

# FEATURES OF SOCIAL ENTREPRENEURSHIP

**SUBJECT : (ENTREPRENEURSHIP)**  
**CHAPTER NUMBER:4**  
**CHAPTER NAME : ENTREPRENEURS AS**  
**INNOVATION AND PROBLEM SOLVING**

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**CHANGING YOUR TOMORROW**

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# FEATURES OF SOCIAL ENTREPRENEURS

- Social Catalysts: Visionaries who create fundamental, social changes by reforming social systems and creating sustainable improvements. According to J. Gregory Dees, —though they may act locally, their actions have the potential to stimulate global improvements in their chosen arenas, whether that is education, health care, economic development, the environment, the arts, or any other social field.||
- Socially aware: Social improvement, as opposed to the creation of profit, should be the ultimate goal of the social entrepreneurs. The success of their endeavours is measured by their social impact, not by the amount of profits generated.

- Opportunity-seeking: Relentless pursuit of their goals, seeing every obstacle as an opportunity to develop and fine-tune their business models.
- Innovative: Creative, willing to think outside the box and ready to apply ideas to new situations. They understand that not every innovation will be a success, and they see failures as learning opportunities even as they strive for success.
- Resourceful: Their visions are not limited by the resources that they have. Besides optimizing the use of existing resources, they actively expand their resource pool through collaboration with others.

- **Accountable:** Social entrepreneurs are accountable to their beneficiaries, and they often ask themselves, —Am I creating value for the people I am serving? Do I understand their needs? This is because social entrepreneurs want to know how they are actually making an impact. They are also accountable to investors who want to know whether their contributions are indeed stimulating social improvements as promised by the social entrepreneurs.

## EXAMPLES OF SOCIAL ENTREPRENEURS

- Vinoba Bhave: Founder and leader of the Bhudaan Andolan (Land Gift Movement), he caused the redistribution of more than 7,000,000 acres of land to aid India's untouchables and landless.
- Ela Bhatt: Founded in 1972, Self-Employed Women's Association (SEWA) is a rare trade union of poor, unorganised, self-employed women who work as vendors, hawkers and labourers.
- Dr. Abraham M. George: Founder of The George Foundation. It was established in January 1995 in Bangalore, India. Their mission is to work towards poverty eradication, promote environmental health, and strengthen democratic institutions and values in developing countries.

- Dr. Verghese Kurien: Founder of the AMUL Dairy Project.
- Bunker Roy: Founder of Barefoot College, which promotes rural development through innovative education programs.
- Harish Hande: Magsaysay Award Winner 2011. Founder of Selco India, a solar electric light company in 1995, which over the years has lit up over 1,20,000 households, to emerge as India's leading solar technology firm.

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