

# **SOCIAL ENTREPRENEURSHIP AND COMMUNITY DEVELOPMENT**

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## **PREFACE**

It is my great pleasure to welcome all the delegates to the International conference on Social Entrepreneurship and Community Development on 2<sup>nd</sup> February, 2026. It has been a real honour and privilege to serve as the Convenor of the conference.

The world is challenged with innumerable impediments characterised as social backwardness, unemployment, poor standard of living and fair competition. It is high time for everyone to fight against these evils. Entrepreneurship Development uniquely strives towards achieving excellence in all the above mentioned events: The main aim behind the conference was to highlight the social and inclusive entrepreneurship, start-ups and innovations, international entrepreneurship, role of IoT, AI and big data and e-commerce and digital entrepreneurship

The college was started in Saint Joseph's School Campus, Madurai as a Second Grade College with 63 Students in 1953. It was upgraded into PG College in 1964 and Autonomous in 1990. There are 23 UG programmes, 15 PG programmes and 2 Professional programmes in the college. 7 departments have Research Centres. It has strength of 3754 students, 185 teaching and 87 non-teaching staff members. The Conference which spans one day unravels various, dimensions such as two technical sessions and four paper presentation venues in the afternoon Session. I express my sincere gratitude and profound thanks to the Secretary, Principal and Vice Principals of the college for granting permission to organise this International Conference and for the constant support and encouragement in all aspects

The conference would not have been possible without the enthusiastic support and hard work of own colleagues. I would like to acknowledge the efforts of our faculty members, office staff and referees for their invaluable help in the review process. I express my special thanks to the speakers for sharing their views on current topics. I also like to express my sincere thanks to Mr Lakshman who helps to bring the papers, into the book chapters in the short spell of time .

I appreciate the support of our MBA Students for their total involvement in organizing this Conference successfully



**Dr. Sr. Ignatius Mary,**

*Secretary*

*Fatima College (Autonomous) Maryland, Madurai*



## **FOREWORD**

In his most famous essay published in the New York Times in 1970, Nobel Prize –winning economist, Milton Friedman asserted “The social responsibility of business is to increase its profits”. This so called Friedman Doctrine focused on making profits, but Social Entrepreneurship and social enterprise are gaining momentum particularly in local contexts. The concept and terminology of social entrepreneurship emerged in the 1950s and since then it has been gaining momentum. On account of the creative and nontraditional strategies involved, in social entrepreneurship, David Bornstein has defined social entrepreneur as “social innovator”

Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap. Entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively. If a person's behaviour or motives are altruistic, they show concern for the happiness and welfare of other people rather than for themselves. Social entrepreneurship is viewed as advantageous because the success of social entrepreneurship depends on many factors related to social impact that traditional corporate businesses, do not prioritize. Social entrepreneurs recognize immediate social problems, but also seek feedback from diverse communities and attempt to understand the broader context of an issue, that crosses disciplines, fields, and theories.

Unlike traditional entrepreneurs, who primarily focus on profit maximization, social entrepreneurs aim, to create social value while, ensuring financial sustainability. This dual focus allows them to tackle pressing societal challenges, such as poverty, education and health care, by developing solutions that are both effective and scalable. The essence of social entrepreneurship lies in its ability to identify gaps in the market where social needs are unmet. Social entrepreneurs leverage their creativity and resourcefulness to design initiatives that not only provide immediate relief but also empower communities for long term change. This could involve creating a sustainable business model that generates income while addressing issues like unemployment or environmental degradation. .

Social entrepreneurship involves using innovative business strategies, to address social and environmental issues. Social entrepreneurship can have a significant impact on community development by creating sustainable solutions to local challenges. Successful social entrepreneurship initiatives include microfinance programs, fair trade businesses, and social impact enterprises. Challenges in social entrepreneurship include funding, scalability and measuring impact, while opportunities include access to new markets and partnerships.

The impact and influence of social entrepreneurship on community development is profound and multifaceted. By addressing systemic issues through innovative solutions, social

entrepreneurs can catalyze significant changes within communities. When individuals are employed and able to contribute to their community, it enhances social cohesion and reduces reliance on external aid. Moreover, social entrepreneurship promotes sustainable practices that benefit both the environment and the community. Initiatives focus on renewable energy, waste management, sustainable agriculture not only address ecological concerns but also improve the quality of the life of community members.

**Dr. Sr. M. Fatima Mary,**

*Principal*

*Fatima College (Autonomous) Maryland, Madurai*



## **FOREWORD**

In a world confronted by profound social challenges, widening inequalities, environmental concerns, and the urgent call for sustainable and inclusive development, social entrepreneurship has emerged as a transformative force for community renewal and social progress. By harmonizing innovation with compassion and enterprise with ethical responsibility, social entrepreneurship redefines the very purpose of business as a vehicle for the common good. It is within this noble and contemporary framework that this edited volume titled *Social Entrepreneurship and Community Development* assumes great relevance and significance.

This distinguished volume presents a comprehensive and insightful examination of the role of entrepreneurial initiatives in empowering communities and fostering sustainable social change. The chapters bring together rigorous scholarship, empirical inquiry, and practical perspectives, offering a holistic understanding of social entrepreneurship as both a developmental paradigm and a catalyst for societal transformation.

I place on record my deep appreciation to the editors for their commendable efforts in bringing together an eminent group of scholars and practitioners from diverse disciplines and backgrounds. The breadth of themes addressed—ranging from social innovation and grassroots entrepreneurship to inclusive growth, sustainable livelihoods, and community empowerment—reflects both academic depth and social commitment. The coherence and scholarly rigor of this volume bear testimony to the editors' clear vision and unwavering dedication.

What distinguishes this volume is its successful integration of theory with practice. The contributions extend beyond conceptual discourse to illuminate real-world applications and community-centered approaches. In doing so, the book offers valuable insights not only to researchers and students but also to policymakers, development professionals, and social innovators seeking practical solutions to contemporary societal challenges.

This book will undoubtedly serve as a significant academic resource and a guiding reference for those committed to nurturing socially responsible leadership and sustainable community development. It also provides a meaningful platform for dialogue, reflection, and action toward building more inclusive and resilient societies.

I am confident that this volume will inspire further research, stimulate informed discussion, and encourage purposeful engagement in the field of social entrepreneurship. I wholeheartedly congratulate the editors and contributors for this scholarly endeavor and wish this publication wide readership and enduring impact in shaping thought, policy, and practice in the years to come.



**Dr. Sr. Bindu Antony**

*Vice Principal-I, Shift (II)*

*Fatima College (Autonomous) Maryland, Madurai*



## CHAPTER LOG

Entrepreneurship has evolved significantly over time, responding to changes in economic systems, technological progress, and societal needs. Modern entrepreneurship extends beyond profit generation to include social responsibility, innovation, global engagement, and digital transformation. This edited book volume represents the key contemporary entrepreneurial domains, namely social and inclusive entrepreneurship, start-ups and innovation, international entrepreneurship, emerging digital technologies, and e-commerce-driven business models as different chapters.

### **Chapter 1. Social and Inclusive Entrepreneurship**

The concept of social entrepreneurship emerged in the late 20th century as a response to persistent social, economic, and environmental challenges that traditional businesses and governments struggled to address. Early roots can be traced to cooperative movements and non-profit organizations of the 19th century. In the 1980s and 1990s, thinkers like Bill Drayton popularized the term through organizations such as Ashoka, emphasizing innovation for social impact. Inclusive entrepreneurship evolved alongside social entrepreneurship, focusing on integrating marginalized groups—such as women, minorities, rural populations, and people with disabilities—into economic activity. With globalization and rising inequality in the 21st century, governments and international organizations began promoting inclusive business models to ensure equitable growth. Today, social and inclusive entrepreneurship plays a vital role in sustainable development and aligns closely with the United Nations' Sustainable Development Goals (SDGs).

### **Chapter 2. Start-ups and Innovations**

The history of start-ups is closely linked to technological advancement and innovation. Early entrepreneurial ventures during the Industrial Revolution laid the foundation for modern start-ups by introducing new production methods and organizational structures. However, the modern start-up ecosystem began to take shape in the mid-20th century, particularly in Silicon Valley, where technology-driven firms and venture capital flourished. Innovation became a central theme with the rise of research-based firms, digital technologies, and agile business models. The late 1990s dot-com boom and the post-2008 start-up surge further emphasized rapid scaling, disruption, and lean innovation. Today, start-ups are recognized as engines of economic growth, job creation, and technological transformation across industries.

### **Chapter 3. International Entrepreneurship**

International entrepreneurship emerged as a distinct field with the expansion of global trade and liberalization of economies in the late 20th century. Traditionally, firms expanded internationally only after establishing strong domestic operations. However, advancements in communication, transportation, and digital technologies enabled new ventures to operate globally from inception. The concept of “born-global” firms gained prominence in the 1990s, highlighting start-ups that entered international markets early in their life cycle. International entrepreneurship today focuses on cross-border innovation, global networks, and the ability of entrepreneurs to identify and exploit opportunities beyond national boundaries in an increasingly interconnected world.

### **Chapter 4. Role of IoT, AI, and Big Data**

The integration of Internet of Things (IoT), Artificial Intelligence (AI), and Big Data represents a major milestone in the evolution of entrepreneurship and business management. Big Data gained prominence in the early 2000s with the exponential growth of digital data. IoT followed with the proliferation of connected devices, enabling real-time data collection from physical environments. AI, rooted in mid-20th-century computer science, experienced rapid advancement in the 2010s due to improved algorithms and computing power. Together, these technologies revolutionized decision-making, customer insights, automation, and innovation. Entrepreneurs now leverage IoT, AI, and Big Data to create smart products, predictive services, and data-driven business models, reshaping industries worldwide.

### **Chapter 5. E-commerce and Digital Entrepreneurship**

E-commerce originated in the 1990s with the advent of the internet and online marketplaces. Early pioneers transformed traditional buying and selling by enabling electronic transactions and global reach. The growth of secure payment systems, mobile technology, and logistics networks accelerated the adoption of online commerce. Digital entrepreneurship expanded beyond e-commerce to include platform-based businesses, digital services, mobile apps, and content-driven ventures. In the 21st century, social media, cloud computing, and digital marketing further lowered entry barriers for entrepreneurs. Today, digital entrepreneurship is a dominant force, driving innovation, scalability, and new forms of value creation in the global economy.

**Dr. N. Asha**

*Head and Associate Professor*

*Fatima College (Autonomous) Maryland, Madurai*



## **EDITOR'S DESK**

It gives me immense pleasure to present this edited volume on Social Entrepreneurship and Community Development, a collection of insightful research contributions that highlight the transformative potential of entrepreneurial initiatives aimed at social changes. In an era defined by innovation and inclusivity, social entrepreneurship has emerged as a powerful tool that bridges the gap between profit and purpose, creating sustainable solutions for communities in need.

This compilation brings together the scholarly reflections and empirical investigations of academicians, researchers, and practitioners who share a common vision—empowering communities through entrepreneurial thought and action. The chapters explore diverse facets of social entrepreneurship, including models of sustainability, inclusive growth, women empowerment, grassroots innovation, and the role of education and policy in shaping resilient communities.

As the editor of this volume, I am deeply appreciative of the contributors whose dedicated scholarship has enriched this endeavor. Their perspectives offer a deeper understanding of how social enterprises can act as catalysts for meaningful social transformation.

I extend my sincere gratitude to the Management, Fatima College (Autonomous), Director, Professional Programmes and Editorial Board Members, MBA Department, Fatima College (Autonomous) for fostering an environment that continually encourages research and intellectual exchange. My heartfelt thanks also go to my colleagues and reviewers for their constructive feedback and unwavering support throughout the editorial process.

It is my hope that this book serves as a valuable resource for researchers, students, policymakers, and social innovators who aspire to make a difference through sustainable entrepreneurial practices that prioritize people, planet, and prosperity.

Let this effort inspire a new wave of socially responsible entrepreneurship that uplifts communities and builds a more equitable world.



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