
Role of Social Media for Social entrepreneurship

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“I think that we should remember that social change can happen when people join together with some strength”.
Haskell Wexler

Abstract

Social media has become a part of our life through which we can share information, ideas, opinion. It makes people stay connected and makes possible interaction among them Social media help in exploring innovation in social economy. Rightly quoted by Haskell Wexler who was renowned as one of the most inventive cinematographers in Hollywood and an outspoken political firebrand, “I think that we should remember that social change can happen when people join together with some strength”, role played by social media in brining change in the society seems to be more evident. This study attempts to examine the role of social media in social entrepreneurial scope that exists in our country.

Introduction

Today it is more evident that more than two third of time in a day is spend by a person in India on Social media like Face book, Twitter, LinkedIn, Whatsapp Instagram and YouTube, etc. Each day about 100 million Indians are engaged in social media, more than the population of Germany. Thus in a country like India, Social media can be a powerful tool to get information about the target audience. Social media is used in a weapon in bringing innovation in society. Social Enterprise Alliance defined Social Enterprise as, “Organizations that address a basic unmet need or solve a social problem through a market – driven approach”.

Social entrepreneurship is an emerging concept of modern India. Change is desired in every field of economy, education, health, environment and enterprise development, etc; which can be contributed by Social entrepreneurs in which social media can play a significant role.

Objectives of Study

- To understand the concept of Social Entrepreneurship.
- To know how Social Entrepreneurship are different from Commercial Entrepreneurship
- Role of social media for social entrepreneurship.

Concept of Social Entrepreneurship

Social entrepreneurship as innovative, social value creating activity that can occur within or across the nonprofit, business, or government sectors. Social entrepreneurs are the drives who bring social innovation and transformation in various fields including education, health, environment and enterprise development to builds strong and sustainable organizations. They are the change drivers who focus carrying business activity on underserved or un served sector of the society not for profit. Social Entrepreneurs have high standards, particularly in relation to their own organization’s efforts and in response to the communities with which they engage. Data, both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement; which can be contributed by social media.

Social Entrepreneurship /Commercial Entrepreneurship

The concept of Social Entrepreneurship is purely different from Commercial Entrepreneurship, in Social Entrepreneurship entrepreneurial activity is embedded with social purpose which creates value for society, as well as value for profits and returns. Social entrepreneurship is a result of common areas of interest to management like entrepreneurship, public/nonprofit management, and social issues. Social entrepreneurs are not Commercial Entrepreneurship as they work on social issues and not for earning profit.

The concept of Social Entrepreneurship and Commercial Entrepreneurship can be appropriately compared with Maslow's hierarchy of needs theory.



Role of social media in Social entrepreneurship:

- Social media is a powerful tool to get information about the target audience.
- Social media can be a unique approach of finding solutions to societal and developmental problems
- As a change agent Social entrepreneurs can bring changes in the society not depending on government to do so.
- They provide innovative solutions to society's most pressing social, cultural, and environmental challenges and tackling major issues and offering new ideas for systems-level change.
- Develop innovative ways of proving goods and services, keeping in view needs of society by mobilizing resources through social media.

Conclusion

As the work of Social entrepreneurs starts at grass root level, disrupt the status quo with innovation for the benefit of society at large. Social entrepreneurs understand challenges ahead of society and identify the solutions to overcome them. With rapid increase in use of social media in Indian economy, more societal issues and they have been resolved by social entrepreneurs can be brought to the notice of people.

Bibliography

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