

Effect of Social Enterprises on the Social Advancement of Women Households

Jayasree K Kuniyath¹

(Research Scholar, Department of Applied Economics, Cochin University of Science and technology)

Dr. K.C Sankaranarayanan²

(Research Guide, Former Dean of social Science, HOD and professor of Department of Applied Economics, Cochin University of Science and Technology)

Corresponding Author: Jayasree K Kuniyath

ABSTRACT: - **Social** entrepreneurship encompasses activities and processes undertaken to discover, define and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner. The existing literature on social enterprises and its role on the socio-economic development has mostly based on supplier point of view. The main purpose of conducting this research is to evaluate the role of social enterprise activities on the social development of households in Bengaluru. This research focuses on social enterprises, social entrepreneurial activities, and growth of social enterprise beneficiaries (households) of Bengaluru. The study used is based on primary data. The results of the study show that there is significant relationship between social enterprise activities and social development. Social enterprise activities are helping the community to grow by helping households to improve their social environment because there is a significant impact of social enterprise activities on social development of its beneficiaries.

Key words - *Social Enterprises, Social Entrepreneurial Activities, Economic Growth, Social Enterprise Beneficiaries.*

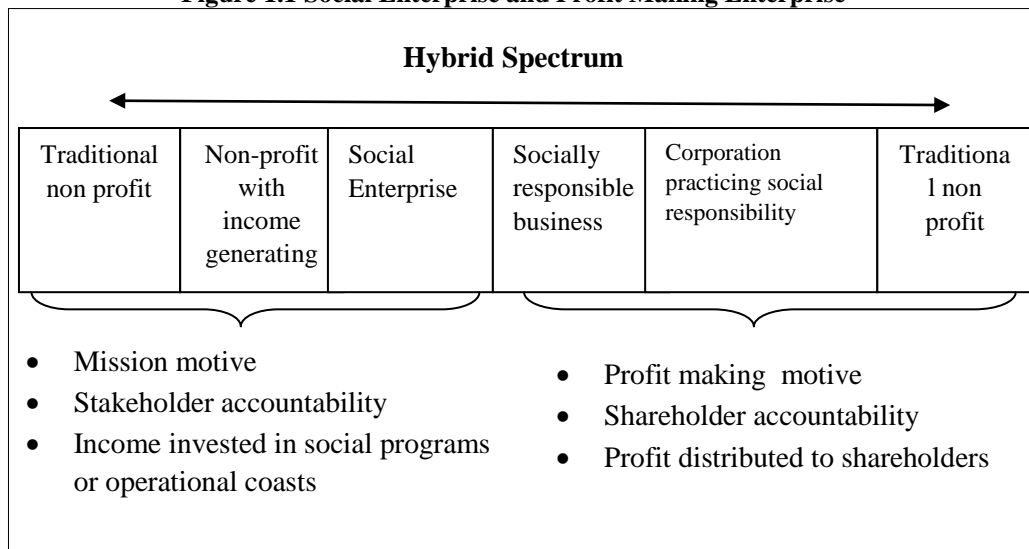
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I. INTRODUCTION

According to CK Prahalad (2006) “Social entrepreneurship espousing the virtues of some multinational corporations ‘attempt to deliver non-essential products like shampoo and coco-cola to low income consumers at the same time as they start eye care clinics for the poor’”. Social entrepreneurship must involve in making a profit to guarantee sustainability. Social enterprise is an emerging business approach in response to governmental failures, too profitable businesses, and unable nongovernmental organizations (NGO), or nonprofit organizations (NPO’s). India is an extraordinary country comprised of over 1.2 billion people and ripe with a vibrant and diverse sense of culture. However, more than 29.8% of India’s population – equal to the combined inhabitants of USA and France – is living below the national poverty line. Whether in the urban slums or remote village communities, large portions of Indians do not realize their social or economic potential. Yet, the country’s economy is on the rise. This is evident from better-than-forecasted growth rates, an increasing number of impact-focused public-private partnerships, an improving landscape of internationally educated graduates, a growing sector of professionals focused on social change and a visibly entrepreneurial culture. As a result, India is proving to be a hub of innovation, more poised than ever to meet the needs of those in living in low-income markets. The Report by Asian Development Bank (ADB - 2012) concluded that the social enterprises could help Indian poor and the poorest a remarkable growth story. As per the report, India’s rapidly growing economy has not managed to reduce the extreme poverty. Nearly half of the population of the country is below the poverty line (less than 1.25 \$ per day). This report claimed that the Indian government had the wisdom to include social enterprises within the allowable 2% target. The exploratory study by FPM-UK illustrated that Nowadays social enterprises are part of the economic ecosystem. Encouraging Indian companies to invest their 2% in social enterprises, the Indian governments contribute to the expansion of an industry that finds solutions and creates prosperity. Social enterprise and profit making companies are different based on goal and values. The main objective of profit making organisations is wealth maximisation or maximising profit for its internal shareholders. Social entrepreneurs are determined by financial as well as social objectives but non-profit organizations work only for social objective.

Figure 1.1 Social Enterprise and Profit Making Enterprise



Source: Alter (2007)

II. LITERATURE REVIEW

A study based on Latin American social enterprises by **Madsen (2013)** came up with a conclusion that social enterprises are new business models with innovative solutions to solve social problems in a financially sustainable way. Another study by **Castresana, (2013)** argues that the social enterprises are innovative solutions to obtain economic growth, social development, and environmental sustainability for people. A Canada based study by **Elson, Peter and Peter (2012)** tried to measure social, economical, environmental and cultural activities of social enterprises in provincial level in Canada. **David. A.S (2002)** in his study argued that the impacts created by social enterprise are difficult to measure and social enterprises are more concerned about the scale of social impact than the growth of the business. **Carlo & Sara (2012)** conducted a qualitative study on Italian social enterprises to understand the different outcomes that helps to evaluate the process social enterprises. The study argued that the role of social enterprises is not limited. The study concluded that the number of social enterprises is increasing and are playing a role in the economic development by providing jobs. **Pradhan and Sahoo (2011)** in their study explored the definition of entrepreneur, social entrepreneurship social enterprise and social entrepreneur and came up with the point that social enterprises incorporate a business scheme to solve significant economic and social issues such as poverty, hunger. The conclusions were arrived after conducting case studies of three successful social enterprises, namely SEWA (Self Employed Women’s Association), Aravind Eye Hospital and Barefoot College. A **Thailand government report** on promoting social enterprises as a key tool to narrow income gaps and tackle social disparities and poverty (2010) argued that social enterprise is a business model that reinvests profit for the benefit of the society.

III. RESEARCH METHODOLOGY

This study directed to find out the constitution of social enterprise activities for social development of beneficiaries (households) across Bengaluru. Convenience sampling method was used for the primary data collection from the beneficiaries of social enterprises in Bangalore. Data for the study was collected by conducting a survey using a structured questionnaire. The questionnaire was perfected after conducting a pilot study among 30 respondents. Three hundred respondents were covered in the final survey. Questionnaire was distributed among them and only 252 questionnaire (84%) was received back. Statistical software SPSS (Statistical Package for Social Science) was used to analyze data. Frequency distribution, descriptive statistics, correlation, and regression are used to interpret data. Information about social enterprises in Bangalore, number of active social enterprises, the performance of the social enterprises and the vague assessment of social value created by such enterprises were gathered from secondary sources.

Objective: To analyze the impact of social enterprise activities on the social development of beneficiaries

Hypothesis: H₁. There is a significant relationship between social enterprise activities and the social development of beneficiaries

IV. DATA ANALYSIS AND DISCUSSIONS

The results of the analysis are presented in Tables 1 to 7

Table 4.1 presents the demographic variables

Annual Income of Households	Frequency	Percent
Unemployed	21	8.40
Under 2000 per month	52	20.20
Rs 2001 - 4000 per month	63	25.20
Rs 4001 - 8000 per month	84	33.50
More than 8000 per month	32	12.70
Total	252	100
Education Level	Frequency	Percent
None	12	4.70
Primary	126	50.07
Secondary	64	25.39
Above secondary	50	19.84
Total	252	100
Marital status	Frequency	Percent
Unmarried	117	46.43
Married	135	53.57
Total	252	100
Occupation	Frequency	Percent
Waged	70	27.80
Business	53	21.03
Agriculture	26	10.31
professional	43	17.06
Other	60	23.80
Total	252	100

Table 1 shows that 33.5% of the respondents belonged to Rs 4001 to Rs 8000 income group per month. Around 8.4% respondents are unemployed. In the households more than half of the respondents (53.57%) were married. The education level of 50% of the respondent’s was primary, 25.39%, secondary and 19.84%, above secondary and 4.7%, illiterates. Around 27.80% respondents are wage earners, 21.30%, business, 10.31%, agriculturists, 17.6%, professionals and 23.80% belonged to other category such as home makers and students.

Table 4.2 presents Mean and Standard Deviation of Level of Social Enterprise Activities

Level of SE Activities	Mean	Std. Deviation
Training and skill development from SE	3.73	1.113
Product marketing support from SE	3.66	1.042
Employment opportunity from SE	3.90	1.037
Product at discount price from SE	3.75	1.125
Water supply help from SE	3.81	1.085
Education programs from SE	3.99	.986
Total	252	

Table 4.2 reveals that amongst all the social enterprise activities the respondents gave more importance to education programs (mean value 3.99 and standard deviation 0 .986). Next in importance in rating is employment opportunity (mean value 3.90 and standard deviation 1.037) and that is followed by water supply (mean value 3.81 and standard deviation 1.085), product at discount price (mean value 3.75 and standard deviation 1.125), training and skill development (mean value 3.73 and standard deviation 1.113) in that order. The rating is the least for product marketing support from social enterprise with a mean value of 3.66 and a standard deviation of 1.042.

Table 4.3 presents Mean and Standard Deviation of Social Development

Social Development	Mean	Std. Deviation
Togetherness in village increased	3.67	0.807
Help from village people always	3.58	0.896
Village prosperity increased	3.55	0.954
Feel as a member of the village	3.67	0.855
Good Unity in the village	3.64	0.906

Information about health	3.67	0.918
Good health is important	3.96	0.802
Availability of health care	3.75	0.856
Mental health of family	3.88	0.767
Different types of hospitals	3.52	0.811
Physical health of the family	4.02	0.844
School for children	3.90	0.812
Library facilities	3.45	0.991
Knowledge about human rights	2.60	1.080
Other education programs	3.19	0.931
Information about employment	3.28	0.868
Level of education in family	3.87	0.724
Total	252	

Table 4.3 shows that amongst all the items for social development, the respondents gave more importance to physical health of the family (mean value 0.02 and standard deviation 0.844) followed by school education for children (mean value 3.90 and standard deviation 0.812) and the rating was the least for knowledge about human rights (mean value 2.60 and a standard deviation of 1.080).

Table 4.4 presents the results of Correlation analysis 1 - Level of SE activities & Social Development

		Level of SE activities	Social Development
Level of SE activities	Pearson Correlation	1	0.453**
	Sig. (2-tailed)		0.000
Social Development	Pearson Correlation	0.453**	1
	Sig. (2-tailed)	0.000	

** Indicate that correlation is significant at the 0.01 level (2-tailed).

Table 4.4 shows that the significance values is 0 .000 (which is less than 0.01). So it is concluded from the study that there is a significant correlation between the level of social enterprise activities and social development. The value of the correlation ranges from -1 to +1, negative numbers represent negative correlation (as one variable increases the other variable decreases) and positive numbers represent positive correlation (as one variable increases the other variable also increases). When the value is closer to 0-1 or +1, the stronger will be the association between the variables. Table 4 shows that there is a positive correlation between the level of social enterprise activities and social development. Since the Karl Pearson value is .453** and it is positively significant the null hypothesis is rejected and the alternate hypothesis is accepted.

Table 4.5. Model Summary Table: SE Activities on the Social Development of Households

Model Summary				
Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0.471	0.222	0.203	0.36003

Predictors: (Constant), education programs, employment, Training and development, water supply , product at a discount price, product marketing support

Table 4.5 presents the summary of regression analysis. Regression analysis is conducted to give the details of difference in a variable called dependent variable, based on the difference in one or more other variables called independent variable. The measure of strength of association in the linear regression analysis is given by the coefficient of determination indicated by R² which differs from 0 to 1 and that symbolizes the percentage of total difference in the social development accounted for by differences in social enterprise activities. Since the R² value is 0.222 it shows that 22.2% of the variation in social development can be explained by the dynamics of predictive variables (education programs, employment, Training and development, water supply, product at a discount price and product marketing support). The analysis reveals that the level of social enterprise activities has significantly influenced the social development of households.

Table 4.6 ANOVA Table - Social Enterprise Activities on the Social Development of Households

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.077	6	1.513	11.671	.000
	Residual	31.758	245	.130		
	Total	40.835	251			

Predictors: (Constant), education programs, employment, Training and development, water supply , product at a discount price, product marketing support
 Dependent Variable: Social development

P value explains the outcome of hypotheses check. In this case significance value denotes the complete collection of independent variables (social enterprise activities that is Training and development, product marketing support, employment, and product at a discount price, water supply and education programs) as a whole. If P value is less than 5% (.05) then reject the null hypotheses and accept the alternative hypothesis that means the independent variables can predict the dependent variables. ANOVA shows the confidence level of the model. The significant table is indicating significant value (.000) which is less than 0.01 so social enterprises can predict social development.

Table. 4.7 Coefficients Table - Social Enterprise Activities on the Social Development of Households

Coefficients		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	Constant	2.447	.143		17.098	.000
	Training and Development	.036	.025	.098	1.452	.148
	Product Marketing Support	.051	.028	.133	1.847	.066
	Employment	.096	.024	.245	4.031	.000
	Product at a Discount Price	.020	.023	.055	.837	.403
	Water Supply	.030	.023	.081	1.283	.201
	Education Programs	.068	.025	.166	2.675	.008
Dependent Variable: Social Development						

Table 4.7 explains the significance value of each independent variable. As per the rule if the significant value is more than 0.05%, then the particular independent variable is not a predictor of social development. Education programs and employment are significantly influencing social development. Training and development, product marketing support, product at a discount price and water supply are not predictors of social development. Coefficient table shows that the influence between level of social enterprise activities and social development. $Y = a + b_1x_1$ that is $Y =$ Dependent variable, $a =$ constant, $b_1 =$ coefficient of independent variable, $x_1 =$ independent variable. Social development = 2.447 +.096(employment) + .068 (Education programs).

V. FINDINGS OF THE STUDY

Correlation between level of social enterprise activities and social development has a significance value of 0 .000 (which is less than 0.01). So it is concluded that there is a significant correlation between level of social enterprises activities and social development. The value of the correlation ranges from 0 -1 to +1, negative numbers represent negative correlation (as one variable increases the other variable decreases) and positive numbers represent positive correlation (as one variable increases the other variable also increases). As the value is closer to 0 -1 or +1, there is a strong association between the variables. Table 7 explains that there is a positive correlation between level of social enterprise activities and social development. Since the Karl Pearson value is .453** and it is positively significant the null hypothesis is rejected and the alternate hypothesis is accepted.

The measure of strength of association in the linear regression analysis is given by the coefficient of determination indicated by R2 which differs from 0 to 1 and that symbolizes the percentage of total difference in the social development accounted for by differences in the social enterprise activities. The R2 value 0 .222 shows that 22.2% of the variation in social development can be explained by the dynamics of predictive variables (education programs, employment, Training and development, water supply, product at a discount price, product marketing support). The analysis reveals that the level of social enterprise activities has significantly influenced the social development of households. The result of the ANOVA test demonstrates the significance of the hypothesis. Significance value explains the result of Hypothesis test. In this case Significant value denotes the entire collection of independent variables (social enterprise activities – Training and development, product marketing support, employment and product at a discount price, water supply, education programs) as a whole. If P value is less than 1% (.01) then alternate hypothesis is to be accepted and reject the null hypothesis. This denotes that independent variables predict the dependent variables. Co-efficient table of regression (Table 4.7) analysis explains the factors that significantly influence social development. Education programs and employment are significantly influencing social development. Training and development, product marketing support, product at a discount price and water supply are not predictors of social development. Coefficient table (Table 4.7) shows that the influence between level of social enterprise activities and social development. $Y = a + b_1x_1$ that is $Y =$ Dependent variable, $a =$ constant, $b_1 =$ coefficient of independent variable, $x_1 =$ independent variable. Social development = 2.447 +.096(employment) + .068 (Education programs).

Similarly Social enterprises of Bangalore can do some innovative business initiatives to solve one of the major issues faced by the state of Karnataka including its capital i.e. piped sanitation facilities and waste management. Most of the social enterprises are concentrated on providing employment; education, training and development. There are some more hybrid business opportunities available to help the society. The study finds that amongst all the scale for the social development the household respondents given more importance to physical health of the family (mean 4.02 and standard deviation .844) followed by school education for children (mean 3.90 and standard deviation .812) and the rating was least for knowledge about human rights with a mean value of 2.60 and a standard deviation of 1.080 followed by availability of different kinds of education programs with a mean value of 3.19 and a standard deviation of .931.

VI. SUGGESTIONS AND CONCLUSION

Social entrepreneurs have to come out from the traditional business or social work ideas. It should give importance to the traditional business and social activities like education, employment, health facilities, training and development or micro finance, at the same time they should implement innovative ideas to develop the economy and resolve the social issue e.g. Waste disposal. Most of the activities of social enterprises are similar to the traditional organizations, NGO's or NPO's, they need to implement new methods which will help the society at large and concentrating the overall development of the BOP families and gradual transformation of social economic condition to a diamond shape from the pyramid structure. Social enterprises of Bangalore are working well to help people to raise their standard of living by providing employment opportunity, education programmes etc and also helping the households to meet their basic necessities of life but not so helpful to meet the wants of households. Social enterprise's contribution towards the social development and economic development of beneficiaries in Bangalore is positive. Social enterprise activities are helping the community to grow by helping households to improve their socioeconomic environment because there is a significant impact of social enterprise activities on the socio economic development of its beneficiaries. This research will help the social entrepreneurs to know the areas they have concentrated more and the areas where they really need to give importance to fulfill the main aim of the business model. Social enterprise activities are helping society, but the amount of impact they made is a question comparing with activities of NGO's, NPO's or different trusts. So this study gives a scope for further research which will improve the community's social and economic situation.

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