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Social entrepreneurship for agricultural development in India

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Abstract

Social entrepreneurship is process of social change, economic development and sustainable livelihood security. Social entrepreneur are the innovator, catalyst and change agent. Social entrepreneurship development is enhanced by creativity, knowledge, experience, skills, social welfare and social values. Social entrepreneurship emphasize on social attitude for development rather than profit only. India diversified social, cultural, environmental and economic factors propel social enterprise creation in agricultural sector.

Keywords: social entrepreneurship, agricultural development, economic development, significance, characteristics, factors

Introduction

Agricultural development is key pillar of national building in India. Almost one third of the rural population are sole depend on Agriculture and allied sectors which provide livelihoods to them. Approximately 53% of the country's total employment is in agriculture, the contribution of GDP is only 17 % by the agriculture sector. Growth of agriculture is in decline trend due to various factors like fragmented land holding, low access to credit and capital investment, high monsoon dependency, high poverty and other socio-economic factors. Entrepreneurship development is the most vital and feasible solution to mitigate the challenge occurred in agricultural development in our country. So central government and ICAR also emphasis the entrepreneurship development for the agricultural education as per the fifth dean's committee report of ICAR. Social entrepreneurship is process of social change, economic development and sustainable livelihood security. Social Entrepreneurship is the form of entrepreneurship where profits are not the end result, but a means to achieve the ultimate objective of social and economic empowerment. As India is one of the world's most advanced impact investing markets in terms of number and size of investments, it is necessary to increase economic development through social entrepreneurship in agriculture sector.

Methodology

This paper analyses significance of social entrepreneurship on economic development in India. Various characteristics of social entrepreneurship for agricultural development and the factors affecting social entrepreneurship development have been identified. So this study is to critically examine the Social entrepreneurship for agricultural development in India. The secondary data from the different documents, reports, articles and case study for the social enterprises in India are collected and analyzed.

Discussion and Conclusion

Social entrepreneurs are also known as public entrepreneurs, civic entrepreneurs, and social innovators. Increase agricultural yield in an economically and environmentally sustainable manner by offering various products and services in agri-input as well as agri-output. Social entrepreneurship is significant for economic development, social change, empowerment, food security, sustainable development, leadership development. Social entrepreneurship can be seen as a tool for inclusive growth and act as catalyst for economic development. The main characteristics of social entrepreneurship are creativity and innovative, social catalyst, explicit vision and mission, high economic risk taking ability, Opportunity-seeking, opinion leadership etc.

Several important factors of the social entrepreneurship are social, economic, psychological,

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environmental and cultural. Social welfare and value, not for profit motives, management efficiency, skills & experiences, leadership, and innovative ideas encourage social entrepreneurship development. Entrepreneurship offers new competition, and as such promotes improved productivity and healthy economic competitiveness (UNCTAD, 2004). The different factors are analysed from different literature and found that It social entrepreneurship development in agriculture sector is the context-specific and act as a positive

force for social and economic development. Several studies have stressed the influence of social, psychological and cultural factors on entrepreneurship from different perspectives. The economic factors which enhance the social entrepreneurship are resources availability, easy access and policy. The marketing play most important role but social entrepreneur is not solely profit motive but they catalyze the social capital and human resource development.

Table 1: Factors of social entrepreneurship development

S.N	Factors of social entrepreneurship development				
	Personal	Social	Economic	Cultural	environment
1	Knowledge and Education	Social welfare	Capital formation	Entrepreneurial culture	Cooperative and collaborative
2	Attitude	Social values	Resource utilization	Non for profit motive	Globalisation
3	Skills	Innovation	Marketing	Supportive environment	International market

Agricultural and rural development is only way to develop our country socio-economic development. There are various social enterprises which act as change agents for agricultural development and economic transformation. The AMUL, Ashoka foundation, Suminter Organics, Aakruti Agriculture

Associates, Janani Foods, Star Agri, Farm2Food Foundation are important social enterprises in India. Microfinance is one of the highly growth social enterprise in Asian countries. The different social enterprises for agricultural development are given in the table below

Table 2: Social enterprises for agricultural development

S.N	Social Enterprise	Activities
1	AMUL	Milk production
2	Grameen bank	Microfinance
3	Ashoka foundation	Social incubation services
4	Suminter Organics	Organicfarming contracted out to smallfarmers in India
5	Aakruti Agriculture Associates	Seed production, Provide proprietary methods for identifying, qualifying, recruiting, and managing farmer entrepreneurs

Suggestion and Recommendation

India is a country of forerunner in agricultural production with diversified cultural and environmental conditions. Social entrepreneurship for economic development is essential particularly in agriculture sector. Globalization is significant impact Indian economy hence agricultural development with respect to social development balance our economic development.

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