

Empowerment of Community Affected by Development Induced Displacement: A Social Entrepreneurship Model

Mrs. Rajana Gopinath, MSW 1st Year, Department of Social Work

Mr. Arun Thomas, MSW 1st Year, Department of Social Work

Little Flower Institute of Social Science and Health,

Kaithapoyil (PO), Kozhikode, India, 673 586.

Ph: 9645148753, 8281567127

Email: rajanagopnth@gmail.com

arunthomasotharavil@gmail.com

Key Words

- Social entrepreneurship
- Displaced community
- Community Empowerment
- Women Empowerment
- Development Induced Displacement
- Community Development Model

ABSTRACT

Social entrepreneurship is the combination of social mission, discipline, innovation and determination to respond to the social needs. It is entirely different from economic entrepreneurship where the final objective is profit making. In social entrepreneurship the focus is on the development and welfare. Economic self-sufficiency is only one of its various components. The ultimate aim is holistic development of the clientele. Social entrepreneurship has huge relevance in social work practice because social work today is not merely a problem solving or crisis management effort. Social work has a development orientation. The applicability of social entrepreneurship can be extended to any setting of social work practice. The focus of this paper is the scope of social entrepreneurship in empowering a development induced displaced community.

96 families displaced due to the construction of the 'Kothi' bridge in Calicut District constitute the subject of this paper. They are allotted 2 and ½ cents of land at 'Chamundy valappu' by the government of Kerala.

The Objectives of the Paper

- ❖ To find out the background and effects of displacement on the community
- ❖ Identification of their social needs or problem
- ❖ To develop a social entrepreneurship model for the empowerment of this community

Methodology

This is a descriptive as well as action research study covering 121 families displaced. The methods of data collection are survey and observation and the tools are questionnaire and observation guide.

Conclusion

The social entrepreneurship model developed by the researchers will address the needs and problems of the community. It makes use of the social work methods and strategies and it is expected to empower the community.

INTRODUCTION

Entrepreneurship is the process of starting a business, typically a start-up company offering an innovative product, process or service. While profit orientation and wealth creation are the objective in commercial entrepreneurship, social entrepreneurship hinges around the concept of distributive justice. It blends social mission with business, discipline, innovation and determination to respond to the social needs. According to Bill Drayton, “social entrepreneurs are not content just to give fish or to teach how to fish; they will not rest until they have revolutionized fishing industry.” The approach focuses on changing the industrial environment on the one hand and capacity enhancement of the individual on the other so that there is equity and participation in growth and development. The principles and techniques in business can be effectively utilized to find solution to the issues of marginalization and socio-economic deprivation.

A social entrepreneur is an entrepreneur who works to increase social capitals by founding social ventures, including charities, for profit businesses with social causes, and other non-government organizations. These types of activities are distinct from work of non-operating foundations and philanthropists who provide funding and other support for them. The social entrepreneurs are ambitious, mission driven, Strategic, Resourceful and Results oriented. Social entrepreneurs are driven to produce measurable returns. These results transform existing realities.

History

The terms ‘social entrepreneur’ and ‘social entrepreneurship’ were used first in the literature on social change in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton, Charles Leadbeater, and others. From the 1950s to the 1990s Michael young was a leading promoter of social entrepreneurship and in the 1980s, was described by Professor Danieal Bell at Harvard as 'the world's most successful entrepreneur of social enterprises' because of his role in creating more than sixty new organizations worldwide, including the School for Social Entrepreneurs (SSE) which exists in the UK, Australia, and Canada and which supports individuals to realize their potential and to establish, scale, and sustain, social enterprises and social businesses.

Although the terms are relatively new, social entrepreneurs and social entrepreneurship may be found throughout history. A list of a few noteworthy people whose work exemplifies the modern definition of "social entrepreneurship" includes Florence Nightingale, founder of the first nursing school and developer of modern nursing practices; Robert Owen, founder of the cooperative movement; Vinoba Bhave, founder of India's Land Gift Movement. During the nineteenth and twentieth century's some of the most successful social entrepreneurs effectively straddled the civic, governmental, and business worlds. Such pioneers promoted ideas that were taken up by mainstream public services in welfare, schools, and health care.

Ela Bhatt, Nand Kishore Chaudhary, Thilas Chorol, Abraham George, and Bunker Roy are modern social entrepreneurs in India. They founded social ventures for the welfare of the society. They are respectively; Self Employed Association, Jaipur Rugs, Ladakhi Company, The George Foundation, and Barefoot College. Its focus areas are respectively women's poverty, poverty, women's travel tourism, Poverty and Education etc.

Types of Social Entrepreneurship

In 'The Power of the Unresonable Person', John Elkington Pamela Hartigan describe social entrepreneurs business structures as falling under three different models, applicable in different situations and economic climates:

- **The Leveraged Non-Profit:** This business model leverages resources in order to respond to social needs. Leveraged non-profits make innovative use of available funds, in order to impact a need. These leveraged non-profits are more traditional ways of dealing with issues, though are distinguished by their innovative approaches.
- **The Hybrid Non-Profit:** This organizational structure can take on a variety of forms, but is distinctive because the hybrid non-profit is willing to use profit to sustain its operations. Hybrid non-profits are often created to deal with government or market failures, as they generate revenue to sustain the operation outside of loans, grants, and other forms of traditional funding.
- **The Social Business Venture:** These models are set up as businesses designed to create change through social means. Social business ventures evolved through a lack of funding—social entrepreneurs in this situation were forced to become for-profit ventures.

Growth Strategies of Social Entrepreneurship

Social entrepreneurs apply different growth strategies depending on their company's development stage and whether they have quantitative or qualitative value-adding ambitions. It is about finding the optimal organizational size and the right way to grow in terms of development, rather than pursuing growth for the sake of growth. In other words, size does not always matter, and small can be beautiful too.

Major growth strategies in social entrepreneurship are; remain small in organizational size and focus on other growth parameters, grow quantitatively in size, replicate the business concept to other national or global regions, build a movement, collaborate or merge with other social ventures, enter into partnerships with actors in the private, public or civil sectors, and sell parts of or the entire social venture to a mainstream, commercial business etc.

The duty of social workers is not to solve the problems in the society, but enabling the individual to solve the problems with his/her own capacities. Creation of a socio-political environment with appropriate policies and economic opportunities are essential ingredients in this enabling process. The social entrepreneur's philanthropic energies are channeled into business ventures and the profit generated is invested in social ventures; in valuable social programs for the whole community.

REVIEW OF SOCIAL ENTREPRENEURSHIP

The authors have conducted a literature review on social entrepreneurship programmes adopted by different organization, government, individual etc; a brief account of which is given below.

Operation Sulaimani is an innovative social entrepreneurship programme conducted by the district administration of Kozhikode. The news report is written by Megha Varier. She says that operation Sulaimani is a food programme introduced in the city of Kozhikode by the district administration and Kerala hotel and restaurants association and is to enable those who cannot afford a meal to have food with dignity and to avoid wastage in the city. The food coupons will be distributed through taluk and village offices using which people in need can avail the service at select hotels across the city.

The mathrubhumi online portal reported about a unique social entrepreneurship programme for women; “Sandesh One”. It is an idea conceived by Kerala state women development corporation (KSWDC), an organization under Kerala’s department of social justice which is also behind the hugely successful ‘she taxi’ venture. This programmes expected to bring about changes in the financial status of women which in turn is expected to bring about resultant changes in their status and thereby in family and society.

The article, ‘investigating social entrepreneurship: A multidimensional model’ written by Jay Weerawardana the author argue that current conceptualizations of social entrepreneurship fail to adequately consider the unique characteristics of social entrepreneurship and the context within which they must operate. Based on the grounded theory and nine in depth case studies, the authors try to develop a multidimensional model of social entrepreneurship.

Social entrepreneurship: A Critical review of the concept by, Ana Maria Peredo. In this article, the author try to analyze social entrepreneurship based on analytical, critical and synthetic method. They are trying to say that social entrepreneurship is exercised where some person or a group of people aim either exclusively or in some prominent way to create social value of some kind and peruse that goal through some combination of recognizing and exploiting opportunities to create this value, employing innovation, tolerating risk and dizlining to accept limitations in available resources.

The Hindu news paper reported about social entrepreneurship programmes conducted by the founder and CEO of Vilgro; a company which promotes social entrepreneurship programmes. In his career, Paul Basil worked with the Kerala Horticulture Development Programme and a highly successful concept for a farmers’ market for fruits and vegetables called ‘Udyanam’; a fresh fruit and vegetable retail chain.

The authors have presented both empirical and theoretical reviews of social entrepreneurship. It is understood, the concept of social entrepreneurship is very much relevant today and various such programmes are evaluated and developed at government level organizations. This increases the significance of this paper.

METHODOLOGY

The Objectives of the Paper are;

- ❖ To find out the background and effects of displacement on the community
- ❖ Identification of their social needs or problem
- ❖ To develop a social entrepreneurship model for the empowerment of this community

This is a descriptive as well as action research study covering 96 families displaced. The methods of data collection are survey and observation and the tools are questionnaire and observation guide.

CONSEQUENCE OF DEVELOPMENT INDUCED DISPLACEMENT ON COMMUNITY

The focus of this paper is the consequence of development induced displacement on community and the scope of social entrepreneurship model developed by the MSW trainees of Lissah College in empowering them. The community under study consists of 96 families. The 2 ½ cent colony is situated in Chammundy Valappu, Payyanakkal. 460 people are living together without harmony. 30% of the community is children; 21% of youth; 32% of middle aged and 17% constitute people belonging to old age.

Socio Economic Status of the Community

The socio economic condition of the community is very poor and pathetic. Their socio economic status has to improve a lot. There are various problems affecting their social, economic, educational areas and total standard of living. There is an immense scope for social work intervention to empower them. A brief account of their socio economic status is given below.

Education

Education of the children in this area is very pathetic. There are two schools in the locality even then dropout rate is as high as 75%. The boys drop out by 6th /7th standard.

Afterwards they go for work in order to earn. But the money earned is used to buy drugs; because drug addiction is a major problem in the area. Girls attend schools up to 10th standard and later drop out mainly to work and financially support their families.

Early marriage

Early marriage is one of the most prominent problems in this community. Both girls and boys get married between the ages of 16 to 20 years. 72% of the boys get married at the age of 16 to 20 years. The early marriage of boys is mainly for dowry. They use this dowry for building houses. The early marriage rate in girls is higher than boys; it is 91%. As they come to know about the amendment of the law about the age of marriage; it has changed from 16 to 18; they are forced to get married at the age of 18.

Economic condition

The economic condition of this area is very bad. They work daily to earn money. But they do not have a saving habit. What they earn per day is utilized to meet daily needs at home and rest of the money for alcohol and drugs. 72% of the men are going for fishing and 28% go for other jobs such as vegetable vending, auto drivers etc. As fishing is a seasonal job, 6 months they are working and because of trolling later 6 months they are forced to find other jobs and some get job while many of them do not. So the economic condition of the community is very low. In order to take care of their families 13% of women are going for job; such as stitching, taking orders from catering services etc.

Housing facilities

The housing facilities changed a lot after displacement. The government had offered them 2 ½ cents of land and 1,20,000 rupees to build a house. But they received only 70,000 rupees in installment for the construction. The basic facilities of the area of Chammundy valappu developed because of the displaced community, such as, the transport facilities, electricity etc.

Alcoholism

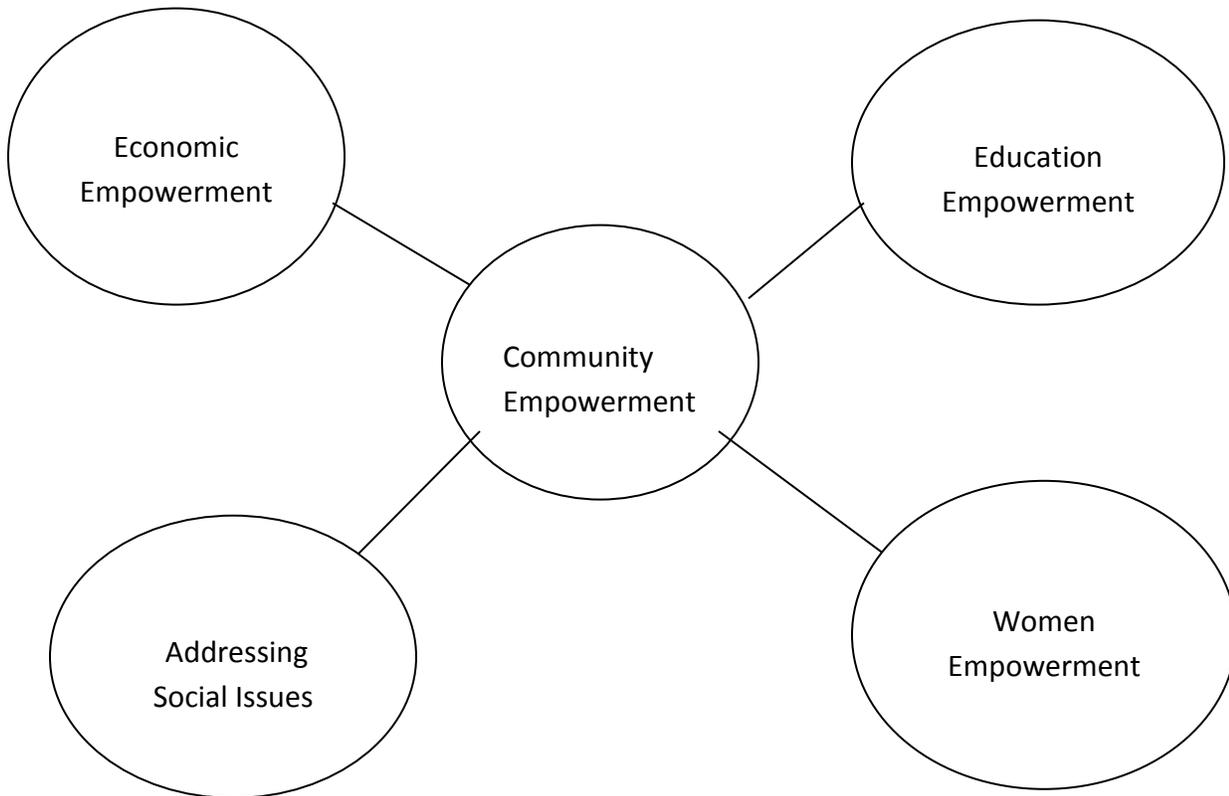
Alcohol and Drugs are the main problems of this area. 82% of the youth and middle aged are addicted to alcohol and drugs. They work not for the betterment of the family but to make money to buy alcohol and drugs. So, most of the worker's do not have money in hand for next days. The health condition of the youth and middle aged are also very bad because of the use of drugs and alcohol. After the use of alcohol and drugs, the colleagues fight each other for simple reasons. And the after-effect of this fight affects their family. And the problems of the families are also increasing day by day.

The major problems which caught the attention of the authors that need intervention are listed below;

- ❖ Drug addiction and alcoholism
- ❖ Education betterment and curbing early marriage
- ❖ Economic empowerment of community
- ❖ Women empowerment

SOCIAL ENTREPRENEURSHIP MODEL OF COMMUNITY EMPOWERMENT

As social entrepreneurship believes in entrepreneurial initiatives that address social problems and bring about total development of community without any profit motive, the model adopted here too functions in this line. This model is based on two pillars of self sufficiency and over all development of the community. The diagrammatic representation of the model is given below



Strategies of the model

- ❖ Sensitization programs
- ❖ Training programs
- ❖ Net working
- ❖ Employment Generation

Sensitization Programmes

The programmes of community development must start with an attitude change. The sensitization programmes planned here intend to address all areas that need an attitude change in

the community. Street play, awareness classes, documentary shows, drug addiction, campaign on importance of education, legal awareness classes on educational rights and early marriage, etc. will be conducted to bring about an attitude change in 'phase one'. The cooperation of religious and political leaders of the community will also be sought.

Training Programmes

Women empowerment will never become a reality in the absence of economic empowerment of women. Leadership training programmes to organize women into employment generation self help groups training in employment generation programmes such as paper bag making, poultry farming and soap making will be given for women. Training program will also aim at training community volunteers to give leadership to all interventions later.

Networking

Mobilization of the available resources in the community is very much essential and hence religious, political leaders, schools, NGOs working in the field of de-addiction, legal awareness, police department etc. will be mobilized for the successful implementation of sensitization programmes and training programmes and its continuance.

Employment Generation

Employment generation Programmes mostly aim at women. After the sensitization programme women will be given awareness in different avenues of employment generation programme as mentioned above. And according to their interest they can choose a programme and further help will be given by the trainees in securing loans and the benefits of government schemes.

IMPLEMENTATION OF THE MODEL

This social entrepreneurship project will be implemented by MSW student of the social work department of Lissah College. This model will be implemented in three phases. First phase of data collection regarding the community and developing a social entrepreneurship model is over. The second phase begins with the sensitization programme and training. A total of 20 students will be divided into 4 groups of 5 member each and each group will be incharge of organize sensitization programmes, training programmes, networking and employment generation. The work will be done in consultation with the faculty supervisor. And in third phase income generation programmes will be implemented.

Expected Outcome

This project will extend for a period of 6 months covering the community field work insisted by the syllabus and it is expected that this effort will mark the beginning of transition of the community of 2 ½ cent colony.

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