

# “ATTITUDE AND PERCEPTION OF YOUTH TOWARDS SOCIAL ENTERPRENURESHIP IN MALAPPURAM”

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## **ABSTRACT**

The shortage of job opportunities in the formal sector is one of the major problems faced by the graduates in the country. Because of this shortage entrepreneurship was viewed with great interest and encouraged ever since in a many economies, more so in developing and under developed economies. Entrepreneurship development today has assumed great significance as it is a key to economic development. The objective of industrial development, regional growth and employment generation depend upon entrepreneurial development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capita income, higher standard of living and balanced regional development. 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. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. This study which related to Attitude and perceptions of youth towards social entrepreneur ship. This study will useful to know whether they are purchasing the product of social entrepreneurs as a supportive measure. The study will throw some lights on what measures taken by the government to promote social entrepreneurship among youth. The study aims at understanding whether the attitude of youth helping for development of social entrepreneurs and also it deals with various factors like attitude, perception, social entrepreneurship, product and performance of them etc..

**Key words : Entrepreneurship, Entrepreneurial Competencies,**

## **INTRODUCTION**

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. Social entrepreneurs recognize immediate social problems, unlike traditional corporate businesses, social entrepreneurship ventures focus on maximizing gains in social satisfaction, rather than maximizing profit gains. Social entrepreneurs combine commerce and social issues in a way that improves the lives of people connected to the cause. Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship. They don't measure their success in terms of profit alone – success to social entrepreneurs means that they have improved the world, however they define that. Social entrepreneurs combine commerce and social issues in a way that improves the lives of people connected to the cause.

## STATEMENT OF THE PROBLEM

A Social Entrepreneurship is an organization which uses business methods to address a social or environmental problem in an innovative way. Unlike corporate business, they aim at both profit as well as service. So there is a need for promoting Social Entrepreneurship among people. This study focused on attitude and perception of youth towards social entrepreneurship. Through this we can understand stand whether youth promote the activities of social entrepreneurship.

## OBJECTIVES

- To determine the attitude and perception of youth towards social entrepreneurship.
- To know the preference of youth towards purchasing the products of social entrepreneurship.
- To investigate whether youth choose social entrepreneurship as a future career.

## SIGNIFICANCE OF THE STUDY

The study which relates to the attitude and perception of youth towards social entrepreneurship. This study will useful to know whether youth purchasing the products of them and also to investigate whether they are choosing social entrepreneurship as career options. Unlike corporate business, they aims at both profit as well as service. So there is a need for promoting Social Entrepreneurship among people and it will give more relevance to this topic at this present scenario. The study will throw some light on what measures taken by Government to promote Social Entrepreneurship among youth. This paper aims at understanding whether the attitude of youth helping for the development of social enterprise and also it deals with various factors like attitude, perception, social entrepreneurship, quality and price of products of social entrepreneurship, performance of them etc.

## SOURCE OF DATA

### PRIMARY DATA

The primary data collected through questionnaire among youth in Malappuram locality.

### SECONDARY DATA

The study has resorted to the secondary source of information, which has been drawn from relevant articles and journals. The secondary data include social entrepreneurship, their objectives, motives, activities, and performance collected from websites.

## REVIEW OF LITERATURE

- **Nicholls (2009)** The term “social entrepreneurship” has gained greater popularity and visibility since the late 1990’s as the focus on sustainability of “mother earth and humankind” have become increasingly more important. The popularity of social entrepreneurship is growing considerably with increased attention in mass media, academic fields, government, charities and corporations in an effort to better understand the concept.
- **Thompson (2002)**: Social entrepreneurs are increasingly realising the opportunity in addressing the social problem, thus bringing change. They shift the responsibility away from the public sector; both governments and non-governmental organisations to the private sector; businesses and individuals. The entrepreneur is incentivized to generate more profits and as more profit is made more social problems. problems are alleviated.

**ANALYSIS AND INTERPRETATION**

## Social entrepreneurship as a safest future carrier

	Frequency	Percentage
Strongly agree	2	4
Agree	18	36
Neutral	4	8
Disagree	14	28
Strongly disagree	12	24
Total	50	100

**Interpretation:**

36 % of people agree that social enterprise is a safest carrier in future and 24% strongly disagree that it is not a safest carrier in future.

## Social enterprise and responsibility towards society

	Frequency	Percentage
Yes	29	58
No	21	42
Total	50	100

**Interpretation:**

In the opinion of 58% respondents, the social enterprise fulfils the responsibility towards society. and 42 %denied that it does not fulfil the responsibility.

## Consumer preference towards product of social enterprise

	Frequency	Percentage
Always	28	56
Rarely	3	6
Sometimes	4	8
Never	15	30
Total	50	100

**Interpretation:**

Most of customers prefer the product of social enterprise while purchasing for production. 30% of customers does not prefer such product while purchasing

Quality of product offered by social enterprise

	Frequency	Percentage
Very high	19	38
High	9	18
Moderate	10	20
Low	8	16
Very low	4	8
Total	50	100

**Interpretation:**

In the opinion of 38%, the quality of such product is high. And 20 % says that quality is moderate.8% comments that quality is very poor.

Price of product offered by social enterprise

	Frequency	Percentage
Very high	8	16
High	6	12
Moderate	22	44
Low	9	18
Very low	5	10
Total	50	100

**Interpretation:**

In the opinion of 44%, price of product of social enter price is moderate ie, not too high or nor too low

Solutions to day to day problems

	Frequency	Percentage
Strongly agree	11	22
Agree	29	58
Neutral	3	6
Disagree	4	8
Strongly disagree	2	4
Total	50	100

**Interpretation:**

58% agree that it solve the day to day problems of society,22% strongly agree it is a solution to social problems. Only 4 % strongly disagree it is not a solution to problems.

## Current development of social enterprise

	Frequency	Percentage
Fast development	11	22
Slow development	24	48
Moderate development	5	10
No development	10	20
Total	50	100

**Interpretation:**

The development in social enterprise is slow in the opinion of 48% respondents 22% comments that it is fast development in the present situations.

## Supportive measures to development of social enterprise

	Frequency	Percentage
Yes	32	64
No	18	36
Total	50	100

**Interpretation:**

64% people says that there is a high need for supportive measures for development of social entrepreneurship.

## Measures taken by government

	Frequency	Percentage
Financial assistance	13	26
Grant start-up loans	14	28
Provide subsidy	12	24
Infrastructure assistance	11	22
Total	50	100

**Interpretation:**

In order to support youth to start up a social enterprise government provide start up loans, subsidy and other infrastructural assistance.

## Measures to encourage youth to start up business

	Frequency	Percentage
Awareness Campaign	14	28
Seminars	15	30
Discussion	11	22
Workshops	10	20
Total	50	100

## **Interpretation:**

In order to boost up the youth to start the social enterprise the best way is conducting seminars and advertisement campaigns etc...

## **Findings**

- Even though the social entrepreneurship is a new term it is familiar among youth As the term itself suggest their motives are beneficial to society too. Majority of youth agrees that the social entrepreneurship full fill the responsibility towards society They concentrate both profit as well as societal needs such as employment generation, innovations, equitable treatment of society and solve day-to-day problems of society like appropriate health care services, waste management, sustainable productivity and foundation for peace and human security.
- Majority of the youth prefer products offered by social entrepreneurship. They opined that products are qualitative and provide at moderate price. The small portion of the respondent's comments that their quality is poor and price is high.
- In the opinion of major its respondents the development of social enterprise is slow and only small portion of respondents agree that there is fast development in this area. Due to slow development there is a need for high supportive measures for their development such as provide start up loans, subsidy and other infrastructural assistance.
- However, there is supportive attitude of youth towards society, they are not willing to choose social entrepreneurship as a safe at future career.
- In order to boost up the youngsters to start the social entrepreneurship the best way is to conduct Seminars, campaign, discussions, workshop, etc

## **CONCLUSION**

Social entrepreneurship Forster more equitable society our addressing social issues and trying to achieve ongoing sustainable impact through their social mission rather than purely profit maximisation They apply innovation and economic development .Issues addresses include some of biggest societal problem such as mental ill-health ,illiteracy, crimes and drug abuse are confronted in the innovative ways and it also create employment opportunities among people .Through this paper it is found that there is a positive attitude of youth towards social entrepreneurship. They prefer to purchase their products but they doesn't choose this as a career option. so there is a need for measures to motivate them to start new enterprise and there should be some supportive measures to boost up the existing enterprise.

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