. The World Bank additionally observes social capital as basic for neediness mitigation and practical human and monetary advancement. Interests in social capital can begin a temperate cycle.

### **Equity Promotion**

Social enterprise encourages a more evenhanded society by tending to social issues and attempting to accomplish progressing supportable effect through their social mission as opposed to absolutely benefit expansion. In Yunus' illustration, the Grameen Bank underpins burdened ladies. Another case is the American social business visionary J.B. Schramm who has helped a great many low-wage secondary school understudies to get into tertiary instruction.

To entirety up, social endeavors ought to be viewed as a positive power, as change specialists giving driving edge advancement to neglected social needs. Social business isn't a panacea since it works inside the general social and financial structure, yet as it begins at the grassroots level it is regularly ignored and merits significantly more consideration from scholastic scholars and additionally strategy producers. This is particularly essential in creating nations and welfare states confronting expanding budgetary pressure

## 5. PROSPECTS FOR SOCIAL ENTREPRENEURS

It rises up out of the investigation of the social enterprise associations in the North East locale of India, that these innovative and dynamic business visionaries and their method for taking care of certain squeezing issues of society have the potential for making enduring qualities as far as social capital in the lives of people and society as a rule. In recognizing and meeting unfulfilled social needs, these business visionaries indicated extraordinary measure of ingenuity and enterprise. Social business enterprise has the emphasis on evacuating the indecencies of society like destitution, foulness and sickness. Social Entrepreneurs endeavor to cure these disasters in various ways and utilizing diverse procedures of social advancement which constitutes the response to handle the immense scope of social issues. In this procedure change of society turns into a definitive objective of any social enterprise wander.

### a) Massive population with Will-Power and Determination for status change

Social Entrepreneurship is just for people of fiery assurance and dynamic resolution. Self discipline, characterized as a profound individual connection to a goal is the power that moves a person to make solid move, even despite appearing troubles and difficulties that run counter to one's expectation. The investigation has demonstrated that there are people in UP with such self control and inspiration to make and manage answers for social issues of the district. Uttar Pradesh is the most crowded state in India with a populace of more than 199.5 million individuals on 1 March 2011 . This isn't shocking given a stunning actuality – in almost 75 for every penny off country families, the fundamental winning relative makes not as much as Rs 5,000 every month (or Rs 60,000 yearly). In only eight for every penny of family units does the primary gaining part make more than Rs 10,000 for each month. Just 20 for every penny of provincial families possess a vehicle, and just 11 for each penny claim a fridge, yet 72 for every penny possess a telephone or something to that affect. These to a great degree low wage numbers take after from the idea of work that the greater part of rustic India is occupied with. By far most does not have salaried employments but rather a gigantic want to raise their way of life.

### b) Opportunity for Personal Welfare and Social Transformation

In the fields of chance for individual welfare and instruction, work creation, employability building, salary age, and general change of society and its constituents, Social Entrepreneurship conveys benefits that are amiable to estimations in quantitative terms. The social change that is realized is dependably for the advantage of the segments of society which are hindered and underestimated, be it physically, rationally, or socially.

### c) Integration of Marginalized Groups

Coordination of the underestimated bunches into the standard of society, through training, wage age and better living offices, surely improves the welfare of society in which they live. The prohibition of the burdened gatherings by the elitist attitudes lessens as they obtain another standard of life and end up mindful of more prominent individual pride because of the mediation of the social business visionary and his/her drives. Taking chicken kari as a for example, the whole group profited from the strengthening of ladies because of preparing and the improvement of market techniques suited to their local abilities close by linger weaving.

Comparable is the situation of the FSHC recipients, where the tragically challenged youngsters are embedded into standard instruction and occupation preparing which empower them to acquire a wage without anyone else. The achievement of this methodology is prove by the responsibility for by these same recipients

### d) Social capital formation

A huge commitment of social enterprise in the field of social capital arrangement is simply the progression and improvement of social business enterprise itself in the public arena. This is accomplished through the way toward finding feasible and inventive answers for social issues by ambitious people who get their motivation for the same from built up social business visionaries in the field who move toward becoming standards for society on the loose.

### e) Viable Option for Achieving Millennium Development Goals (MDG)

The eight factors listed in the MDG of the United Nations as a feature of its goal-oriented worldwide advancement vision shape the objective targets of numerous social business people. The investigation has discovered that the social business people focused on the minimized populace and endeavored to take care of their issues in an entrepreneurial way. Salary age aptitudes for neediness stricken individuals, wellbeing advancement and care of the wiped out, instruction and preparing for poor youth, abilities preparing for employability building are a portion of the techniques used by the social business visionaries of the investigation. A sensible conclusion that might be touched base at from the present examination is that social business people and their associations are better alternatives and more suited for tending to the issues engaged with accomplishing the MDG. Neighborhood, state and focal governments, nongovernmental associations and even multinational organizations have

attempted different activities to address the MDGs, though in conventional ways, yet the underestimated segments of society have not profited perceptibly from their endeavors. Rich points of interest of collaboration can be procured if organizers and government offices can hold hands with social business people in UP district of India for compelling usage of formative ventures, in light of the fact that these business people have demonstrated their guts by effectively recognizing and tending to successfully the requirements of the underestimated populace of the zone of study.

A few cases of government working together with the social business visionaries are DBI and ACRD, two of the nine associations which were the units of concentrate in the present research. DBI has organizing with governments at different levels for advancing the reason for work of youth. It teams up with the administration of Assam in National Rural Health Mission's drives to achieve medical advantages to remote zones of the state. 207 ACRD works as a team with the state government by advancing ladies bunches for money age.

**f) Excellent Mobilisers of Social Capital**

Social Capital Creation, by method for systems administration with different gatherings, is a noteworthy commitment of social business visionaries. The reason for which they stand and effectively work is alluring and additionally difficult. This empowers similar people and associations to hold hands and take part in conveying answers for issues looked by the minimized and burdened segments of the populace. Social business enterprise unites individuals in association to address certain issues which might be troublesome for one individual or one.

**g) Creation of Services which otherwise would not have existed**

For individuals with incapacities, long haul jobless, poor and minimized, Social Entrepreneurship is an aid as it makes administrations to these segments of the populace. Instruction of the hard of hearing kids and preventive tend to their families is an administration which was made by FSHC. It would not have appeared, had it not been for FSHC's endeavors to enhance the personal satisfaction of hard of hearing kids. The inborn ability of the Bodo individuals for weaving garments is conveyed to full sprout by the association, The ANT that champions their motivation. Utilizing market technique, the recipients of The ANT can deal with their ability for weaving garments and acquire their employment. This has enhanced their personal satisfaction with enhanced training, better lodging and different offices and an enhanced standard of life.

**h) Collaborative strides with Governments**

Social Entrepreneurship tends to those issues that legislatures of the nation/state need to address, however do not have the will/push to viably do it. There is incredible breadth for the administration to team up with the social business people coordinatedly for better effect and scaling of their exercises. Social Entrepreneurship can be models of progress, and advance economically for the general public, which the legislatures can embrace. Neediness is one noteworthy issue every one of the legislatures need to destroy; social business people address this issue adequately with their salary producing and work building procedures. Governments can receive these models for the advantage of the country and its kin. In the event that legislature and social business people can work in key partnership<sup>3</sup>, colossal social advantage will come about for the general population.

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## 6. CHALLENGES OF SOCIAL ENTREPRENEURSHIP

Behind each social business visionary there is a group doing some genuine truly difficult work to execute the business person's vision. To take care of intense social issues, we require aggregate activity that can be maintained by groups (and upheld by governments) as time goes on. Over and over again yearning (and typically youthful) social business visionaries expect they have to begin their own particular association versus join forces with a current one.

This outcomes in the need to raise unlimited income to manufacture foundation – accounting/bookkeeping, program assessment, data frameworks, and so on. Vitality and assets get occupied from critical thinking to association building.

There is no deficiency of not-for-profits doing exceptionally creative things that in any case neglect to be perceived, maybe in light of the fact that they do not have an alluring pioneer as well as accomplices who champion and market the advancements. Numerous social entrepreneurial thoughts are to a great extent untested. It's extraordinary that these thoughts speak to new ways to deal with handling social issues, yet advancement of these thoughts has a tendency to be far out ahead of time of adequate confirmation that they justify advancement as "the following enormous thing". A solid inclination exists for business ways to deal with tending to social issues. It's incredible to abuse advertise chances to make developments all the more monetarily maintainable and additionally make new financial open doors for poor people, however regularly open or private endowments are expected to catalyze change.

It's difficult to envision any social business visionary who might state that social and financial equity and human rights are immaterial. Be that as it may, notwithstanding hoisting the individual, the consideration given to social business enterprise commends the thoughts (i.e. the methods) and not the responsibilities (i.e. the closures). All things considered, the attention is on business as a coveted action or method for being, not as an instrument (among different apparatuses, for example, political backing and grassroots arranging) to be utilized to propel human rights.

## 7. CONCLUSION

The author reasons that social business enterprise has risen to a more prominent degree and is very much valued. The base of the pyramid is getting profited because of social enterprise. The social business visionary should be creative, socially mindful and prepared to go out on a limb. There are numerous difficulties looked by the social business visionaries like passing on the business thought, working remotely, getting reserve, government endorsement, rivalry from others, securing advances, advancing mindfulness and getting talented specialists. Despite the fact that these difficulties exist there are numerous effective cases of social entrepreneurial endeavors like Lijjat Pappad, Amul and Gramin Bank. There is part of degree for social business people in India. In the creating scene, the Millennium Development Goals (MDG) may give a substantial operationalization of social needs. In the created world, open doors for social business visionaries may emerge, for instance, from holes in the social welfare framework. More exact investigations are expected to delineate open door space for social business people and to look at whether and how the idea of social open doors influences the entrepreneurial procedure. Research on social business enterprise has developed quickly as of late. Given its significance for society and the present economy, the subject has gotten extensive consideration in various surges of research. Social business people assume the part of progress operators in the social segment by: Adopting a mission to make and support social esteem (not simply private esteem), Recognizing and persistently seeking after new chances to serve that mission, Engaging during the time spent nonstop development, adjustment, and getting the hang of, Acting strongly without being restricted by assets right now close by, Exhibiting an increased feeling of responsibility to the bodies electorate served and for the results made.

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