

## **SOCIAL ENTREPRENEURSHIP- A NEED OF NEW ERA**

**Mrs. Manasi Atul Atitkar**, Assistant Professor , MIT Arts, Commerce and Science College  
Alandi, Pune

### **Introduction :**

Global development is entering a phase where entrepreneurship will increasingly play a more important role. There are three reasons for this,

1. Now, the Indian economy is shifting from mass production to knowledge driven goods and services which are now more flexibly provided by smaller and creative firms which requires less interfering but more facilitating support.
2. In the emerging countries, most notably The BRICS- Brazil, Russia, India, China and South Africa needs sustainable growth through sustainable access to resources, knowledge and markets.
3. In developing and least developed countries, unemployment is a critical problem so promoting youth entrepreneurship has become vital policy objective of many development organizations.

### **Research Methodology**

#### **Objectives:**

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

#### **Hypothesis:**

1. Successful Social Entrepreneurs offer services which fills the gap between poverty and prosperity.
2. Social Entrepreneurship is a tool for balanced and sustained economic growth

#### **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.
3. **Sampling frame:** The researcher has applied stratified purposive sampling technique. Researcher has made three stratas for dividing the social enterprises and from each strata