

Theoretical Account of social Entrepreneurship Flow and sustainability

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Abstract: The intent of this paper is to provide exploratory information on social Entrepreneurship. How it change the future global motility that is producing solutions to many of the world's toughest problems and transforming the way we think about social change. The new shift in this field creating innovation solutions to solve many problems related to mankind and giving them world which is free from poverty, domestic violence, equal access to health care, and the achievement gap in education. Therefore, a new approach is needed to tackle social and environmental issues and achieve sustainable economic prosperity. This approach is called social entrepreneurship. Social entrepreneurs target societal problems and provide innovative solutions. This paper analyses the new trends of social entrepreneurship develops a modified model incorporating the idea which provides a better organizational structure for a social enterprise

Key Words: Intreprenurship, Business Model, Sustainability, Financial, Enterprise.

Introduction:

Social enterprises are accepted as a foundation for social and economic cohesion across Globe as they help to build a pluralistic and resilient society. Building on the strengths of a long social economy tradition, social entrepreneurs are also key of change, developing creative solutions to the big challenges that face us today. Acting in the formal interest, to more jobs, provide good products and services, and promote a more sustainable economy. They are relying upon values of solidarity and empowerment; create opportunities and hope for the future. Social enterprises come in many dimensions and sizes and follow legal regimes across the world. It is our collective hope that an inclusive enterprise sector will grow and flourish in our region and beyond through the contributions of people of all abilities. Social enterprises are organizations whose mission is to bridge social opportunity into sustainable reality innovatively, effectively and efficiently. A new process of problem solution based on how people in developing countries manage social business with the help of social entrepreneurs focus on achieving results in the most cost efficient manner possible. Here we discuss a new refurbish model and how social entrepreneurs can use the SEPM

Social Enterprise Process Model:

The oldest model that is highlighting the social entrepreneur's playing field. The model constitutes of the public sector, private sector and the voluntary sector .

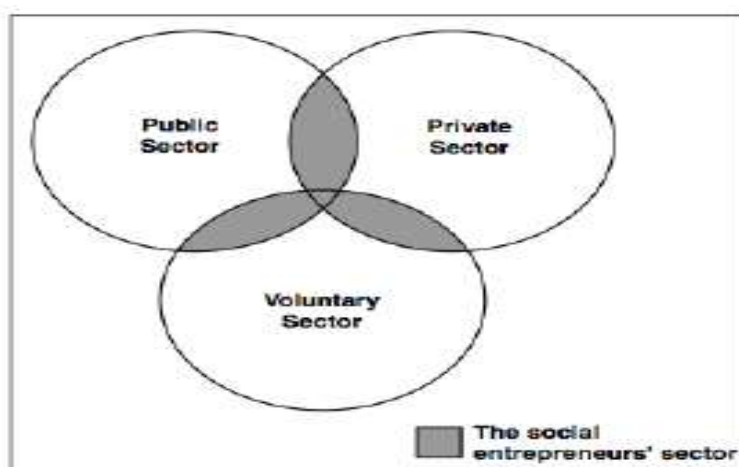


Figure 1: SE model.

The dark area in the model represent the rigid part of any social Entrepreneurship faces the toughest problem resources are very scarce and the motivation low on doing something good for the nearby society.

The Updated Structural models provide the guidelines for the organizational structure for social enterprise while the operational models outline the operational roadmap. The model that we have forged provides an alternative paradigm in which various components of full fruit business plan executed from the beginning of the process by the use of change theory in the context of SE to provide balance in creating good atmosphere for the organization to sustain longer with better approach and financial stability. Follow the activity with the given component and expound clearly what social outcomes or impact will be generated through each of these Processes. The consequences described should have both qualitative and quantitative dimensions. Phase your outcome into quarterly manner. Describe exactly how the component outcomes would contribute directly and indirectly to your ultimate desired social change. Which outcome will contribute the most? Which will have significant contribution in short-term and long-term? In what way or what technique will you be using in measuring your phased the desired results and their share to your ultimate goal.

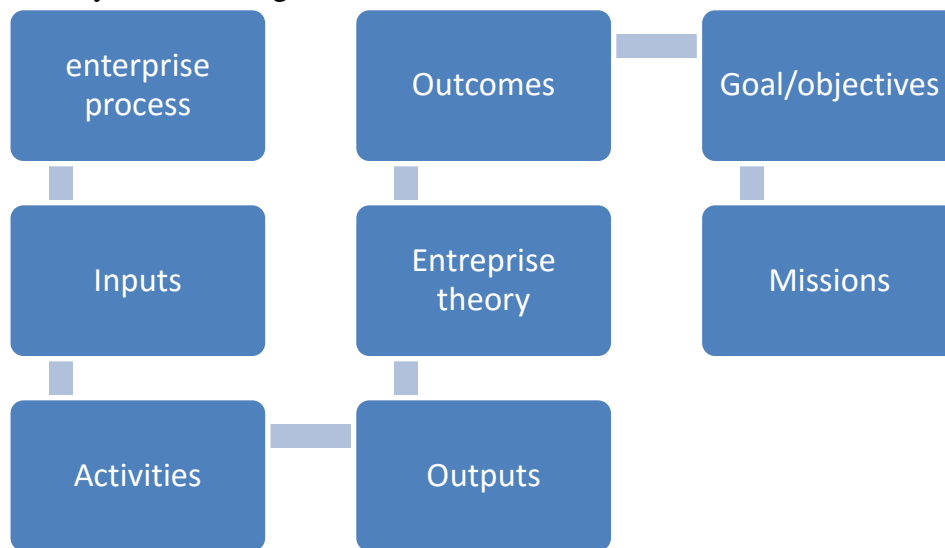


Figure 2: SE process Flow Pattern.

Social Entrepreneurship Bonding Application Marketing and Partnership: Many social business operations that are established to benefit people or associated with other programs that are directly relevant to the target population, Whether your social enterprise is part of a bigger operation or a stand-alone course, with team you work well define your Goals and strategy. Any enterprise's ultimate clients that are analytical to their endurance fall into two groups. As in business enterprise where the two are customers and investors. Social business need to be equipt with a two pronged marketing approach in serving their target users group and donors/investors.

The Two different types of marketing campaigns have to be designed to satisfy the donors and to gain the consideration of the target groups. These two groups have to be told clearly of what they can expect from your social enterprise. Partnerships are essential to strengthening your operating model and scaling your social impact. Partnerships can also provide access to new markets and finally help to better serve the communities that your programs and services are designed to benefit. What is important is to identify and learn how to work together in order to achieve synergy, i.e. the whole impact of partnership is greater than the sum of its parts. Partnership only make sense when together you can achieve something that each of you can't do it alone. The characteristics of your partners, and a short list of present or possible upcoming partners you will reach out to. Your goal in this section should center on meeting the needs diagnose for brand and communications target marketing and partnerships.



Figure 3: External SE working Diagram.

All the process outside the organization should be followed to achieve maximum targets while ground the organization missions.

Financial Sustainability and planning for Social Business: a successful option for financial instrument, the Social contact Binding (SCB), has emerged. A SCB is delivered by a issuing organization that gains fund from investors based on a contract with the government. In the contract a commitment is made to pay for amend social termination that result in public sector savings. The expected public sector economy are used as a basis for lifting investment for prevention and early intervention services that improve social outcomes. The current preferred funding source for most social entrepreneurs is philanthropy, but with so much atomisation and little standard, this method can be time consuming and not conducive to building great institutions. Which was not adequate for the bigger process we seek for this social project. But in this model it shows approach for increase the revenue developed a funding model and associated budget plan based on phased growth. Both the mix of revenue and funding sources will diversify over time as the program builds on the results of the organization's first two years of operation.

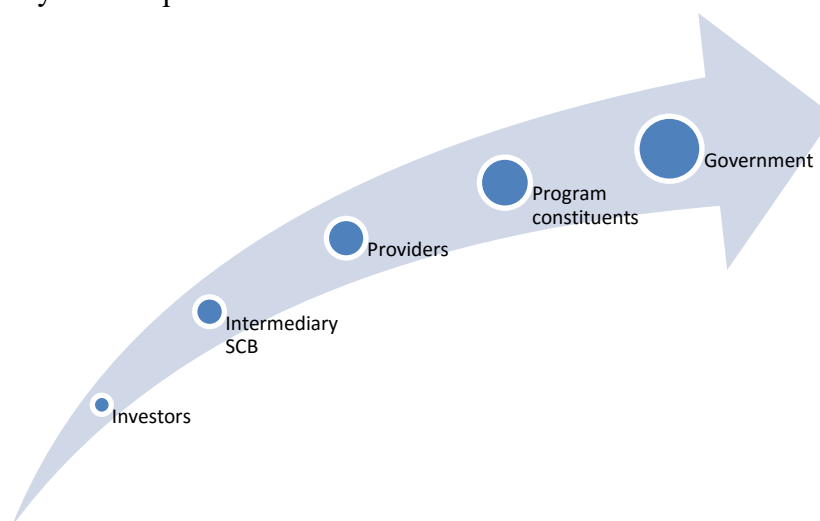


Figure 4: Financial modelling

In that way, SCBs transfer the risk of failure of early intervention away from the public sector and allow investment in social entrepreneurs. Once the desired outcomes have been achieved, the SCB-issuing organization is repaid and investors receive their reward. To work toward financial sustainability, it is important to find ways to develop income streams, whenever it is required and to gain predictable

philanthropic revenue. Earned income streams from government fee-for-service and membership fees, in addition to individual donors and corporate partners, are often core elements of an organization's financial sustainability model.

Need for Technology Support for SE: Another challenge facing the social entrepreneur is the development of a technology infrastructure, i.e., the information, communication, and healthcare etc., to alleviate the solution of the design problem by supporting communication and relationship building across time and distance. The technical system, notably, is not the primary fix in this model. Making changes to existing technology or implementing new technology solutions often requires hiring an outside technology consultant (unless you have this expertise in-house), in addition to making a significant initial investment. Confront these barrier by passing over the "Technology" section may be tempting, but the rewards of a solid technology plan make it well worthwhile.

Most importantly, designing an optimal system does not mean using the most advanced technology available, but rather using technology that is appropriate for the local environment. Generally, the key is that the technology should suit the level of development in the country, as well as the specific site at which it is installed. This approach assures that the people using the system will begin to learn the new skills and patterns of social organization that are necessary to support the project through its design evolution.

For the analysis of this model below are the example of revenue generating from the starting year to the current year. This strategy for shifting low to high revenue over the course of three years.

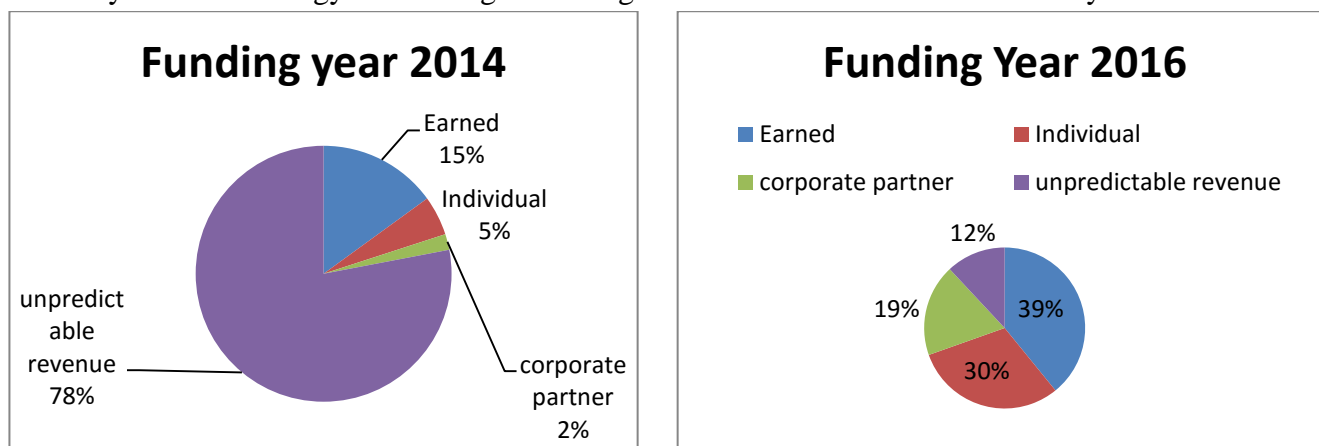


Figure 5: Analysis of financial Model

Result & Conclusion: Social Entrepreneurship that develops economic and social benefits within the grassroots of society may allow to rebuild their society in bite-size pieces and avoid the problems that a sea of money dumped into a society frequently causes. The ability of being entrepreneurial has shown to be an essential skill that made the two social entrepreneurship projects happen in the first place, by recognizing a gap of opportunities - where others see problems - in the society and then take the initiatives necessary to exploit them. The target is to spread awareness on social entrepreneurship and activism and enhance the engagement of young people in this sector. Attempts to set up and manage communities of social entrepreneurs to share knowledge and orchestrate resources, projects, and relationships. There is an important role for local footing organizations that provide substructure assistance and information for hybrid social enterprises by the large number of young people who dedicated themselves giving back to the greater world in which they live.

Further scope & Research: Technology for social Business, Young social entrepreneurship, comparative study of social entrepreneurship in the framework of nonprofit Organizations, Philanthropy Funding.

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