



## **Current Social Entrepreneurship Activities of Udupi City People: A Study**

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### **ABSTRACT:**

Social entrepreneurship is becoming a popular form of social responsibility and a way to resolve a variety of imperative social problems. In order to lift social entrepreneurship for a society it needs a precise environment where such ideas can arise and develop into an active business activity. This paper aims to examine the current social entrepreneurship activities and response, problems measures towards social entrepreneurship, role of development, attitude and encouragement to social entrepreneurship qualities required for social entrepreneurship, hindrances, Expected impact of social entrepreneurship, stakeholders success problems failures in establishment of social entrepreneurship in Udupi city was discussed in this paper.

*Key words: Social Entrepreneurship, social responsibility, Role of development, Business activity*

### **Introduction:**

The term “entrepreneurship” generally defines the mechanism by which new products, services, and organizational processes are recognized realized as a sustainable part of the society. Societies depend on entrepreneurs to drive job growth, innovate results to pressing problems, and found technologies. Although profit is essential for a sustainable organization, it’s not always the end goal. This is the reason that social entrepreneurship was advanced and implemented.

Social entrepreneurship is an original form of business, which successfully combines social aims and commercial practice. It has emerged as an answer to chronic social problems: unemployment, poverty, community fragmentation etc. Every entrepreneurship is to a certain amount social entrepreneurship, and social entrepreneurship has as a goal to show the public sector how to be more effective and efficient. Social entrepreneurship is about the inventiveness and the intelligence of the social entrepreneurs to do something good or something needed by society.

### **OBJECTIVES:**

- To help & create fair, equitable and sustainable societies with a high quality of life for all citizens
- To grow a successful social enterprise supporting our communities
- To encourage people to be more confident and ‘get involved’ with their personal development
- To create a culture of social responsibility, both across the organization and communities

### **METHODOLOGY:**

The above study has taken primary as well as secondary sources of data. The primary data collected from the social entrepreneurs through questionnaire as well as secondary data from various books and internet.

### **LIMITATIONS OF THE STUDY:**

- Due to time constraint, the study has restricted to only to the respondents of Udupi city people.
- The sample size is limited to 28 respondents.

**DATA ANALYSIS AND INTERPRETATION:****1. Social problems:**

Social problems	No. of respondents	Percentage (%)
Unemployment	14	50
Gender discrimination	02	7.14
Urbanization	08	28.57
Lack of craftsmanship	04	14.29

Interpretation: Out of 28 respondents 50% of the respondents are identified unemployment, 7.14% of the respondents are identified Gender discrimination, 28.57% of the respondents are identified Urbanization and 14.29% of the respondents are identified Lack of craftsmanship as the social problems

In the above survey majority of the respondents are viewed that unemployment is the major reason for social problems.

**2. Response for social problems:**

Response	No. of respondents	Percentage (%)
Normal importance	12	42.85
High importance	15	53.58
Low importance	00	00
None of the above	01	3.57

Interpretation: Majority of the respondents responded that high importance (53.58%) is required for the social problem, followed by normal importance (42.85%) and no importance (3.57%)

**3. Measures to reduce the social problems**

Measures	No. of respondents	Percentage (%)
Generation of employment	06	21.43
Gender equity programmes	00	0
Establishment of industries in rural area	10	35.72
Skill based education	12	42.86

Out of 28 respondents 21.43% of the respondents are responded generation of employment, No one responded for gender equity programmes, 5.72% of the respondents are responded establishment of industries in rural area and 42.86% of the respondents are responded skill based education.

Interpretation: Majority of the respondents are viewed that skill based education is the measure to reduce the social problems.

**4. Measures for the Eradication of social problems:**

Measures	No. of respondents	Percentage (%)
Providing of subsidies to small scale industries	06	21.43
Providing of tax holiday for newly established Juvenile concern	03	10.71
Liberalization of procedure for the establishment	12	42.86
Establishment of training centre	07	25

The above table reveals that 21.43% of the respondents are responded providing of subsidies to small scale industries, 10.71% of the respondents are responded providing of tax holiday for newly established juvenile concern, 42.86% of the respondents are responded liberalization of procedure for the establishment and 25% of the respondents are responded establishment of training centre.

Interpretation: Majority of the respondents are opinioned that liberalization of procedure for the establishment is the measure for the eradication of social problems.

**5. Primary responsibility of development of social entrepreneurship**

Primary responsibility	No. of respondents	Percentage (%)
Government	12	42.86
General public	08	28.57
Entrepreneurs	02	7.14
Education system	06	21.43

Interpretation: Majority of the respondents viewed that government is responsible for the development of social entrepreneurship consisting 42.86% followed by General public, Education system, Entrepreneurs 28.57%, 21.43% and 7.14% respectively.

## 6. Role in development of social entrepreneurship

Role in development	No. of respondents	Percentage (%)
Co-operative society	08	28.57
Self help group	12	42.86
Industrial development Bank of India	03	10.71
Commercial banks	05	17.86

Interpretation: The above table reveals that Self help group play a dominant role in development of social entrepreneurship with 42.86% followed by Co-operative society(28.57%),Industrial development Bank of India (10.71%) and Commercial banks(17.86%)

## 7. Attraction by social entrepreneurs:

Attraction through	No. of respondents	Percentage(%)
Incentives	04	14.28
Creation of social mentality & recognitions	08	28.57
Opportunity for development	10	35.72
Communication skill	06	21.43

It is clear from the above table that 14.28% of the respondents are responded for Incentives, 28.57% of the respondents are responded for Creation of social mentality & recognitions, 21.43% of the respondents are responded for Communication skill and 35.72% of the respondents are responded for Opportunity through which social entrepreneurs are attracted.

## 8. Encouragement for social entrepreneurship by the government :

Encouragement for social entrepreneurship by the government	No. of respondents	Percentage (%)
Subsidies & Bounty	06	21.43
Training programme	03	10.71
Separate Industrial zone	03	10.71
All the Above	16	57.14

Interpretation: By observing this, it is cleared that all three i.e. Subsidies & Bounty, Training programme, Separate Industrial zone are considered as the encouragement for social entrepreneurship by the government.

## 9. ESSENTIAL QUALITIES FOR THE SUCCESS OF SOCIAL ENTREPRENEURS:

Essential qualities	No. of respondents	Percentage (%)
Leadership	01	3.57
Creativity	05	17.86
Self confidence	02	7.15
All the Above	20	71.42

Interpretation: The above table reveals that the respondents are responded leadership, creativity and self-confidence are the essential qualities required for the success of social entrepreneurs.

## 10. Degree of participation of stake holders for the success of social responsibility:

Degree of participation of stake holders	No. of respondents	Percentage (%)
Moderate participation	04	14.28
Active participation	13	46.42
Creative participation	09	32.15
None participation	02	7.15

Out of 28 respondents 14.28% of the respondents are responded for moderate participation, 46.42% of the respondents are responded for active participation, 32.15% of the respondents are responded for creative participation and 7.15% of the respondents are responded as none participation for the success of social responsibility

Interpretation: Majority of the respondents are viewed that active participation (46.42%) is needed for the success of social responsibility followed by moderate participation (14.28%) and creative participation (32.15%).

**11. Collection of seed money for the establishment of social enterprise:**

Collection of seed money	No. of respondents	Percentage (%)
Capital by the Entrepreneurs	05	17.86
Contribution by self help group	03	10.71
By the government	05	17.86
All the above	15	53.57

Interpretation: The respondents are viewed that capital by the entrepreneurs, contribution by self- help group and by the government are necessary for the establishment of social enterprise.

**12. Hindrance for the growth of social entrepreneurship:**

Hindrances	No. of respondents	Percentage (%)
Lack of Guidance	07	25
Unfavorable environment	04	14.28
Lack of public acceptance	06	21.43
All the above	11	39.29

Interpretation: By observing this, it is cleared that all three i.e. lack of guidance, unfavorable environment, lack of public acceptance are the factors which hinder the growth of social entrepreneurship.

**13. Expected impact of social entrepreneurs:**

Expected impact	No. of respondents	Percentage (%)
Sustainable Development	04	14.28
Balanced growth	06	21.43
Eradication of poverty & unemployment	06	21.43
All the above	12	42.86

Interpretation: In the above survey the respondents are viewed that sustainable Development, balanced growth, eradication of poverty & unemployment are the expected impact of social entrepreneurs.

**14. Payment of tax by social enterprise :**

Payment of tax	No. of respondents	Percentage (%)
On all income	05	17.87
Partially taxable	03	10.71
Exempt from tax	03	10.71
Taxable with limit	17	60.71

Interpretation : Here 60.71% of the respondents opinioned that social enterprises need to pay tax with limit.

**15. Reasons for the failure of social entrepreneurs:**

Reasons	No. of respondents	Percentage (%)
Unclear social purpose	06	21.43
Failure to keep up with the time	01	3.57
Mismanagement	10	35.72
A lack of sufficient funding	11	39.28

Interpretation : Out of 28 respondents 21.43% of the respondents are responded for unclear social purpose, 3.57% of the respondents are responded for failure to keep up with the time, 35.72% of the respondents are responded for mismanagement and 39.28% of the respondents are responded for a lack of sufficient funding .

In the above survey majority of the respondents are viewed that lack of sufficient funding is the reasons for the failure of social entrepreneurs

**FINDINGS:**

- All respondents are aware about social entrepreneurship
- Most of the respondents said that skill based education is the measure to reduce the social problems and primary responsibility of development of social entrepreneurship is Government
- Majority of the respondents are viewed that lack of guidance, unfavorable environment and lack of public acceptance are the main hindrances for the growth of social entrepreneurship

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- Lack of sufficient funding is the reason for failure of social entrepreneurs as per the respondents.

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### **SUGGESTIONS:**

- Generating employment opportunities
- Bringing awareness of social entrepreneurship ideas in the society
- Providing subsidies to the social enterprises
- Providing skill-based education
- Establishing industries in rural area

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### **CONCLUSION:**

Social entrepreneurs are visionaries who try to bring about positive change in the society by practically applying their social entrepreneurship ideas and strategies to resolve social problems in the society. Their aim is to identify and create efficient change makers, who will in turn motivate the mass to develop their own ideas, solutions and strategies to resolve these social issues. Social entrepreneurs focus at utilizing the various available resources to create a better and progressive society. By this study it is concluded that through Social entrepreneurship a Sustainable Development of the society is possible.

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