

INTRODUCTION TO SOCIAL ENTREPRENEURSHIP

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ABSTRACT

India is considered to be the hub of social entrepreneurship and it has a long history of taking up businesses with an underlying social causes. India is in a need of enormous social entrepreneurs who gives innovative solution to the societies pressing issues predominantly in the area of sanitation, education, water and energy conservation, gender sensitivity issues, areas of health, and also in environmental problems. Social entrepreneurs empower end users to positively influence the society. They always blend the mode of business with some social cause which will turn out to be the driving force of growth for a company whether it is small or big enterprise. Social entrepreneurship as became the hottest business among the blooming young entrepreneurs, as many of the social issues are prevailing in this society, they use this as an opportunity to establish their business and earn. This paper explains about the concept of social entrepreneurship with the challenges social entrepreneurship ventures and also the evolution of social entrepreneurship as a one among the successful type of social entrepreneurship.

KEYWORDS: Social entrepreneurship, entrepreneurs, challenges, evolution, social cause