

Social Entrepreneurship: Journey Towards Bridging the Social Divide

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Abstract

Social entrepreneurship is a term to capture the act of finding new, better and more effective ways of serving social needs. Social entrepreneurs are people who see an opportunity to improve society, and bring about change in the way things are done. The need for social entrepreneurs is huge which is clear from the growing number of social inequalities in the society. Treading the social entrepreneurship path is very challenging, and calls for a committed and systematic approach. The purpose of doing this study is to understand the experiences and challenges of social entrepreneurs in their pursuit of achieving their social mission. The methodology adopted included conducting interviews of some social entrepreneurs.

Thus the primary data showed that there are certain common features among the respondents interviewed. Some of the features are focused approach towards the mission of the organization, developing new initiatives to cater to the changing needs of the community, proper planning and using the available resources in the best possible way and many more. Also the study revealed that social entrepreneurs face lots of challenges. It is their passion and optimistic nature that drives them to overcome them. The study concludes that a lot more can be done for facilitating the application of entrepreneurial energy for the benefit of the society.

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