

A Content Analysis Study on the Factors that contribute towards the Success of Young Social Entrepreneurs in India

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Abstract

Social Entrepreneurs are those put efforts to improve the condition of the society. They are the one who combine business and social welfare and work for the betterment of society. There is a lot of work already done on different topics related to entrepreneurship but when it comes to young social entrepreneur lack of research studies can be witnessed. This study will help to fill the gap by throwing some light on the characteristics of social entrepreneur life. The authors of this paper have used content analysis technique to examine data. The articles, speeches and interviews were examined in detail of five young social entrepreneurs. Authors believe that this study will help to fill the gap in the area of young social entrepreneurship and also contributes towards the literature of the subject.

Keywords:- Young Social Entrepreneurs, Characteristics, Entrepreneurship, Social welfare.

Objective

The major objective of writing this research paper is to get to those factors that contributed towards the success of young social entrepreneurs in India by analysing their speeches which is available from various platforms.

Introduction

The basic objective of the social entrepreneur is to combine social and commercial goals. The social entrepreneur reinvest the money for the community or company that would improve social life(Sea,2016). There is a small difference but still the terms like social enterprise and social business can be used interchangeably (Yunus, 2010; Thompson,2008).

When the business of social entrepreneur start giving out profit it can be called as 'social business entrepreneur (Yunus, 2008). One best feature about social entrepreneurship it is that it does not depend on the donations or any type of grants or aids from public , Govt or any other private institution it is self sustainable (Yunus & Weber,2011).

Existing social entrepreneurship studies are more in developed nations as compared to developing nations (Haski-Leventhal & Mehra,2016). Social Entrepreneurship can be explained as ‘no loss, no business’ by Prof Yunus (Yunus,2010). Further Prof. Yunus explained those entrepreneurial ventures owned by poor people and stated the profit from those entrepreneurial ventures goes in improving the livelihood of poor people.

To bring Social change and to solve the social problem is the main objective of running a social entrepreneurship venture (Dees & Anderson, 2003; Kong, 2010).

Method

The authors have used content analysis technique. In order to find the hidden characteristics of entrepreneurship the speech of five famous social entrepreneurs have been analysed in depth. Authors have used software ATLAS.ti for analysing those speeches also some magazine, newspaper articles have also been analysed.

Data Collection

Those 5 Famous young Social Entrepreneurs that authors are going to talk about in this paper are

- 1) Sharad Vivek Sagar
- 2) Karthik Naralasetty
- 3) Ria Sharma
- 4) Agnishwar Jayaprakash
- 5) Dhruv Lakra

In the study the authors are much interested in finding out those traits that make these young social entrepreneurs different from other entrepreneurs.

Serial No.	Name	Educational Background	Company/NGO Associated	Area of Work
1	Sharad Vivek Sagar	Graduate from Tufts University	Dexterity Global	Education to the Remotest Areas
2	Karthik Naralasetty	Drop out of Rutgers University, New Jersey	Social blood	Helps to find Blood Donors

3	Ria Sharma	Graduated from Leeds College of Arts, London	Make love not scars	Provide Support to victim of Acid Attacks
4	Agnishwar Jayaprakash	PLD from Harvard Business School MBA from Queens University of Charlotte	Ignite-India	Promote innovation and Entrepreneurship in School and Colleges
5	Dhruv Lakra	PGD in Social Enterprise Management at South Indian Educational Society	Dasra (NGO)	Employment for Deaf People

Table 1

Word Cloud :- Authors find out these words occur the most frequently in their speech when they are sharing their life events on public platforms or in an interview.

Data Findings

Word	Length	Count	%	Dhruv Lakra	%	Agnishwar Jayaprakz	%	Karthik Naralasetty	%	Ria Sharma	%	Sharad Vivek Sagar	%
back	4	28	4.74	5	0.22	0	0.00	1	0.11	15	0.64	7	0.25
blood	5	31	5.25	0	0.00	0	0.00	28	2.98	3	0.13	0	0.00
can	3	40	6.77	8	0.35	4	0.40	15	1.59	8	0.34	5	0.18
come	4	17	2.88	5	0.22	1	0.10	0	0.00	4	0.17	7	0.25
country	7	17	2.88	3	0.13	3	0.30	0	0.00	0	0.00	11	0.40
know	4	81	13.71	25	1.09	2	0.20	3	0.32	40	1.71	11	0.40
life	4	19	3.21	6	0.26	2	0.20	3	0.32	3	0.13	5	0.18
people	6	63	10.66	23	1.01	2	0.20	13	1.38	3	0.13	22	0.79
really	6	23	3.89	10	0.44	3	0.30	4	0.43	4	0.17	2	0.07
right	5	31	5.25	15	0.66	2	0.20	4	0.43	5	0.21	5	0.18
see	3	30	5.08	8	0.35	3	0.30	5	0.53	5	0.21	9	0.32
something	9	23	3.89	6	0.26	0	0.00	1	0.11	11	0.47	5	0.18
thank	5	19	3.21	5	0.22	6	0.60	1	0.11	2	0.09	5	0.18
think	5	41	6.94	22	0.96	1	0.10	2	0.21	7	0.30	9	0.32
time	4	21	3.55	5	0.22	5	0.50	3	0.32	1	0.04	7	0.25
want	4	26	4.40	12	0.53	1	0.10	2	0.21	5	0.21	6	0.22
will	4	21	3.55	3	0.13	0	0.00	5	0.53	5	0.21	8	0.29
work	4	19	3.21	6	0.26	1	0.10	0	0.00	6	0.26	6	0.22
yes	3	19	3.21	14	0.61	0	0.00	0	0.00	0	0.00	5	0.18
young	5	22	3.72	3	0.13	6	0.60	0	0.00	0	0.00	13	0.47

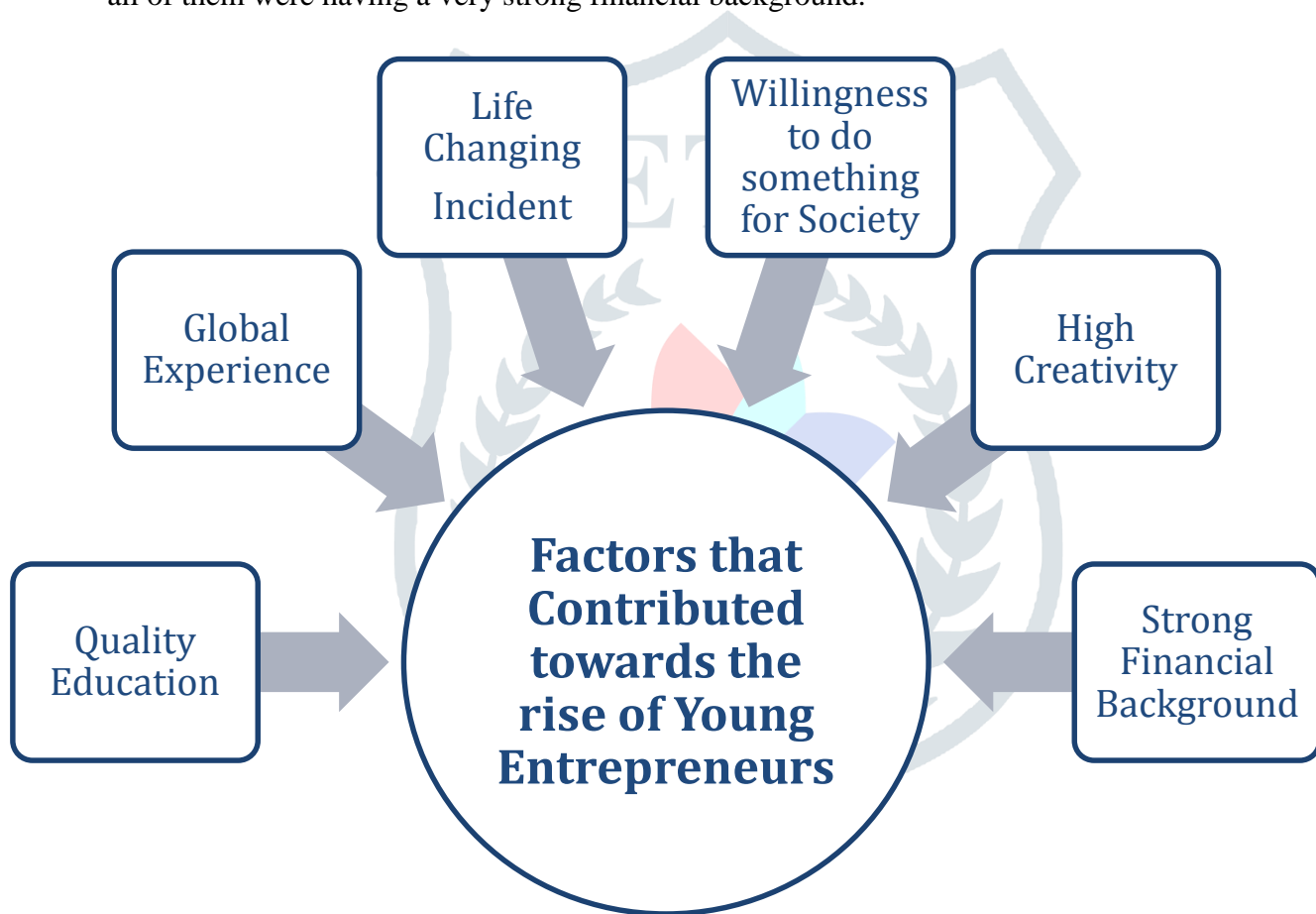
Figure 1 -Word List formed by going through all interviews (Author's Contributions)

After going through the speeches of these young entrepreneurs authors have find these some of the factors that contributed towards the rise of Young Entrepreneurs. These factors are explained as follow:-

- 1) **Quality Education** – if gone by the bibliography of all selected young entrepreneurs they most of them were having quality education. It can be presumed that Education gives a strong foundation to the person character. If gone through Table 1 four of entrepreneurs have studied in even foreign universities.
- 2) **Global Experience** – Experience is what matters at the end. Coming from different backgrounds most of these entrepreneurs gain the global experience either in case of Agnishwar Jayaprakash got a chance to visit many countries first due participation in swimming and after that for studies in Harvard.
- 3) **Life Changing Incident-** The series of events that help to boost the seed of entrepreneurship is also the main element that contributes towards the success of Young Entrepreneurs. If taken the case of Ria Sharma during her studies when she got a chance to make a story on acid attack victims she was so

touched by the interviews of those victims and decided to give them all a beautiful platforms to show leadership and also to help other victims.

- 4) **Willingness to do something for Society** – the major element in an entrepreneur life. If anybody having all factors against him/her but he/she is willing to do nothing can stop them in achieving their goal.
- 5) **High Creativity** – Creativity contributes towards the success of the entrepreneurship. As the consumer is always in the search of new ideas or new products. With creativity the entrepreneur can transform the idea to a great success.
- 6) **Strong financial Background**- one thing was common among all these social entrepreneurs were that all of them were having a very strong financial background.



Findings

Through the analysis of the speeches of these young entrepreneurs authors have concluded that there were numerous factors which contributed towards the development of characteristics of young entrepreneurs in which some major factors were like Quality Education, Global Experience, Life Changing Incident, Willingness to do something for Society, High creativity, and strong financial background.

All the speeches of these young social entrepreneurs indicate that they are highly satisfied by their work.

Conclusion

It is not mandatory that every entrepreneur character have been framed due to each factor involved. Study suggests that many of the factors are involved in framing the attitude and developing, nurturing the entrepreneurial traits and framing characteristics in young entrepreneurs.

Limitations

No study is perfect similarly this study also have some of limitations.

First, this study have collected data from secondary sources like here authors have used videos present on social media so there can be more aspects which have been missed or may not come to the notice of authors.

Second is the number of young entrepreneurs discussed in this paper is just five this can be increased in order to get the general view of this community.

Third is the time available this study is carried out in very limited time. But in spite of all these limitations the author is very sure about that this study will contribute towards the literature of entrepreneurship. This study will surely help in future researches.

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