

## Social Entrepreneurship: A Case Study of Regional Centre for Entrepreneurship Development (RCED) Chandigarh

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### *Abstract*

*Entrepreneurship has been claimed as a major driver of economic growth in most of the developed countries. This sector not only serves one family but many families by way of providing employment opportunities. Just as entrepreneurs change the face of business, social entrepreneurs act as the catalyst in the overall upliftment of the society by seizing the opportunities others miss and improving systems, inventing new approaches, and creating solutions to change society for the better. Regional Centre for entrepreneurship development, Chandigarh is also one of the social entrepreneurship covering different regions of Punjab, Himachal Pradesh and Chandigarh with an objective to expand self employment opportunities by providing consultancy services, organising training programmes, Entrepreneurship Development Programmes and Faculty Development Programmes. One of the main tasks of Regional Centre for Entrepreneurship development is to spread awareness about the various schemes of the Govt. of India for the youth to facilitate them to establish micro, small and medium enterprises which thereby leads to the economic development of the region.*

***Key words: Social entrepreneurship, Prime Minister Employment Generation Programme, Prospective entrepreneurs, systematic innovation***

### **INTRODUCTION**

Entrepreneurship is a creative activity. It can be described as a process of action an entrepreneur undertakes to establish his enterprise. It is the ability of an entrepreneur to create and build something from practically nothing. It is a knack of sensing opportunity where others see chaos, contradiction and confusion. Entrepreneurship is the attitude of mind of a creative and innovative thinker to seek opportunities, take calculated risks and derive benefits by setting up a venture. It comprises of numerous activities on the part of an entrepreneur in conception, creation and running an enterprise.

According to Peter Drucker Entrepreneurship is defined as 'a systematic innovation, which consists in the purposeful and organized search for changes, and it is the systematic analysis of the opportunities such changes might offer for economic and social innovation.' Entrepreneurship is a dynamic and risky process which involves a fusion of capital, technology and human talent. Entrepreneurship is a discipline with a knowledge base theory. It is an outcome of complex socio-economic, psychological, technological, legal and other factors. Entrepreneurship is equally applicable to big and small businesses, to economic and non-

economic activities. Different entrepreneurs might have some common traits but all of them will have some different and unique features.

Entrepreneurship is a philosophy- it is the way one thinks, one acts and therefore it can exist in any situation be it business or government or in the field of education, science and technology or poverty alleviation or any others. Steve Blank talks about “The Four Types of Entrepreneurship”, small businesses, scalable start-ups, large companies and social entrepreneurs. In this paper the focus is on Social entrepreneurship.

### **SOCIAL ENTREPRENEURSHIP**

Social entrepreneurship is the process of pursuing innovative solutions to social problems. Usually, a mission is adopted by the social entrepreneurs to create and sustain social value. They pursue opportunities to serve this mission, while continuously adapting and learning. An appropriate thinking is drawn in both the business and nonprofit worlds and it operates in all kinds of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid. [Business entrepreneurs](#) typically measure performance in profit and return, but social entrepreneurs also take into account a positive return to society. Social entrepreneurship typically furthers broad social, cultural, and environmental goals and is commonly associated with the voluntary and not-for-profit sectors.

Although the terms are relatively new, social entrepreneurs and social entrepreneurship can be found throughout history. A list of a few historically noteworthy people whose work exemplifies classic "social entrepreneurship" might include [Florence Nightingale](#), founder of the first nursing school and developer of modern nursing practices; [Robert Owen](#), founder of the cooperative movement; and [Vinoba Bhave](#), founder of India's [Land Gift Movement](#). During the nineteenth and twentieth centuries some of the most successful social entrepreneurs effectively straddled the civic, governmental, and business worlds – promoting ideas that were taken up by mainstream public services in welfare, schools, and health care.

Entrepreneurship, thus contributes to the economy of the nation. The economic development of any country is depended not only on the available resources but also on its proper utilisation. The parameters used to judge the economic development of the country are national income, GDP, per capita income, employment opportunities, level of literacy, standard of living etc. India is the second largest country in terms of population where the demand for goods and services is also increasing continuously. It is expected that entrepreneurship will, in light of the above, contribute to the growth and employment creation in advanced, emerging and least developed economies alike. This is a reasonable expectation – one that is supported by recent findings of historians, economists and management scientists. The role of entrepreneurship in economic development has been the focus of a two-year United Nations University World Institute for Development Economics Research (UNU-WIDER) project, which resulted in the book ‘Entrepreneurship and Economic Development’.

### **OBJECTIVES OF STUDY**

1. To study the role of Regional Centre for entrepreneurship development, Chandigarh in the promotion of self employment opportunities.

2. To study the various programmes undertaken by the Regional Centre for Entrepreneurship development to spread awareness about the self employment schemes of Govt. of India.

### **METHODOLOGY OF STUDY**

The objectives of any research paper can be achieved by the methodology used by the researcher in the paper. The data for the purpose of achieving the objectives may be collected from two ways, primary and secondary. Primary data required for the study has been collected through discussions with the officials of RCED. The brochures and published data of District Industries Centre, Khadi & Village Industries Commission and Khadi & Village Industries Board have also been used in this study.

### **SOCIAL ENTREPRENEURSHIP: RCED**

Just as entrepreneurs change the face of business, social entrepreneurs act as the change agents for society, seizing opportunities others miss and improving systems, inventing new approaches, and creating solutions to change society for the better. While a business entrepreneur might create entirely new industries, a social entrepreneur comes up with new solutions to social problems and then implements them on a large scale. Regional Centre for Entrepreneurship Development is the dream project of Shri.Paramjeet Singh, M.A. (Economics), M.Phil. The vision to motivate the youth to exploit self employment opportunities and thereby create employment opportunities for others resulted in the formation of Regional Centre for Entrepreneurship Development in Chandigarh. The goals of centre are,

1. To impart to the youth an education that will make them intelligent and patriotic by establishing, maintaining and managing educational institutions such as colleges, medical colleges, technical institutions and schools or by taking over the control and management of existing institutions.
2. To train and develop entrepreneurial talent in the field of small industry, agro Business including dairying and dairy products, food processing organizations as well as industrial enterprises.
3. To provide technical training to the youth and to set up training-cum-production Centres.
4. To develop manpower for strengthening the service sector like Banks, Financial Institutions and Insurance Companies.
5. To provide consultancy to those who are interested to set up industry, service unit or start business activity. Also to provide consultancy services to existing industry/institution in the field of expansion, diversification, modernization, technology up-gradation etc.
6. To prepare Feasibility Report, undertake Market Survey, Diagnostic Studies, and Appraisals. Extension services to the small and medium scale entrepreneurs in Industry and farming.
7. To prescribe rules and regulations for and to hold examinations, declare results and give awards for courses other than those of University/Board degrees.
8. To identify prospective candidates from BPL families who may be trained in skill development programmes in different trades suitable to that particular area.

9. To provide the trainees, suitable personality development inputs to enable them to set up their own ventures or opt for the job in the similar trade.
10. To provide Technical Training inputs.

RCED is sponsored by as well as a recognized institute of the following Departments / Organizations for imparting Skill Development / Vocational Training Programmes in the Northern States of Country.

I At the *Central level* by the Ministry of Food Processing Industries, Ministry of Non-Conventional Energy Sources, Ministry of Micro, Small & Medium Enterprises, Ministry of Defence, Ministry of Agriculture, Department of Science and Technology, Ministry of Corporate Affairs Through ICWAI, Council for Advancement of peoples' Action and Rural Technology (CAPART), Central Social Welfare Board, Khadi and Village Industries Commission, Petroleum Conservation Research Association, National Institute of Agriculture Marketing.

II At the *State level* by the State Directorate of Industries: Punjab, Haryana, Himachal Pradesh and Chandigarh, State Urban Development Authority (SUDA), Punjab, State Urban Development Society, Haryana, Chandigarh & Punjab State Social Welfare Advisory Boards, Haryana Women's Development Corporation, Department of Women & Child Development, Haryana, Punjab Khadi & Village Industries Board, Himachal Pradesh Khadi and Village Industries Board, Directorate of Health and Family Welfare, Govt. of Punjab, Haryana Khadi & Village Industries Board, Municipal Corporation, Chandigarh

III The programmes conducted by RCED is also sponsored by Industrial Development Bank of India, The Industrial Finance Corporation of India Limited, Industrial Credit and Investment Corporation of India, Small Industries Development Bank of India, National Bank for Agriculture and Rural Development;

IV There are some other well renowned organisations also which have recognised as well as sponsoring the various programmes of RCED like Entrepreneurship Development Institute of India, Ahmedabad, UNIDO, Through National Consultant, Indian Institute of Management, Ahmedabad, Commercial Banks, Educational Institutes and Confederation of Indian Industry (CII).

#### **AWARENESS REGARDING SOCIAL BENEFITS PLAN**

Different schemes are launched by the Govt. from time to time for the expansion of the employment opportunities. Due to the ignorance of the general public it is not possible to avail the facilities provided by the Govt. of India. A survey has been conducted in 2011 to gather information about the awareness of the Prime Minister Employment Generation Programme (PMEGP) a new credit linked subsidy programme which was approved by the Government of India by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas. In order to evaluate the efficiency in the implementation of the Prime

Minister Employment Generation Programme a survey was conducted in Chandigarh whereby Questionnaire was distributed to the teachers, Graduate unsatisfied with their jobs, students and women entrepreneurs operating from their own house. The sample size was 80. The responses given are tabulated in Table 1:

**Table 1: Survey on PMEGP awareness**

S.No	Parameters	Teachers		Graduate not satisfied		Students		Women operating from homes		Total	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Awareness regarding PMEGP	8	12	12	8	6	14	4	16	30	50
2	Applied by any family member under the scheme	0	20	0	20	0	20	0	20	0	80
3	Knowledge of Awareness Camps on PMEGP	4	16	8	12	6	14	4	16	22	58
4	Awareness regarding Training under PMEGP	6	14	8	12	0	20	0	20	14	66
5	Awareness about advertisements regarding PMEGP	14	6	16	4	8	12	10	10	48	32
6	Awareness about Exhibitions for marketing of products of beneficiaries under this scheme	2	18	0	20	2	18	4	16	8	72
7	Fund Sufficiency	20	0	20	0	16	4	20	0	76	4
8	Awareness regarding EDP	18	2	20	0	6	14	14	6	58	22
9	Repayment Period sufficiency	20	0	20	0	0	20	20	0	60	20
10	Lending rate affordable	20	0	20	0	6	14	20	0	66	14

The above table shows that there is lack of awareness about PMEGP among 60% teachers. 80% teachers were not even aware of the camps organized from time to time to spread awareness regarding the scheme so as to reach the maximum number of beneficiaries. 70% of the respondents in this category were not even aware of the training imparted under the scheme to the prospective entrepreneurs and have not seen and heard any advertisement regarding this scheme. Only 10% of the respondents have heard about the EDP.

The college students are supposed to have sufficient knowledge about the different employment opportunities available after completion of their college education and if there is any willingness for self employment then whom to approach for the establishment of their own business unit. The responses given by the students shows the need for necessary steps to be taken by the implementation agency to spread further awareness by concentrating on the students who are our

future. The result of the survey shows that 70% of the respondents have never heard about PMEGP as well as the awareness camps organized to popularize the scheme. Not a single student had heard about the training which is imparted to avail benefit of the scheme. For 70% percent of the students EDP was a new terminology.

### **STEPS TAKEN BY RCED TO CREATE AWARENESS**

There is a compelling need to launch some programmes which will address the challenge of imparting awareness required by the students and developing their skills for wage or self employment. RCED is playing a very important role in narrowing the gap between the schemes of Govt. and its awareness among the general public. As per the report provided by RCED, 32 beneficiaries have availed facilities under PMEGP during three years ranging from April 2011 to March 2013. The initiatives are taken by RCED in this regard through different programmes from time to time and mainly through workshops in the educational institutions to fulfil the following objectives:

- a. To build awareness amongst the students about different streams of education available.
- b. To familiarize the students with the available job opportunities after schooling and requirements of employer.
- c. To familiarize the students with the basic requirement of developing self and the opportunities for setting up their own ventures.
- d. To familiarize the students with the various support agencies, their role, functions, schemes and incentives available to start small industrial / service oriented activities.
- e. To help the students to assess their strength for efficient career.

### **OTHER PROGRAMMES OF RCED**

I RCED is running a programme named as CAT (Certificate in Accounting Technicians) on behalf of, The Institute of Cost Accountants of India. The objectives of the programme are

1. To develop among the students the necessary skills required to apply theoretical knowledge of Accounting to practical situations in different functional areas of Accounting.
2. Exposure to environment under which different organizations work.
3. Providing on-job experience of practical aspects of Accounting.
4. Developing disciplined attitude required to become an Accountant.

Job opportunities are available in the following sectors after the successful completion of CAT :

- a. Small & Medium Enterprises;
- b. Business Processes Outsourcing (BPO)/ Knowledge Processes Outsourcing (KPO);
- c. Retail Sector;

- d. Panchayats Accounting and Book-Keeping;
- e. Income Tax/ Service Tax Return Preparers;
- f. Filing of Returns under Companies Act;
- g. Filing of returns under Income Tax, VAT, Service Tax, Central Excise & Custom Act etc;
- h. Export & import documentation etc;
- i. Provide an opportunity to work in different kinds of companies & organizations which in turns paves the way for the wider variety of other job opportunities.

II RCED is also running a programme on behalf of municipal corporation, Chandigarh. It is an Certificate Course in Financial Accounting, Tally & Communication Skills. Swarna Jayanti Shahari Rozgar Yojana (SJSRY) started a Scheme to provide gainful employment to the urban unemployed or underemployed through the setting up of self employment ventures or provision of wage employment. This programme is cost-free for the students with the following objectives:

- a. To identify prospective candidates from BPL families who may be trained in skill development programmes.
- b. To provide the trainees, suitable personality development inputs to make them employable.
- c. To provide Technical Training inputs in the trade.

III RCED is running a program on behalf of municipal corporation, Chandigarh a Skill training programme in ‘Scooter/Motor Cycle Repair’ under the scheme of Swarna Jayanti Shahari Rozgar Yojana (SJSRY). This programme is cost-free for the students.

RCED is not only spreading awareness about the various schemes of the Govt. of India to expand employment as well as self employment opportunities but also provide consultancy in diverse fields to existing as well as prospective entrepreneurs. Besides Entrepreneurship Development Programmes, RCED also conducts Faculty Development Programmes so that the awareness about the self employment opportunities can be spread on a large scale through the faculties of different educational institutions. Expansion of employment opportunities through various skill development programmes and entrepreneurship development programmes ultimately contributes to the economic development.

## **SUGGESTIONS**

1. There is a need to conduct training programmes in the slum areas so as to divert the energy of youth in productive areas.
2. The awareness programmes about the schemes of the Govt. are required to be conducted at the school level also for the higher classes.
3. The proposal to conduct EDPs must be circulated among all the colleges and universities so that the maximum number of youth could be benefitted.

4. Although the schemes are advertised by the Govt. but the lack of awareness as shown in the survey can be overcome by circulating the draft among the educational institutions, malls, market, parks, and offices.

5. There is a need to conduct skill development programmes in the schools and colleges during vacations.

## **CONCLUSION**

The economic development of the region and the country as a whole can take place at a faster rate with the expansion of employment opportunities. The Regional Centre for Entrepreneurship development which is rather acting as a social entrepreneurship is playing a very important role in this regard by assisting the prospective entrepreneurs with all possible help and guidance. Besides this the awareness about the self employment opportunities and the schemes announced by the Govt. from time to time is also spread among the general masses. The consultancy services and the assistance provided in the feasibility study of the project to the existing and prospective entrepreneurs is also boosting the morale the youth.

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