

A STUDY OF SOCIAL ENTREPRENEURSHIP CONCEPT WITH ITS PRACTICAL IMPLICATIONS

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INTRODUCTION:

Most economist and academics support entrepreneurship is a crucial factor in the development and well-being of society. The nascent field of social entrepreneurship is grouping rapidly and attracting increased attention from many sectors. People are getting more attracted towards this concept because of the award of Noble peace prize laureate. Mohammad Yunus for creating historical social model of "Grameen Bank". But in theory or in practical work it is observed that people take Mohammad Yunus and Steve Job's in same fraternity. In reality both of these people are extra ordinary, they have come up with a brilliant ideas and against all the odds, they ultimately succeeded at creating new products and services that dramatically improve people's lives. In theoretical manner Steve Jobs termed as entrepreneur and Mohammad Yunus is termed as social entrepreneur.

Researcher has attempted to provide clarity on the two terms entrepreneur & social entrepreneur. Any definition of the term "Social entrepreneurship" must start with the word "entrepreneurship", but the word "social" modifies entrepreneurship. If entrepreneurship doesn't well understood then social entrepreneurship won't be clearer.

OBJECTIVES:

1. The study aims to provide the meaning and significance of social entrepreneurs.
2. To study the difference between business entrepreneurs and social entrepreneurs.

RESEARCH METHODOLOGY

Data Collection:

1. Primary data: The information collected for this research paper was collected through internet web sites and cases available.
2. Secondary data: Information is collected from the available documents like annual reports, magazines, newspapers, research journal and reference books.

Sampling frame: The researcher has applied stratified purposive sampling technique. Researcher has made three stratas for dividing the social enterprises and from each strata one representative case is selected purposely to make the research work more comprehensive and understandable
Understanding entrepreneurship and Characteristic