EXTENDED LECTURE OUTLINE

ABM6 316 **Social Entrepreneurship** **(1+0)**

Introduction to Social Entrepreneurship — Concept and Meaning

- Meaning and Definitions of social entrepreneurship (Dees, Bornstein, Ashoka, British Council)
- What is entrepreneurship vs. social entrepreneurship — conceptual distinction
- Core elements: social mission, innovation, sustainability, scalability

Historical Perspective of Social Entrepreneurship

- Origins of social entrepreneurship globally (co-operative movement, Grameen Bank model)
- Evolution of social entrepreneurship in India (pre-independence welfare movements, Gandhian trusteeship, post-independence NGO growth)
- Landmark milestones: Amul, SEWA, Grameen Bank, Ashoka Foundation
- Shift from charity-based to enterprise-based social good models
- Government and policy milestones (Companies Act provisions, CSR mandate, Section 8 companies)

Characteristics of Social Entrepreneurs

- Traits: innovativeness, resilience, empathy, risk-taking, resourcefulness
- Vision and mission-driven leadership
- Ability to mobilize resources under constraints (bootstrapping)

Factors Impacting Transformation into Social Entrepreneurship

- Push factors: social problems, market failures, government failures, unmet needs
- Pull factors: funding availability, policy support, technology, social media
- Personal factors: motivation, background, education, exposure
- Institutional and ecosystem factors: incubators, accelerators, impact investors
- Barriers to transformation: funding gaps, legal complexity, skill gaps, scaling challenges

Business Enterprise vs. Social Enterprise

- Objective: profit maximization vs. social value maximization
- Ownership, stakeholders and beneficiaries compared
- Revenue models and use of surplus/profit
- Performance measurement: financial metrics vs. social impact metrics

Forms of Social Enterprises — I

- Non-Governmental Organisations (NGOs): meaning, features
- Profit and Non-Profit Proprietorships — structure and suitability
- Partnership-based social enterprises — Indian Partnership Act relevance

- Company form of social enterprise — Section 8 Companies under Companies Act, 2013

Forms of Social Enterprises — II: Third Sector Organizations (TSOs)

- Concept of the "Third Sector" (distinct from government and private sector)
- Types of TSOs: societies, trusts, co-operatives, self-help groups (SHGs)
- Registration mechanisms: Societies Registration Act 1860, Indian Trusts Act 1882
- Role of TSOs in rural and agribusiness development

Organisation Structures — Trust and Company

- Public Charitable Trust: formation, trustees, trust deed
- Company structure for social enterprises: governance, board composition
- Comparative analysis: Trust vs. Society vs. Section 8 Company
- Choosing the right legal form based on mission, funding source, and scale
- Similarities and differences between social enterprises and other enterprise forms (cooperative, SHG, corporate CSR arm)

Organisation and Financing of Social Enterprises

- Organisational design: mission-driven structures, participatory governance
- Sources of finance: grants, donations, CSR funds, impact investment, crowdfunding, microfinance
- Blended finance models and social venture capital
- Financial sustainability strategies: earned income, cross-subsidization, social enterprise revenue models
- Challenges in accessing formal credit for social enterprises

Legal Compliance and Management of Resistance

- Regulatory compliance: FCRA (Foreign Contribution Regulation Act), Income Tax exemptions (12A, 80G), GST implications
- Strategies to Manage Resistance

Management of Social Enterprises — Strategy, Finance, HRM and Marketing

- Strategic planning: mission-driven strategy formulation, theory of change
- Financial management: budgeting, cost control, social enterprise accounting basics
- Human Resource Management: volunteer management, staff motivation in mission-driven organisations
- Marketing for social enterprises: social marketing, cause-related marketing, branding a social mission
- Balancing social mission with operational efficiency

Governance Challenges in Social Enterprises

- Governance framework: role of board, trustees, and management

- Accountability — to whom are social enterprises accountable (donors, beneficiaries, regulators)?
- Transparency practices: disclosure, financial reporting, annual reports
- Democratic governance and participatory decision-making
- Common governance failures and mitigation mechanisms

Measuring Social Outcomes and Impact

- Difference between output, outcome, and impact
- Social accounting: concept and frameworks
- Social Return on Investment (SROI): methodology and calculation basics

Innovations in Social Enterprises and Successful Indian Case Studies

- Innovations: technology-driven social enterprises (agri-tech, fintech for inclusion), frugal innovation
- Emerging models: social franchising, platform-based social enterprises
- Case studies of successful Indian social enterprises: Amul (cooperative dairy model), SEWA (Self Employed Women's Association), Grameen-inspired microfinance institutions in India, Barefoot College (Bunker Roy), Goonj (Anshu Gupta), SELCO India (Harish Hande) — renewable energy for underserved communities
- Lessons for aspiring social entrepreneurs in the agribusiness sector

References:

- Bornstein, David and Susan Davis. 2010. Social Entrepreneurship: What Everyone Needs to Know? Oxford University Press, New York.
- Doherty, Bob, George Foster and Chris Mason. 2009. Management for Social Enterprise. Sage Publications, USA.
- Praszkier, Ryszard and Andrzej Nowak. 2011. Social Entrepreneurship: Theory and Practice. Cambridge University Press, Cambridge.
- Yunus, Muhammad. 2010. Building Social Business: The New Kind of Capitalism that Serves Humanity’s Most Pressing Needs. Public Affairs, New York.