

ISSN: 2456-9550

JMC

December 2022

# **SOCIAL ENTREPRENEURSHIP IN INDIA: A BIBLIOMETRIC ANALYSIS**

**SAVITA RASTOGI**

Email: [srastogi@jmc.du.ac.in](mailto:srastogi@jmc.du.ac.in)

Associate Professor, Department of Commerce, Jesus and Mary College  
University of Delhi

**PRIYA DAHIYA**

Email: [pdahiya@jmc.du.ac.in](mailto:pdahiya@jmc.du.ac.in)

Assistant Professor, Department of Commerce, Jesus and Mary College  
University of Delhi

AND

**SHIVANI KISHNANI**

Email: [shivanikishnani06@gmail.com](mailto:shivanikishnani06@gmail.com)

Assistant Professor, Department of Commerce, Jesus and Mary College  
University of Delhi

**Volume 6, 2022**

**THE JMC REVIEW**

*An Interdisciplinary Social Science Journal of Criticism,  
Practice and Theory*

<http://www.jmc.ac.in/the-jmc-review/content/>

**JESUS AND MARY COLLEGE**

**UNIVERSITY OF DELHI**

**NEW DELHI-110021**

## SOCIAL ENTREPRENEURSHIP IN INDIA: A BIBLIOMETRIC ANALYSIS

SAVITA RASTOGI\*, PRIYA DAHIYA† AND SHIVANI KISHNANI‡

### Abstract

Social entrepreneurship in India has emerged as a dynamic force aimed at addressing multifaceted societal challenges while fostering economic development. This bibliometric analysis delves into the realm of social entrepreneurship within India, specifically focusing on its pivotal role in mitigating disparities in literacy, livelihood, and financial inclusion. Rooted in an extensive search leveraging the Dimensions database and refined through stringent inclusion criteria, this study collated a corpus of 512 peer-reviewed English-language documents from 2010 onwards.

Employing robust bibliographic coupling and co-citation analyses, this research unraveled eight distinct thematic clusters, elucidating multifaceted dimensions of social entrepreneurship. Notably, the analysis highlighted a notable upsurge in scholarly interest post-2016, shaped by seminal works and influential figures like J. Gregory Dees and Beth Battle Anderson. The utilization of advanced network visualization tools such as VosViewer facilitated a comprehensive mapping of these thematic clusters, unveiling critical facets, including corporate social entrepreneurship, educational innovation, ethical considerations, and social entrepreneurship in challenging contexts.

This study not only illuminates the trajectory of scholarly interest but also underscores persisting challenges, encompassing financial constraints, governmental support deficiencies, and human resource limitations. By illuminating influential research threads and thematic clusters, this study not only offers a panoramic view of the evolving landscape of social

---

\* Associate Professor, Department of Commerce, Jesus and Mary College, University of Delhi. Email: [srastogi@jmc.du.ac.in](mailto:srastogi@jmc.du.ac.in)

† Assistant Professor, Department of Commerce, Jesus and Mary College, University of Delhi. Email: [pdahiya@jmc.du.ac.in](mailto:pdahiya@jmc.du.ac.in)

‡ Assistant Professor, Department of Commerce, Jesus and Mary College, University of Delhi. Email: [shivani06@gmail.com](mailto:shivani06@gmail.com)

entrepreneurship in India but also paves the way for future research endeavors and policy interventions, fostering sustainable social impact and economic growth.

**Keywords:** Bibliometric analysis, Inclusive Growth, Social Opportunities, Social Problems, Social Entrepreneurship.

## **I. Introduction**

Entrepreneurship implies starting your own firm to make money and contribute to the country's GDP. However, social entrepreneurship is a mix of the words 'social' and 'entrepreneurship', as the name suggests. It is the professional application of knowledge, skills, and competencies, as well as the monetization of a new concept by an individual or a group of people via the establishment of a business in order to seek development while creating money, employment, and social good. Social entrepreneurship is all about the awareness of a social problem and the use of entrepreneurial concepts to organize, construct, and manage a social enterprise to accomplish a desired social change (Lehner and Kansikas 2013). While a commercial entrepreneur's performance is usually measured in terms of profit and return, a social entrepreneur's performance is also measured in terms of positive societal returns. As a result, the primary purpose of social entrepreneurship is to widen social, cultural, and environmental objectives.

Ashoka, a worldwide social entrepreneur support organization, coined "social entrepreneur" in 1981 (Bacq and Janssen 2011). The volunteer and not-for-profit sectors are frequently linked with social entrepreneurs; however, this does not mean they cannot profit. International social entrepreneurship is social entrepreneurship that is performed with a global perspective or in an international environment.

India is of the opinion that unemployment and poverty are interconnected issues. The Indian government must take immediate action to address this situation because unemployment and poverty have a negative impact on the country's economy (Tomar, Singh, and Rajan 2019).

One of the remarkable developments in the fight against poverty in recent years has been the emergence of a whole new kind of business. It may also be referred to as a social enterprise, inclusive business, market-based poverty solution, etc. These businesses advance

opportunities for livelihood while also providing the underprivileged with valuable goods and services, producing a lasting social impact (India 2015).

## **II. Purpose of the Research**

The purpose of this literary research is to identify opportunities for social entrepreneurship in India and comprehend the obstacles/challenges they face. The paper concentrates on Social Entrepreneurship as a solution to eliminating inequities among the Indian people in terms of literacy, livelihood, and financial inclusion

Governments and policymakers face challenges from various economic and social issues, such as unemployment, poverty, education, financial inclusion, and others (Zhang et al. 2022). According to a recent Lancet study, India will likely miss the deadline for 50% of the Sustainable Development Goals (SDG) indicators, including serious concerns. The greatest barrier to the most effective use of human resources for the social and economic development of the state remains poverty and unemployment, even though they are unique within and between nations. One of the most pressing societal challenges of the twenty-first century is poverty (Daru and Gaur 2013)

## **III. Significance of Social Entrepreneurship**

Instantaneous alleviation of poverty and unemployment by handing out donations can only be the temporary but not the permanent solution to these problems. Instead, providing dignity is the only way to handle such challenges (Zhang et al. 2022). For example, employment can be individuals' permanent tools to lift themselves out of poverty. With their business ideas and inventive solutions, social entrepreneurs may address these issues and provide individuals with options for dignified survival.

Utilizing business methods to solve social and environmental issues is known as social impact entrepreneurship. These businesspeople want to make money and profit while simultaneously having a positive social influence. They concentrate on developing sustainable solutions that benefit both society and the environment. In recent years, social impact entrepreneurship in India has attracted much interest as more and more businesspeople launch projects addressing social and environmental issues.

## IV. Methodology

- **Data collection**

In order to investigate the literature for this paper and find an answer to the research question "Social entrepreneurship as a solution to eliminating inequities among the Indian people in terms of literacy, livelihood, and financial inclusion," bibliometric analysis using Vosviewer, and thematic content analyses using 'bibliographic coupling' and 'co-citation' were done.

- **Inclusion and exclusion criteria (PRISMA APPROACH: Figure 1)**

The researchers initiated the search with a keyword analysis using a Boolean search by running a query with the terms "social entrepreneurship," "social innovation," "impact investing" ,"social enterprise" in India in titles, abstracts, or keywords. The keywords search ("social entrepreneurship" OR "social innovation" OR "impact investing" OR "social enterprise") AND "India" was conducted on August 2, 2023 to get documents indexed in the Dimensions database since 2010 (Dimensions database is an effective tool for searching literature as it facilitates searching by allowing the use of whole search strings), which produced 616 documents. After applying an inclusion filter that only included documents that had been peer-reviewed and published in English, 597 items remained. To further ensure the relevance of the materials, the inclusion requirements only include articles, published books, chapters, and preprints. As a result, 512 documents were selected for final study.

- **Year wise description of 512 documents**

These documents were then studied in terms of year-wise publication. During the initial period from 2010 to 2014, the subject of social entrepreneurship and the entrepreneurial ecosystem did not garner much attention from researchers. Only two research papers were published in 2010, and this number gradually increased to fifteen papers by 2013. However, starting in 2016, there was a significant uptick in interest and recognition for this topic. In 2015, 26 research papers were published; this trend continued with 35 papers in 2016 and 2017. The peak of this surge occurred in 2022, when a remarkable 74 research papers were published on this subject (**figure 2**).

However, it's important to note that several influential articles published in earlier years also influenced the growing interest in social entrepreneurship and the entrepreneurial ecosystem. Notably, in 2012 and 2014, key articles authored by Datta and Gailey (2012) with 358 citations, Desa and Koch (2014) with 149 citations, and in 2016, an article by Haugh and Talwar (2016) with 198 citations, played a significant role in stimulating interest and increasing the number of publications in this field (**Table 1**).

Furthermore, this surge in publications may also be attributed to external events, such as crises, which tend to bring new social problems to the forefront and draw attention to social entrepreneurship as a valuable tool for addressing these challenges (Bansal, Garg, and Sharma 2019).

- **Data Analysis**

'Bibliometric analysis', a well-known and effective method for unbiased data analysis, has been used for thematic content analysis--in terms of

bibliographic coupling, and co-citation analysis. This approach provides a comprehensive understanding of theoretical principles and reveals intricate connections between established and emerging research fields.

The VosViewer software facilitated the analysis, allowing us to generate a network visualization—a tool in science mapping. This visualization helped detect significant focus areas and identify influential authors, publications, and journals through various network analysis techniques (Bouzemrak et al., 2019).

Utilizing the software, we mapped existing information, new study topics, hotspots, future trends, and upcoming research avenues in social entrepreneurship. The bibliometric analysis identified key emerging research themes using the bibliographic coupling approach.

- **Bibliographic coupling**

Using VosViewer software, we conducted a bibliographic coupling approach on 512 documents, which involves clustering recent documents by linking those that cite the same set of papers and evaluating the links between citing documents (Boyack and Klavans, 2010; Van Oorschot et al., 2018).

When applying a minimum citation threshold of ten, 84 documents met the criteria (threshold), leading the software to generate eight clusters (**figure 3**). Each cluster was then scrutinized based on the key concepts, theoretical framework, research problem, methodology, and critical findings.

Cluster one (red) comprises 20 contributions that explore and analyze various aspects related to corporate social entrepreneurship (CSE) and its impact on different areas such as internationalization into emerging markets, social and economic value creation, and organizational dynamics. Cluster two (green) comprises 19 contributions that focus on "Social Entrepreneurship and its Impact on Various Fields." Each research discusses social entrepreneurship in different contexts and its implications for resource challenges, education innovation, and sustainability management. Cluster three (blue) comprises 13 contributions on "Social Entrepreneurship and its Various Aspects." Each research explores different aspects of social entrepreneurship, including its interaction with institutional complexity, the role of social enterprises in pro-poor change through technology, and the challenges and consequences of founder succession in social enterprises. Cluster four (yellow) comprises 7 contributions to "Social Entrepreneurship Education and Intentions among Students in the Indian Context." This cluster focuses on research conducted in India related to the intention and factors influencing students' inclination toward social entrepreneurship. The studies explore various antecedents and their impact on students' intentions to engage in social entrepreneurship, providing valuable insights for academia and policymakers in the Indian educational context. Cluster five (purple) consists of 7 contributions on "Ethical Considerations and Challenges in the Context of Social Enterprises and Social Entrepreneurship." Each contribution explores various ethical dilemmas and complexities that social enterprises encounter while addressing social missions and the strategies they employ to navigate these ethical challenges. These studies contribute to understanding the ethical dimensions of social entrepreneurship, emphasizing the need for ethical decision-making and addressing systemic problems in the pursuit of social impact. Cluster 6 (light blue) comprises 6 contributions on "Social Entrepreneurship in Challenging Contexts." Each contribution explores the role of social entrepreneurs in addressing complex issues and challenges, whether it's navigating government policies, sustaining operations in rural markets, or responding to crises like the COVID-19 pandemic. The studies highlight the

innovative strategies and principles social entrepreneurs adopt in low-resource settings to create positive social impact. Cluster 7 (orange) comprises 6 contributions on "Social Entrepreneurship, Inclusive Development, and the Role of Innovation and Technology." Each contribution explores the intersection of entrepreneurship, technology, and social impact, whether it's through the creation of humanitarian goods like solar lamps, the evolution of inclusive development policies, or the impact of the global education industry on education reform and innovation in India. These studies highlight how innovation, technology, and entrepreneurship are pivotal in addressing complex social challenges and reshaping markets and development paradigms. Cluster 8 (brown) comprises 6 contributions on "Social Innovation, Resource Constraints, and Entrepreneurship in Developing Countries." Each contribution explores the challenges and opportunities entrepreneurs and organizations face operating in resource-constrained environments, particularly in developing countries like India. The studies delve into topics such as leveraging social capital for innovation, strategic challenges in crowdfunding, and the role of social franchising in expanding healthcare access. These investigations shed light on the innovative approaches and strategies adopted in challenging contexts to create positive social impact and value.

## **V. Co-citation Analysis**

A co-citation study was conducted using VosViewer. Co-citation analysis enables the identification of documents cited in multiple sources in order to identify the connections between the papers for thematic evaluation (Casprini et al., 2020; Ferreira, 2018). Using a minimum number of nine cited references, 72 papers met the threshold and were grouped into four clusters from the 7942 cited references in the 512 papers. Abstracts and keywords were collected to group all of the publications in the four clusters under a single thematic cluster name. Each paper was personally examined to comprehend the relationships between the publications and to identify potential future study topics in social entrepreneurship. The closer the academic relationship between the articles, the shorter the line. The size of the circle represents the number of articles cited. In other words, the larger the circle, the more co-cited documents, as shown in **Figure 4**.

This investigation begins with an examination of the co-citations of references. The nodes of the study indicate the associations between the many publications as well as the different



research themes in social entrepreneurship. The findings show that the ranking was dominated by Mair, J. et al. (2006), cited 74 times in the reference list of the 512 papers associated with social entrepreneurship. The article also ranked first in the link strength categories, scoring 588. The paper by Mair, J. et al. (2006) led the red cluster and the blue cluster, while the paper by Datta, Py et al. (2012) led the green color cluster with 28 citations and a total link strength of 251.

## **VI. Literature Review (Based on the above Bibliometric Analysis)**

Social entrepreneurship has a long history and a global presence as a practice that mixes commercial and social value creation. To various people, the term "social entrepreneurship" signifies different things.

According to Gregory Dees, the "Father" of social entrepreneurship, entrepreneurs improve the productive capacity of society and provide the creative destruction that propels economic change. Social entrepreneurs do the same for social change, create public value, pursue new opportunities, innovate and adapt, act boldly, and leverage resources. They don't control and exhibit a strong sense of accountability. Social entrepreneurs are analogous to agents of change in society (J. Gregory Dees and Beth Battle Anderson 2006).

Alvord et al. (2004) proposed several variables related to social entrepreneurship that would assist society's impoverished and bottom-of-the-pyramid people. It envisioned social entrepreneurial ideas and leadership that would result in a comprehensive societal revolution.

Daru and Gaur (2013) investigated the relevance of social entrepreneurship as well as the problems that entrepreneurs confront in developing nations such as India, Pakistan, and Bangladesh. They studied the example of an outstanding social entrepreneur, Muhammad Yunus, founder and CEO of Grameen Bank, who has blazed a new trail in the development of social entrepreneurship and has been a source of inspiration for other like-minded entrepreneurs to drive the country's overall progress. According to McClelland, entrepreneurial activity is ultimately determined by the enabling environment and one's ability.

A report by Swissnex India (2015) underlines that in terms of operation and leadership, nonprofit organizations may benefit from social entrepreneurship just as much as for-profit

social enterprises, despite the fact that their activities and legal entities are different. While expressing his views on the importance of innovation and entrepreneurship in the entrepreneurial economy of the United States, Drucker (1985) expressed, "An entrepreneur is someone who seeks for and seizes opportunities." He has divided his discussion on innovation and entrepreneurship into three categories: innovation as a practice, entrepreneurship as a way of life, and entrepreneurial approaches.

## **VII. Social Entrepreneurship in India**

In India, a social entrepreneur is a person who is the founder, co-founder, or principal functionary of a social company or a non-profit organization that raises funds through a combination of services (typically fundraising events and community activities) and goods. Non-profits and non-governmental organizations, foundations, governments, and individuals all play important roles in establishing, promoting, funding, and advising social entrepreneurs all over the globe today. A rising number of educational institutions are launching programs aimed at social entrepreneur education and training (Makhlouf 2011).

The Indian ethos is heavily anchored in social impact and business. Amul (Rakesh Varma and Jaladi 2017), for example, has been a cooperative and community-owned business in India since the 1950s. Over the past ten years, social entrepreneurship has advanced substantially in India, and every day more and more people are leveraging their entrepreneurial skills to create sustainable businesses that serve both profit and non-profit objectives (Khanapuri & Khandelwal, 2011).

In India, social entrepreneurship is gaining traction in numerous areas of the economy, with an increasing number of young people, including those from renowned Indian institutions such as the Indian Institutes of Management (IIM) and Indian Institutes of Technology (IITs), expressing interest in the topic. The notion of 'giving,' or the obligation to fulfill one's responsibility to society (rather than one's own wants), is deeply established in Indian social norms.

India is the world's seventh-largest country by geographical area and has 17.5 percent of the global population, making it the world's second-most populated country after China. It is also the world's youngest country in terms of demographics, with almost two-thirds of the

population under the age of 35 (Sharma 2017). India is the world's sixth largest economy in terms of GDP after the US, China, Japan, Germany, and the UK.

Despite being the sixth-largest economy in the world, India is home to over half of the world's poor (ET Bureau 2022), with 21.9% of the population living in poverty. The country continues to struggle with socioeconomic difficulties such as illiteracy, starvation, and inadequate healthcare. It is ranked 131 out of 188 nations in the Human Development Index (United Nations 2022).

Instead of indirectly addressing social needs through business practices like corporate philanthropy, equal pay, environmentally friendly operations, or other related business ventures started by nonprofit organizations, social enterprises should directly address social needs through their products and services. India has a significant role to play in the development of social entrepreneurs. Social entrepreneurs have existed ever since humans first formed social communities.

In the social economy, social entrepreneurs serve a similar role, filling gaps in societal demands that enterprises and government have failed to meet. Their limited financial resources do not stop them from achieving their life's goals and purposes. India has seen the rise of many successful social entrepreneurs who are making a positive impact on society. Here are a few examples:

**Anshu Gupta** - He is a well-known social entrepreneur from India who founded the non-governmental organization Goonj in 1999. Goonj is focused on addressing rural poverty by collecting and distributing clothing and other basic necessities to people in need. Gupta started his career as a journalist but eventually left journalism to focus on social work. He started Goonj with the aim of addressing the lack of clothing and basic necessities for people living in poverty in rural India. Goonj collects donated clothes, which are then processed and distributed to those in need. The organization also provides disaster relief and supports various community development initiatives. Under Gupta's leadership, Goonj has become one of India's most well-known and respected NGOs, receiving numerous awards and recognition for its innovative approach to social entrepreneurship. Gupta himself has been recognized with several awards, including the Ramon Magsaysay Award, often referred to as the "Asian Nobel Prize." Overall, Anshu Gupta's work as a social entrepreneur has had a

significant impact on the lives of many people living in poverty in India, helping to provide them with basic necessities and support for their communities.

**Kavita Shukla** - Kavita Shukla is a social entrepreneur from India who is known for inventing FreshPaper, a low-cost, biodegradable paper that helps keep produce fresh for longer periods of time. She is the founder and CEO of Fenugreen, a social enterprise that produces and distributes FreshPaper to communities around the world. Shukla came up with the idea for FreshPaper when she was a student at Harvard University. While visiting her grandmother in India, she discovered that her grandmother used a mixture of herbs and spices to keep food fresh. Shukla conducted extensive research on the antimicrobial properties of these herbs and eventually developed a way to infuse them into paper, creating FreshPaper. Through Fenugreen, Shukla has been able to distribute FreshPaper to communities around the world, helping to reduce food waste and improve access to fresh produce. Her work has been recognized with numerous awards, including the INDEX: Award for Design to Improve Life and the Cartier Women's Initiative Award. Overall, Kavita Shukla's work as a social entrepreneur has been instrumental in addressing food waste and promoting sustainable practices. Her invention of FreshPaper has had a significant impact on communities around the world, helping to improve access to fresh produce and reduce food waste.

**Harish Hande** - He holds a PhD in energy engineering from the University of Massachusetts, and he has worked extensively in the renewable energy sector. He founded SELCO India in 1995 with the goal of providing access to renewable energy to people living in poverty in rural India. The organization designs and installs solar-powered lighting systems, water heaters, and other energy solutions that can help improve the quality of life for those in need. Through his work with SELCO India, Hande has been able to impact the lives of many people in rural India by providing access to clean energy. He has also been recognized for his contributions to the field of social entrepreneurship, receiving numerous awards and recognition, including the Ashden Award for Sustainable Energy, the Schwab Foundation's Social Entrepreneur of the Year Award, and the Ramon Magsaysay Award. Overall, Harish Hande's work as a social entrepreneur has been instrumental in promoting sustainable development and improving the lives of people living in poverty in rural India.

These social entrepreneurs have not only created successful businesses but have also made a positive impact on society by addressing some of the pressing issues faced by people in India.

### **VIII. Scope and opportunities of social entrepreneurship**

Social entrepreneurship is a rapidly expanding global movement. Social work is no longer just concerned with activism. Today, not only NGOs but also national and international authorities, as well as social companies, provide numerous chances in child welfare, community policing, healthcare, counseling, and other fields. There is also a lot of room for social entrepreneurship and launching your own social enterprises (Frumkin 2002). By offering the populace distinctive and cutting-edge goods and services at reasonable costs, social entrepreneurs may bring about the visible changes in society that are portrayed in the success stories listed above.

Instead of wealthy nations, developing countries provide the greatest potential for social entrepreneurship, as they exhibit greater disparities in wealth, education levels, and other factors that social entrepreneurs can leverage for long-term economic success. Since social entrepreneurship aims to address societal issues, it primarily serves the low-income segment of the population.

By using innovative approaches and distinctive goods or services that address societal problems and foster both social and economic value among the populace, they may enhance society. They may take advantage of the volume by offering their goods and services at low costs so that the greatest number of people can benefit from them.

Because social entrepreneurship will play a significant role in delivering growth to India's rural population, it is critical to research the aspects that will foster the ideology of social entrepreneurship, such as fair trade. By providing jobs and subsequently establishing employment prospects for the entire public, it will contribute to the overall growth of the nation.

## **IX. Opportunities for Social Entrepreneurs in India**

Social entrepreneurship has the potential to create a positive social and environmental impact in India while also generating economic value (Zahra et al. 2009). Here are some opportunities for social entrepreneurship in India:

**Healthcare:** India's healthcare system is in need of innovative solutions, especially in rural areas. Social entrepreneurs can develop affordable and accessible healthcare models to cater to the underserved population.

**Education:** Despite efforts by the government, a large section of India's population still lacks access to quality education. Social entrepreneurs can create innovative education models to improve learning outcomes for children and adults.

**Clean Energy:** India is making significant strides in renewable energy, but there is still a large population that lacks access to electricity. Social entrepreneurs can develop clean energy solutions that are affordable and accessible to off-grid communities.

**Agriculture:** Agriculture is a significant sector in India, and social entrepreneurs can create solutions to improve agricultural productivity while also addressing environmental issues such as water conservation and soil degradation.

**Financial Inclusion:** Millions of Indians are still unbanked, and social entrepreneurs can develop innovative financial products and services to increase financial inclusion.

**Women Empowerment:** Despite the progress made in recent years, women in India still face various challenges. Social entrepreneurs can create solutions that empower women by providing them with access to education, healthcare, financial services, and employment opportunities.

**Waste Management:** India generates a significant amount of waste, and social entrepreneurs can develop solutions for waste management and recycling to address environmental concerns and create employment opportunities.

Overall, social entrepreneurship in India offers vast opportunities to create a positive social and environmental impact while also generating economic value.

## X. Difficulties Social Entrepreneurs in India Must Overcome

The challenges faced by social entrepreneurs in starting, running, and maintaining a business may be similar to those faced by their corporate counterparts. Before entering a market with a new business concept, a social entrepreneur should have a thorough understanding of the concerns and challenges they may encounter in order to make well-informed decisions (Makhlouf 2011).

The main challenges are listed in the paragraph that follows:

**Finance availability:** One of the challenges for Indian firms remains a lack of cash. Due to social entrepreneurs offering unique items and a variety of services, it is much more difficult to acquire financial support from respected financial institutions. Due to a lack of money, Indian entrepreneurs face major challenges. Social entrepreneurs typically fund their firms with their own money or by taking out high-interest loans from local lenders, which can occasionally strain their finances. The reason for this is that the bank avoids providing loan facilities to social entrepreneurs due to the various social difficulties linked with them. Because of this, social businesses struggle to handle a poor response from financial institutions and governments in terms of funding. This motivates social entrepreneurs to look for venture investors and nonprofit organizations, which may be a more difficult path.

**Insufficient government support:** In India, a lack of government support has a significant negative impact on the development of social businesses. Currently, the government does not provide any kind of assistance for endeavors with a social aim. The government's strict and convoluted standards and regulations for social entrepreneurs are a significant impediment to the growth of social enterprises in India. Moreover, social businesses are not eligible for any tax benefits or subsidies.

**Lack of talented/committed workers:** Lack of qualified and committed personnel is another issue that social entrepreneurs face. Social entrepreneurs cannot hire bright workers to work with them since they will expect high compensation, which is only realistic for economic entrepreneurs. The second issue in social entrepreneurship is the inability to afford well-paid employees for their entire workforce. For instance, a charitable hospital operating under social entrepreneurship must attract exceptional physicians who demand high salaries. Social

enterprises necessitate specialized labor, which must be provided by a diverse group of individuals, including professionals, volunteers, workers, and members of the community. The founders struggle to align the long-term success of all of these organizations with their ambitions. In order to achieve their objectives holistically, social enterprises frequently need to hire people from the underprivileged sector of society. However, training and development expenses are increased because these individuals typically lack literacy and experience. The organizations must work to balance the needs of all these different groups while still achieving the best results.

### **XI. Conclusions and Recommendations**

Without a question, social entrepreneurship has a number of challenges, and these challenges are getting worse as time and societal dynamics progress. Social entrepreneurs must be cautious and pay attention to even the tiniest details if they are to successfully address the current (above-mentioned) issues. There are still some challenges for social entrepreneurs even though the list of challenges is not complete. A crucial issue is how to get over the obstacles social entrepreneurship faces in India. The suggestions listed below can assist Indian social entrepreneurs in achieving their objectives:

- It is feasible to increase awareness of the benefits of social entrepreneurship, especially among young people, by motivating entrepreneurs to address social issues and making them feel excited to help the needy in a professional manner.
- Higher education institutions in India should collaborate with social entrepreneurs to develop curricula that instill social entrepreneurial practices in their students in order to produce managers and promoters of the highest standard.
- The government should increase financial assistance to promote social entrepreneurship in India through government funding to the projects or by making it simpler to obtain loans from financial institutions in order to prevent the seed money required for the establishment of the business from becoming a barrier to the development of social entrepreneurship.
- Those involved in social entrepreneurship should be motivated and excited to help their community. They should enjoy assisting the less fortunate and develop a sense of self-worth



that motivates them to participate in a social enterprise as a worker or business owner. The importance of social goals must be weighed against the importance of economic goals.

In general, social entrepreneurship has grown in popularity and prominence in India. Social entrepreneurs face a variety of challenges, including communicating the company idea, operating from a distance, obtaining funding, obtaining government approval, competing with others, acquiring technology, raising awareness, and finding qualified staff. Despite these challenges, there are several successful examples of socially conscious businesses. There are numerous opportunities for social entrepreneurs in India. India is seeing an increase in social entrepreneurship and initiatives undertaken by social entrepreneurs to find viable solutions to a variety of societal issues. Social entrepreneurs must adapt quickly to changing technologies and increased competition.

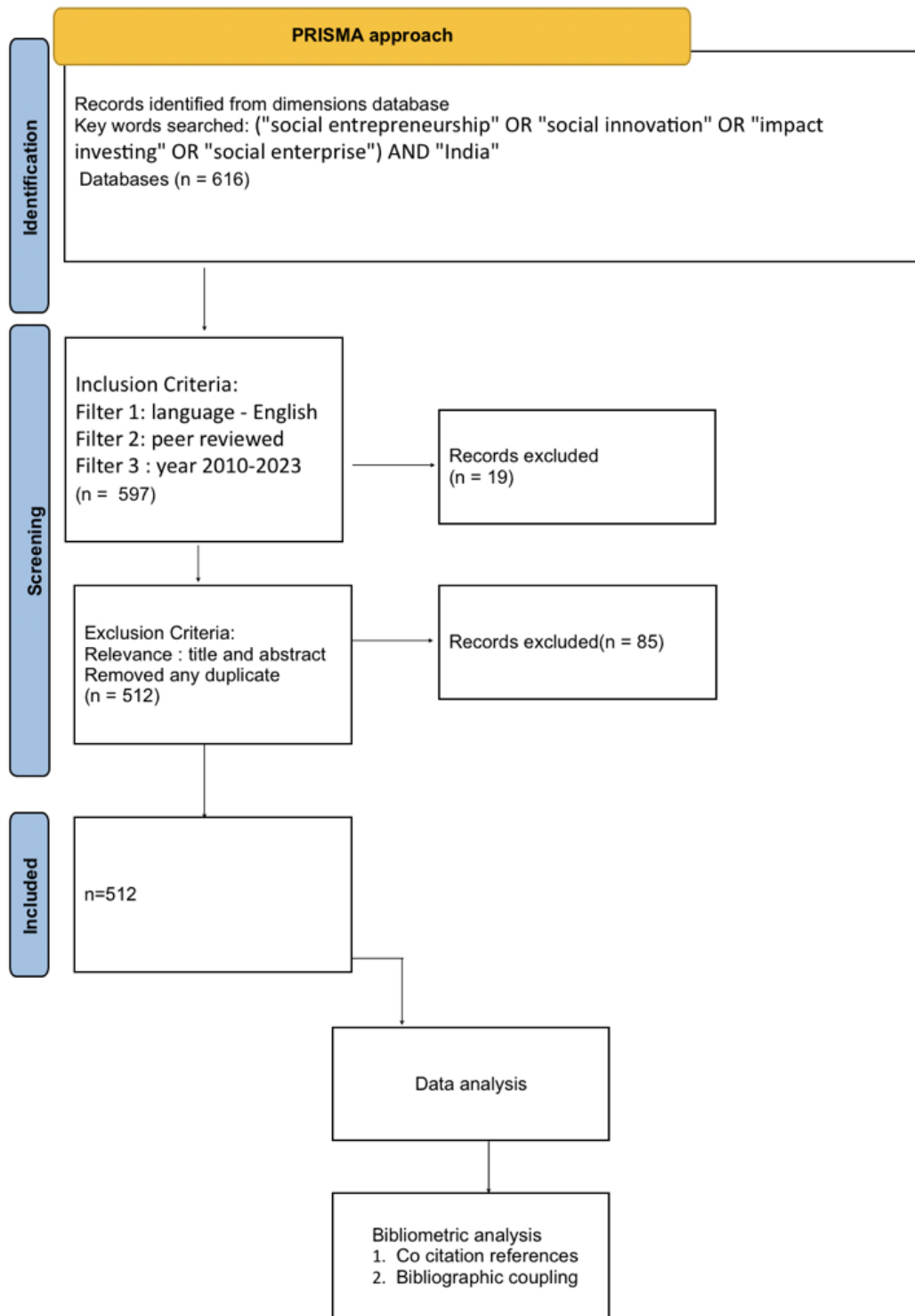


Figure 1:PRISMA APPROACH showing research methodology

Source : Author's own

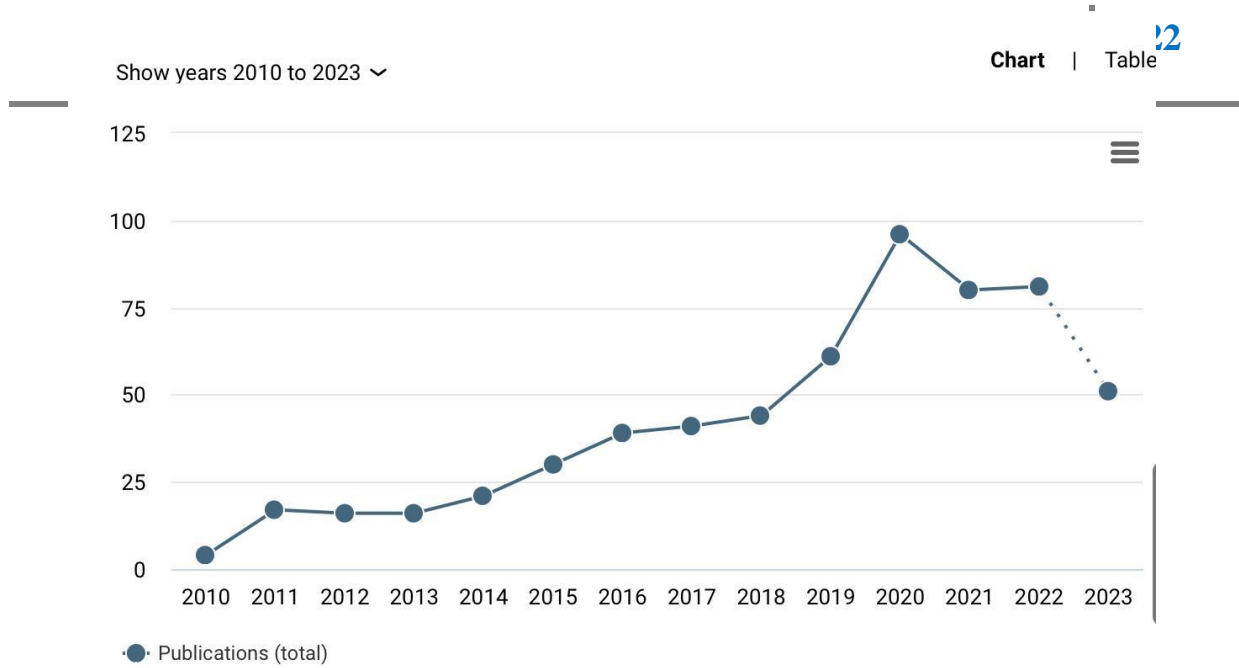


Figure 2: Publication year wise

Source: Authors own

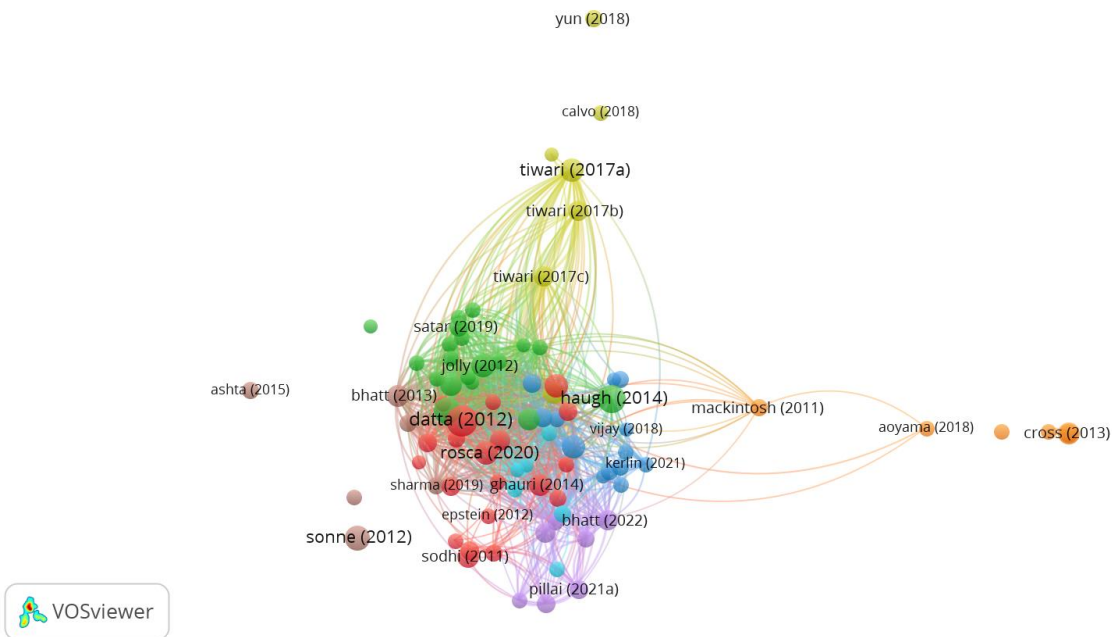


Figure 3 : bibliographic coupling network visualisation

Source: Authors own

Table 1: Influential Papers on Social Entrepreneurship in India

<b>Title</b>	<b>Authors</b>	<b>PubYear</b>	<b>Times cited</b>	<b>Source title/Anthology title</b>
Empowering Women through Social Entrepreneurship: Case Study of a Women's Cooperative in India	Datta, Punita Bhatt; Gailey, Robert	2012	358	Entrepreneurship Theory and Practice
Linking Social Entrepreneurship and Social Change: The Mediating Role of Empowerment	Haugh, Helen M.; Talwar, Alka	2016	198	Journal of Business Ethics
Scaling Social Impact: Building Sustainable Social Ventures at the Base-of-the-Pyramid	Desa, Geoffrey; Koch, James L.	2014	149	Journal of Social Entrepreneurship
Innovative initiatives supporting inclusive innovation in India: Social business incubation and micro venture capital	Sonne, Lina	2012	116	Technological Forecasting and Social Change
Women entrepreneurs as agents of change: A comparative analysis of social entrepreneurship processes in emerging markets	Rosca, Eugenia; Agarwal, Nivedita; Brem,	2020	106	Technological Forecasting and Social Change

Table 1: Influential Papers on Social Entrepreneurship in India

	Alexander			
Creating the innovation ecosystem for renewable energy via social entrepreneurship: Insights from India	Surie, Gita	2017	104	Technological Forecasting and Social Change
An empirical analysis of the factors affecting social entrepreneurial intentions	Tiwari, Preeti; Bhat, Anil K.; Tikoria, Jyoti	2017	103	Journal of Global Entrepreneurship Research
Social entrepreneurship: Creating value in the context of institutional complexity	Cherrier, Helene; Goswami, Paromita; Ray, Subhasis	2018	83	Journal of Business Research
Upscaling of business model experiments in off-grid PV solar energy in India	Jolly, Suyash; Raven, Rob; Romijn, Henny	2012	83	Sustainability Science
Social enterprises as supply-chain enablers for the poor	Sodhi, ManMohan S.; Tang, Christopher S.	2011	80	Socio-Economic Planning Sciences

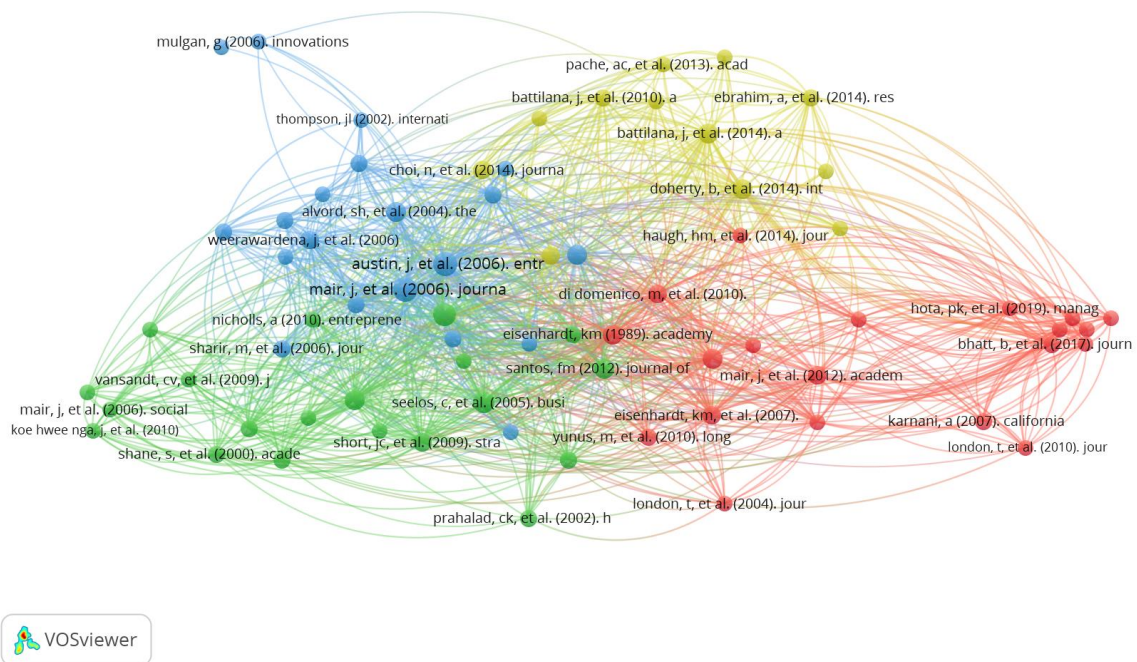


Figure 4 Co citation analysis network visualisation

Source :Authors own

## References

- Alvord, S. H., Brown, L. D., & Letts, C. W. 2004. Social Entrepreneurship and Societal Transformation. *The Journal of Applied Behavioral Science*, 40(3), 260–282.
- Bansal, Sanchita, Isha Garg, and Gagan Sharma. 2019. “Social Entrepreneurship as a Path for Social Change and Driver of Sustainable Development: A Systematic Review and Research Agenda.” *Sustainability* 11 (4): 1091. <https://doi.org/10.3390/su11041091>.
- Bulsara, H., Chandwani, J., & Gandhi, S. 2014. Women Entrepreneurship and Innovations in India: An Exploratory Study. *International Journal of Innovation - IJI*, 2(1), 32-44. doi: <http://dx.doi.org/10.5585/iji.v2i1.2>.
- Boyack, K.W. and Klavans, R. 2010. “Co-citation analysis, bibliographic coupling, and direct citation: A food value which citation approach represents the research front most accurately?”, *Journal of the chain and open*. American Society for Information Science and Technology, Vol. 61 No. 12, pp. 2389-2404.
- Bouzembrak, Y., Klu€che, M., Gavai, A. and Marvin, H.J. 2019. Internet of Things in food

safety: literature review and a bibliometric analysis. *Trends in Food Science and Technology*, Vol. 94, pp. 54-64.

Chakraborty, S. K. 1987. *Managerial Effectiveness and Quality of Work life: Indian Insights*. New Delhi, Tata McGraw-Hill Publishing Co. Limited.

Christie, M. J., & Honig, B. 2006. Social Entrepreneurship: New Research Findings, *Journal of World Business*, Volume 44, pp 1-5.

Daru, Mahesh U. and Gaur, Ashok. 2013. Social entrepreneurship a way to bring social change. *Innovative journal of business and management*, ISSN No.22774947.

Dees & Anderson. 2006. "Framing a Theory of Social Entrepreneurship: Building on Two Schools of Practice and Thought," in *Research on Social Entrepreneurship: Understanding and Contributing to an Emerging Field*, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA).

Drucker, P. F. 1985. *Innovation and entrepreneurship: Practice and principles*. New York: Harper & Row.

ET Bureau. 2022. "India, No Longer a Poverty Posterboy." *Economic Times*. April 18, 2022. <https://economictimes.indiatimes.com/opinion/et-editorial/india-no-longer-a-poverty-posterboy/articleshow/90920563.cms?from=mdr>

Frumkin, P. 2002. *Social Entrepreneurship On Being Nonprofits*, Cambridge, Mass.: Harvard University Press, pp 129-162.

Giddens, A. 1979. *Central Problems in Social Theory*. Berkeley, CA: University of California Press.

Khanapuri, V., & Khandelwal, M. 2011. "Scope for Fair Trade and Social Entrepreneurship in India", *Business Strategy Series*, Volume 12, Issue 4, pp 209-215 as cited by Bulsara Hemant kumar P., Gandhi Shailesh and Chandwani Jyoti (2015). SOCIAL ENTREPRENEURSHIP IN INDIA: AN EXPLORATORY STUDY. *International Journal of Innovation*. Vol. 3 (1). Pp. 7-16. Doi: <http://dx.doi.org/10.5585/iji.v3i1.20>.

Lehner, O M and J Kansikas. 2013. Pre-paradigmatic Status of Social Entrepreneurship Research: A Systematic Literature Review. *Journal of Social Entrepreneurship*, 4 (2): 198-219. <http://doi.org/10.1080/19420676.2013.777360>.

Mair, Johanna & Marti, Ignasi. 2006. Social Entrepreneurship Research: A Source of Explanation, Prediction, and Delight, *Journal of World Business*, 41, 36- 44. doi: 10.1016/j.jwb.2005.09.002.

Makhlouf, Hnay H. 2011. Social Entrepreneurship: Generating Solutions to Global Challenges. *International Journal of Management and Information Systems*, 15(1), 1.

- Nicholls, A. 2010. The Legitimacy of Social Entrepreneurship: Reflexive Isomorphism in a Pre Paradigmatic Field. *Entrepreneurship: Theory and Practice*, 34 (4): 611-33. <http://doi.org/10.1111/j.1540-6520.2010.00397>.
- Peredo, A. M. and McLean, M. 2006. Social Entrepreneurship: A Critical Review of the Concept (2006). *Journal of World Business*, 41(1), 56-65 2006.
- Pomerantz, M. 2003. The Business of Social Entrepreneurship in a Down Economics. *In Business*, Volume 25, Issue 3, pp 25-30.
- Rakesh Varma, Gedela, and Ravi Jaladi. 2017. "Social Entrepreneurship: A Case Study on Amul Dairy." *Ijrms.com*. 2017. <http://www.ijrms.com/olvolume2issue4/GedelaRakeshVarma-JaladiRavi-4.pdf>.
- S. Bacq, F. Janssen. 2011. The Multiple Faces of Social Entrepreneurship: A Review of Definition Issues based on Geographical and Thematic Criteria. *Entrepreneurship & Regional Development*, 23(5-6), 373-403. <http://dx.doi.org/10.1080/08985626.2011.577242>.
- Sharma, Mihir. 2017. "India's Burgeoning Youth Are the World's Future." Mint. September 8, 2017. <https://www.livemint.com/Opinion/2WSy5ZGR9ZO3KLDMGiJq2J/Indias-burgeoning-youth-are-the-worlds-future.html>.
- Short, J C, T W Moss and G T Lumpkin. 2009. Research in Social Entrepreneurship: Past Contributions and Future Opportunities. *Strategic Entrepreneurship Journal*, 194 (2): 161-94. <http://doi.org/10.1002/sej>.
- Singh, P. 2012. Social Entrepreneurship: A Growing Trend in Indian Economy. *International Journal of Innovations in Engineering and Technology (IJIET)*. 1(3), 44-52.
- Swissnex India. 2015. Social Entrepreneurship in India Unveiling the unlimited opportunities. Consulate General of Switzerland.
- Tomar, Divya, Sehajpreet Singh, and Anand Prem Rajan. 2019. Social Entrepreneurship and Poverty Mitigation in India. *International Journal of Science and Research (Raipur, India)*. <https://doi.org/10.21275/ART20196798>.
- United Nations. 2022. Reports and Publications. *Human Development Reports*. <https://hdr.undp.org/reports-and-publications>.
- Warnecke, T. and Houndonougbo, A. N. 2016. Let There Be Light: Social Enterprise, Solar Power, and Sustainable Development. *Journal of Economic Issues*, 1 (2): 362-372.
- Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M. 2009. A Typology of Social Entrepreneurs: Motives, Search Processes and Ethical Challenges. *Journal of Business Venturing*, Volume 24, Issue 5, pp 519-532.



Zhang, Xiaoyi, Yu Sun, Yang Gao, and Yueqi Dong. 2022. Paths out of Poverty: Social Entrepreneurship and Sustainable Development. *Frontiers in Psychology* 13: 1062669. <https://doi.org/10.3389/fpsyg.2022.1062669>.