

A QUALITATIVE STUDY OF WOMEN SOCIAL ENTREPRENEURS OF INDIA

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Abstract

Social entrepreneurship is becoming an important area of study within business disciplines. Social entrepreneurship is significant at both the organisational and policy-making levels. The emphasis of this research is a case study in India. There is significant social entrepreneurial activity in emerging economies, but there has been little research of the topic in this context. The purpose of this study is to gain a deeper understanding of how women social entrepreneurs in India (one of the largest emerging economies) create social value. Using a variety of legitimate thematic analysis strategies and careful coding procedures, we identify the sorts of social entrepreneurial activities in India as well as the theoretical subjects that span these activities. These examples illustrate in clear detail how social entrepreneurs effectively combine social and financial aims.

Introduction

Social entrepreneurship offers opportunities to improve society using practical, innovative and sustainable ways. A social entrepreneur is an individual or organization who seeks out to find solutions surrounding social issues environment fair trade, education, health and human rights. Social entrepreneurs are people or a gathering of people who deliver inventive methodologies towards working on the way of life of individuals. Social entrepreneurs utilize a mixed methodology; that is, they consolidate entrepreneurial, business and social work abilities and techniques for accomplishing their social or potentially natural targets.

A portion of their significant targets are: destroying destitution; improving and advancing training; securing and advancing human wellbeing; insurance of climate; supporting horticultural and country advancement; squander the board; annihilating station based imbalance and gender disparity; advancing safe climate for youngsters and women to shield them from dealing; ensuring the government assistance of the contrastingly abled individuals; guaranteeing an existence with respect for senior residents, and so on by dealing with their targets, the social entrepreneurs work on the financial, social, political and social

Paper Identification



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circumstances of poor people, minimized and weak individuals in India.

Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap. If a person's behaviour or motivates are altruistic, they show concern for the happiness and welfare of other people rather than for themselves. Simply put, entrepreneurship becomes a social endeavour when it transforms social capital in a way that affects society positively. It is viewed as advantageous because the success of social entrepreneurship depends on many factors related to social impact that traditional corporate businesses do not prioritize.

Social entrepreneurs recognize immediate social problems, but also seek to understand the broader context of an issue that crosses disciplines, fields and theories. Gaining a larger understanding of how an issue relates to society allows social entrepreneurs to develop innovative solutions and mobilize available resources to affect the greater global society. Unlike traditional corporate businesses, social entrepreneurship ventures focus on maximizing gains in social satisfaction, rather than maximizing profit gains. Both private and public agencies worldwide have had billion-dollar initiative to empower deprived communities and individuals.

Review of Literature

Social entrepreneurship (SE) alludes to the cycle of innovatively tending to social necessities and issues and accordingly making and supporting social worth (Mort et al., 2003). It is an inexorably developing space of interest and much consideration has been committed to characterizing the idea and the area of SE contrasted with business adventures (Dorado, 2006). As of late, concentrates on SE have dove further into characterizing properties of social entrepreneurial action and estimating assets used to make social worth by utilizing statistical methods (Meyskens et al., 2010).

Be that as it may, in light of the fact that the majority of the current investigations on SE have been founded on examples from the United States and the UK (Nicholls, 2010; Short et al., 2009), moderately little is thought about how arising and fostering economies' entrepreneurs make social value. In addition, research on social value creation in this setting will in general zero in on a single case (Torri, 2009). Our examination expects to add to the arising writing on SE by exploring a few SE adventures in the Indian economy, which has as of late influenced the worldwide innovative scene (Koveos and Tang, 2007), yet stays an understudied setting for developmental entrepreneurship.

The field of entrepreneurship is expanding its hypothetical interest on the remarkable contributions of women entrepreneurs to business and society (de Bruin, Brush, and Welter, 2007). This expanded consideration is long late. Over and over again, pioneering endeavors by women have gone undetected, and their commitments have been undervalued. Partially, this is on the grounds that women's undertakings, especially those in less developed nations, work more in the casual instead of formal economy. Thus, a huge bit of women's enterprising endeavors neglect to earn adequate media or political consideration and are not tended to by scholastic analysts. Absence of acknowledgment or consideration, be that as it may, doesn't invalidate either the critical commitment women's innovative endeavors have had on abundance creation in economies all throughout the planet (de Bruin, Brush, & Welter, 2006) or the positive effect women have made on social issues (Handy, Kassam, and Ranade, 2002). This article tries to neutralize the lack of scholastic examination on women's entrepreneurial endeavors by zeroing in on consideration on five social entrepreneurs of India.

Our idea is to inspect women social entrepreneurial activities in a few areas to invigorate and guide

genuinely necessary hypothesis advancement in the area of SE, especially in accordance with creating economies (for example Katzenstein and Chrispin, 2011; Torri, 2009). Despite the fact that Meyskens et al. (2010) set up that subjective contextual investigations of SEs are a rich wellspring of information, they coded this information into quantitative measures to catch the presence or nonattendance of assets. In the momentum study, we held the rich, subjective nature of the information in our examinations and efficiently looked through these information utilizing an inductive case coding method for subtleties that may be lost through more broad quantitative measures.

Further, we based on Meyskens et al's. idea for future exploration to focus on one time-frame and one nation and distinguish likenesses and contrasts across SEs. This engaged subjective methodology empowered us to reveal unmistakable sorts of SE activities in India and distinguish fascinating normal, theoretical topics across types. These bits of knowledge distinctly outline how women social entrepreneurs effectively mix social and monetary objectives of SE.

We talk about the exploration setting, our qualitative examination technique and investigation, our discoveries and the recommendations related with effective social value creation in India by women social entrepreneurs. We finish up with the contributions and limits of the investigation and offer headings for future exploration.

In particular, we plan an examination to address two explicit exploration questions:

1. What are the various patterns in which Women Social Entrepreneurs work?
2. How do women social entrepreneurs create sustainable social value?

Research Methodology

Samples were drawn from Ashoka's SE Fellows. Ashoka is an association that upholds SEs and perceives SEs across the globe through its Fellows

program (<http://ashoka.org/fellows>). Its data set has been utilized in past research (Meyskens et al., 2010).

As indicated by the Ashoka site, the Fellows have been designated every year since 1982 from six areas of the globe: Africa, Asia, Europe, Middle East/North Africa, North America and South America. The activities of these entrepreneurs range a wide assortment of fields, like picking up, maturing, childcare, medical care conveyance, contamination, debasement and catastrophe alleviation. We utilized the data from the Ashoka Fellows' profiles to build singular case narratives of five Indian women social entrepreneurs. The cases were enhanced with data got through documented pursuits of articles and media inclusion of the people and their individual associations.

Data Analysis

The researcher used the tool NVivo for the thematic analysis of the data collected. NVivo is a subjective information investigation (QDA) PC programming bundle delivered by QSR International. NVivo assists subjective scientists with getting sorted out, examine and discover bits of knowledge in unstructured or subjective information like interviews, meetings, open-ended survey responses, articles, social media and web content, where profound degrees of examination on little or huge volumes of information are required. NVivo is proposed to assist clients with getting sorted out and investigate non-mathematical or unstructured information. It permits users to order, sort and orchestrate data; analyze connections in the information; and join examination with connecting, forming, looking and displaying.

<p>P1 Nikita Ketkar P2 Sreejeja S. P3 Shaheen Mistri P4 Anandita Majumdar P5 Anita Ahuja</p>
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Fig.1. Demographics of the various Women Social Entrepreneurs of India

	A : 1.What is the name of the Venture ...	B : 2.Sub Category of social intervention	C : 3.Initial Location of the social Entrepreneu...	D : 4.What is the Year of Inception o...	E : 5.Background (Education...)
1 : P1	Masoom	Night Schools	Mumbai	2018	Early retirement from Indian Civil
2 : P2	Indian Education Collective	Village Children Education and child rights	Trivandrum, Kerala	2015	Masters in Social Work
3 : P3	Akansha	Supplemental Education for Slum childr	Mumbai	1990	University of Mumbai
4 : P4	Equidiversity Foundation	Gender equality	WestBengal	2016	case worker and offered legal ai
5 : P5	Conserve India	Environment (convert plastic waste into a r	Delhi	1998	Wrote a book on Hindu-Muslim r

Fig.2. Thematic analysis of the open-ended responses of the women entrepreneurs of India

The screenshot shows the NVIVO software interface for thematic analysis. On the left, a sidebar lists various project elements including 'Data', 'Coding', and 'Cases'. The main workspace is divided into a 'Codes Open ended response' list on the left and a text view on the right. The text view displays several paragraphs of text with yellow highlights indicating coded segments. Below the text, reference coverage percentages are shown for specific segments, such as 'Reference 7 - 1.82% Coverage' and 'Reference 10 - 1.82% Coverage'. The interface also includes a top menu bar with options like 'File', 'Home', 'Import', and 'Create', and a bottom status bar showing '32 Items' and '11 References'.

Fig.3. Themes or the codes generated from the data set of the women social entrepreneurs of India

Name	Files	References
Patterns of SE (RQ1 anchor code)	1	65
New information or knowledge	1	13
Advocacy	1	6
Training	1	6
New method or model	1	12
New Opportunity or development	1	36
Economic development opportunity	1	17
New Job Opportunities	1	15
Environment Development	1	3
Human Capital development opportunity	1	10
Competencies	1	4
Education	1	4
Political development Opportunity	1	2
Social Development opportunity	1	4
New Product or service	1	4
Social Value Created (Anchor Code)	1	24
Sustainable Social Value (RQ2 Anchor Code)	1	27
Expansion Strategies	1	8
Financial Strategies	1	8
Harnessing Technology	1	1
partnerships	1	10

Findings

The Matrix coding query is a powerful flexible tool for finding patterns in data. The queries create tables with project items example files cases codes or classification or attributes as a rows and column. The cell shows information about intersecting coding between the relevant item or attributes, example the number of coding references, words coded, or cases coded.

The various patterns in which women social entrepreneurial work as identified by NVIVO are given below. The themes on the codes generated from the open-ended response help us to answer our first research question about the pattern. Through NVIVO four patterns were identified mainly:

1. New information or knowledge
2. New method or model
3. New opportunity or development

4. New product or service

1) New information or knowledge- The women social entrepreneurial in India create awareness and knowledge in the masses for their upliftment through advocacy and training program. Advocating about the need for and importance of a particular agenda as in case of social entrepreneur P4 whose social organization “Equiversity Foundation” works for gender equality in West Bengal. Through her advocacy and mentorship program this social entrepreneurial builds a capacity of women to lead whilst creating a large support base for these women leaders through various groups and community at large.

2) New method and model- This theme includes those organizations that addresses the old social problem with a new method-based solution, meaning the problems remain the same but there is a new method, new process, new model for a better solution. For e.g.- The social entrepreneur P2 addresses the social problem of village children’s education and child rights. The old curriculum had the gap between school and real world and the condition of schools in term of infrastructure as well as quality of education was extremely poor. P2 build a democratic model to address this problem to institutionalize ownership in communities over the education system in that particular area so that they can identify and solve the problem in the system themselves in real time. Another example P3 who also addresses the problem of child education especially in slums came up with a new idea of creatively using the resources of schools for the middle class and other institutions and operate before and after regular hours in donated spaces such as private schools, colleges, corporate offices, and science centers.

3) New opportunity and development- The next mode by which social entrepreneurs create social values is through new opportunity and new development. The new opportunities can be new economic opportunity wherein new jobs are provided

for economic development on the basis of new skills developed by the social entrepreneurs through their organizations. New opportunity or development can also be environmental development or human capital development wherein the development encompasses competency development or in their educational development. There can also be Political development opportunities like that in P4 where the women social entrepreneur is building a cultural and political ecosystem that not only supports but creates new women leaders There can also be a social development opportunity leading to development of women to involve and participate in the decision-making process of the family or society. For e.g.- Participant P1 through her venture “Masoom” addresses the problem of youth dropout schools in India, who do this to support their families and are stuck in the cycle of earning. Through “Masoom” she provides new development opportunities by reforming the night schools and increasing their employability skills to get them better livelihood opportunities.

4) New product and service- Women social entrepreneur also creates social values through new product or service. In this case these women entrepreneurs use innovative techniques to develop an overall new product to address a problem as in case of P5. Through her venture “Conserve India” she has harnessed both technology and manual labor of rag pickers to recycle waste in commercially valuable products which are exported also.

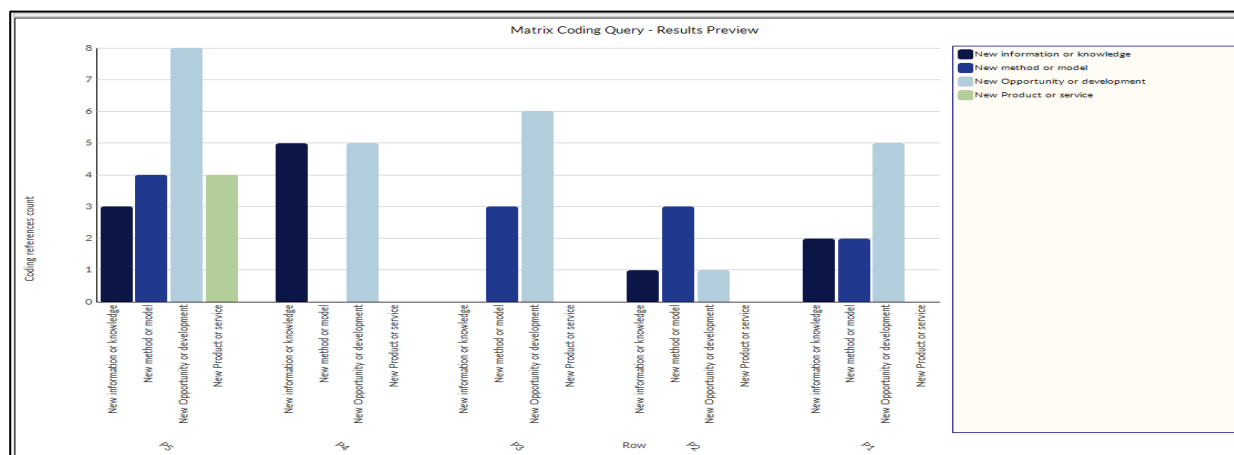
The second research question which the study tries to answer is how the women social entrepreneur in India creates sustainable social values. Through expansion strategies, financial strategies, use of new technology and building communities and multi-level partnership, these women social entrepreneurs create sustainable social values.

For e.g. P1 works with student’s large families, local NGO’s and other key individuals that are part of the

local community to take charge of night schools (multi-level partnership).

social value creation in India, an arising economy that has been a prolific ground for SE action,

Fig.4. Themes or the codes generated from the data set of the women social entrepreneurs of India



Also, P1 Houses the Akanksha Centers in donated spaces that keep costs low (Cost effective) and enable the centers to build alliances with corporations that wish to help by providing spaces. P2 uses collaboration with the panchayat leaders and partners with the state governments to gain access to intervene in all the public schools in the state (collaboration and partnership). P3 partnered with “Veerni and Amba” that works in urban slums in Delhi to replicate her idea (Expansion strategy).

Political party leaders have expressed interest in using P4’s intervention to scale it in other Gram Panchayats through their own members elected there, to increase their electoral chances (Expansion Strategy). P5 has buyers lined up and is in talks with international supporters for “Conserve India” products (Financial Strategy), which are made from waste plastic using a process which P5 herself invented (Harnessing Technology)

Conclusion

The point of our examination was to inductively produce new theoretical bits of knowledge and to comprehend the occasions where social value was made more readily in India, a ripe ground for social entrepreneurship action. Along these lines, zeroing in on exceptionally fruitful Indian women social entrepreneurs empowered us to feature examples of

and distinguish factors that add to making value.

While giving various intriguing bits of knowledge on SE activities with regards to India, the discoveries of our examination may not have any significant bearing to Western nations. In addition, our investigation zeroed in on value creation among successful women social entrepreneurs as recognized by Ashoka. Thus, we presented some level of choice (endurance) predisposition. Along these lines, we cannot attest that the investigation's discoveries are probably going to hold for a whole range of SEs, including those that have not yet arrived at the degree of accomplishment that draws in the consideration of worldwide associations like Ashoka. In whole, our commitment to the writing lies not just in the methods of social value creation and topics found in the manner SEs occupied with making social value, yet additionally in inductive improvement of new hypothetical recommendations that can be exactly tried in future examination. We trust these experiences will prod extra examination in a wide assortment of settings and induce more comprehensive understandings of the social entrepreneurship marvel.

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