

A Study on Traits and Challenges Faced by Social Entrepreneurs with Reference to Organic Sector in India

Dr. A. Gayathri¹, Dr. E. Nafeza²

¹Assistant Professor & Head, Department of Business Administration (SHIFT -II), Anna Adarsh College for Women, Anna Nagar, Chennai – 600040.

²Assistant Professor, Department of Business Administration (SHIFT -II), Anna Adarsh College for Women, Anna Nagar, Chennai – 600040.

ABSTRACT

The rapidly developing business environment in India is bringing many challenges and some top of the mind business issues for the Organic Sector. Social entrepreneurship has gained increasing recognition as a catalyst for addressing social and environmental issues through business ventures. In the realm of sustainable agriculture and consumer goods, the production and promotion of organic products have become a focal point. Organic products, characterized by their adherence to environmentally friendly farming practices and absence of synthetic chemicals, hold the promise of a healthier planet and populace. This research paper explores the traits and challenges encountered by social entrepreneurs in the context of organic products. As sustainability and environmental concerns gain prominence in today's global marketplace, social entrepreneurs have emerged as key actors in promoting organic products. This study aims to identify the distinctive traits that drive social entrepreneurs to engage in the organic product sector and to examine the challenges they confront in their endeavors. Through a comprehensive analysis of existing literature, interviews, and surveys of social entrepreneurs, this research offers valuable insights into the motivations, skills, and obstacles faced by individuals dedicated to promoting organic products for the betterment of society and the environment.

Keywords: Business Environment, Organic Sector, Industrialization, Global Market, Social Entrepreneur.

INTRODUCTION

Economy expresses the changing economic environment and symbolizes the freedom of international capital and the use of human resources. Social entrepreneurs are inspirational individuals who inspire young people to take positive steps to foster change in their communities. These individuals work to solve global problems such as poverty, unemployment, gender inequality, limited access to education and healthcare, and poor governance. Social entrepreneurs take on the role of catalyst in relationships with the responsibility of creating and sustaining value. They identify and continually seek new ways to improve their business, continue to innovate, adapt and learn, act boldly despite existing constraints, and take deep responsibility for the communities they serve and the outcomes they create. The journey of business marketing begins with identifying the opportunity to see the relationship and then turning it into a business strategy. Resources are then acquired and allocated to achieve the company's

goals. Social entrepreneurs are also called "public entrepreneurs", "public entrepreneurs" or "social innovators". They are agents of change who create radical change by introducing new ideas and solving the root causes of social problems. Their passions extend to creating change and convincing others to embrace these new ideas. Driven by new practices, a deep understanding of social problems, and careful research by entrepreneurs, these changes will have local impacts at a national or international level. Data analysis.

REVIEW OF LITERATURE.

The purpose of this research paper is to identify various views and opinions on issues related to the concept of challenges faced by serial entrepreneurs and ways forward. At the same time, the number of nonprofits raising money has increased significantly.

According to Peter Drucker, approximately 800,000 nonprofit organizations have been established in the last three decades (**Bornstein, 2018**). Additionally, **Cannon (2010)** found that there has been a 40% increase in the number of nonprofit organizations in the United States over the past decade. As a result, nonprofit organizations now find themselves facing intense competition from other organizations in the industry, and financial support has become a concern for many nonprofit organizations. This increased competition has many consequences for nonprofit organizations.

Tripda, (2018) To be successful, nonprofit organizations must allocate their limited resources efficiently and face increasing pressures to demonstrate operational efficiency (usually by demonstrating good results). The proliferation of business models has increased the pressure and pushed non-profit organizations to create more language and business model requirements. This will include activities such as conducting market research with your customers and shifting the focus from seeking "donations" to attracting "investments." Finally, uncertainty around traditional funding is forcing nonprofits to rethink their funding strategies. Declining public funding raises questions not only about the sustainability of nonprofits, but also about the long-term viability of their programs and changes in society.

Reis (2019) shows the emergence of a new generation of volunteers who oppose the concept of donation. Coming from many different cultures and often referred to as "innovators," these philanthropists believe that philanthropy is always about the satisfaction of donors and not enough to achieve results such as results or impact. Internationally, the nonprofit landscape reflects many of these trends.

Fowler (2017) analyzed the situation of non-governmental development organizations (NGDOs) working in developing countries. He noted that they often operate as "destructive programs" on behalf of international donors, leading to problems such as support, dependency, poor performance of the company's character and financial impropriety. In addition, the economy as a whole faces performance problems; Only 15% of European organizations developing anti-poverty interventions appear to have security.

OBJECTIVES OF THE STUDY.

The present study is based on specific objectives, which it justifies also. The objectives have been selected to keep the importance and rationality of the research title in mind. Following are the objectives which this research study intends to achieve –

- To study social entrepreneurship with its basic framework.
- To underline the roles and responsibilities of social entrepreneurs in the Organic Sector in India.
- To list out the challenges faced by social entrepreneurship in Organic Sector in India
- To give suggestions to face prevailing challenges for social entrepreneurship in India.

CONTRIBUTION OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurs and entrepreneurs play an important role in bringing about positive change in India. These people work to improve society and their contributions are important. Here are some examples of successful entrepreneurs.

URVASHI SAHNI

One of the leading names in the business world in India is Urvashi Sahni. She is the founder and CEO of Study Hall Education Foundation (SHEF), an organization dedicated to providing education to young girls in India. Urvashi Sahni's impressive work has directly impacted the lives of over 1,50,000 girls and indirectly impacted the lives of 2.7 million girls through her activities. He was awarded the 2017 Social Entrepreneur of the Year Award for his dedication and passion.

HARISH HANDE

Harish Hande is another pioneer of entrepreneurship in India. As the CEO and founder of Selco, he works tirelessly to deliver sustainable energy solutions to rural communities across the country. Selco's rural solar financing service has facilitated over 120,000 installations to date and operates over 25 sales and service centers in Karnataka alone.

ANSHU GUPTA

Born into a middle-class family in Uttar Pradesh, Anshu Gupta began an unconventional journey as an entrepreneur. While working in the media industry, he saw the need for affordable clothing among the poor in rural India. To make a difference, Anshu founded Goonj, a social enterprise that collects old clothes from urban areas, carefully sorts and restores them, and distributes them to the needy. Goonj's relief work during natural disasters in Gujarat, Tamil Nadu and Kerala was widely recognized for his impact and compassion.

EXPLORING OPPORTUNITIES IN SOCIAL ENTREPRENEURSHIP IN ORGANIC SECTOR

Waste Management: Waste Management: It cannot be denied that in a country like India, it is important for management to control the quality of materials and wastewater to create a clean and healthy environment in India. This area deserves good profit and investment.

Make better use of resources, reduce waste: When Prime Minister Narendra Modi's Swachh Bharat campaign was launched with the aim of making India cleaner, the success of this campaign was an expected collaboration. Just announcing these plans is not enough; Unity is essential to achieve a clean country.

Green Infrastructure: Green infrastructure plays an important role in building and interconnecting vital life support systems in the urban environment. This includes parks, landfills, gardens, waterways, wetlands, roads, transportation, sidewalks, greenways, plazas, plazas, roof gardens and walls, green, etc. is included. Entrepreneurs have ample opportunities to address India's green infrastructure needs both in the present and the future.

Water Management: Water is a fundamental element of life, yet the scarcity of clean drinking water remains a pressing issue, particularly in remote areas of the country. As an entrepreneur, you can explore innovative solutions to tackle this challenge and provide access to clean water, a significant achievement for families in these underserved regions.

Other Areas of Opportunity:

- **Poverty Alleviation through Empowerment:** Consider initiatives like the microfinance movement to empower individuals and communities economically.
- **Healthcare Innovation:** From small-scale mental health support in local communities to larger-scale endeavors addressing the HIV/AIDS pandemic, healthcare presents opportunities for impactful social entrepreneurship.
- **Education and Training:** Explore initiatives that aim to widen access to education and democratize knowledge transfer, ensuring that knowledge is accessible to all.
- **Environmental Preservation and Sustainable Development:** Embrace projects focused on "green" energy and sustainable practices to contribute to environmental conservation.
- **Community Regeneration:** Housing associations and community-focused initiatives can play a crucial role in revitalizing and uplifting communities.
- **Welfare Projects:** Entrepreneurial efforts can target unemployment, homelessness, and substance abuse issues, offering support and solutions to those in need.
- **Advocacy and Campaigning:** Engage in advocacy and campaigns for causes such as Fair Trade and human rights promotion, promoting positive change and social justice.

CHALLENGES ENCOUNTERED BY SOCIAL ENTREPRENEURS IN THE ORGANIC INDUSTRY IN INDIA

Human Resources Struggles: One of the most daunting obstacles faced by social entrepreneurs in India is securing a high-quality workforce, spanning from senior managers to junior-level executives. Finding the right talent with the required expertise and commitment can be a significant challenge.

Measuring Impact Ambiguity: Evaluating the impact of social enterprises can be a complex and subjective task. Distinguishing between the academic progress of an underprivileged student benefiting from quality education provided by a social enterprise and the transformative spark in the eyes of another child facing similar circumstances as they read their first sentence can be elusive.

Funding Dilemmas: For social ventures lacking a self-sustaining revenue stream, securing funding and investments remains a persistent challenge. Even after overcoming the initial hurdle of obtaining investment or grant funding, securing growth capital can prove to be a constraint. Often social entrepreneurs rely on support from foundations, philanthropists or governments, but these sources often provide small and short-term assistance.

Resisting change and slow impact: Social entrepreneurs often find themselves in situations where they have to change society. Attitudes and behaviors that lead to social change. Changing social patterns can be difficult and can take significant time to achieve positive results. Also, people don't believe in new ideas until they have a lot of experience.

Environment: Many good ideas for creating social impact may seem promising at first, but can run into problems when implemented. Failure can be attributed to many factors, including the inability to increase quality standards while maintaining them, difficulty in recruiting experienced personnel, external motivations such as economic or conflicting economic conditions, inadequate financial and human resources, and external problems. Attacks and attacks. Many quarters. Adapting and adapting this mindset to accommodate change is critical for long-term success.

Lack of business discipline: Social entrepreneurs tend to be less disciplined than their corporate counterparts. Some incompetent and unsuccessful entrepreneurs can survive for a long time because the

results of their ventures take time to appear. An overemphasis on social missions can distract business people from important success factors such as accountability, efficiency, and discipline necessary for business operations.

TACKLING CHALLENGES IN SOCIAL ENTREPRENEURSHIP

There is no doubt that there are many challenges in the field of business marketing that are becoming more difficult with societal changes. To overcome these problems effectively, social marketers need to be careful and focus on small details. Although the list of challenges faced by entrepreneurs is far from complete, there are other problems besides the above. The question is how to overcome these problems faced by business, especially in the Indian context. Here are a few steps and measures that can be taken to solve difficult problems in business relations:

Create a training and development organization:

The government should establish councils and organizations dedicated to social entrepreneurship. Systematic development of social entrepreneurship. Although some schools focus on the business sector, there should be candidates who specifically focus on social entrepreneurship.

Integrating Social Entrepreneurship into the Educational Curriculum:

One of the best ways to spread knowledge about social entrepreneurship is to include it as a course or lecture at a university. This involvement can lead to a deeper understanding and appreciation of the field.

Increasing public awareness:

Measures should be taken to raise public awareness about social entrepreneurship and to separate it from the social service force. Using a variety of media, such as news and social media, can help achieve this.

Availability of infrastructure and facilities:

The government and other stakeholders should invest in infrastructure that will encourage people to initiate the process in business style. By developing these resources, the job market can grow exponentially.

About Financial Challenges:

Financial solutions are vital to managing the many challenges facing business. Adequate funds can provide the necessary support for a business to thrive.

Recognition through awards and public happiness:

Recognizing and rewarding entrepreneurs on a respected platform is still a practice panic. This is not only a recognition of good results, but also an encouragement for others to follow the same path. In summary, the journey of social entrepreneurship is full of obstacles, but with strategy and collaboration, these challenges are overcome and faced by capital Nature. With the implementation of these measures, the landscape of the entrepreneurial industry in India can change and foster innovation, sustainable development and meaningful change.

CONCLUSION AND SUGGESTIONS OF THE STUDY

Entrepreneurship has the potential to transform Indian society. Many examples and projects working under the umbrella of social entrepreneurship have proven their life-changing impact in local communities. India, in particular, provides a fertile ground for social entrepreneurship due to the impact of social problems. Business marketing focuses on combining good business with financial assistance to create products and services that not only provide significant benefits for the organization but also create maximum impact.

Unlike traditional marketing, social marketing focuses on neglected areas or regions that are often overlooked by big business finance. Business marketing provides products and services that meet people's specific needs rather than just financial needs. It essentially uses business attitude to solve relationships and problems. Entrepreneurship has the same basic meaning as traditional business, but it is important for health. Effective collaboration between government and other stakeholders is essential for social entrepreneurship to be successful and create lasting change. Once these challenges are overcome, social entrepreneurship becomes a powerful tool that has the potential to transform Indian society.

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