

SOCIAL ENTREPRENEURSHIP

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ABSTRACT

Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship. Social entrepreneur combines commerce and social issues in a way that improves the lives of people connected to the cause. They don't measure their success in terms of profit alone-success to social entrepreneurs means that they have improved the world, however they define that.

Social entrepreneurs often start their venture or initiative after recognizing the prevalence of a certain problem in society and creating a solution to address it using their entrepreneurial skills. Their overall goal is to make a positive societal change wide change while creating social capital to further their objectives. They are often very ambitious and persistent in tackling major social issues and offering their ideas for societal wide changes. Rather than leaving solutions to the government or business sectors, social entrepreneurs will likely analyze the situation and find solutions by changing the system and often persuading government, large corporations, and sometimes even entire societies to join them to support their initiatives social entrepreneurs will often devote much of their lives to their passion and interest in order to bring about positive changes to the areas they concerned about and need to make sure that their ideas are easily understandable user friendly, and are able to receive vast support from other people who will join in the venture often, every leading social entrepreneurs is a recruiter of local change makers and act as a role model for other likeminded individuals with similar passions.