



SOCIAL ENTREPRENEURSHIP: A MODEL FOR WOMEN EMPOWERMENT

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Abstract

Society makes difficult for women to live free lives, making constitutional protections and legislation supporting women ineffective. Around the turn of the 20th century, women started to acknowledge their socioeconomic potential, which had been inhibited by cultural, economic, and political restraints. For women to be empowered there has to be a welcoming atmosphere where they can get support and cooperation from all sectors. No nation can afford to neglect such a sizable population, and it ought to make the best use of these resources to progress both its own family's development and nation-building more broadly. Gender disparity has inspired social entrepreneurs to seek innovative solutions. Social entrepreneurs concentrate on significant societal challenges and offer fresh ideas for effective change. Social entrepreneurs solve societal issues by altering the system, disseminating the answer, and persuading vast masses to take part in different activities rather than leaving them to the government or the commercial sector. Analysis of the role social entrepreneurship in empowering women in Mayurbhanj district of Odisha is thus considered essential in this context.

Keywords: Social entrepreneurship, Women Empowerment, Structural Equation Modeling

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Introduction

The practice of combining resources and opportunities to address social issues is known as "social entrepreneurship." Social entrepreneurs concentrate on changing the structures and behaviours that promote solutions to poverty, marginalization, environmental degradation, and the ensuing loss of personal integrity. In order to accomplish long-lasting systemic change, they do this by establishing enterprises that are either for-profit or nonprofit, but in both situations, their main goal is to help the society at large. The field of "social entrepreneurship" has been gradually expanding over the past 20 years. When the term "social entrepreneurship" is applied in its broadest meaning, it refers to a range of projects that pair commercial instruments with charitable objectives (Hockerts, K. 2017). Consequently, social entrepreneurship became the part of a larger cultural movement that aims to strike a balance between moral responsibility and business endeavours. Social businesses assemble participants from many industries to create answers to societal problems. It is essential to work toward strengthening this movement by raising organizational and public awareness of the existence of social firms and the underlying social value they possess (Nyssens M. (2006)). The goals of social enterprises are to offer products and services with entrepreneurship and creative thinking. It is a stand-alone business that operates in unexplored area and involves all parties who might be influenced by its business operations, such as its employees, clients, and stakeholders (Yunus 2010). The social entrepreneurs achieve social objectives through rigorous social innovation using the concept of business. Additional revenues of businesses are mostly reinvested for the benefit of fulfilling these social objectives (Sorensen and Neville (2014)). Social enterprises thus play key role in providing the most disadvantaged people in society with opportunities for growth and employment since they have self-sustaining organizational ideas. As a result, it is more likely than ever that business practices will change and combine with social impact (Petrella &

Richez-Battesti, 2014). This modification demonstrates the growing importance of social assets in establishing an organization's objectives, guiding its interactions with users, and determining whether they will endure over time (Spear et al., 2009). The social entrepreneurs talk about important societal challenges and make recommendations for effective change. However, social enterprise is a new focus for addressing social issues with the quality of governance and responsibility of social businesses, necessary as a key factor in governmental policy and to address gender discrimination. Gender inequality, which is currently society's most pressing problem, has motivated social enterprises to come up with innovative solutions. Women have ventured outside of their comfort zone to compete against males. They are informed and equipped to conquer any challenges standing in their way of achievement. There are several business women who have overcome obstacles to become prosperous business owners. It is feasible that expanding the employment opportunities for women may help society as a whole (Abor, J. & Biekpe, N. (2006)). It is deemed necessary in this context to examine how social enterprise helps to empower women in Mayurbhanj district of Odisha.

Rationale of the study

Women's empowerment is India's most effective instrument for progress since women are becoming more influential and succeeding in all elements of life in the modern world. The "women's empowerment" movement is focused on the power that comes from women having equal rights. The degree to which women are empowered in India is significantly influenced by a variety of different characteristics, including social standing, educational attainment, and age. One of the several components that make up the intricate process of empowerment is expanding access to opportunities for social, political, and economic advancement. Globalization affects women's status to varying degrees in the majority of developing countries. The rise of women's influence in the social, political, spiritual, and economic spheres is directly tied to their empowerment (Mosedale, Sara. (2005)). A system developed by Foley (1997)

divides empowerment into five categories: intellectual, economic, political, and social. These five traits contribute to a better understanding of how women might become more powerful and how it can affect society to develop.

Social entrepreneurship is a social and intellectual phenomenon that may be defined as the management of unsolved social issues and the development of innovative solutions. It may also relate to the moral imperative to provide people with workable and sustainable options. In order to address societal issues, social entrepreneurs make full use of a country's resources, including labour, technology, and money. Social entrepreneurship blends a firm's effort and perseverance with the enthusiasm for a social cause. They seek for the most effective strategies to advance their social goals (Spear et al. (2009)). Large-scale social issues are taken up by the organizations, which also provide original suggestions for real change. Thapa Karki, S., and Xheneti, M. (2018) reported that, social entrepreneurship helps women to develop confidence and a sense of independence. The main goal is to change society through socially responsible acts. Social companies have come up with innovative ways to address gender issues. In this context, it is felt imperative to analyze the way social enterprise contributes to empower women in Mayurbhanj district of Balasore, Odisha.

Review of literatures

Entrepreneurship is a crucial tool for empowering women since it improves their social and personal standing. It is reasonable to conclude that entrepreneurship increases gender equality as well as women's status in society and the nation as a whole (Madan, S., Gulyani, M., & Benson, S. (2014)). If women want to advance their knowledge and abilities, they must embrace long-term planning and acquire growth-oriented talents through entrepreneurial endeavours. The entrepreneurial skills provide women more power, leading to their financial independence, autonomy over their own lives, the formation of an identity, self-reliance, and the ability to achieve for themselves (Veras, E. Z. (2015)).

Women are empowered by self-employment through businesses in a way that expands their access to financial resources and boosts their involvement in wealth creation (Ateljevic and Peeters (2009)). Getting self-fulfillment by means of empowerment aids women in understanding their long-term objectives (Balasundaram, N., and Absar, Nurul, M. (2010)). Women's involvement with social entrepreneurial activities significantly contributes to empowerment of women on a global scale (Osirim, M.J. (2001)). It is believed that one of the strategies to accomplish long-term economic progress depends on the rise of female business owners in each nation. Women have been most empowered as a result of society giving them the chance to work, assisting them in starting micro businesses, and shifting the prevailing culture toward a more equitable society (Mario, V. et al. (2016)). Globally, NGO's are increasingly supporting social entrepreneurship as a way to support women in society and empower them truly (Venugopalan et al. (2021), Hassan, K. M., & Sakwa, M. (2021)). Particularly social enterprises have opened doors for women to opportunities that have benefited in their growth. Societal enterprises provide women with a hassle-free means of making money and empower them socially, economically, intellectually and politically (Sharma, S. & Amit, Kumar, (2021), Sahrakorpi, T., Bandi, V. (2021)).

Objective of the study

The main objective is to identify the impact of social entrepreneurship on women empowerment in Mayurbhanj District, Odisha by using Structural Equation Modeling.

Hypothesis

Following hypothesis has been formulated in relation to the objective of the study.

Hypothesis-Social entrepreneurship has significant effect on Social empowerment, intellectual empowerment, economical empowerment and political empowerment of women.

Population

The research study is confined to women empowerment as a result of social entrepreneurship in Mayurbhanj district,

Odisha. The Mayurbhanj district, which is in northern Odisha, is surrounded by Balasore, Keonjhar, and Jharkhand, with a small portion also touching West Bengal. The biggest forest reserve in the world, Similipal, is found in this area, which also has a strong mineral legacy. Thus the population consists of all social enterprises run by women. But, women led social enterprises could be located only through SHG. There are 47,175 SHG (<https://missionshakti.odisha.gov.in/district-pages/mayurbhanj>) groups operating in Mayurbhanj district with a total number of 9,43,500 members. So the population size is restricted to 9,43,500 SHG members.

Sample Size

The adequacy of the sample size has been tested by the following mentioned formula.

$$n = \frac{z^2 p(1-p)}{1 + \frac{z^2 p(1-p)}{N e^2}} = 384 \text{ (Approx.)}$$

N = Total female population size of Mayurbhanj = 9,43,500

P = Proportion of social enterprises = 0.5

e = Margin error = 5%

Z = Critical value for large sample at 95% confidence level = 1.96

Finally, it is decided to include 384 SHG members who are into social enterprises.

Structural equation modeling

The use of structural equation modelling (SEM) in social science research has increased during the last few years. Generally speaking, the structural equation model depicts the expected cause-and-effect connection between number of components with statistical dependencies. SEM is most commonly employed when there are several interconnected variables that make up a construct. It is possible to evaluate the relationships between observable and latent variables statistically using structural equation modelling. Latent variables are variables that are evaluated by linking to the observed variables, whereas observed variables are variables that are measured during the data collecting process. The observed variables used in the analysis are as follows.

Social Empowerment

S1= the enterprise/organization addresses social issues

S2= the enterprise/organization conducts the problem solving activities for social issues

S3= the enterprise/organization helps to stop migration of local people

S4= the enterprise/organization helps to take part in decision making process in the family

S5= The enterprise/organization helps to increase social status

Intellectual Empowerment

I1= the enterprise/organization helps to achieve gender equality.

I2= the enterprise/organization helps to have equal property rights.

I3= the enterprise/organization helps to improve literacy level of rural women

I4= the enterprise/organization helps to increase the awareness about girl's education

I5= the enterprise/organization helps to increase the awareness about girl child abuse

Economic Empowerment

E1= the enterprise/organization provides feasible source for income generation

E2= the enterprise/organization helps to reduce dependency on private money lenders

E3= the enterprise/organization provides the employment security for its beneficiaries.

E4= the enterprise/organization helps to empower economically

E5= the enterprise/organization helps to deal the financial crisis of the family

Political Empowerment

P1= the enterprise/organization helps to acquire knowledge of political and social system

P2= the enterprise/organization helps to increase the confidence of women to take part in political issues

P3= the enterprise/organization helps to increase the awareness on the rights of women.

P4= the enterprise/organization helps to increase the local Community right

P5= the enterprise/organization empowers to fight for rights

Social entrepreneurship

SO1= Livelihood Sustainability

SO2= Human rights

SO3= Employment generation

SO4= Support to divorcees and widows

SO5= Social value creation

Collection of Data

Both primary and secondary sources are used in the research. Data on women's empowerment and social entrepreneurship were compiled using secondary sources, such as government publications and official websites. Primary data consists of collected information from 384 SHG members on numerous facets of women empowerment as a result of social entrepreneurship. The data were gathered using an 5-point scale and a well-designed questionnaire with 25 items based on women empowerment and 5 items on social entrepreneurship. Where, a score of 5

indicates a strong disagreement with the item or statement in question and a score of 1 suggests a strong agreement. The data have been collected within four months period of 2021. The collected data have been analyzed through SPSS-23.

Reliability and validity

The reliability and validity of the instruments used in SEM are tested through “Cronobach’s Alpha”, “Composite Reliability (CR)” and “Convergent validity”. The value of Composite reliability (CR) needs to be greater than 0.7 for the data reliable (Fornell, C., & Larcker, D. F. (1981)).

Table No- 1: Reliability Statistics of womens’ empowerment

Constructs	Cronbach's Alpha	N of Items
Economic empowerment	0.943	5
Intellectual empowerment	0.949	5
Political empowerment	0.967	5
Social empowerment	0.963	5
Social entrepreneurship	0.962	5

All of Alpha values (table No. 1) are greater than 0.70, showing a high level of internal consistency for the scale being employed as the measuring instrument.

Convergent validity

The degree to which the scale corresponds well with other assessments of the same concept is known as convergent validity (table no. 2). It describes how closely a measurement

connects to the construct it is intended to assess. Composite reliability (CR) and Average Variance Explained (AVE) are used to establish convergent validity. The collected data set meets the validity test if $CR > 0.7$, $CR > AVE$ and $AVE > 0.5$ (Hair, J.F., Tatham, R.L., Anderson, R.E., & Black, W. (2010)). The calculated value of AVE, CR are tabulated below.

Table No- 2: Convergent validity

Variable		Construct	Estimate	AVE	CR
S1	<---	Social_Empowerment	0.967	0.83	0.961
S2	<---	Social_Empowerment	0.896		
S3	<---	Social_Empowerment	0.793		
S4	<---	Social_Empowerment	0.997		
S5	<---	Social_Empowerment	0.895		
I1	<---	Intellectual_Empowerment	0.905	0.74	0.95
I2	<---	Intellectual_Empowerment	0.846		
I3	<---	Intellectual_Empowerment	0.967		
I4	<---	Intellectual_Empowerment	0.972		
I5	<---	Intellectual_Empowerment	0.749		

E1	<---	Economic_Empowerment	0.864	0.78	0.946
E2	<---	Economic_Empowerment	0.98		
E3	<---	Economic_Empowerment	0.936		
E4	<---	Economic_Empowerment	0.936		
E5	<---	Economic_Empowerment	0.673		
P5	<---	Political_Empowerment	0.881	0.84	0.965
P4	<---	Political_Empowerment	0.849		
P3	<---	Political_Empowerment	0.964		
P2	<---	Political_Empowerment	0.99		
P1	<---	Political_Empowerment	0.905		
SO5	<---	Social_Empowerment	0.878	0.82	0.959
SO4	<---	Social_Empowerment	0.985		
SO3	<---	Social_Empowerment	0.866		
SO2	<---	Social_Empowerment	0.894		
SO1	<---	Social_Empowerment	0.918		

Table No-3: Model- Fit

Variable	Value	Suggested value
CMIN/DF	2.847	less than 3
GFI	0.911	More than 0.90
AGFI	0.913	More than 0.90
NFI	0.941	More than 0.90
CFI	0.961	More than 0.90
RMR	0.214	Less than 0.08
RMSEA	0.069	Less than 0.08

The range of all the indicators of model fit suggested by Hair et al.,(2006) is depicted in (table no-3).The model fit indicators of model -1 were not within their suggestive range. Therefore it is attempted to bring an improvement in the model through modification of indices of the variables using

the covariance of variables used in the model. The process of modification thus developed two models for a good model fit. Model-I suggests the covariance of error terms e6 and e10; e7 and e8; e6 and e7; e26 and e30 with the maximum indices in order to develop model-II (fig-1)

Fig-1- Impact social entrepreneurship on women’s’ empowerment

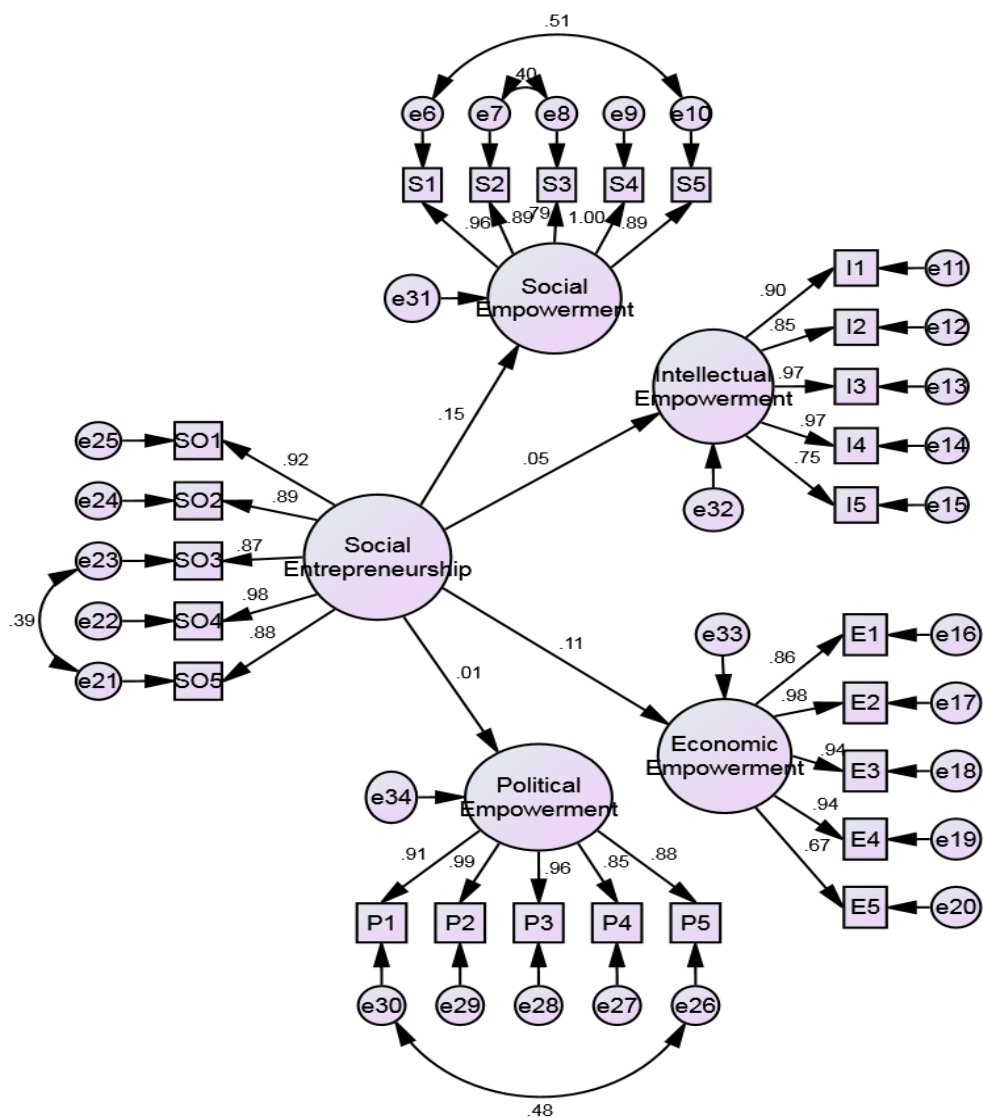


Table No-4: Unstandardised regression weights

Construct		Construct	Estimate	C.R.	P
Social_Empowerment	<--	Social_Empowerment	1.000		
Social_Empowerment	<--	Social_Empowerment	.902	33.841	***
Social_Empowerment	<--	Social_Empowerment	.798	23.826	***
Social_Empowerment	<--	Social_Empowerment	1.027	63.834	***
Social_Empowerment	<--	Social_Empowerment	.925	44.606	***
Intellectual_Empowerment	<--	Intellectual_Empowerment	1.000		
Intellectual_Empowerment	<--	Intellectual_Empowerment	.90		
Intellectual_Empowerment	<--	Intellectual_Empowerment	.85		
Intellectual_Empowerment	<--	Intellectual_Empowerment	.97		
Intellectual_Empowerment	<--	Intellectual_Empowerment	.97		
Intellectual_Empowerment	<--	Intellectual_Empowerment	.75		
Economic_Empowerment	<--	Economic_Empowerment	1.000		
Economic_Empowerment	<--	Economic_Empowerment	.86		
Economic_Empowerment	<--	Economic_Empowerment	.98		
Economic_Empowerment	<--	Economic_Empowerment	.94		
Economic_Empowerment	<--	Economic_Empowerment	.94		
Economic_Empowerment	<--	Economic_Empowerment	.67		
Political_Empowerment	<--	Political_Empowerment	1.000		
Political_Empowerment	<--	Political_Empowerment	.91		
Political_Empowerment	<--	Political_Empowerment	.99		
Political_Empowerment	<--	Political_Empowerment	.96		
Political_Empowerment	<--	Political_Empowerment	.85		
Political_Empowerment	<--	Political_Empowerment	.88		

Construct		Construct	Estimate	C.R.	P
I2	<--	Intellectual_Empowerment	.942	24.562	***
I3	<--	Intellectual_Empowerment	1.061	35.476	***
I4	<--	Intellectual_Empowerment	1.049	36.177	***
I5	<--	Intellectual_Empowerment	.817	19.258	***
E1	<--	Economic_Empowerment	1.000		
E2	<--	Economic_Empowerment	1.127	30.972	***
E3	<--	Economic_Empowerment	1.085	27.843	***
E4	<--	Economic_Empowerment	1.062	27.851	***
E5	<--	Economic_Empowerment	.747	15.528	***
SO5	<--	Social_Empowerment	1.000		
SO4	<--	Social_Empowerment	1.120	33.039	***
SO3	<--	Social_Empowerment	.983	31.287	***
SO2	<--	Social_Empowerment	1.008	26.090	***
SO1	<--	Social_Empowerment	1.037	27.827	***
P5	<--	Political_Empowerment	1.000		
P4	<--	Political_Empowerment	.958	23.632	***
P3	<--	Political_Empowerment	1.097	32.188	***
P2	<--	Political_Empowerment	1.132	34.470	***
P1	<--	Political_Empowerment	1.015	37.578	***

In table no-4, critical ratios (C.R.) that are greater than 1.96 indicate that the path is significant with a 95% confidence level. Similar to this, the P-value with (***) denotes the significance of the regression weights. As a result, the effects of all the observed variables are significantly loaded. The impact of “Social Entrepreneurship” on “Social

Empowerment” and “Economic Empowerment” are positive and significant. But, the impact of “Social Entrepreneurship” on “Intellectual Empowerment” and “Political Empowerment” are positive and insignificant. So, the hypothesis is accepted for “Social Empowerment” and “Economic Empowerment”.

Table No-5: Standardized Regression weights

Construct		Construct	Estimate
Social_Empowerment	<--	Social_Empowerment	.145
Intellectual_Empowerment	<--	Social_Empowerment	.046
Economic_Empowerment	<--	Social_Empowerment	.111
Political_Empowerment	<--	Social_Empowerment	.011
S1	<--	Social_Empowerment	.963
S2	<--	Social_Empowerment	.892
S3	<--	Social_Empowerment	.791
S4	<--	Social_Empowerment	1.000
S5	<--	Social_Empowerment	.892
I1	<--	Intellectual_Empowerment	.905
I2	<--	Intellectual_Empowerment	.847
I3	<--	Intellectual_Empowerment	.967
I4	<--	Intellectual_Empowerment	.972

Construct		Construct	Estimate
I5	<--	Intellectual_Empowerment	.749
E1	<--	Economic_Empowerment	.864
E2	<--	Economic_Empowerment	.980
E3	<--	Economic_Empowerment	.936
E4	<--	Economic_Empowerment	.937
E5	<--	Economic_Empowerment	.673
SO5	<--	Social_Entrepreneurship	.878
SO4	<--	Social_Entrepreneurship	.985
SO3	<--	Social_Entrepreneurship	.866
SO2	<--	Social_Entrepreneurship	.894
SO1	<--	Social_Entrepreneurship	.918
P5	<--	Political_Empowerment	.881
P4	<--	Political_Empowerment	.849
P3	<--	Political_Empowerment	.965
P2	<--	Political_Empowerment	.989
P1	<--	Political_Empowerment	.905

In table no-5, the regression weights of “Social Entrepreneurship” on “Social Empowerment”, “Economic Empowerment” “Intellectual Empowerment” and “Political Empowerment” are positive and low. It is therefore concluded that there is a lower degree of positive impact of “Social Entrepreneurship” on “Social

Empowerment”, “Economic Empowerment” “Intellectual Empowerment” and “Political Empowerment”. Regression weights of all other observed variables on their respective constructs are comparatively high indicating higher degree of positive impact.

Findings & Conclusion

Although India has always had a patriarchal system, things have changed since the turn of the century. Women are no longer confined to maintain a safe lifestyle in their houses. They have ventured into every industry and they have a lot of chances in the commercial sector because of the rapid economic growth. In spite of obstacles, industrialization, urbanization, and social laws are leading to an increase in the number of women starting their own businesses. Social enterprises along with increasing knowledge of a considerable number of women in society at large are helping them understand how life is changing. Over the past ten years, social entrepreneurship has become more significant in a number of countries and has shown to be an essential tool for women empowerment. Social entrepreneurship combines the passion for humanitarian goals with the notion of business-like discipline and creativity. Without

a doubt, it is the ideal time for entrepreneurial solutions to societal problems. The study identified positive and significant impact of “Social Entrepreneurship” on “Social Empowerment” and “Economic Empowerment”. But, the impact of “Social Entrepreneurship” on “Intellectual Empowerment” and “Political Empowerment” are positive and insignificant. There is a lower degree of positive impact of “Social Entrepreneurship” on “Social Empowerment”, “Economic Empowerment” “Intellectual Empowerment” and “Political Empowerment”. The findings are by supported by Sharma, S. & Amit, Kumar, (2021), Sahrakorpi, T., Bandi, V. (2021) Foley (1997). The construction of special regimes through law provisions and a particular business model for social enterprises to support the development of social firms has been the focus of several national initiatives in recent years.

Many organizations in the social sector are frequently thought of as being ineffective and incompetent. New models must be developed by social entrepreneurs for the twenty-first century. It is recommended that frameworks

for law and regulation be created to attract more individuals to pursue professions in social entrepreneurship and to help them accomplish their goals.

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