



# Bharathidasan University

Centre for Differently Abled Persons  
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Inclusion

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# Social Entrepreneurship: Driving Change Through Innovation



# What is Social Entrepreneurship?

## Definition

Social entrepreneurship involves starting and running businesses that aim to address social problems and create positive change in the world. These ventures prioritize solving social issues alongside generating profits.

## Key Elements

It combines entrepreneurial thinking and practices with a social mission. Social entrepreneurs often focus on creating innovative solutions to challenges facing society.



# Characteristics of Social Entrepreneurs

## 1 Passion and Purpose

Social entrepreneurs are driven by a strong passion for creating positive change in the world. Their work is fueled by a deep commitment to addressing social issues and making a meaningful impact.

## 3 Resilience and Determination

Social entrepreneurs often face challenges and setbacks along the way. They are resilient and determined, persevering through obstacles to achieve their goals.

## 2 Innovation and Creativity

They are constantly seeking innovative and creative solutions to social problems. They embrace new ideas and are not afraid to challenge the status quo.

## 4 Leadership and Collaboration

Social entrepreneurs inspire others to join their cause. They are effective leaders and collaborators, building strong teams and partnerships to create lasting change.



# Identifying Social Problems

## Needs Assessment

Social entrepreneurs must identify the needs and challenges of the communities they serve. Understanding the root causes of social problems is crucial for developing effective solutions.

## Data Collection

Gathering reliable data and conducting research is essential to understand the scope of the problem, identify potential solutions, and measure the impact of their work.

## Community Engagement

Engaging with communities directly allows social entrepreneurs to gain valuable insights from those affected by the problem. This helps ensure that solutions are relevant and culturally sensitive.

## Problem Framing

Social entrepreneurs need to clearly define the problem they are addressing. This helps them focus their efforts and communicate their mission effectively.



# Developing Sustainable Solutions



## Innovation

Social entrepreneurs develop innovative and creative solutions to social problems. They challenge existing approaches and explore new ways to address the issues.



## Financial Sustainability

Social enterprises need to be financially sustainable to achieve long-term impact. They must generate revenue and manage resources effectively to continue operating.



## Community Engagement

Social entrepreneurs involve communities in the design and implementation of solutions. This ensures that solutions are relevant and owned by the people they serve.



## Environmental Sustainability

Social enterprises are increasingly mindful of environmental impacts. They strive to minimize their footprint and promote environmentally responsible practices.



# Funding Social Enterprises

1

Traditional Funding: Grants, loans, and investments from foundations, government agencies, and impact investors.

2

Social Impact Bonds: Financial instruments that link social outcomes to investment returns, incentivizing investors to support social initiatives.

3

Crowdfunding: Raising funds from a large number of individuals through online platforms, leveraging community support for social causes.

4

Social Enterprise Revenue Models: Generating income through product sales, service fees, or social impact-related activities, fostering self-sufficiency.

# Measuring Social Impact





# Scaling Social Innovations

1

## Replication

Replicating successful models in other contexts can expand the reach and impact of social innovations. Adapt the model to meet the specific needs of different communities.

2

## Partnerships

Building partnerships with other organizations and stakeholders can leverage resources, expertise, and networks to scale social initiatives.

3

## Technology Adoption

Utilizing technology can enhance efficiency, reach, and impact. This includes online platforms, mobile apps, and data analytics tools.

4

## Policy Advocacy

Advocating for policy changes that support social entrepreneurship can create a more enabling environment for scaling social innovations.



# Collaborating for Greater Impact



## Collective Impact

Collaborating with other organizations allows social entrepreneurs to leverage resources, expertise, and reach to create a greater impact.



## Cross-Sector Partnerships

Partnering with businesses, government agencies, and other organizations can foster innovation and create a more comprehensive approach to social change.



## Geographic Expansion

Connecting social entrepreneurs across different regions can facilitate knowledge sharing, collaboration, and scaling of successful models.

# The Future of Social Entrepreneurship

1

## Tech-Driven Solutions

Emerging technologies, such as artificial intelligence, blockchain, and data analytics, will continue to shape social innovation.

2

## Impact Investing Growth

Impact investing, which aligns financial returns with social and environmental goals, will play an increasingly significant role in supporting social enterprises.

3

## Social Impact Measurement Advancements

Methods for measuring and reporting social impact will become more sophisticated, providing greater transparency and accountability.

4

## Global Collaboration

Social entrepreneurship will continue to expand across borders, connecting individuals and organizations to address global challenges.



*Thank You!*