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Socio-Economic Activities of Social Entrepreneurship in Tiruchirappalli District

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ABSTRACT

Social enterprises are the organizations which aim their efforts toward improving the general welfare of society and they apply market-based strategies to achieve a social purpose. The movement includes both non-profit and for-profit organizations with non-profit organizations using business models to pursue their mission and for-profit organizations incorporating a social agenda into their business model. Social entrepreneurial leaders are those who create and manage innovation entrepreneurial organizations or ventures whose primary mission is social-economic activities.

KEYWORDS: Social entrepreneurs, Social development, NGOs, Social Problems.

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INTRODUCTION

Social enterprise is, fundamentally, about using a market-driven business model to address key social and environmental issues. It is an emerging field with diverse and shifting interpretations. The Grameen Bank a great example of a social enterprise¹ which is led by social entrepreneur Muhammad Yunus, has popularized the social innovation of micro credit. The majority of social entrepreneurship activities² are premised on inters sectoral collaboration. While there is a lot of support in principle for this, the implementation of collaborative partnerships is much more difficult to achieve. The lack of a common discursive framework among the public, private and non-profit sectors, such as, the challenges of collaboration among these sectors should not be underestimated, and those advocating inter sectoral collaboration will be most likely to succeed if these challenges are understood and accounted for early in the planning processes. The lack of operational guidelines for inters sectoral partnerships and collaborative ventures make this a challenging task, albeit one with potentially high rewards as well emerged of the social entrepreneurs.

REVIEW OF LITERATURE

Darylpoon (2011)³ have suggested that increasingly integrated with the global community and plugged into global trends and ideas and is thus likely to likewise eventually catch on with the social enterprise approach toward addressing social issues. Social enterprises are to a certain extent a no brainer proposition they are beneficial for the political powers due to their ability to support the government end of the social contract in providing for the society and addressing socio-economic problems.

Larsen (2012)⁴ have reveals that social entrepreneur previous work experience led to recognition that this was not the field in which the case wished to be and also dissatisfaction with the way things were done. Explicit motivation were used to show why the case chose to become a social entrepreneur in the not-for-profit sector and here the motivation was not financial gain but wish to make a difference.

Ecosoftt et. al (2013)⁵ has attempted that external environment for social Enterprises is becoming increasingly supportive. Many governments now recognize the failure of the state and private Companies to address social needs and actively encourage the development of Social enterprises. More talented Individual is now willing to consider a Career in social entrepreneurship.

OBJECTIVES OF THE STUDY

The main objective of the study is to analyze the beneficiaries, response towards the select Social Entrepreneurs in Tiruchirappalli District.

STATEMENT OF THE PROBLEM

The actual productivity of its resources is below that in developed economies the technologies in wide use in it are inferior to the technologies in extensive use in developed economies. Rapid growth can be achieved through the introduction into and diffusion through the economy of such superior technologies⁶. Understanding the role and performance of the social entrepreneurs is one of the emerging aspects in the socio-economic development of the nation. Social entrepreneurship is considered as third sector that helps to reach the unreached people in the country. In the early periods, it concentrated only on social related activities in the name of NGO's. When these NGO's are involved in economic empowerment of the downtrodden people, it is called social entrepreneurship. In this regard to focuses on analyze the beneficiaries, response towards the select Social Entrepreneurs in Tiruchirappalli District.

RESEARCH METHODOLOGY

The present research study is qualitative in nature with both primary and secondary data. Primary data were collected with the help of Interview schedule, Participants, observation, and Visual images. Secondary data were collected from Published Reports of social entrepreneurs, records, and documents. Social entrepreneur were taken as sample respondents based on the judgment sampling techniques and distributed interview schedule. Primary data were collected through personal visits, observations to know the functioning of social entrepreneurs. SERVQUAL Model was used to collect the data from the beneficiaries to know the service quality of select social entrepreneurs. Hence, the final sample size would be 175. Structural equation model were applied to analyze the data.

BENEFICIARIES RESPONSE TOWARDS THE SELECT SOCIAL ENTREPRENEURS

Social entrepreneurship is always considered with the upliftment of the people through socio-economic activities. Success of the social entrepreneurship is highly associated with its services reached to needed and unreached beneficiaries. With this aspect, opinion and satisfaction of beneficiaries are the major parameter which decides the quality of the services rendered by the social entrepreneurs. With this aspect, the present chapters try to attempt to understand the opinion towards the service quality of the select social entrepreneurs of Tiruchirappalli district during the study period with the help of SERVAQUAL Model.

TABLE-1 Social Entrepreneurs Profile of Beneficiaries in Tiruchirappalli District

Variable	Category	Frequency	%	T.N.R
Gender	Male	69	39.4	175
	Female	106	60.6	
Age	Below 18 years	59	33.7	175
	19 – 40 years	65	37.1	
	Above 40 years	51	29.1	
Occupation	Work in Organised Sector	62	35.0	175
	Work in Unorganised Sector	64	37.0	
	Agriculture labour	49	28.0	
Marital status	Married	71	40.6	175
	Unmarried	104	59.4	
Annual Income	Below 12,000	57	32.6	175
	12,000 – 50,000	94	53.7	
	Above 50,000	24	13.7	

Source: Primary Data. (2014-15)

The above table shows the profile of beneficiaries in the study area. As regards Gender, Majority of the respondents (60.6%) are women. With regards age, Majority of the respondents to (37.1%) belong to the age group of 19-40 years. As regards occupation, Majority of the respondents (63.0%) works in organized sector and unorganized sector. With regards marital status, 71(40.6%) respondents are married and 104(59.4%) respondents are unmarried. As regards income, Majority of the respondents to (53.7%) belong to the income group of Rs 12,000 - 50,000.

BASIC INTRODUCTION ON SEM

Structural equation modeling (SEM) is a statistical modeling technique that combines factor analysis and multivariate multiple regressions. Structural equation provides estimation of multiple, interrelated dependence relationship, and the capacity to stand for unobserved concepts in these associations and explanations for measurement error in the estimation process. The primary aim of SEM is to explain the model of a sequence of inter-related dependence associations simultaneously among a set of dormant (unobserved) constructs, each measured by one or more manifest (observed) variables. SEM is a multivariate technique, which combines confirmatory factor analysis modeling from psychometric theory and structural equations modeling.

TABLE-2 The variables used in the structural equation model

S. No	Structural Equation Model
I	Observed, Endogenous Variables
	1. Perceived Value
	2. Customer Satisfaction
	3. Service Quality
II	Observed, Exogenous Variables
	1. Competence
	2. Courtesy
	3. Security
	4. Access
	5. Tangibles
	6. Reliability
	7. Responsiveness
III	Unobserved, Exogenous variables
	1. e1 : Error term for Customer Satisfaction
	2. e2 : Error term for Service Quality
	3. e2 : Error term for Perceived Value

TABLE-3 Number of variables in the SEM

S. No	Variables	Total
1	Number of variables in your model	13
2	Number of observed variables	10
3	Number of unobserved variables	3
4	Number of Exogenous variables	10
5	Number of Endogenous variables	3

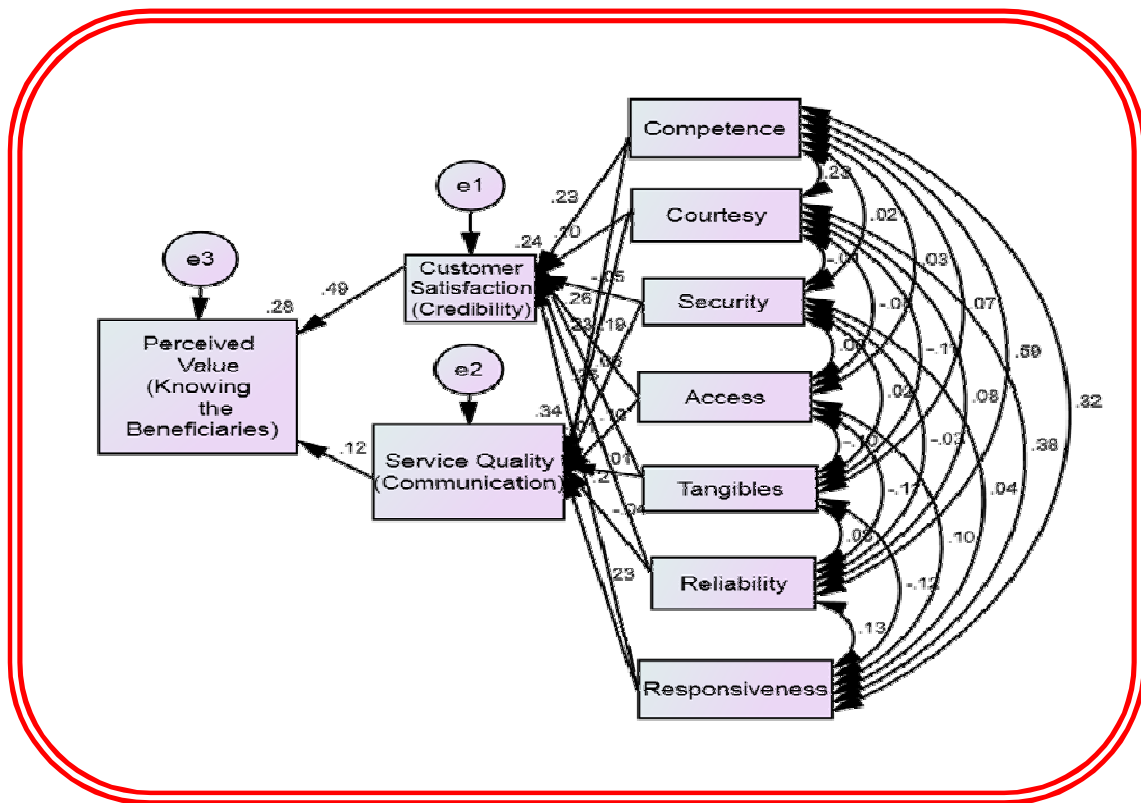


FIGURE-1 Structural Equation Model on Service Quality of Entrepreneurs

TABLE-4 Variables in the Structural Equation Model Analysis

variables			Estimate	S.E.	C.R.	P- value
Credibility	<---	Competence	0.250	0.099	2.528	.011
Credibility	<---	Courtesy	0.122	0.088	1.382	.167 (NS)
Credibility	<---	Access	0.172	0.062	2.774	.006
Credibility	<---	Reliability	0.102	0.090	1.133	.257 (NS)
Communication	<---	Courtesy	0.280	0.087	3.220	0.001**
Communication	<---	Access	0.007	0.061	0.119	0.005**
Credibility	<---	Responsiveness	0.235	0.086	2.714	0.007**
Communication	<---	Responsiveness	0.276	0.085	3.232	0.001**
Communication	<---	Security	0.276	0.070	3.953	***
Communication	<---	Competence	0.306	0.098	3.125	0.002**
Credibility	<---	Tangibles	0.056	0.068	0.828	0.008*
Communication	<---	Tangibles	0.009	0.067	0.141	0.000**
Communication	<---	Reliability	0.045	0.089	0.501	0.016*
Credibility	<---	Security	0.047	0.071	0.663	0.000**
Knowing the beneficiaries	<---	Credibility	0.475	0.071	6.688	***
Knowing the beneficiaries	<---	Communication	0.115	0.068	1.686	0.022*

Note: ** Denotes significant at 1% level * Denotes significant at 5% level

NS – Means not significant

The table reveals, that unstandardized coefficient of 0.250 represents the partial effect of competence towards credibility, holding courtesy, access, reliability, responsiveness, tangibles and security as constant. The estimated positive sign implies that such effect is positive, credibility would increase by 0.250 for every unit increase in competence, and this coefficient value is significant at 5% level. As regards unstandardized coefficient of 0.122, it represents the partial effect of courtesy towards credibility, holding competence, access, reliability, responsiveness, tangibles, and security as constant. The estimated negative sign implies that such effect is negative, credibility would decrease by 0.122 for every unit decrease in courtesy, and this coefficient value is not at a significant level.

As regards unstandardized coefficient of 0.045, it represents the partial effect of reliability towards communication, holding courtesy, access, security, responsiveness, competence, and tangibles as constant. The estimated positive sign implies that such effect is positive, credibility would increase by 0.045 for every unit increase in reliability, and this coefficient value is significant at 5% level. With regards unstandardized coefficient of 0.047, it represents the partial effect of security towards credibility, holding courtesy, competence, reliability, access, responsiveness and tangibles as constant. The estimated positive sign implies that such effect is positive, credibility would increase by 0.056 for every unit increase in security, and this coefficient value is significant at 1% level. And with regard to, unstandardized coefficient of 0.115, it represents the partial effect of

communication towards knowing the beneficiaries, holding credibility as constant. The estimated positive sign implies that such effect is positive, credibility would increase by 0.115 for every unit increase in communication, and this coefficient value is significant at 5% level.

CONCLUSION

Social entrepreneurship is one of the growing concepts, which assembles the basic needs of the weaker sections, and down trodden people in the society. Therefore, this study concludes that performances of the social entrepreneurs are significant as per their records. However, while compared to the physical wealth of the social entrepreneurs, their socio-economic services are not considerably superior. Though social entrepreneurs are considered as nonprofit organisations, almost all the social entrepreneurs are enthusiastic to achieve substantial profit through their services indirectly.

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