



# “PERCEPTION AND ATTITUDE OF TODAY’S ADOLESCENCE GENERATION TOWARDS SOCIAL ENTERPRENURESHIP” (In Special Reference to Noida Region)

**LUCKY GUPTA**

Assistant Professor, Raj Kumar Goel Institute of Technology, Ghaziabad

## ABSTRACT

One of the main issues faced by the nation's graduates is the lack of employment prospects in the official sector. Since then, entrepreneurship has been promoted in many economies, especially those that are developing and underdeveloped, as a result of this lack. Because it is essential to economic development, entrepreneurship development has taken on significant importance nowadays. Entrepreneurial development is a prerequisite for achieving the goals of industrial development, regional expansion, and job creation. Industrial development is sown by entrepreneurs, and its results include more employment opportunities, an increase in per capita income, a higher standard of living, and balanced regional development. Social entrepreneurship is a strategy used by entrepreneurs and start-up businesses to develop, fund, and execute solutions to social, cultural, or environmental issues. Since then, many economies, especially those that are growing and underdeveloped, have fostered entrepreneurship as a result of this lack. Since entrepreneurship is essential to economic growth, it has taken on a lot of relevance today. Entrepreneurial development is necessary for the goal of industrial development, regional expansion, and employment creation. Greater employment possibilities, an increase in per capita income, a higher standard of living, and balanced regional development are the fruits of industrial development, which is sown by entrepreneurs. Startup businesses and entrepreneurs who practice social entrepreneurship create, finance, and put into action solutions to social, cultural, or environmental problems. Many different types of organizations, each with its own size, objectives, and beliefs, can use this principle. For-profit business owners frequently gauge performance using financial indicators including profit, sales growth, and stock price rises. However, social entrepreneurs either operate as non-profits or combine making a profit with providing a beneficial "return to society". They must therefore employ several measurements. In areas like reducing poverty, providing healthcare, and fostering community development, social entrepreneurship often aims to advance broad social, cultural, and environmental goals. This study looked at young people's attitudes and opinions about social entrepreneurship. This study is helpful in determining whether people are buying products from social entrepreneurs as a motivating factor. The study will shed some light on the steps the government has taken to encourage social entrepreneurship among young people. The study looks at a number of elements, including attitude, perception, social entrepreneurship, product, and performance of them, among others, in order to determine whether teenage attitudes aid in the formation of social entrepreneurs.

**Key words: Entrepreneurship, Entrepreneurial Competencies**

## INTRODUCTION

In today's world, social entrepreneurship provides an altruistic style of business that emphasizes potential advantages for society. When entrepreneurship develops social capital in a way that benefits society, it becomes a social effort. Contrary to standard corporate enterprises, social entrepreneurship initiatives focus on increasing social pleasure rather than maximizing financial gains. Social entrepreneurs are aware of pressing social issues. Social entrepreneurs bring together business and social challenges in a way that enhances the quality of life for everyone involved with the cause. The simplest definition of social entrepreneurship is conducting business in

support of a charitable purpose. Altruistic entrepreneurship is another name for it. They don't only consider financial gain when determining their success; social entrepreneurs also consider how they have helped the world in general. Social entrepreneurs bring together business and social challenges in a way that enhances the quality of life for everyone involved with the cause.

## STATEMENT OF THE PROBLEM

A social enterprise is a company that use commercial practices to creatively solve social or environmental problems. Unlike corporations, they prioritize both profit and customer satisfaction. Therefore, there is a need to spread awareness about social entrepreneurship. This study's main focus was on young people's attitudes and perceptions about social entrepreneurship. This helps us determine if young people support social entrepreneurship initiatives.

## OBJECTIVES

- To ascertain how young people feel and behave toward social entrepreneurship.
- To learn about young people's preferences for buying items from social entrepreneurship.
- To find out if young people choose social entrepreneurship as a profession.

## SIGNIFICANCE OF THE STUDY

The research that focuses on young people's attitudes and perceptions about social entrepreneurship. This survey will be helpful in determining whether young people are buying their products and in determining whether they are selecting social entrepreneurship as a profession. In contrast to corporate company, they prioritize both service and profit. Therefore, there is a need to spread awareness of social entrepreneurship among people, which will increase the topic's significance in the current environment. The study will shed some insight on the steps the government has taken to encourage social entrepreneurship in young people. The goal of this article is to determine if young people's attitudes are promoting the growth of social enterprises. It also discusses a number of other issues, including attitudes, perceptions of social entrepreneurship, the quality and cost of their goods, their performance, and more.

## SOURCE OF DATA

### PRIMARY DATA

The main information gathered through a questionnaire among young people in the Noida area.

### SECONDARY DATA

The study has used secondary sources of data that were taken from pertinent publications and journals. The secondary data includes information about social entrepreneurship's goals, drives, pursuits, and results that was gathered from websites.

## REVIEW OF LITERATURE

- **(2009) Nicholls** Since the late 1990s, as the emphasis on sustainability of "mother earth and humankind" has become ever more crucial, the phrase "social entrepreneurship" has grown in popularity and exposure. With greater focus on the topic in the media, academia, government, nonprofit organizations, and businesses, social entrepreneurship is becoming more and more popular.
-

- According to *Thompson (2002)*, social entrepreneurs are becoming more aware of the chance to address the social issue and effect change. By doing this, they transfer accountability from the public sector—including governments and non-governmental organizations—to the private sector—companies and people. An entrepreneur is motivated to make more money, and as more money is created, more societal issues arise. issues are resolved.

## **ANALYSIS AND INTERPRETATION**

### **Social entrepreneurship as a safest future carrier**

	Frequency	Percentage
Strongly agree	9	36
Agree	8	32
Neutral	1	4
Disagree	4	16
Strongly disagree	2	8
Total	25	100

### **Interpretation:**

36% of respondents strongly think that social entrepreneurship will be the safest mode of transportation in the future, while 24% strongly disagree.

### **Social enterprise and responsibility towards society**

	Frequency	Percentage
Yes	19	58
No	14	42
Total	33	100

### **Interpretation:**

According to 58% of those surveyed, social enterprises uphold their social responsibilities. and 42% disagreed that the obligation is being met.

### **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:**

When making purchases for manufacturing, the majority of buyers choose social enterprise products. 30% of consumers don't favor such products while making purchases.

**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:**

38% of respondents think the product's quality is high. 20% further claim that the quality is average.8% of respondents say the quality is extremely bad.

**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:**

44% of respondents believe that the price of a socially relevant product is reasonable, or neither too high nor too cheap. solutions to common issues.

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

**Interpretation:**

22% strongly believe that it is a solution to societal problems, and 58% think that it resolves society's day-to-day issues. Only 4% strongly disagree that it is a problem-solving strategy.

**Current development of social enterprise**

	Frequency	Percentage
Fast development	1	2
Slow development	4	8
Moderate development		0
No development	0	0
Total	0	00

**Interpretation:**

According to 48% of respondents, social enterprise development is progressing slowly. According to 22% of respondents, things are developing quickly as things stand.

**Supportive measures to development of social enterprise**

	Frequency	Percentage
Yes	32	64
No	18	36
Total	50	100

**Interpretation:**

According to 64% of respondents, there is a critical need for supporting policies to foster the growth 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:**

The government offers start-up loans, subsidies, and other infrastructure support to help youth launch social enterprises.

**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:**

The greatest method to encourage young people to launch social enterprises is through holding seminars and running advertising campaigns, among other things.

**Findings**

- Even if the phrase "social entrepreneurship" is new, young people are familiar with it since it implies that their goals are good for society as well. The majority of young people agree that social entrepreneurship fulfils its duty to society by focusing on both profit and societal needs like job creation, innovation, and fair treatment of all members of society. It also addresses pressing societal issues like appropriate health care, waste management, sustainable productivity, and the building blocks of peace and human security.
- The majority of young people favour the items that social entrepreneurship offers. They stated that the goods are of high quality and are offered at reasonable prices. Only a tiny minority of respondents commented on the products' excessive prices and subpar quality.
- The majority of respondents believe that social enterprises are developing slowly, and just a tiny percentage of respondents think this sector is developing quickly. Due to their sluggish growth, they require significant development-supportive measures, such as start-up loans, subsidies, and other infrastructure help.
- Despite the fact that young have a positive attitude toward society, they do not want to select social entrepreneurship as a secure path for their future careers.
- The greatest strategy to encourage youth to begin social entrepreneurship is to hold seminars, campaigns, talks, workshops, etc.

## CONCLUSION

By tackling social concerns and attempting to have an ongoing, lasting influence through their social purpose rather than only focusing on profit maximization, social entrepreneurs work to create a more fair society. They use economic progress and innovation. Some of the most pressing societal problems, such as mental illness, illiteracy, criminality, and drug misuse, are addressed in creative ways, and it also creates job possibilities for individuals. Through this article, it has been discovered that young people have a favorable view toward social entrepreneurship. They like to buy their goods, but they don't want to make this their profession. Therefore, there is a need for steps to encourage people to start new businesses, and there should also be some supportive measures to strengthen already established businesses.

## References

1. Madhukar Shukla, Social Entrepreneurship in India.
2. A. Vines, Entrepreneurship Development, 2018(9)
3. Jason Haber, The business of good
4. Daniel Lubetzky, Do the kind thing
5. Shodhganga. InFLiBnet .ac.in
6. <http://www.shopify.in>

