

The Role Of Social Entrepreneurial Organizations In Promotion Of Sustainable Development

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Abstract

Social entrepreneurship has been recognised by many academicians, practitioners in development sector as an instrument to achieve sustainable development. The primary aim of this research is to explore and examine the field of social entrepreneurship and its potential contribution towards positive and sustainable change. The research adopts a qualitative research case study method to understand the role of social entrepreneurial organizations practices for inclusive development. In this study, it is found that social entrepreneurs used various social innovations to provide services / products which helped the members of excluded communities are empowered and enhanced market and community participation that did not exist earlier. Further, these changes help to bring sustainable development, while discrediting the inflexible built up social frameworks. The findings of the study would also help practitioners interested in using similar mechanism for creating sustainable livelihood for urban poor, and contributing towards creating inclusive societies. The documents generated and findings of this proposed research could thus add value not only to the academic community but also to practicing and aspiring social entrepreneurs. The discussion and implications of the study will be discussed in the final paper.

Key words: Social Entrepreneurship, social innovation, sustainable development, triple-bottom line, social value, inclusive development

INTRODUCTION

The concept of sustainable development has been defined by various scholars in different academic disciplines. One of the most often used definitions was given by United Nations Commission on Sustainable Development (UNCSD, 2001), Sustainable Development “as a form of development that meets the needs of the present without compromising the ability of the future generations to meet their own need”. The definition indicates that the concept of sustainability deals with provision of living conditions for every individual at all times (Kalam & Singh, 2011). Therefore, it considers that people should live life in a balanced and a healthy way by using all the resources and make sure those also available to next generations. Another definition of Gerlach, (2003) on sustainable development is “the exploitation of natural resources, the allocation of investments, and the process of technological development and organisational change are in harmony with each other for

both current and future generations”. Similarly, as observed in the literature we can say that social entrepreneurs have accountability towards nature, society, and future generations which are major dimensions of sustainable development (Ambati, N. R., 2019). The study also suggested that social entrepreneurs could contribute to the opening up to the social trap and contribute towards transitioning societies towards sustainability. The literature suggests that the skill set of social entrepreneurs has to be aligning with the sustainable solution which facilitate or hinder their work process in creating and building their social ventures.

Although social entrepreneurs contribute to sustainable development, the extent research in the emerging field of social entrepreneurship has not made significant attempt to understand how the motivations of social entrepreneurs adopt sustainable development as a part their organizational vision. With this background the current research paper makes an attempt to understand social entrepreneurial process that adopts sustainability while providing products or services for the target group. In order to study this objective, the paper adopts an explorative research design to discuss about the significance of social entrepreneurship for sustainable development and discusses how the social entrepreneurial activities are targeted at individual activities, community development and also take care of the needs of future generations. The section on review of literature offers more insights to understand both social entrepreneurship and sustainable development in detail.

REVIEW OF LITERATURE

The concept of Social entrepreneurship was found in the academic literature during the period of the 1960s (Thompson, 2002). Later on it was promoted by Bill Drayton, the founder of Ashoka: Innovators for the Public (Hsu, 2005). Study by Gawell (2009) states that process of social entrepreneurship is to design products/services/institutions that address problems and helps in building sustainable society through economic growth, adding social value and ecological development in the society. Moreover, Mort et. al., (2003) argued, it is a multidimensional idea that involves the expression of entrepreneurially to solve the problems which create social value with engendered economic benefits. Nichols (2006) study suggests that there are two approaches that lead to the emergence of social entrepreneurship, namely demand and supply of development. On the demand side, failure of state in meeting the needs of target group, unable to eradicate poverty and major health issues and also inequality in access to resources and also the rapid changes in urbanization and its impact on environmental aspects are some of them considered as drivers. On the other hand, i.e supply side, advancement of technology, innovation which can bring new interventions to deal with most pressing problems of societal, economical, and environment. Further, it was also observed in the recent literature, Zahra et al. (2009) study which highlighted that, the number of NGOs has increased which lead to the competition among them in the market to raise funds. As a result it increased the demand for improved effectiveness, accountability and transference issues for both the social sector and non-profit institutions

Moreover, Grenier (2009) says that redefinition of the role of the state is also one of the reasons for building social entrepreneurship. Not-for-profits strategies were encouraged to compete with each other to contract with the government. Hence, the failure of market in the endowment of welfare services led to new opportunities for social entrepreneurs. Kanter & Summers (1987) pointed that, because of the mismatch between the demand and supply of resources to sustain social organizations led to the civil society organizations to become more

entrepreneurial and to diversify their funding by seeking commercial revenues and new partnerships with the state and the business sectors. We have witnessed the success of social entrepreneurs who have used innovative strategies to generate income and less depended on the state and/or donors. Thus, it also expanded role of non-state actors especially building cross sectoral partnerships and using more managerial and entrepreneurial skills led to a rapid emergence of a social enterprise sector and achieved sustainability in terms of provision of services and also expansion of the organization (Nicholls, 2006).

Based on review of literature it was understood that the fields of social entrepreneurship and sustainability have developed independently over the last few decades. Especially the concept of sustainable development has gained lot of attention with as a result of Brundtland report (1987) which was submitted to the World Commission on Environment and Development. Based on this report many initiatives were taken in throughout the world mainly focusing on sustainable development. Per instance the recent United Nations agenda of 2030 includes 17 sustainable development goals which mainly cover social, economic and environmental dimensions of sustainable development (United Nation, 2015). On the similar lines even social entrepreneurs work for the betterment of the society which uses triple-bottom line approach. Further, European Commission (2011) states that, the social enterprise is considered to be an operator with main objective is to create social and environmental impact rather than limiting only to make a profit for their owners or shareholders. Thus, the United Nations Inter-Agency Task Force also believed the role of social enterprises and civic sector can offer huge contribution in terms achieving SGDs as mentioned in UN 2030 Agenda (UNTFSSSE, 2014).

Further, the model presented by Seelos et al (2005) on the sustainable development “aimed three distinct activities which social entrepreneurs can adopt as part of their contribution such as (1) satisfying basic human needs; (2) creating communities that establish norms, rights and collaborative behaviour as a prerequisite for participating in social and economic development; and (3) translating the more abstract needs of future generations into action today”. Seelos et al., (2005) theoretical framework helps us to categorise the needs of target groups such as individuals, communities or societies, and future generations. These three target group needs are completely different from one another. However, Seelos views that social entrepreneurs have the ability to meet all needs of these categories of target groups. Further, Buzinde et al (2017) study theorise social entrepreneurship in the area of tourism development and evaluates its contribution towards achieving sustainable development goals. Similarly, study of Ramani, Sadre Ghazi and Gupta (2016) which focused on the innovation management and provision of water and sanitation facilities by social entrepreneurs and their contribution towards the achievement of sustainable development goals.

Within third sector, social enterprises, i.e., for-profit, not-for-profit and hybrid organizations, have emerged as an alternative developmental paradigm (Reddy, 2014). The social entrepreneurs who are considered as change makers adopting social innovative approaches to address social problems. Further, studies of Ambati, N. R., (2019) & Mishra, S., Tolia, M., and Ambati, N. R. (2016) argued that social entrepreneurs play a significant role to achieve sustainable development goals. Reddy (2014) study findings show that how social entrepreneurship plays a role in inclusive development. In addition, this relationship is the process which identifies social business opportunities from social problems or looking at the unmet needs of social excluded groups and designing products for the people those who are at the bottom of the pyramid. His study draws a sketch of social entrepreneurship landscape

in India and he has taken four case studies namely, Enable India, Goonj, Barefoot College and Gram Vikas. These entrepreneurs used various innovations to provide services / products which have enhanced market and community participation that did not exist earlier. Further, these changes help to bring sustainable development, while discrediting the inflexible built up social frameworks.

Further, we look at UNIDO (2016) report on Inclusive Development and Entrepreneurship for All. UNIDO is actualizing a Clean-tech Program for SMEs, bolstered by the Global Environment Fund and the Government of India's Ministry of Micro Small and Medium Enterprises. The program intends to advance clean vitality innovation development and business enterprise among those little ventures. The objective of the program is to construct the limit with respect to clean advances and to encourage a superior business condition especially for little scale firms creating asset effective advancements. The task underpins undertakings in a few ways, including preparing, coaching, and access to Capital and innovation exchange activities. Needs incorporate vitality productivity, sustainable power source and waste-to-vitality advances. A vital component of the Cleantech program is to enable Indian undertakings to associate with different activities and business people in different nations – that is, Indian Cleantech endeavours will be associated with accomplices in Malaysia, and South Africa.

Most of the emerging literature on social entrepreneurship is from the West and often does not suit the grass-root level realities of the cities in India. To bridge this gap, the present study aims to explore the successful journey of Social Enterprises based in Central Gujarat, India, engaged in creating sustaining development.

RESEARCH METHODOLOGY

Against the given backdrop, the present research investigates the sustainable development aspects of social enterprises and adopts a qualitative case study approach to understand the social innovation work integration practices of social enterprises. Since the research questions aim to explore the nature of social innovation integration in social enterprises and its influence to address social inclusion, and contribution for sustainable development as an organisational strategy, it was felt that case study research offers multiple perspectives about a given context or situation that enhances our understanding (Venneson, P., 2008).

For the study, three successful social enterprises in Gujarat were selected by using purposive sampling. The selected social enterprises, represent different cities and graphical backgrounds in the state of Gujarat, are all in operation for an extensive period and have acquired significant recognition for their contribution in achieving sustainable social change at local, national and international level. The cases were selected after identifying their strength in terms of experimenting with sustainable development. Two issues were especially taken into consideration: the integration of social innovation in social enterprises; and the role of social enterprises contributing towards sustainable development. Based on this search criterion, three cases were selected. They are Torch-it, Shroff foundation and Menstrupedia.

DATA COLLECTION AND ANALYSIS

The data for the study were collected during 2018 for 2 months. Each social enterprise was studied for an average 20 days, and several employees from each social enterprise and also users of the services that provided by the selected social enterprise. The interviews lasted between 90 to 180 min. Each interview started with an introductory discussion about the

social entrepreneurs' family, education, and occupational background. This discussion helped the researcher build rapport with the respondents. The researcher conducted all the interviews at their respective social enterprises. In total, 14 respondents were contacted for conducting interviews from all the three social enterprises and later on triangulation of data was used for conducting interviews with key informants, i.e., founders of social enterprises. The interviews conducted aimed to understand the level of innovations adopted while designing, developing and using the services/products. In addition, integration of beneficiaries in the entire process and implications are also discussed. During the data collection all the interviews were recorded with the help of recorder and were later transcribed. For data analysis in the study, researcher followed a typical qualitative interview coding method (Curtis et al., 2010). In the first phase the researcher coded the entire text transcribed from the two interviews, which was then used to identify themes. In the second stage the researcher used coding method to narrow down the content based on the various codes derived and to draw analysis (Corbin and Strauss, 1990). And at the end the data was analysed based on multiple perspectives emerging from different themes which were presented in findings and discussion of the study.

CASE STUDY OF TORCH-IT

Torch-it is a social venture which was established in 2015. The founder of this organization is Hunny Bhagchandani. He completed his graduation and started his career as an entrepreneur. This social venture is dedicated towards the upliftment and empowerment of the specially-abled population. There are more than 285 Million Peoples who live in darkness and cannot value the beautiful world we live in. From these 71 Million individuals over the globe who are completely visually impaired, more than 15 million are from India. The majority are the visually impaired and outwardly disabled individuals and many of them depend on other people and traditional canes for day to day activities.

Torch-It is basically a gadget which can do substantially more than the standard stick for the most part utilized. There are two versions of torch-it, namely, Torch-it 1.0 and Torch-it 2.0. Torch-It 1.0 is our fundamental item which can be utilized to detect the surroundings by the outwardly impeded individuals to explore into their dull world. This is very helpful at the point when individual moving in a not well-known territory they can utilize our item appending to the stick and keeping in mind that strolling in natural zone they can disconnect our item from stick and utilize it like a Torch-It. Whereas, Torch-It 2.0 takes care of the issue required with the main item as it can detect questions in all frontal (right and left) bearings, so it contains two sensors in right and left heading individually. Torch-it gives you a virtual hand, 0.8 to 1.5 meters of length or it can be altered in any manner that is preferred.

During the initial period of time, it was tried on 300 halfway to completely visual people groups. Further, the organization is collaborated with 50 plus NGOs in Gujarat. The technology is used by a few Visually Impaired individuals. Further, to manage products they take regular feedback and enhance product accordingly and serve them better. People additionally shared that reliance on others has extraordinarily lessened. The gadget has improved their confidence. The users of this technology shared their views that *“It feels awesome to have the ability to move around alone. I no more take assistance from individuals to move around. I now appreciate being without anyone else's input. Family and well-disposed now have the trust in me that I can travel independently without getting hurt or*

harmed". The commitment of numerous individuals has been extremely essential for the advancement of Torch-It. It is they who have discovered the gadget as extremely powerful in distinguishing scope of impediments like tree limbs, aeration and cooling systems, open window sheets, flags, table, entry way, and so on. The rundown of most normal questions that discourage outwardly weakened individuals and what Torch-It clients effectively avoid while utilizing the gadget in well-known situations are recorded as takes after: glass doors and gates, underside of luggage carriers, trunks, buses etc., street animals, cloth drying ropes and strings, electric poles and low hanging wires, hanging banners, hoarding sign boards, horizontal bars and railings, tables and chairs, open window panes, parked vehicles: bikes, scooters, cars, auto rickshaw, etc., big flower pots and plants., dustbins, tree branches and trunks, coolers and protruding AC, and people walking as well as standing.

The device also aids them in improving their self-esteem and dignity by often supporting them while avoiding socially awkward situations. Their further plan is to launch a second product which is a virtual cane & continuous updating of products. In addition to this, enabled home automation in our product & exploring other major applications in Deep Dark spot for Military and Navy till 2019.

CASE STUDY OF SHROFF FOUNDATION

The Shroff foundation is an organization which was launched in 1980. The founder of this organization is Shruti A. Shroff. As the Managing Trustee, Shruti sustained Shroffs Foundation Trust (SFT) as an excellent and licensed NGO focused on the advancement of ruined and minimized groups living in Gujarat. This organization has taken various initiatives towards inclusive development and ShardadeviGramudyogUtpadakSahakariMandali Ltd. is one of them. ShardadeviGramudyogUtpadakSahakariMandli Ltd. (SGS) is an independent body enrolled in July 2008 under Society Act with 450 tribal artisans who are the proprietors of the general public. Presently, there are more than 1600 tribal women in the society. SGS is working under four verticals, such as handicrafts, food Processing, agriculture and allied services and micro-finance and entrepreneur's development.

SFT, community development is not powered by an elite leadership, however is crafted by each individual from the group nearby, provincial, national and worldwide. SFT has endeavored to activate the help of instructive and preparing organizations, subject pros, government offices, benefactors and concerned natives to produce mastery and assets that are expected to react to the desires of the groups they are working with. To evolve such a society through transformation of GaribiMukt (Poverty free), NyayYukt (Fair Justice), ShoshanMukt (Exploitation free), PoshanYukt (Healthy and Nutritious) and PradushanMukt (Pollution free).

Shruti A. Shroff has been able to transform SFT endeavors from developmental interventions to a developmental enterprise. This has been possible through a synergy of a spiritual vision with professional, business and management practices. SFT's development model has been contemplated and commended by specialists, for example, Dr.MukulAshar, leading professor of public policy from National University of Singapore. Through SFT's intercessions, they have possessed the capacity to altogether enhance the personal satisfaction of 3,00,000 people in 412 villages every year. To merge the improvement activities of SFT, it

made a few establishments, for example, the Shardadevi Medical Centers in the remote belts of Chhotaudepur and Banni, a multispecialty RamkrishnaParamhansa Hospital at Kalali, KrushiSeva Kendra at Chhotaudepur to benefit ranchers in the locale about present day horticultural practices, VIVEC– Vivekananand Institute of Vocational and Entrepreneurial Competence to groom tribal youth for the present-day job markets. The advisory capacity and support is received from various organizations.

Shardadevi Gramudyog Utpadak Sahakari Mandli Ltd. under the handicraft projects, the income of more than 300 tribal women has increased. The handiwork results of SGS is marked as VIVEKA and ensured by Craftmark. VIVEKA items are showcased through different channels-orders from rumored corporate houses, retail deals, establishment and presentations. The real purchasers of these items incorporate TRIFED-the showcasing activity of Central Government consistently promoted VIVEKA item. Further, in order to bring changes in the lives of tribal and their communities and thus contribute towards inclusive development, it has followed the below strategies

- Established handicraft as Sustainable Source of Income,
- Getting better returns on Agri/Horti/Forest Produces
- Facilitate access to Credit for Business Development

Thus, SFT has effectively mixed ideologies of Gandhi, Ramkrishna Parmhauns and Vivekanda's which were assisted with advancement of social innovation and uses of entrepreneurial and managerial strategies for effective administration. For instance Further, SGS is set up as a Social Business Enterprise and is prepared to assume bigger part in tending to financial and social issues of the tribal areas. She has contributed more than 35 years effectively to the total development of vulnerable tribal and rural communities through natural asset management and revitalization of indigenous assets human, normal and social.

CASE STUDY OF MENS TRUPEDIA

Menstrupedia is a women led social enterprise founded in 2012. Its founder Aditi Gupta came up with innovative approach that uses prolong innovative educational products to make young girls all over the world aware about menstrual cycle. Menstrupedia's mission is to design products and services to help young girls and women to deal with their menstrual cycle. Through this unique initiative, Aditi Gupta has tried to empower women, so that they can combat against the age old myths and taboos associated with menstruation. As quoted in writing of White Print (2016) “these myths and taboos are not only discriminatory but also detrimental to self-worth and poise of young girls during their growth”.

Aditi felt the requirement of the availability and consistency of information about menstruation because she had experienced problems in this regard during her teenage years. As she is specialised in the domain of learning, information sharing, and visual communication, she used extensive user research for this project work. By using ethnographic research as a tool, she tried to understand the issue of mensuration according to the needs and concerns of people coming from various societal and cultural backgrounds. She has interacted with many school girls, parents, and Non-Governmental Organizations on this subject.

The findings of her study revealed that the optimum time of informing and edifying a girl about menstruation is during her first experience of menarche (i. e the first menstruation). Secondly, the syllabus covered on menstruation in the Indian educational system is insufficient and many of the teachers skip or omit this topic from the syllabus. In the process, they realised that the lack of information on the subject may lead to unhygienic menstrual practices and low self-esteem among teenage girls. Hence, they have identified the flaw in the communication designs and recognised the importance of appropriate menstruation guide for young teenage girls to ensure that they have proper knowledge. Further, they started thinking about the solution of this particular social problem. Tuhin being a designer has passion about storytelling by means of illustration, graphic design, animation, or visual communication. Therefore, they have chosen the medium of the comic book to fight against this taboo in an entertaining manner and to project the problem in a positive light so as to create a positive impact in the lives of women around the world. In one of her interviews, Aditi stated: *“We created and printed a prototype comic in Hindi Version, which was reviewed by a lady physician and a gynaecologist. The prototype explains menstruation through using characters and stories. It was tested among 400 young girls in Mehsana, Gandhinagar, Ahmedabad, and Ranchi. We have received a very positive response. So, one inspiration was this that what we are doing at Menstrupedia has a thorough yearlong research to back it”*.

The cause and need behind this neglected subject motivates us to work towards it. It’s exciting to see that with our skills we can make a difference in the field. The target group response has been quite motivating and knowing that the medium as well as our effort in communicating the required information is working really excites us. The huge potential for a positive impact excited the founder of Menstrupedia. Further, they have also developed collaboration with various countries for creating an ecosystem of being able to sell the educational materials in countries having the same problem. Aditi also mentioned in one of her interviews that they would sell period bags, t-shirts, napkins, and other stuffs that women use. We will come up with new design workshop kits for educators to conduct effective menstrual awareness workshops.

Table -1 Summary of Case Studies of Successful Social Entrepreneurs

Context	Menstrupedia	Shroff Foundation	Torch-it
Establishment	2012	2008	2015
Dealing with	Women empowerment	Tribal people Specially focused on livelihood.	Disabled people specially focused on blind people.
Mission	To fight against the age old myths and taboos around menstruation, and thus trying to create a positive impact in the lives of women around the world.	To redesign the nature of lives of everybody in the villages: the kids, the young, women, men and the matured, for the most part through their own particular inclusion, intrigue and activity.	To Replace the Traditional Cane by Torch-It and to help 2 million visually impaired people in 2 years.
Social Problem	Even today, millions of young girls and women from urban and rural areas are growing up with little to no reliable information about changes in their bodies and physical development during	To improve various income sources of tribal for their livelihood.	Peoples who live in darkness and cannot value the beautiful world we live in. From these 71 Million individuals around the globe are completely visually impaired, more

	menstruation because of the ancient cultural norms and myths.		than 15 million are from India.
Approach	They have chosen the medium of the comic book to fight against this taboo in an entertaining manner and to project the problem in a positive light so as to create a positive impact in the lives of women around the world.	Skill development among the most deprived who are provided with proper employment to provide basic services.	They connected with different association, for example, Blind People Association India, IIC and so on.
Output	This portal is not only popular in India, but abroad as well. The website gets visitors from around 195 countries, apart from India. For instance, as reported by Aditi, the site has received an overwhelming response with 70,000 visitors a month, who spend an average of 5 minutes on it.	Rural people, Women from tribal areas generate income for livelihoods. Further, women confidence of women is enhanced.	The device also aids them in improving their self-esteem and dignity by often supporting them in avoiding socially awkward situations.
Outcome	Her unique initiative also empowers them to fight against the age old myths and taboos around menstruation, which are not only discriminatory in nature but are also detrimental to the self-esteem and self-confidence of young girls affecting their growth in life.	Uplift their skills and participation in community as well as recognized their presence.	Expanded Participation and Inclusion: People additionally shared that reliance on others has extraordinarily lessened. The gadget has improved their confidence.
Partnerships, Replication, and Scaling	Menstrupedia developed collaboration with various countries for creating an ecosystem of being able to sell the educational materials in countries having the same problem.	More than 1600 tribal women participate with this program.	The organization is collaborated with 50 plus NGOs in Gujarat. To manage products they take regular feedback and enhance product accordingly and serve them better.

DISCUSSION AND CONCLUSION

The primary aim of this proposed research is to explore and examine the field of social entrepreneurship and its potential to contribute to inclusive development. It is thus, the study has done a case study of different organizations and their role in contribution towards sustainable development. As defined by World Commission on Economic Development (1987) sustainable development is “development that meets the needs of the present without compromising the ability of future generation to meet their own needs”. This discussion section presents the theoretical and practical implications of the study. As discussed, the theoretical framework of sustainable development mainly covered three dimensions such as

individuals, communities and societies and the future generations.

1. Basic needs of the individual

WCED (1987) report clearly indicated that in order to achieve sustainable development we must recognise the fact that all human beings must have access to all their basic needs. Based on the observation of recent literature, social entrepreneurs are seen as change makers with innovative solutions to society's most pressing problems and tackling major social issues and offering basic products and service to all sections of the society (Brock, D. and Ashoka's researcher, 2008).

For instance, the case study of Torch- it, is a social endeavour which is dedicated towards providing effective and affordable products and services which are essential for the upliftment and empowerment of persons with visual impairment. The product of Torch-it enhanced the participation and inclusion of persons with visual impairments. Many of the beneficiaries of the products shared that dependence on others has exceptionally reduced. One of the beneficiaries of this social enterprise shared his perspective that *"It feels awesome to have the ability to move around alone. I no more take assistance from individuals to move around. I now appreciate being without anyone else's input. Family and well-disposed now have the trust in me that I can travel independently without getting hurt or harmed"*. Secondly, the Shroff foundation is another social enterprise which is playing major role in uplifting the basic skills of women, tribal, rural communities and making them to participate in community as well as use their potentials. The third case study of social enterprise is Menstrupedia which recognised that the lack of information on the subject may lead to unhygienic menstrual practices and low self-esteem among teenage girls. Hence, they have identified the flaw in the communication designs and recognised the importance of appropriate menstruation guide for young teenage girls to ensure that they have proper knowledge. Thus, Aditi Gupta has tried to empower women by introducing comic book on menstruation, so that they can combat against the age old myths and taboos associated with menstruation. Similarly, study conducted by White Print (2016) suggests that these myths and taboos are not only discriminatory but also detrimental to self-worth and poise of young girls during their growth.

Based on findings of the study, we can conclude that the gadgets, comic book, and skill development initiatives discovered by these social enterprise are extremely powerful and not only improved their access to resources but also help them to take part in social, economic activities of the main stream society and also improved their self-esteem. Thus the study conducted by Chandra et al., (2016) and Haugh and Talwar (2016) argued that social enterprises play an important role with their interventions that addresses problems of poorest individuals, deserved groups and helping them to use their potential as human beings and achieve their basic needs.

2. Needs for enabling structures in communities and societies:

As reported in WCED (1987), the sustainable development next focuses on need for enabling structures in communities and societies and a fair distribution of available resources. This particular act mainly helps the people to choose the task as per their personal interest but at the time focuses on collectiveness and ensures that available resources will shared within themselves and everyone else. For instance, the Torch-it social enterprise not only improved their access to physical environment and resources but also helped them to take part in social,

economic activities of the main stream society. Similarly, the founder of the Shroff foundation is highly influenced by the ideology of Swami Vivekananda's which gives more importance to the upliftment of the down-trodden and provides various income livelihood opportunities through skill development among the most deprived sections like women, tribal, rural communities. They also followed an ideology which interpreted as “the delight of fellowship... together we will accomplish the best, together we will develop... together we will flourish”. Thus they are able to provide livelihood opportunities to more than 300 women. In addition, it was also found that till this year foundation was able to increase the annual income of tribal women upto 5,96,000 rupees. Similarly, Menstrupedia addressing the problems of people from different age groups from different parts of the world. Especially, on Menstrupedia blog where people from all walk of life can share their issues, stories, and experiences on menstruation as well as relate to it. The response this site receives is tremendous. One of the parents reported her experience with comic book. She stated that her daughter loved the book: *‘Few months, as I was going through Internet, I saw this comic book and felt happy after reading it. I order this book and gave it to my daughter and asked her to go through it. I felt I was totally relieved and so recommended same book to many parents who are finding difficulty to discuss about it with their young kids’* (Dubey Tanvi 2017). Thus, it is helping school girls in gaining confidence after seeing menstruation portrayed positively. Thus, it is creating social value by reducing the number of cases on reproductive tract infection, absenteeism, and school dropout rates. At present, fifteen schools have adopted this comic book as a part of their curriculum.

Based on findings of the study and as also observed in literature, we can conclude that for the development communities and rural societies social entrepreneurs adopts various innovation approaches as per the requirements of the target groups (Lan, H et al., 2014) and work for improving livelihood opportunities which leads to the inclusive development (Dees, J.G., 2006; Wu, J. et al., 2017). The end result of social entrepreneurship process aims towards the mission of the organizations and largely depends on efforts towards achieving sustainable development.

3. Needs of future generations

Further, as quoted in Banerjee (2008), Brundtland theoretical framework also covered another important dimension of sustainable development, i.e., “social equity and the equitable distribution and utilization of the resources”. Similarly Lyigun (2015) also suggests that in order to ensure the availability of both natural resources and societal environment for the upcoming generations will be possible only with an integrative approach, i.e., combination of social value, economical aspects and environmental politics. Therefore, the dimension of environmental sustainability must be taken care by the social enterprises. The Torch-it social enterprise reduced the physical barriers through their innovation, the persons with visual impaired can able to identify impediments like tree limbs, aeration and cooling systems, open window sheets, flags, table, entryway, and many other objects. Secondly, the Shroff foundation is affectively contributing from more than thirty years for uplifting lives of marginal sections of society, especially women, vulnerable tribal and rural communities by imparting various life skill development programmes and also making them to adopt strategies that will contribute towards sustainable agricultural production. Thus it enhance their chances of getting better livelihood opportunities which leads to sustainable development through natural asset management and revitalization of indigenous assets

human, normal and social. Further, the founder of Menstrupedia stated that girls in India often drop out of school when their periods begin, simply because bins are not provided for disposal of their sanitary towels (Bijalwan Neha. 2016). However, *Menstrupedia* handles the most sensitive and cultural issue through unique creativity. It has fundamentally transformed the way a taboo has been perceived in our society and hence positively impacted school dropout rates in Ahmedabad city and also the lives of many teenage girls and women. In support to the current findings of the study, Shepherd and Patzelt (2011) also views that “sustainable entrepreneurship is focused on the preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy, and society”.

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