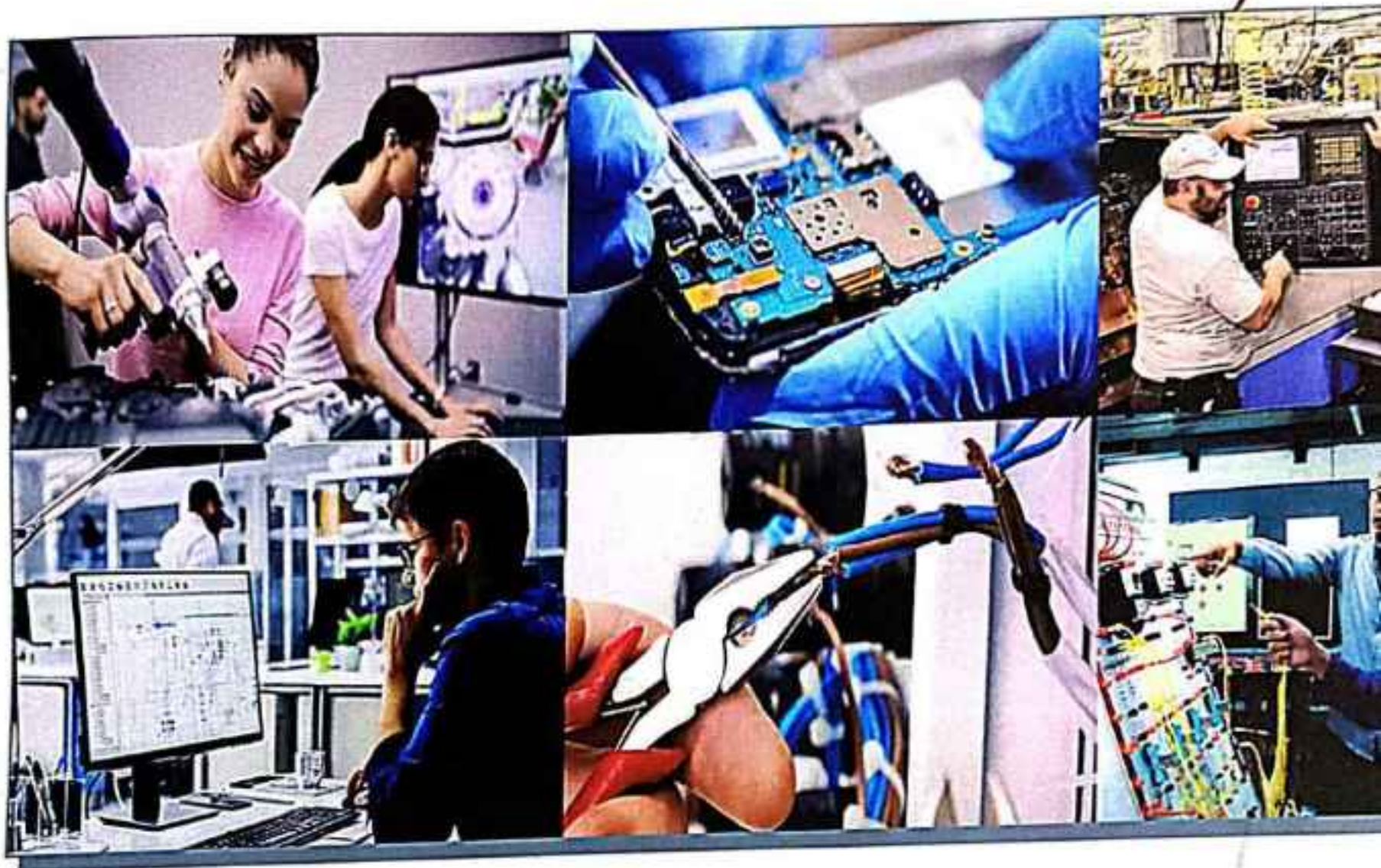


PERSPECTIVES OF TECHNICAL EDUCATION



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CASE STUDY ON CATASTROPHE RESILIENCE ROLE OF SOCIAL ENTREPRENEURS

*Sachin Kumar**Isha Tiwari

*S.D. College Hoshiarpur

**S.D. College Hoshiarpur

ABSTRACT

Social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. The goal of social entrepreneurship is to make the society a better place and much needed in under developed countries where government policies are not so effective. The concept of social marginalization refers to 'social isolation and/or inability to be able to fully participate in the standards and way of life of society. This paper discusses the two summarized case studies of social entrepreneur who transformed the life of marginalized women segment of society. SwayamShikshanPrayog (SSP) is reviving rural economies. Working in regions impacted by climate change has freed up women to become farmers, business owners, and grassroots leaders who are using small companies to solve local issues. SSP (Successful Women's Partnership) is the model that Prema and her colleagues created to assist 145,000 women in distant markets. Barefoot College was founded in 1972 in Rajasthan with the goal of empowering neglected rural impoverished populations. The college trains illiterate people in fields like solar energy, water, healthcare, rural handicrafts, communications, and women's empowerment, with the goal of giving the poorest people access to useful skills and information.

Keywords: Social Entrepreneurs, Rural, Women

INTRODUCTION

Social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives. Social entrepreneurs are trailblazers in the ongoing invention, learning, and adaptation process. They are inventive because they create novel concepts, break new ground, and introduce fresh methods for resolving issues. (Dees, 1998) Social entrepreneurship is attracting growing amounts of talent, money, and attention. Social entrepreneurship signals the imperative to drive social change, and it is that potential payoff, with its lasting, transformational benefit to society. Social entrepreneurship is an approach by start-up companies and entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. The concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs.

The goal of Social entrepreneurship is to make the society a better place and much needed in under developed countries where government policies are not so effective. People leave the societal needs to the government or the business sectors. Especially in light of the resource scarcity and corruption that these countries are known for, social entrepreneurs are essential to improving the favorable social conditions in developing economies. The social entrepreneur, however, neither anticipates nor organizes to create substantial financial profit for his or her investors – philanthropic and government organizations for the most part – or for himself or herself. However, acquiring resources for social projects is really difficult. This is due to social ventures' have limited access to unlimited sources of funding and their constant reliance on people, foundations, or the government for financial support. (Foster and Brodach, 2005). Because SE promises to give the impoverished a means of subsistence as well as essential products and services, it has been regarded as a viable solution to alleviate this extreme vulnerability brought on by government failure. (Habaradas and Aure, 2016). However, despite this desire, the majority of social companies lack scale and financial viability due to significant gaps in knowledge, data, and access to financing on social effect (Ito and Shahmazi, 2019). Due to the limitations imposed by the environment, sustainability, and social mission, social entrepreneurs must balance market-based and socially driven criteria during the venture formation process (Dees, 1998). Instead, the social entrepreneur aims for value in the form of large-scale, transformational benefit that accrues either to a significant segment of society or to society at large. Social entrepreneur can come up with new solutions to social problems, implement them on a large scale and change the face of society. Marginalization means when a certain person or a section of people are made to feel of lesser importance, by those in power. Marginalized persons are forced to the periphery or the edge of society. This, in turn, robs them of the facilities and opportunities enjoyed by the non-marginalized sections of society. Economic, social, cultural and political factors work together to make certain groups in society feel marginalized. The concept of social marginalization refers to 'social isolation and/or inability to be able to fully participate in the standards and way of life of society (Anderson et al.). It is linked to social exclusion – and is frequently considered a consequence of economic marginalization (Morgan et al.; Heikkinen; Anderson). This paper is attempt to present the brief cases of the social entrepreneurs who had transformed the lives of marginalized women – section of the society and understand the concept of social entrepreneurship through examples.

SwayamShikshanPrayog (SSP): By empowering women, SwayamShikshanPrayog (SSP) is reviving rural economies. Working in regions impacted by climate change has freed up women to become farmers, business owners, and grassroots leaders who are using small companies to solve local issues. SSP (Successful Women's Partnership) is the model that Prema and her colleagues created to assist 145,000 women in distant markets. A network of 5,000 Self-Help Groups (SHGs), a market aggregator, a micro-finance fund for women-led companies, and a rural entrepreneurship school are all part of the plan. Partnerships with

businesses, investors, and the government have also been sparked by it. Premu, who was raised in Pune, attended schools around India and graduated with a master's in social work. In order to meet NGOs and learn about women and poverty, she visited nine states. Possessing an MPhil and postgraduate degree in social work, she co-founded the internationally acclaimed NGO SPARC in Mumbai. She began working with rural areas in 1993 after gaining insight into grassroots women and the reality. Premu has innovated for more than 25 years to help women from underrepresented communities enter mainstream roles. The Indian government and international organizations have acknowledged her market-based approach to catastrophe resilience. She has provided strategic advice on women's leadership to international organizations such as the UNDP, World Bank, and Human Commission. Premu has won more than 14 accolades and is a Synergos and Ashoka fellow. In drought-prone areas, seven Indian states, SSP works with landless and marginalized farmer households, especially those headed by women. Women have difficulty in obtaining resources, skills, and funding, which makes them more susceptible to food insecurity and climate shocks. The model's development region, Marathwada, is severely water-shortage and has little irrigation coverage. Resilient farming models bring about major changes in agriculture and livelihood by empowering women to choose what to cultivate, when to use inputs, and how much to sell. They also help farmers improve their practices. In addition to assisting grassroots business, the project seeks to give women access to microfinance banks for business expansion loans and seed fund financing, to self-training in entrepreneurship and leadership. It also wants to make rural marketing and distribution easier for women. The goal of SwayamShikshanPrayog (SSP) is to strengthen the resilience of people in Maharashtra's Marathwada region, which has seen its greatest rainfall deficit in the previous ten years. Women's restricted decision-making authority and the region's changing climate have had a disproportionately negative impact on women's health and families. In order to solve these problems, SSP views women as important change agents. Women are becoming more prominent in rural India as ArogyaSakhis, or community health entrepreneurs, and community health service providers. These ladies receive training on how to provide preventative health services at the patient's door using contemporary technology and diagnostic health instruments, which increases their earning. The initiative also emphasizes the growth of women-led farming organizations, the production of nutrient-dense food, and exchange of best practices in food preparation, nutrition, sanitation, and cleanliness. Through monthly home and school visits, health leaders interact with women and adolescent girls, promoting healthy practices and behavior modification. Besides women's leadership in support of decentralized climate risk governance and improving the welfare of women, girls, and families is at the center of this endeavor. Their capacity growth contributes to the community's social capital development fund executives. In the last 20 years, India's energy availability has improved significantly, with over 75% of the country's population now having access to power. Millions of homes, especially those in rural areas, are at risk from climate change and still do not have access to modern energy services. In rural India, the demand for clean energy technology and related goods is not keeping up with the need because of simple access or lack of understanding. Strengthening and empowering female clean energy entrepreneurs can improve outreach and make clean energy solutions and information more accessible for the "last mile." In communities, an increase in the use of sustainable energy in 2012 because of the Partnership on Women's Entrepreneurship in Sustainable Energy (WPOWER) program. SwayamShikshanPrayog's Women's Entrepreneurship in Clean Energy initiative establishes links between women entrepreneurs, clean energy technology awareness, product accessibility, and support in rural areas. Through the provision of markets, capital, and technology, the program fortifies the networks of women entrepreneurs. It develops a scalable model of public-private partnerships. Multisector collaborations that improve access to markets, financing, and technology support Sakhis, the program's core network. The Sakhi network provides rural homes with products like solar water heaters, solar lamps, and sophisticated cookstoves. Additionally, the initiative empowers and develops rural women's sustainable energy and business management. Through public awareness campaigns, renewable energy solutions are presented. Clean energy hubs are established for training, marketing, and service, and business connections amongst networks of women entrepreneurs are facilitated. In the Marathwada region, where SSP was introduced in 1993, there have been extreme drought effects of climate change; in 2015, there was a 53% rainfall shortfall, the greatest in ten years. In addition, the area has the lowest per capita income in Maharashtra, the highest rate of female suicides, and few options for employment outside of agriculture. The problem is further made worse by poor health indicators. Lakhs of women from 2000 climate-threatened communities in 17 Indian states have launched clean energy, sanitation, nutrition, and safe agriculture companies in the last twenty years. They changed from being independent contractors to more varied businesses, trained thousands of people, and asserted their identity as farmers. 500 of the 900 women who are acknowledged as leaders in climate resilience also participate in local government. Family incomes have increased by 45-55%, and organic farming has been implemented on 30,000 acres of previously desert land. The grassroots female entrepreneurs of SSP are advancing their communities in tandem with their commercial success. SSP is proving that funding rural women entrepreneurs may be a wise move as it collaborates with the government to expand its reach and reshape India.

Barefoot College : Using a learning-by-doing methodology, Barefoot College was founded in 1972 in Rajasthan with the goal of empowering neglected rural impoverished populations. The college trains illiterate people in fields like solar energy, water, healthcare, rural handicrafts, communications, and women's empowerment, with the goal of giving the poorest people access to useful skills and information. It is inspired by Gandhi's teachings and the village's self-reliance. Barefoot College shows that people who can read and write can disseminate even sophisticated technologies, proving that illiteracy does not prevent underprivileged groups from improving themselves. Every year, thousands of people receive training in a variety of professions, such as teaching, medicine, and engineering. Constructed by inexpensive masons and architects, the Barefoot campus is built only college powered exclusively by solar energy. Additionally, it has assisted in the use of solar energy to electrify 55,000 homes in 37 nations, saving 4.6 million kerosene liters, 2.65 million rural students have access to clean water thanks to Barefoot engineers' rainwater collection efforts in 901 isolated village schools since 1986. Furthermore, 1,312 rainwater gathering systems have been constructed, producing 96.65 million liters of water a year. For the purpose of electrifying non-electrified villages, a village solar committee is established, and female solar engineers go back to their communities to establish a rural electric

workshop (REW) and install free solar equipment. The committee's joint account is funded by a predetermined monthly contribution from beneficiary families. This allows the committee to pay the women solar engineers on a regular basis and provides funding for replacement batteries and spare components. Solar elution in 14 Pacific Islands and solar elution in 8 Assamese communities in Hailakandi are two ongoing projects that are funded by ONGC. The first initiative intends to provide jobs for women trained in solar engineering to electrify 2800 dwellings and to make sanitary napkins, candles, and mosquito nets. The second initiative provides leadership development, financial literacy, and women's health training to twelve rural women. For more than 40 years, Sanjit Roy, a well-known social entrepreneur, has been a key player in the community movement. Roy, who was influenced by Mahatma Gandhi's sustainability concept, has been named one of the world's 50 environmentalists and one of the 100 most important people worldwide. His many honors include the Tyler Prize for Environmental Achievement, the St Andrews Prize for the Environment, the Tech Museum for Innovation Award, the SUEZ Environment-Water for All Foundation Special Prize, the Condé Nast Traveler Environmental Award, the Ashden Award for Sustainable Energy, the Tyler Prize for Environmental Achievement, the ALCAN Award for Sustainability, and the SUEZ Environment-Water for All Foundation.

CONCLUSION

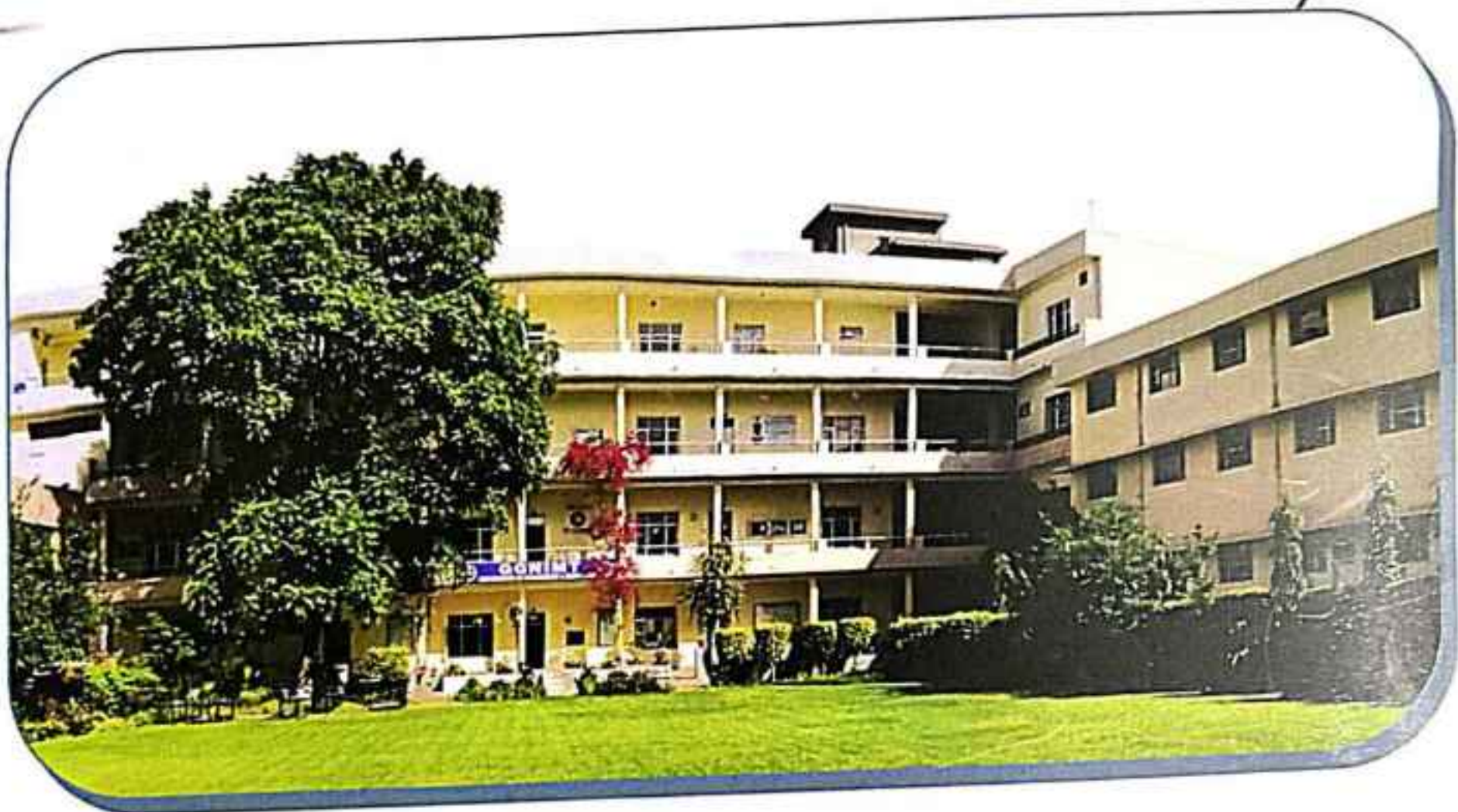
Social entrepreneurship signals the imperative to drive social change, and it is that potential payoff, with its lasting, transformational benefit to society. Lakhs of women from 2000 climate-threatened communities in six Indian states have launched clean energy, sanitation, nutrition, and safe agriculture cooperation in the last twenty years in guidance of SSP. They changed from being independent contractors to more varied businesses, trained thousands of people, and asserted their identities as farmers. 500 of the 900 women who are acknowledged as leaders in climate resilience also participate in local government. Family incomes have increased by 45–55%, and organic farming has been implemented on 30,000 acres of previously desert land. Barefoot college has assisted in the use of solar energy to electrify 35,000 homes in 37 nations, saving 4.6 million kerosene liters. 2.65 million rural students have access to clean water thanks to Barefoot engineers' rainwater collection efforts in 901 isolated village schools since 1986. Furthermore, 1,513 rainwater gathering systems have been constructed, producing 96.65 million liters of water a year.

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Gujranwala Guru Nanak Institute of Management & Technology (GGNIMT) was set up by Gujranwala Khalsa Educational Council (GKEC) in 1997 and is affiliated to IKG Punjab Technical University (IKG-PTU), Jalandhar and approved by AICTE to offer undergraduate and Post Graduate courses. GGNIMT offers MBA, MCA, BBA, BCA BHMCT (Hotel Management), B. Com- Hons and B.Sc. (Fashion Designing).



PUBLISHED BY:
GUJRANWALA GURU NANAK INSTITUTE OF MANAGEMENT AND TECHNOLOGY,
LUDHIANA (PB)

ISBN 978-81-971588-1-0



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