ACHIEVING SUSTAINABLE DEVELOPMENT GOALS THROUGH SOCIAL ENTREPRENEURSHIP: A STUDY OF INDIA & SOUTH AFRICA

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ABSTRACT

Introduction: Social concerns without businesses and businesses without social consideration are anti-developmental. However, balancing both simultaneously is arduous and challenging. Nevertheless, social entrepreneurship has proven that it could be balanced simultaneously.

Objective: The study aims to comprehend how the multipronged SDGs could be achieved through social entrepreneurial activities in India & South Africa. Albeit, both nations have distinct features in terms of geographically, demographically, religiously, and culturally.

Methods: The study randomly selected the samples from both countries & used the case study approach of qualitative research.

Results: The study shows that the selected cases from both nations focus mainly on waste management, social inclusion and women empowerment. Most of the case studies were working for waste management in both countries, where they aimed to reduce plastic pollution, i.e., both the nation’s critical problems at the current time. However, due to contextual embeddedness, these social enterprises adopt different techniques to achieve these multipronged SDGs in both countries. Besides, they also generate employment opportunities for the people and help to reduce poverty in both countries. Few other case studies have impinged on women's empowerment and social inclusion, particularly disabled people.

Conclusion: The study concludes by saying that additional work needs to be done to develop the concept further and that the government should offer incentives for adopting this concept since, with the aid of social entrepreneurs, the government may accelerate its progress towards the accomplishment of sustainable development goals.

Keywords: inclusion, India, social entrepreneurship, South Africa, waste management, women empowerment.

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ALCANÇAR OS OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL ATRAVÉS DO EMPREENDEDORISMO SOCIAL: UM ESTUDO DA ÍNDIA E ÁFRICA DO SUL

RESUMO

Introdução: Preocupações sociais sem empresas e empresas sem consideração social são anti-desenvolvimento. No entanto, equilibrar ambos simultaneamente é árduo e desafiador. No entanto, o empreendedorismo social provou que pode ser equilibrado em simultâneo.

Objetivo: O estudo visa compreender como os ODS multifacetados podem ser alcançados através de atividades empresariais sociais na Índia e na África do Sul. Apesar disso, ambas as nações têm características distintas em termos geográficos, demográficos, religiosos e culturais.

Métodos: O estudo selecionou aleatoriamente as amostras de ambos os países e utilizou a abordagem de estudo de caso da pesquisa qualitativa.

Resultados: O estudo mostra que os casos selecionados de ambas as nações se concentram principalmente na gestão de resíduos, inclusão social e empoderamento das mulheres. A maioria dos estudos de caso estavam trabalhando para o gerenciamento de resíduos em ambos os países, onde visavam reduzir a poluição por plástico, ou seja, os problemas críticos do país no momento atual. No entanto, devido à integração contextual, estas empresas sociais adotam técnicas diferentes para alcançar estes ODS multifacetados em ambos os países. Além disso, também geram oportunidades de emprego para as pessoas e ajudam a reduzir a pobreza em ambos os países. Poucos outros estudos de caso afetaram o empoderamento das mulheres e a inclusão social, particularmente as pessoas com deficiência.

Conclusão: O estudo conclui dizendo que é necessário um trabalho adicional para desenvolver ainda mais o conceito e que o governo deve oferecer incentivos para a adoção deste conceito, uma vez que, com a ajuda de empreendedores sociais, o governo pode acelerar o seu progresso para a realização dos objetivos de desenvolvimento sustentável.

Palavras-chave: inclusão, Índia, empreendedorismo social, África do Sul, gestão de resíduos, empoderamento das mulheres.

1 INTRODUCTION

Social concerns without businesses and businesses without social consideration are anti-developmental. Although, balancing both simultaneously is arduous and challenging (Mathew, 2008). However, the social entrepreneurship paradigm has proven the accomplishment of this balance. Thus, maintaining the balance is the foremost purpose behind the activities of social entrepreneurs. Therefore, it makes them distinct from business entrepreneurs.
Moreover, social entrepreneurship may not be the standard for social change. Still, it can contribute to the process significantly (Dahiya, 2019) because social entrepreneurs concentrate on feasible innovations given the circumstances and attempt to provide sustainable solutions to existing problems (Bulsara et al., 2014). Furthermore, they put their creative concepts into action to address societal issues (Tripda, 2018) and to create social value for society; they seek to solve social problems using market and business approaches. Additionally, according to the study by Osberg (2009), social entrepreneurs can redefine the context and frame the transition because the available resources are the primary things to attain social goals. Nevertheless, it helps to increase social wealth (Farinha et al., 2020).

Furthermore, the importance of social entrepreneurship as a means to address social issues and improve quality of life has grown over the past few decades due to societal challenges. Consequently, several academics have focused predominantly on this phenomenon (Urbano & Toledano, 2010). Agencies have started initiatives and interventions for marginalized and underprivileged communities for many years. Moreover, billions of dollars have been invested to assist these efforts, some of which have been incredibly created by government aid organizations and private organizations (Alvord et al., 2004). The literature has identified that social entrepreneurship has multipronged models of enterprises, i.e., Non-profit, For-profit, and Hybrid. However, Bansal et al. (2020) found that 1/5th of social businesses adopt the for-profit legal structure due to not being devoid of financing issues and could quickly scale up. Moreover, the other social enterprises also transitioned from a non-profit to a for-profit legal system.

Thus, the study examines the social entrepreneurship practices pertinent to multipronged sustainable development goals of the United Nations that have to be attained by 2030, i.e., employment generation, waste management, poverty alleviation and women empowerment etc., through elucidating the multiple case studies of social enterprises in the context of India and South Africa.

Moreover, India is among the emerging economies globally and has the 2nd highest crowded population. Moreover, due to the high population, there are multiple social and economic problems, like poverty, unemployment, illiteracy, low standard of living, environmental degradation, social exclusion, lack of women empowerment, etc. However, the government is implementing numerous programs to address the
abovementioned problems. Moreover, to attain the SDGs. However, the literature has stated that social entrepreneurship addresses issue the government and market failed to address. Therefore, social entrepreneurship is very influential in resolving various issues and provides innovative and sustainable solutions to these problems.

Additionally, social entrepreneurs play a significant role in financial innovation, focusing on creating positive social & environmental impact alongside financial returns. Moreover, financial innovation is creating and applying new financial services, technologies, business models, and products. It plays a significant part in developing the economy by offering opportunities for expansion, efficiency, and risk management. It entails developing and using innovative ideas, methods, and techniques to handle current arduous and get benefits of novel opportunities in the financial sector. Likewise, it can boost financial inclusion, spur economic growth, and improve the effectiveness of financial systems.

Furthermore, the study is categorized into four sections, including the introduction. The second section of the study covers the literature review and methodology, followed by the penultimate part that discusses case studies. The final part has covered the conclusions and policy recommendations of the study.

2 THEORETICAL FRAMEWORK

Business entrepreneurs always want to maximize their market returns. However, social entrepreneurs are concerned with social returns (Aggarwal et al., 2020). So, as per the study of Bulsara et al. (2015), the idea of social entrepreneurship is emerging very rapidly and is considered a beneficial idea for the well-being of human beings. Thus, the government is also emphasizing the development of social entrepreneurship. Therefore, government policies pay special attention to advancing innovations and social entrepreneurship for the nation's development due to their significant impact on economic growth (Satar, 2016), especially in developing economies like India, where there is substantial potential demand and several social disparities characterizes such economies; thus, social entrepreneurs can earn a benefit by serving a considerable part of society (Aggarwal et al., 2020).

Moreover, in such nations, social entrepreneur helps to resolve various social problems like social exclusion, feelings of dependence, and lack of empowerment (Haugh, 2006) by optimally utilizing the available resources (Bulsara et al., 2015).
Furthermore, social entrepreneurs help to reduce the problem with the help of a market-oriented approach along with a society-oriented system; social entrepreneurs can benefit both individuals as well as the community and also build social capital by employing certain people from local communities with a surety of better-secured livelihood (Kummitha, 2016) which leads to positively impact the multiple aspects of SDGs. Additionally, the government, along with the help of social entrepreneurs, can make efforts at a great level to achieve sustainable development. Further, the study by Bansal et al. (2020) stated that the integration among social enterprises, SDGs and sustainability could be observed. Moreover, social entrepreneurship is among the imperative pathways to unravelling social issues (Harris et al., 2014) and bringing transformation in society by addressing critical issues pertinent to sustainable development goals, such as poverty alleviation and development of rural areas by raising the standard of living of people (Gupta & Chatterjee, 2018).

Moreover, according to the study of Maestripieri and Lara (2017), social innovations can help to bring gender equality by providing more opportunities to women, where women can play an essential role; however, the only need is to cheer them to join the entrepreneurial events. Furthermore, Osei & Zhuang (2020) recommend that policymakers and governments in developing countries should come forward to work in this direction. Again, Sharir & Lerner (2006) suggested the establishment of various incubation centres to improve social entrepreneurs' efficiency and management skills. Moreover, a study shows that social entrepreneurs should attempt to establish social capital as much as possible to get the benefits of local resources to a great extent and can make the establishment of enterprise very easy (Joshi & Khare, 2021). On the other hand, multiple researchers discussed social entrepreneurs’ obstacles to progress, like the problem of infrastructure, proper planning, management (Sharir & Lerner, 2006), and the trust of customers. Additionally, they must consider self-motivation, handling family opposition, testing the business model and building the team (Sharma et al., 2020).

However, in the Indian context, the biggest problem for social entrepreneurship is the deovds of proper legal structure. Hence, there is a need to build a scale to measure the various social activities, market-oriented activities, etc., to measure social enterprises’ sustainability (Sengupta & Sahay, 2018). Moreover, there is no doubt that various government initiatives like startups and digital India programs are contributing to social enterprise growth (Bansal et al., 2020). Moreover, a lot of research has taken place on
social entrepreneurship. However, there is a need for more research in this direction to identify more factors affecting the growth of social ventures and to trace the interdependence of various factors (Sharir & Lerner, 2006; Bulsara et al., 2015).

3 METHOD

The data have been gathered from different regions of India and South Africa using a case study methodology within descriptive research. Thus, the initial samples were identified randomly. Moreover, snowball sampling was later used to collect samples in both nations. However, due to the devoirs of formal lists of social entrepreneurs, the study has used a few pertinent case studies to elucidate the functions of social entrepreneurship in both countries. Furthermore, the study used an in-depth interview to collect the required data from the founder and manager of the enterprise. However, the framework of the questionnaire was structured as well as unstructured. So, the analysis can successfully trace some new facts.

Moreover, the collected samples are from various legal structures, i.e., Non-profit, For-profit and Hybrid. However, most of them fall into the hybrid design.

4 RESULTS AND DISCUSSION

4.1 SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Undoubtedly, social entrepreneurs contribute significantly to achieving several SDGs in India. Moreover, India is an emerging economy, albeit the nation suffers from several social problems like poverty, unemployment, food insecurity, lack of health, education, clean water, infrastructure, etc. Moreover, the government or public sector alone cannot tackle all these problems. Therefore, it has been identified that social entrepreneurs play a noteworthy role in which the government or market fails to tackle social, economic and environmental issues. Hence, social entrepreneurship is getting the academicians and scholars' attention.

Furthermore, the data demonstrates a rising trend in the number of publications and citations on the topic of social entrepreneurship and sustainable development, showing that scholars are getting more interested in the subject and highlighting the rising academic interest in sustainable development, as well as the nexus of social entrepreneurship and sustainability (Bansal et al., 2019). Additionally, the government of
India's initiatives, such as digitalizing India, manufacturing in India, and startup initiatives, are boosting the growth of social businesses. These projects assist social entrepreneurs in addressing the issues addressed by the seventeen SDGs. However, collaboration between government officials and social entrepreneurs may have a significant societal impact. Further, social entrepreneurs might obtain assistance from external catalysts such as non-governmental organizations (NGOs), foundations, and commercial corporations active in corporate social responsibility (CSR), resulting in cross-sectoral collaboration (Bansal et al., 2020). Therefore, social businesses are viewed as prospective innovators and active entrepreneurial actors in innovation systems, contributing to long-term development. Social entrepreneurship is considered a means of addressing socioeconomic issues and contributing to the long-term development of areas (Bansal et al., 2020).

4.2 WASTE MANAGEMENT

Today, solid waste management is a significant concern all over the world as it harms the natural world. In India, the creation of substantial municipal trash, industrial debris, dangerous materials, and pharmaceutical waste has grown due to population growth, lifestyle changes, and economic development. However, the solutions for managing waste have lagged behind the increasing amount of garbage, resulting in ineffective dumping and disposal methods as well as the excessive generation of waste. So, a concise and comprehensive regulatory system to govern waste management must be created with the full backing of people in general, legal organizations, and government entities (Filatova & Gorbach, 2021). However, social entrepreneurs can perform this task by introducing and promoting environmentally friendly waste management technologies such as smart segregators and bins, which automate garbage collection and partition procedures. They may help to minimize landfill trash and foster a circular economy by encouraging the separation of sources and redirecting trash recycling (Hashimoto, 2016).

Moreover, they can also raise awareness and educate communities on the significance of trash management, encouraging behaviour change and proper garbage disposal methods. In addition, they may work with local governments, companies, and communities to create environmentally and economically viable waste management strategies (Arora et al., 2014). However, efforts should be made to encourage these social entrepreneurs to think about garbage as a resource and find creative ways to use it for
social and commercial advantage. Promoting a questioning mentality and focusing on available resources before looking for possibilities can also lead to more sustainable and beneficial social projects (Parris & Bowers, 2014). However, the study by Filatova & Gorbach (2021) stated that to extend the regime of social entrepreneurship to waste processing and reduction businesses; these entrepreneurs should be recognized as environmentally conscious social entrepreneurs.

Moreover, social entrepreneurship can help improve waste pickers’ condition and increase waste collection and segregation efficiency. It implies that metropolitan local governments should establish capacity and designate finances for ecologically friendly and cost-effective garbage management. To tackle trash management challenges and enhance people’s quality of life, social entrepreneurs are essential in assisting urban local bodies and creating cooperative connections with local governments and garbage pickers unions (Hashimoto, 2016).

Furthermore, the study elucidates the case studies which create social and economic values in the region through their social entrepreneurial activities. These case studies impact directly or indirectly the multiple dimensions of SDGs, i.e., waste management, employment generation, poverty alleviation, women empowerment, social inclusion, etc. Accordingly, the study uses explanatory research to identify the functions of various case studies to achieve the SDGs. Moreover, environmental degradation is a critical problem in the current era. So, it's essential to keep the environment clean by adopting various techniques. Therefore, Fatima Zahra, a bio-plastic manufacturing unit, aims to reduce plastic pollution and spread awareness about the use of bio-plastic and the conservation of the environment by creating bio-plastic by transforming the sugar found in plants. Bio-plastic blown films and pellets are produced there. Carry bags are the primary products made using bio-plastic blown films. Bioplastic is formed entirely without the use of plastic as a raw material. However, from its look, anyone would be confused about whether it's plastic.

Moreover, the enterprise also aims to spread awareness about using bio-plastic to reduce plastic pollution. In addition, the enterprise employs many people. Whereas another enterprise also works to reduce plastic pollution, Kherun Nissa, a biodegradable thermocol manufacturing unit, produces fully biodegradable packaging materials from agricultural waste and mushrooms. However, thermocol sheets are used for packaging in industries like television, washing machines, refrigerators, laptops, and other electronic
items. Therefore, Kherun Nissa enterprise took the initiative to reduce plastic usage in packaging materials.

Besides, the entrepreneur also mentioned the benefit of bioplastic, i.e., it does not require any industrial processing for degradation due to the containment of biological substances. Thus, it turns into green manure within 60 days, which is excellent planting. The objectives behind their activity are to make something eco-friendly out of mushroom waste, replace plastic packaging with biodegradable material, and conserve the environment. At the same time, another enterprise, Sakina, a biodegradable pot manufacturing unit, generates employment opportunities for others; therefore, it assists in reducing the burden of the nation's unemployment rate. The enterprise makes biodegradable pots from various agricultural wastes, such as coconut shells, sugarcane, wheat waste, and cow dung, resulting in a decomposing product.

Additionally, the beneficial microbes in the pot increase soil fertility and strengthen plant immunity due to the use of biopolymer in these pots; so, the plants grown in them require up to 30% less water than plants grown in traditional pots. The entrepreneur said agricultural waste is dumped and burned, which pollutes the environment, so she got the notion to create something biodegradable using this agricultural waste. But then she had the thought to make a bio-pot. However, she is a biotechnologist skilled at bacteria to create pots that are good for plants. So, she produced an extremely portable pot.

Further, numerous nurseries grow plants in poly bags, typically black, albeit not advantageous to plants. So, the entrepreneur used the bio-pot, which is highly helpful for plants, replanting them without eliciting them from the pot. Furthermore, the Raziya-the eco-social tribe, an enterprise, is working on several objectives like plastic waste management, environment and heritage conservation, enabling rural employment, and making conscious consumers. The company uses traditional charkha and handloom to upcycle waste plastic into lovely hand-woven fabric. The waste plastic wrappers, such as biscuits, food, present wrapping papers, and other plastic debris, are collected, cleaned, and shredded before being spun into yarns and woven into fabrics. After that, they craft the cloth into lovely handbags, laptop sleeves, potli bags, tiffin bags, beeches bags, etc.

Moreover, the entrepreneur stated that sustainable development can be accomplished only by using an inclusive strategy. Therefore, Raziya's enterprise concentrates its efforts mainly on these three areas. Firstly, protecting the environment
and cultural heritage; secondly, facilitating rural livelihood; thirdly, cultivating conscientious consumers. In addition, the founder further talked about their enterprise's impending goal, i.e., rising towards eco-social development. So, in this way, they contributed to achieving SDGs. Likewise, the Abass enterprise for zero-waste living produces daily necessities in a way that does not fuel the trash crisis.

Moreover, the main aim behind this initiative is to make eco-friendly and environmentally sustainable items and build a company that mirrors the values of zero waste, ethical consumption and sustainability. Their every product is natural, devoid of toxins, and packaged in recyclable, reusable, and biodegradable materials. They also create zero-waste personal care, lifestyle, and home care goods.

Further, they select instructive online courses. The entrepreneurs told some customers who reviewed their eco-friendly products that this eco-consciousness gave them mental relief. So, these kinds of comments motivate them to work more for environmental sustainability. However, their enterprise employed many people. In contrast, a lady named Mrs. Al-Kulsum in South Africa transforms old waste tires into chairs without any machine and sells them to make her living. Initially, she started to do the activity for charity purposes and used to donate the chairs to charity houses and some public parks. However, later, she began to sell them and started to earn. At the same time, her work also contributes to preventing the environmental pollution caused by burning these waste tires. In other words, she mobilizes the unutilized/underutilized resources from lower to higher productivity. However, she got the idea to use the waste tire in 2015. Later, she was awarded a recognition award by the Ekurhuleni municipality in 2017.

4.3 WOMEN EMPOWERMENT

Women's empowerment has been recognized as a worldwide topic, and several attempts have been made to promote it. Moreover, through the Beijing Declaration, Platform for Action, and the Sustainable Development Goals, the United Nations has also prioritized the process of women's empowerment and progress. Despite its economic expansion, India faces several challenges due to a lack of active female labour force participation, as women comprise a significant portion of the country's total population. Therefore, it's indispensable to encourage the active involvement of women in the workforce, which will contribute significantly to the process of empowering women in India. So, entrepreneurship has been viewed as a possible solution to this problem and is
considered a potent vehicle for women's economic and social development and can bring a significant change in society.

Furthermore, the study by Tripathi et al. (2022) stated social entrepreneurship, as an emerging phenomenon, is developing as a viable modern answer for women's empowerment. So, social entrepreneurs play a vital role in women's empowerment by handling social concerns and developing new solutions for women's upliftment and empowerment. Moreover, they build tools and platforms to encourage cooperation, mentoring, and understanding exchange among women entrepreneurs. In addition, societal entrepreneurs also promote gender equality by challenging societal conventions and preconceptions, building a more accepting and equitable society (Singh & Dewan, 2022). However, for this purpose, there is a need to develop a supportive atmosphere to promote social business systems in which women are not only recipients but must participate as business owners, developers, and specialists (Tripathi et al., 2022). In growing economies such as India, there is tremendous opportunity for creating social types of businesses. Therefore, significant efforts should made to spread massive socially owned ventures (Singh & Dewan, 2022) and to create a supportive regulatory and administrative system that facilitates women's ability to access funding when starting and expanding new companies (Datta & Gailey, 2012). Moreover, legislators must cultivate a political and legal framework that allows women to access resources and create and thrive in new professions while safeguarding them from familial or political coercion (Kumari, 2020).

Furthermore, the Al-Zainab Society is a manufacturing unit working to uplift the ladies of slum areas by generating employment for them. So, their enterprise makes bags like purses, kits, laptops, tiffin bags, blanket coverings, and pillowcases from used/waste clothes. However, they claim that tiffin bags are trendy. Currently, twenty women are involved in making bags. Interestingly, all of them are from slum regions. However, their aim to run the enterprise was to become self-dependent. So, in this way, these kinds of enterprises help to reduce gender inequality.

Furthermore, in the current scenario, the health sector needs to be robust in rural areas of the country, particularly for women's health issues. So, the Al-Reza Foundation, working for health and hygiene, was established in Bihar, namely, a Pad Bank, the first such institute in the state. Moreover, the activities in Pad Bank are the same as those in regular banks. Each of its female members received a passbook from them. A member
lady must have this passbook with her if she wants to buy a pad from the bank. The bank provides loan options for females who has devoid of the funds to buy a pad. In addition, a mobile sanitary bank was introduced by them. Then, several e-rickshaws were launched to distribute the pads to homes.

Interestingly, these e-rickshaws are operated by women and manage the supply and distribution of pads. However, the National Health Mission similarly distributed a pads packet (twelve pads, two underwear, a towel and a handbook) to protect the women from several diseases. Moreover, each lady in Bihar receives Rs 150 per month from the Bihar government to purchase the kits. In addition, "She Care Health Club" was also established to offer ladies free-of-cost body checkups. Further, a lady, namely Amrita, created the "Sai Ki Rasoi" hunger project, through which she provides full-plate dinners for just Rs. 5 to the relatives of patients enrolled in Bihar government hospital. Which is highly appreciable work towards the society. Therefore, every day, nearly 300 people visit her enterprise for food. So, in this way, they contributed to the community.

Furthermore, in South Africa, there is a tribe named Naguni Tribe, representing 2/3rd of South Africa's black population. So, the ladies of the tribe formed a group to start their own business to improve their financial condition and become self-dependent. All the member was aged between 40- to 68-year-old. So, the ladies buy loose beets from the market and make bracelets from these beets with the help of wool. Each design has a different cost. Further, the women said they are well known in Roqiya and frequently contacted by brides to prepare the beets for their special occasions. Moreover, they are skilled at what they do & could create any design for client requests. Besides, the women said their endeavours to produce beets began years ago and has continued. Their project is making a significant contribution to creating job options for jobless women.

Table 1: Detail of case studies

<table>
<thead>
<tr>
<th>Entrepreneur / Enterprise</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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</tr>
<tr>
<td>Raziya-the eco-social tribe</td>
<td>The enterprise concentrates its efforts mainly on these three areas. Firstly, protecting the environment and cultural heritage; secondly, facilitating rural livelihood; thirdly, cultivating conscientious consumers.</td>
</tr>
</tbody>
</table>
**Abass enterprise**
This initiative aims to make eco-friendly and environmentally sustainable items and build a company that mirrors the values of zero waste, ethical consumption and sustainability.

**Al-Zainab Society**
This enterprise works to uplift the ladies of slum areas by generating employment. So, their enterprise makes bags like purses, kits, laptops, tiffin bags, blanket coverings, and pillowcases from used/waste clothes.

**Al-Kulsum**
Their enterprise transforms old waste tires into chairs without any machine and sells them to make a living. Initially, Mrs. Al-Kulsum used to do the philanthropic work. However, later, she turns it into business. At the same time, her work also contributes to preventing the environmental pollution caused by burning these waste tires.

**Al-Reza Foundation**
The enterprise works for health and hygiene. The first such institute in the state was established in Bihar, namely, a Pad Bank. Moreover, the activities in Pad Bank are the same as those in regular banks.

**Mehdi Foundation of Better Future**
The enterprise was established in 2017, providing a learning facility for physically and visually challenged pupils. Moreover, the founder herself is a disabled lady. Still, she is highly abled by mind and again established a coaching centre called Yash Learning Centre to offer students a high standard of instruction and care for their personal development.

**Alamdar Tiffin Service**
The enterprise decided to take the initiative by opening the Tiffin Service Centre and hiring people with disabilities. This enterprise works mainly on three core values, i.e., acceptance and mutual respect, inclusion and empowerment. Then, she again founded the NPO Yash Charitable Trust.

**Hassan & Hussain**
The enterprise produces beautiful clay items and are marketized domestically and abroad. Moreover, many students are learning art in this studio by working there and teaching them the art of making beautiful items from raw materials; they want to be capable of starting their own business if they don't get a job.

**Roqiya Enterprise**
The ladies of the Naguni tribe formed a group to start their own business to improve their financial condition and become self-dependent. So, the ladies buy loose beets from the market and make bracelets from these beets with the help of wool. Each design has a different cost.

**Al-Zakiya**
The ladies from Elandsfontein formed a group in 2019 under the Kodumela Act to become financially independent and start making floor carpets from waste plastic bags. Later, they scaled up their business and opened a chicken farm.

**Naramba Village**
The villagers come together and devise a plan for fighting poverty and unemployment. One of the plans they came up with was planting various plants. They planned to grow and sell plant meals and groundnuts in the nearest market.

**Ali-Akbar**
She is an artist of ceramic and wood sculptures, and she has been in the industry for a very long time. However, due to the high unemployment rate continuing to rise every year and month, she decided to explore new ways of earning. Thus, she started to help a group of ladies on how to make sculptures and sell them in return for profit and food.

**Al-Marziya**
A group of five ladies between the ages of 45 and 50. The woman started to do the manufacturing of bricks. However, men mostly do brick manufacturing because it needs physical strength. But the ladies of Tompie Seleka have changed this perception.

Source: Field Survey Result

Moreover, the Al-Marziya project comprises five ladies aged 45 to 50. The woman concerned started the manufacturing of bricks. However, men mostly do brick manufacturing because it needs physical strength. But the ladies of Tompie Seleka have changed this perception. So, these ladies use a straightforward machine to make the bricks. In addition, the bricks they produce are very different from normal bricks. The ladies used to add colours to brick to attract the customers’ attention. So, this innovative idea makes a good living out of their activity. Thus, the five ladies set an example for other women that the impossible can be made possible with some effort.
4.4 SOCIAL INCLUSION

In India, social entrepreneurs are critical in providing high-quality public services at the bottom of the pyramid (BoP) and fulfilling the SDGs (Goyal et al., 2021). They play a critical role in developing entrepreneurial solutions to challenges faced by underrepresented communities and contributing to long-term development. Moreover, they effect modest changes that have a long-term impact on society. However, there are several social entrepreneurs, including social bricoleurs, social constructionists, and social engineers, each of which is most suited to achieving specific SDGs (Bansal et al., 2020). Moreover, social entrepreneurs like BRAC, Sekem, and Waste Concern illustrate the concepts of sustainable development by addressing current needs without jeopardizing future generations' capacity to meet their own. Their actions have a favorable influence on measures for sustainable development. In addition, social entrepreneurs have the power to transform the institutions and systems that perpetuate poverty and inequality, stressing the need to recognize the relationship between social and economic growth in development processes (Seelos & Mair, 2005). The penultimate case study in the context of India is an NGO called Mehdi Foundation of Better Future, established in 2017. The enterprise provides a learning facility for physically and visually challenged pupils. Moreover, the founder herself is a disabled lady. Still, she is highly abled by mind and again established a coaching centre called Yash Learning Centre to offer students a high standard of instruction and care for their personal development. Thus, the Yash classes and Mehdi Foundation are excellent accomplishments of her. So, with her efforts, she simultaneously becomes self-dependent and a role model for others. Moreover, her activities aim to provide quality education and a platform for differently-abled students to learn, prepare for competitive exams, and become independent.

Interestingly, several students cracked the competitive exams and were well-settled. Hence, the physically disabled lady has proven the well-known quotation, "Where there is a will, there is a way". In addition, this study discusses another woman entrepreneur who is the sole caretaker of her autism spectrum disorder child. Having lots of time spent with her disabled child, she got the idea to work to empower disadvantaged communities, especially adults. Therefore, she decided to take the initiative by opening the Tiffin Service Centre and hiring people with disabilities. Then, she again founded the Non-Profit Organization (NPO) Yash Charitable Trust.
Moreover, in 2018, she opened a café, where she introduced the Alamdar Tiffin Service. However, this enterprise works mainly on three core values, i.e., acceptance and mutual respect, inclusion and empowerment. Besides, she teaches that people with intellect and mental disabilities deserve to live respectfully without discrimination. Therefore, with the help of her NPO, she employed thirty-six people. Interestingly, most of them are disabled.

Similarly, the study has analyzed various cases from South Africa that also show the social entrepreneurial activities towards SDGs. So, there is a pottery studio run by Mrs Hassan & Hussain in the Bryanston part of Johannesburg, an area famous for artwork and entrepreneurial skills. Moreover, they produce beautiful clay items and are marketized domestically and abroad. So, according to Mr Pride, it can occasionally be challenging to find the desired clay due to South Africa's weather. Therefore, they store enough raw material in advance to avoid the arduous during the final product production.

Moreover, many students are learning art in this studio by working there and teaching them the art of making beautiful items from raw materials; they want to be capable of starting their own business if they don't get a job. In this way, they are working to secure the nation's future by providing them with quality education and developing their entrepreneurial skills.

However, another group of ladies from Elandsfontein, Al-Zakiya, formed a group in 2019 under the Kodumela Act to become financially independent and start making floor carpets from waste plastic bags. Later, they scaled up their business and opened a chicken farm. However, the group of ladies also requested the Department of Agriculture to purchase chicken coops. As a result, now they have two coops, consisting of 1000 & 400 hens each. Thus, this enterprise helps to generate employment opportunities for people and makes a significant effort to protect the environment.

Furthermore, the high unemployment rate has forced men and women of the Naramba Village to come together and devise a plan for how they will fight poverty and unemployment. One of the plans they came up with was planting various plants. They planned to grow and sell plant meals and groundnuts in the nearest market. For plants to be rich, it needs manure and water. But they were not able to afford to buy manure. Therefore, they started making manure themselves from animal dung. However, the case is selected due to the assistance they provide and empower each other socially and
economically. Since the establishment of the business, the group has been able to improve its current lack of food security and decent living conditions.

On the other side, Ali-Akbar from Xigalo in Limpopo province is an artist of ceramic and wood sculptures, and she has been in the industry for a very long time. However, due to the high unemployment rate continuing to rise every year and month, she decided to explore new ways of earning. Thus, she started to help a group of ladies on how to make sculptures and sell them in return for profit and food. The ladies use the statues to convey the experience of apartheid from a Venda woman’s perspective, focusing on exploring their origins, displacement, race, and sex. She trains the ladies to run the business and sell the products to museums and tourists to get profit from their decent living conditions.

Furthermore, the study analyzed multiple case studies of social entrepreneurship, and each focused on a different aspect of India’s social and economic problems pertinent to the United Nations SDGs.

Figure 1: Achieving multipronged of SDGs through social entrepreneurship.

Source: Author Framed

It has been identified that the selected case studies from India and South Africa have impinged on sustainable development goals, i.e., social inclusion, waste management and women empowerment. However, various social enterprises adopt different ways to achieve their social and economic mission in both countries. Most of the cases were working for waste management in both countries, where they aimed to...
reduce plastic pollution, i.e., the nation's critical problems at the current time. Moreover, they also generate employment opportunities for the people. Few other case studies have impinged on women's empowerment and social inclusion, particularly disabled people. Therefore, all the case studies have directly and indirectly helped to achieve the SDGs in both countries.

5 CONCLUSIONS

In summary, it can be said that while the term "social entrepreneurship" still lacks a standard definition and legal identification, the idea behind the concept is obvious and has the potential to be very useful in resolving several significant problems that impede the growth and development of any nation. Moreover, social entrepreneurship is a notion that integrates commercial models with social goals; they can function more successfully than social activists, philanthropists, anthropologists, NGOs, etc. So, the study concludes by saying that additional work needs to be done to develop the concept further and that the government should offer incentives for adopting this concept since, with the aid of social entrepreneurs, the government may accelerate its progress towards the accomplishment of sustainable development goals.

Moreover, the study recommends that the government provide funds for these organizations as much as possible and incentivize investors to invest in such activities. The study also emphasizes technology usage by enterprises to scale up quickly.

ACKNOWLEDGEMENTS

The results of this paper are part of the ICSSR NIHSS sponsored project entitled Women, Social Innovation and Entrepreneurship: Possible Lessons from India and South Africa. We want to thank our project partners for the good ongoing collaboration. We also thank the anonymous reviewers for their valuable and constructive feedback. Disclosure statement: No potential conflict of interest is reported by the author(s). Author Contributions: Conceptualization is done by Dr Sandeep Kaur and Prof. Mammo Muchie. Dr. Sandeep Kaur, Mr. Harpreet Singh, Gagan Bansal developed the methodology and did the literature review. Moreover, Mohd Ibrahim, Mankirat Singh and Gagan Bansal analyzed the case studies. In addition, Dr. Sandeep Kaur and Mohd Ibrahim
wrote the manuscript. All the authors have read and agreed to the published version of the manuscript.

NOTE

The study has used the anonymous names to hide the real identity of entrepreneurs and their enterprises.
REFERENCES


