Book Review

“Social Entrepreneurship and Its Facets”

P.C. Sikligar (Author),
Published by Wizard Publisher, New Delhi, (2019),
ISBN: 978-81-942391-4-7, pp-240, Cost Rs.249/-

Development of any nation depends on public, private, agriculture and non-agricultural activities (including artisan base economy), and through the service sectors. All such sectors absorb a huge number of work force, and similarly upgrades prosperity of a nation by improving gross domestic product. All the above – mentioned sectors promote entrepreneurship among the enthusiastic people.

The term entrepreneurs and social entrepreneurs both are different from each other. Entrepreneurs run their business for the benefit of organization, share profit for the growth of business, engage employees for performing task of the business unit whereas social entrepreneurs work for social benefits with a marginal profit that support to sustain their enterprises. Social entrepreneurs put their efforts together for benefit of each individual either through group approach or through an ideological approach. Social entrepreneurs for upgrading of their social business need to update their skill and knowledge on time to pull the raw materials, increase production, procurement, management, marketing, innovative approach, etc., to run the enterprises. Entrepreneurs either private or social both functions on similar way the only difference is that private entrepreneurs owned monopoly whereas social entrepreneurs prefer democratic value to run business.

The term social entrepreneurship has become popular since 21st century with an objective to address problems of poverty, ill health, illiteracy, hunger, malnutrition, safe drinking water, sanitation, and economic inequality along with focus on protection against the natural calamities and depletion of natural resources which comprises of land, spring, water bodies, ground water table, fertility of soil, soil erosion, forest coverage, global warming, etc., with amicable atmosphere. A large section of the people unable to meet their basic requirements because of poor socio-economic condition, inaccessible, unequal distribution, depletion of natural resources, gender discrimination, political unwillingness (including political instability), ineffectiveness of legislations, etc., which emerges either from individual human, social or natural causes. Social entrepreneurs mobilize clientele group or people to eliminate social problems with the tie of economic activities. Economic development not only fulfills the gap of livelihoods or economic labiality of the needy sections but similarly, resolve their social problems through the economic commitment (involvement/tie up). Social entrepreneurship is a kind of participatory approach which brings people on the common platform to strengthen their mode of livelihood sources and resolve social obligations. Social entrepreneurship establishes nexus between economic development and social upliftment of the people. Social entrepreneurs by nature follow the concept of homogenous value through the democratic ideology. Thousands of micro finance organizations across the world engaged in eradication of poverty which is one of the indictors of the millennium development goal.

Vinoba Bhave, the founder of India’s Land Gift Movement, Robert Owen, the founder of cooperative movement and Florence Nightingale, founder of first nursing school and a developer of modern nursing practices, etc., emerges to address problems of the people. All of them had established organizations in 19th century which was much prior to develop a concept of social entrepreneurship in the framework of indulging capacity management. Many of the social reformers across the world has developed a notion of societal development by involving people themselves in economic upgradation. Muhammad Yunus grounded a concept of Grameen Bank in 1983 which empowers people living in rural areas of Bangladesh by creating facility of micro finance through the Grameen Bank (Rural Bank). Bill Drayton is recognized as one of the pioneering social entrepreneurs of our time. Drayton founded “Ashoka: Innovators for the Public” in 1980, which takes a multi-faceted approach to finding and supporting social entrepreneurs globally. Sanjit
Bunker Roy has founded Barefoot College in 1972, a solar-powered college for the poor in the western region (Rajasthan) of India who live off less than a US $1 per day. Similarly, Blake Mycoskie, Scott Harrison, Jeffery Hollender, Xavier Helgesen, Chris Fuchs, and Jeff Kurtzman, Akhtar Hameed Khan, Ibrahim Abouleish, J.B. Schramm, etc., are some of the social entrepreneurs who worked in different fields for upgrading lives of the people. All these entrepreneurs have formed their organizations from one to other way to mobilize benefit of needy people.

This book comprises 15 chapters in its structure which includes as; 1 Entrepreneurship and Its Significance, 2 Social Entrepreneurships: Concept, Theory and Scope, 3 Social Entrepreneurship Vocabulary, 4 Sociological Dimensions of Social Enterprises, 5 Economics for Social Entrepreneurship, 6 Accounting and Financial, 7 Types of Social Entrepreneurship, 8 Human Resource Development for Social Enterprises, 9 Social Marketing, 10 Strategy of Social Entrepreneurship, 11 Business Plan Preparation, 12 Leadership Factors in Social Entrepreneurship, 13 Social Sector Interventions, 14 Resources Mobilization and Fund Raising, 15 Case Studies on Social Entrepreneurship, and Glossary. This book includes a set of questions and answers chapter -wise to enhance theme knowledge among the readers. All the chapters are well designed which comprises objective(s), introduction, concept, theories, scope, strategy, relevance, comparison, etc.

This book makes clear distinction between entrepreneurs and social entrepreneurs who are engaged in private and social business entities. This book is useful for the students of management, human resource development, labour laws, functionaries of rural development and panchayati raj, entrepreneurs, social entrepreneurs, social activities, non-governmental organizations, members and officials engaged in self-help group movements, development agents, students of social work, sociology, industrial development, etc.

**Book Reviewed by**

Neela Bai. R.
Ph.D. Scholar
Department of Social Exclusion Studies.
English and Foreign Language University.
Hyderabad 500 605 (Telangana).