

A STUDY ON THE SOCIAL ENTREPRENEURSHIP

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Professional project Report is the bonafide work of VIJAYALAKSHMI.S (39740259) who carried out the Project work entitled "A Study on the Social Entrepreneurship" under my supervision from 1st January 2022 to 30th March 2022.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I am **VIJAYALAKSHIMI.S** (39740259) who carried out the Professional project “A Study on the Social Entrepreneurship” by me under the guidance of Dr. Princy. A.S and is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari MBA, Ph.D., Dean, School of Management Studies** and **Dr. A. Palani, M. Com, M.Phil., M.B.A, Ph.D., Head of the department, Dept of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Princy. A.S** for her valuable suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all **Teaching and Non-teaching staff** members of the School of Management Studies who were helpful in many ways for the completion of the Project.

VIJAYALAKSHIMI.S

ABSTRACT

Today the world faces a lot of societal challenges in the economical, social and environmental sphere that needs to be overcome global warming. Poverty and has been focused on finding solutions to them and one of these has been addressed as social entrepreneurship. This phenomenon is about the era of the new type of entrepreneurs- social entrepreneurs- that recognize these challenges as opportunity that can be exploited in a both profitable and sustainable manner. Social Entrepreneurship has in this way emerged as an interesting phenomenon and new area in the Entrepreneurship research.

Our study is a qualitative case study using semi-structured interviews. Six respondents have been interviewed from different levels of the organisation - SIFE Umeå University- in order to reflect the entire organisation. We have used a deductive approach by establishing a theoretical framework that guided the interviews and has been used in the analysis of the empirical data.

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CHAPTER 1

INTRODUCTION

In this chapter we will introduce the reader into the subject "social Entrepreneurship".we will do that by giving the reader a background of our study and it's origin.we will state the research question and then draw upon a general purpose.regarding"social entrepreneurship"as a phenomenon,and a particular purpose.the case of SIFE Umea University.

BACKGROUND:

The 20th century was all about profit making for companies. Paying no or little attention to the environment or the social responsibility to its co-workers,or to anybody in the value of chain.for morethan just monetary payback.however, this situation or narrow perspective has changed over time. Thanks to the process of which industrialism has started to move from an industrial society and transformed into the information-society.many people name this orocess,moving from industrial society to information as globalization.

PROBLEM DISCUSSIONS:

In parallel with the ongoing research debate about CSR there has also started to come up a nation called "social entrepreneurship".this phenomenon is about the era of the new type of entrepreneurs the combines profit with long-term social responsibility.CSR and social entrepreneurship can be regarded as means or solutions that could help to alleviate or solve the societal problems that the world faces today.

Social entrepreneurship theory is not as widely spread as the commercial entrepreneurship -theory. And many theorists have been trying to define social entrepreneurship in many ways the past few years.thus,Brooks (2008) argue that one can see that the different definitions of social entrepreneurship are to some extent, containing

similar description. nevertheless, in overall, they do include following aspects.

Need of the study:

1. There are several issues on customer preference and satisfaction level to words the expectations.
2. the social entrepreneurs to become a happy place to work if employees work is fully satisfied with customer expectations.
3. an individual feels motivated in the entrepreneur, when they came to know preference and achieved.
4. When the relationship between employees and customer become healthy then problem will not arise.

Scope of the study:

1. To maintain harmonious relation between employees and customer.
2. To safeguard the interest of customer to satisfy them to avoid the customer conflict and want to satisfy their expectations.
3. Developing customer relation in a society.

Objective of the study:

Primary objective:

The objective of this study was to determine the customer preference and satisfaction level to words the expectations on the effectiveness of customer relationship management practice in social entrepreneurs.

Secondary objective:

To study about the social entrepreneurs relationship management among in entrepreneurs. To know about the conflict managed and remedial measures incorporated. to understand the transparency in communication among customer.

CHAPTER 2

REVIEW OF LITERATURE

1. **Naveen Venkata Prasanna (2003)** carried out of the study on customer satisfaction rate to wards entreorenurs in coimbatore.the study focused on ascertained customer preference in social entrepreneurship. The entrepreneur's loyalty, active were also rated.
2. **John McKean (2001)** in an excellent book customer are people the human touch think the organisation customer interaction as a am series of coaching touch points. Those touch points comprises the customer environment and it is through interacting with the environment that customer preference is formed
3. **Boopathi.C (2002)** the project entitled "An overview of consumer behaviour refrence to erode district" is carried out with an objective to determine the consumer behaviour mentality towards using service.the research mainly focused on the factors like attitude, respect, good behavior of entreoreneurs.

CHAPTER 3

RESEARCH METHODOLOGY:

Research is the process of systematic and in depth study of any particular topic, subject or any of investigation backed by collection, complication, presentation, and interpretation relevant data's in detail.

Research process:

In research process, the first and foremost step is defining and selecting a research problem. a researchers should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages primary stages, secondary stages, and the territory stage.

The primary stage includes:

1. Observation
2. Interest
3. Formulating research problems
4. Documentation
5. Research designs

The secondary stage includes:

1. Project planning
2. data collection
3. questionnaire presentation
4. analysis of data
5. testing of hypothesis
6. Interpretation
7. questionnaire preparation

Type of research:

Descriptive research:

Descriptive research has been used, it involves and fact finding enquiries it different kinds, the purpose of descriptive research are the descriptive of stage of affairs, as it exists at present.

Project planning:

Project planning is the first step in actually conducting & directing a research project. It is one of the most important tasks of researchers. This includes formulation of the researcher's objective & goals and determining ways of achieving them.

Data collection:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, the data collection method can be classified in two methods.

Primary data:

Questionnaire method have been used as a tool for a data collection in this research.

Secondary data:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected Google scholar website scholars.

Questionnaire preparation:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire it is easy to determine the involvement level of so many employees in the organisation.

Pilot survey:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

Sample size:

The sample size for this survey is 90.

Period of study:

The period of study is from July 2021 October 2021 with is four month of study.

Percentage analysis:

Research questions are always answered with a descriptive statistics: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. generally percentage is reported when the response have discrete categories.

CHAPTER 4

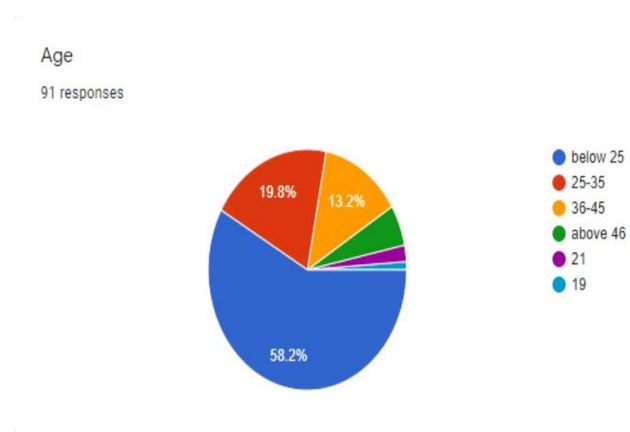
DATA ANALYSIS AND INTERPRETATION

The following of the data analysis and interpretation of my questionnaire

4.1 survey analysis of data

Table 4.1

AGE	PERCENTAGE
Below 25	58.2
25-35	19.8
36-45	13.2
Above 46	5.5
26	2.2
19	1.1

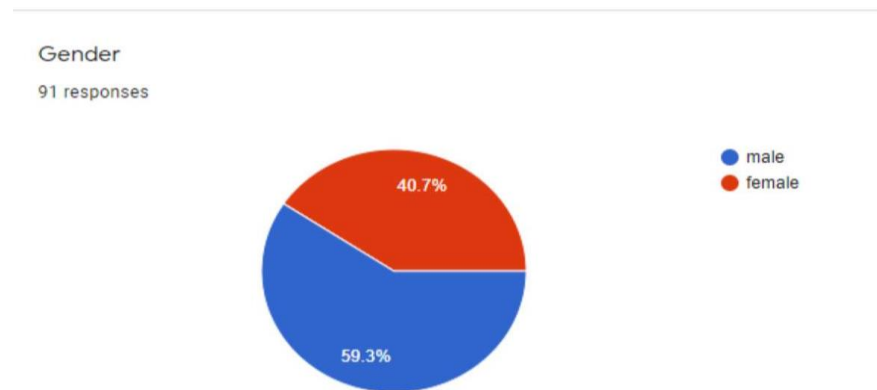


INTERPRETATION:

From the above table interpreted that 58.2% respondents are below 25. 19.8% are between 25-35 ages, 13.25 are between 36-45, majority of 58.2% respondents are between the ages of below 25.

Table 4.2 gender of respondents

Gender	No. of. Respondents	PERCENTAGE
Male	60	59.3
Female	40	40.7



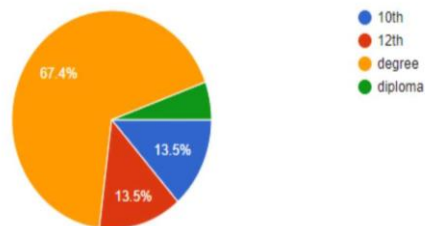
Interpretation:

From the above interpreted that 60% was respondent male 40% was respondent female. Majority 60% respondents was male.

TABLE 4.3 EDUCATION QUALIFICATION

Education	PERCENTAGE
10th	13.5
12th	13.5
Degree	67.4
diploma	5.6

Education qualification
89 responses

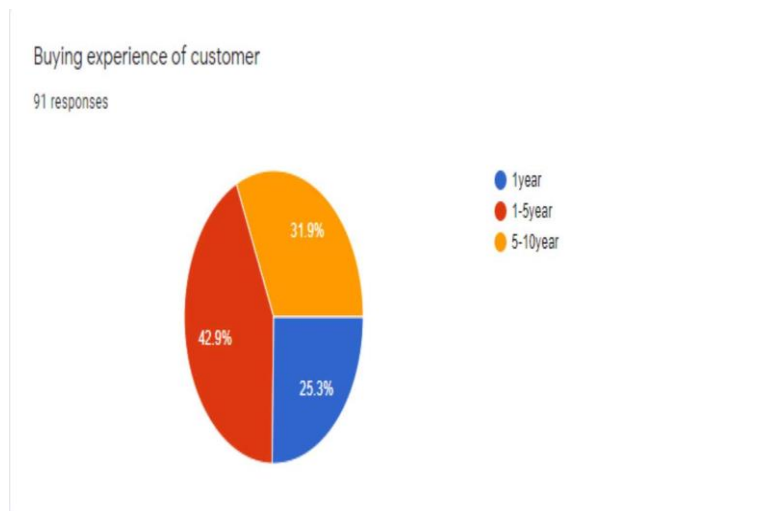


INTERPRETATION:

From the above table interpretation that 67.45 respondents degree person and 13.5% was respondents 12th, and 13.5% was respondents 10th, majority of respondents 67.4% is degree person.

TABLE 4.4 BUYING EXPERIENCE OF CUSTOMER

Education	PERCENTAGE
1 year	25.3
1-5year	42.9
5-10 year	31.9



INTERPRETATION:

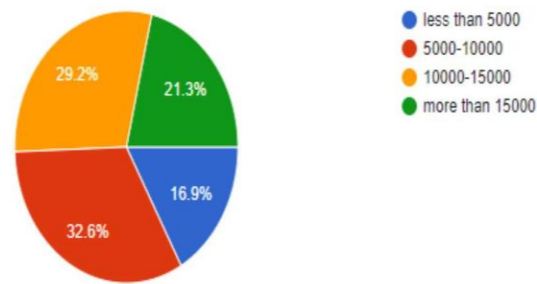
From the above table interpreted that 42.9% respondents 1-5 year and 31.9% was respondents 5-10 year and 25.3% was respondents 1 year, majority of respondents 42.9% is 1-5 year of experience.

TABLE 4.5 Income level of respondent

Income level	PERCENTAGE
Less than 5000	16.9
5000-10000	32.6
10000-15000	29.2
More than 15000	21.3

Income level of respondent

89 responses



INTERPRETATION:

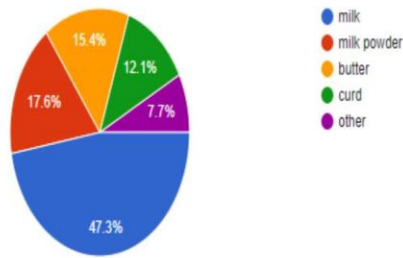
From the above table interpretation that 32.6% respondents 5000-10000 and 29.2% was respondents 10000-15000, and 21.3% was respondents more the 15000 and 16.9% was respondents less than 5000, majority of respondent 32.6%.

TABLE 4.6 WHAT DO YOU PREFER

WHAT DO YOU PREFER	PERCENTAGE
Milk	47.3
Milk Powder	17.6
Butter	15.4
curd	12.1
other	7.7

What do you prefer

91 responses



INTERPRETATION:

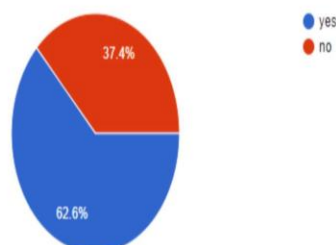
From the above table interpreted that 47.3% respondent prefer milk and 17.6% was respondents prefer milk powder, and 15.4% was respondent prefer butter and 12.1% was respondent prefer curd and 7.7% was preferred others, majority of respondents 47.3% is preferred milk.

TABLE 4.7 ARE YOU AWARE OF BRAND MILK PRODUCT

ARE YOU AWARE OF BRAND MILK PRODUCT	
Yes	62.6
NO	37.4

Are you aware of brand milk product

91 responses

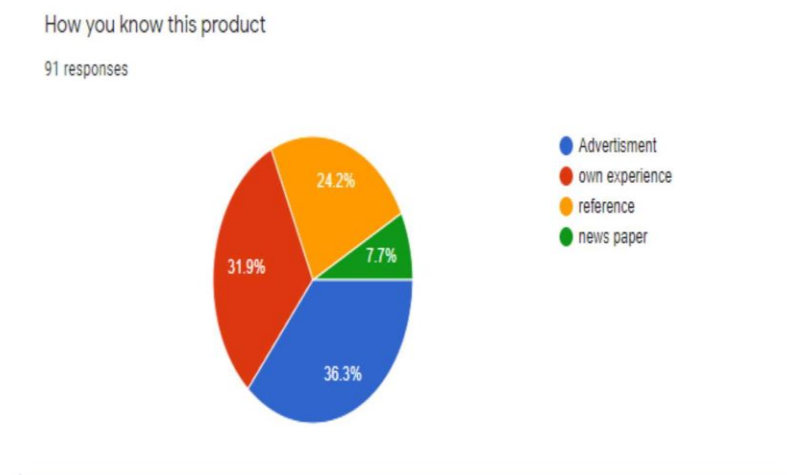


INTERPRETATION:

From the above table interpreted that 62.6% respondent YES and 37.4% was respondents NO, majority of respondent 62.6% is YES.

TABLE 4.8 HOW YOU KNOW THIS PRODUCT

HOW YOU KNOW THIS PRODUCT	PERCENTAGE
advertisement	36.3
Reference	24.2
Own experience	31.9
New paper	7.7



INTERPRETATION:

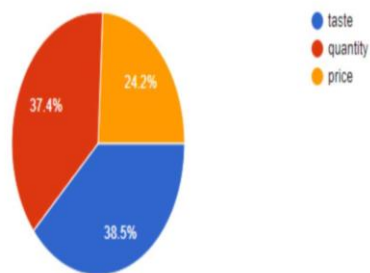
From the above table interpretation that 36.3% respondents advertisement and 31.9% was respondents own experience, and 24.2% was respondents reference and 7.7% was respondents newspaper, majority of respondents 36.3% is advertisement.

TABLE 4.9 WHAT DO YOU MOST LIKE IN AAVIN PRODUCT

WHAT DO YOU MOST LIKE IN AAVIN PRODUCT	PERCENTAGE
Taste	38.5
Quality	37.4
price	24.2

What do you most like in aavin product

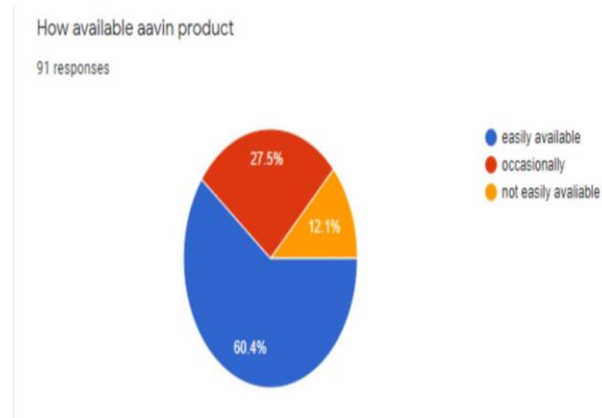
91 responses

**INTERPRETATION:**

From the above interpreted that 38.5% respondents taste and 37.4% was respondent quality and 24.2% was respondent price, majority of respondents 38.5% is taste.

TABLE 4.10 HOW AAVIN PRODUCT AVAILABLE

HOW AAVIN PRODUCT AVAILABLE	PERCENTAGE
Easily available	60.4
Occasionally	27.5
Not easily available	12.1



INTERPRETATION:

From the above table interpreted that 60.4% respondent easily available and 27.5% was respondent occasionally and 12.1% was respondent not available, majority of respondent 60.4% is easily available.

4.16 CHI-SQUARE TEST

NULL HYPOTHESIS (H₀): there is no significant mean various between the level of health and safety measure.

ALTERNATIVE HYPOTHESIS (H1): there is significant between variations to level of health safety measure.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
PRODUCT KNOWN * MOST LIKE IN AAVIN PRODUCT	91	100.0%	0	0.0%	91	100.0%

PRODUCT KNOWN * MOST LIKE IN AAVIN PRODUCT Crosstabulation						
			MOST LIKE IN AAVIN PRODUCT			Total
			Quantity	Taste	Price	
PRODUCT KNOWN	Advertisement	Count	16	12	5	33
		Expected Count	12.3	12.7	8.0	33.0
	Own experience	Count	13	10	5	28
		Expected Count	10.5	10.8	6.8	28.0
	Reference	Count	3	11	8	22
		Expected Count	8.2	8.5	5.3	22.0
	Newspaper	Count	2	2	4	8
		Expected Count	3.0	3.1	1.9	8.0
Total		Count	34	35	22	91
		Expected Count	34.0	35.0	22.0	91.0

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.714 ^a	6	0.069
Likelihood Ratio	12.196	6	0.058
Linear-by-Linear Association	8.139	1	0.004
N of Valid Cases	91		

- a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.93

Inference

Since the p value 0.069 is greater than 0.05, the null hypothesis is accepted and alternate hypothesis is rejected. Therefore there is no significant employee and customer.

4.7 T-Test

NULL HYPOTHESIS (H₀): there is no significant mean various between the level of health and safety measure.

ALTERNATIVE HYPOTHESIS (H₁): there is significant between variations to level of health safety measure.

T-Test

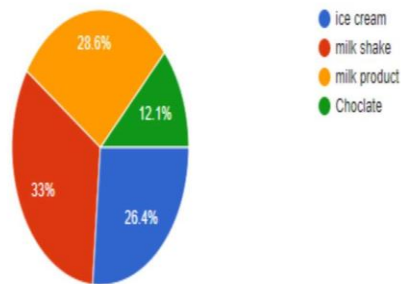
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
GENDER	91	1.4066	0.49392	0.05178

TABLE 4.11 IN AAVIN PRODUCT WHAT YOU LIKE MORE

IN AAVIN PRODUCT WHAT YOU LIKE MORE	PERCENTAGE
Ice cream	26.4
Milk shake	33
Milk product	28.6
chocolate	12.1

In aavin product what you like more

91 responses



INTERPRETATION:

From the above table interpreted that 26.4% respondent ice cream and 33% was respondent milk shake, and 28.6% was respondent milk product, 12.1% was respondent chocolate, majority 33% is milk shake.

CHAPTER 5

FINDINGS & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter finding, suggestion and conclusion of the study in logical manner.

5.1 FINDING

From the questionnaires', the following points are found and noted

- Majority of 58.2% respondents are between the age of below 25
- Majority 60% respondents was male.
- Majority of respondent 67.4% is deegree person.
- Majority of respondent 42.9% is 1-5 year of experience
- Majority of respondent 32.6% is 5000-10000
- Majority of respondent 47.3% is prefer milk
- Majority of respondent 62.6% is yes
- Majority of respondent 36.5% is advertisement
- Majority of respondent 38.5% is taste
- Majority of respondent 60.4% is easily available
- Majority of respondent 33% is milk shake
- Majority of respondent 55% is good
- Majority of respondent 44% is agree strong.
- Majority of respondent 68.8% is YES

PRECONCEPTIONS:

According to Johansson -lindfors (1993) the preconceptions of a researcher are founded within bthe researchers accumulated experience and knowledge.this will affect our perception of this study's subject- social entrepreneurship.there are two different types of preconceptions constitute the researchers experience and practical skills, meanwhile the secondary preconceptions contain the theorictal knowledge from scientific articles or books.

PRACTICAL EXPERIENCE:

Our primary preconceptions about social entrepreneurship are based on our practical experience from our previous participation in the concept SIFE-students in free enterprise. During our engagement in SIFE we have been involved in several different social entrepreneurship projects. Two of them are the coffee duel and entreprenom.

The project "the coffee duel" aimed to increase the awareness, knowledge and consumption among students at Umeå University. We did a marketing campaign at the campus area where we informed and offered fair-trade labeled coffee for free. Before the campaign was that all the cafeterias and restaurants at Umeå University started to serve only fair-trade labeled coffee.

We believe that our practical experience will have an influence in this study. Maybe we may have an over-optimistic view of this phenomenon which can cause some troubles when doing the literature search where the literature at hand would be a framework that encourages social entrepreneurship. Furthermore, our experience of working with social entrepreneurship may have given us a clearer view of what this phenomenon is about in practice. On the one hand, we are conscious about our preunderstanding of social entrepreneurship and that the chance may exist that we might miss out some relevant findings and/or theory that do not go in line with our previous experience. However, we believe that our practical experience will support our understanding and interpretation of social entrepreneurship in this study.

THEORETICAL PRECONCEPTIONS:

Our secondary preconceptions are mainly rooted in our studies in business administration at Umeå School of Business where we have studied entrepreneurship on both undergraduate as well as graduate level. Therefore we have gained foundational knowledge about business administration and furthermore we have chosen entrepreneurship as the area of specialisation. A reasonable explanation might be that social entrepreneurship is a new emerging research area that we would like to explore further and that is why we are conducting this study.

RESEARCH PHILOSOPHY:

We as authors of this study have a hermeneutic view on reality. since we believe that social entrepreneurship as a phenomenon has emerged from a social and a historical construction back from the 18th and the 19th century. this means that we will by interviewing people in the organisation SIFE umea University that actively works and are engaged in social entrepreneurship in practice. draw some conclusions about the phenomenon and thereby contribute to a deeper understanding of it.

Once again we need to stress out our experience and how it has influenced our hermeneutic view on reality when trying to make a study of the phenomenon social entrepreneurship. our previous engagement in SIFE - students in free enterprise will affect how we interpret social entrepreneurship as a phenomenon. the reason of why we choose to write in this subject is due to SIFE and it's concept that encourage to more social entrepreneurship. furthermore, our first contact with social entrepreneurship is due to SIFE. The SIFE organisations slogan is "A head for business. A heart for the world". which we have adopted into our interpretation of social entrepreneurship.

SCIENTIFIC APPROACH:

Even if there exist relatively little about social entrepreneurship as a notion in theory we have still succeeded to gather relevant theory in order to be able to build a theoretical framework. the framework of our study will work as a foundation when we are going to gather our empirical data. since we are hermeneutics we will conduct interviews

RESEARCH DESIGN:

case study as research design is the method that is preferred when having research questions like "how" or "why". since our research question is How does SIFE umea University work with social entrepreneurship?

Our Choice of research design feels right for us in the conduction of this study. not only because we have a "how" in research question, but also because we in fact only do Study one case SIFE umea University.

Our argumentation in this study study also shows that a case study of social entrepreneurship would be an appropriate choice of research design since it's procedure makes it possible to see the complexity and the specific nature of our specific case SIFE umea University.

We believe that doing a case study of SIFE team umea University is a good way of carry out this study due to our preconception.we think that our previous experience in social entrepreneurship could help us in the process of getting to the cornerstones of social entrepreneurship.

SOURCES:

The purpose of searching for literature is to bring the knowledge about social entrepreneurship that already exists in the theory.doing the searching for secondary sources we found a lot of scientific articles,and just a few books in the area of social entrepreneurship.our theoretical foundation is built upon social entrepreneurship theories.these theories are derived from gendral entrepreneurship theories from the beginning of its essence.the key words used when we did our literature research were mainly social entrepreneurship social entrepreneurs, corporate social responsibility, entrepreneurship, socialist entreorernors.According to Mair&maiti (2006) social entrepreneurship is a relatively new research area,that manmany books have not been published.(CSR) which has helped us a lot for not going into a not relevant theoritical jungle.due to this anthology we could easily find relevant theory through different articles.

SOURCE CRITIQUE TO SECONDARY DATA:

We are criticizing our secondary data in order to assess the trustworthiness of our literature and to gain legitimacy for the study itself. The criteria of our secondary data should be based upon three principles.the source should be up-to- date.the secondary data should be correct and not confusing.the last principle is that the sources should be impartial and objective.considering the first principle we think that our secondary data is up- to -date due to the relatively new research area as the social entrepreneurship is considered to be.and so one can find in our list of our list of references most of them are from the 21st century.

THEORITICAL APPROACH TO SOCIAL ENTREPRENEURSHIP:

In this chapter we present the theorictal Frame work.which is the foundation for this study.in the beginning we will start with presenting introductory ENTREPRENEURSHIP theory and thereafter address social entrepreneurship as a notion and phenomenon.second,we will highlight the importance of the social entrepreneur and his or her different qualities.finally,we will present a social entrepreneurship model.

GENERAL ENTREPRENEURSHIP THEORY:

Entrepreneurship as a phenomenon is not new.Richard Cantillon and Jean Baptiste say described entrepreneurship as a theoritical notion already in the 17th century.the definition of an entrepreneur back then was an individual that are active and that get things done.

ENTREPRENEURSHIP ACCOUNTING TO SCHUMOETER:

Schumacher was an emerging author that grew stronger within the field of entrepreneurship Theory is the beginning of the 20th century.the entrepreneurs itself is seen as a special individual.schumter argues that the entreorenour is driven by desire to conquer the world and a positive will to create things and also to be an independent individual.

SOCIAL ENTREPRENEURSHIP:

Today we face a lot of problems global warming, poverty, increasing economic inequality.famine and terrorism are some of them. Finding solutions and opportunities to solve these problems are today shown to us as being very critical.thus,in all these critical issues and debates ,there is an increasingly small segment called social entrepreneurship that announces to be the effective solution for many kinds of the above mentioned social problems.based on the following three characteristics:

- 1) Social entrepreneurship addresses social problems or needs that are unmet by private markets or governments.
- 2) Social entrepreneurship is motivated primarily by social benefit.

- 3) Social entrepreneurship generally works with- not against- market forces.

ORGANISATIONAL FORM:

Baogous et al (2009) argue in their article that the "legitimacy issue" is big concern for the social entrepreneurship. Why is that? There is still a long way to go for the social entrepreneurship notion and it's organisations.

VOLUNTARY ORGANISATION VERSUS SOCIAL ENTERPRISE:

The red cross was founded in 1863 and is a voluntary organisation that works as a complement to the safety nets for the society. the redcross has four different areas in which they are working actively.

- 1) to promote the red cross and the red half moon movement.
- 2) assist in catastrophes
- 3) to build up a preparedness before a catastrophe
- 4) working actively with health and social commitment in the local regions.

THE SOCIAL ENTREPRENEUR:

When it comes to the social entrepreneur and it's definition, it has been almost the same case as the definition of its own phenomenon- social entrepreneurship. many theorists have been trying to define them, and there is not just one clear definition.

- 1) adopte mission to create and sustain social value(not just private value)
- 2) recognise and relentlessly pursue new opportunities to serve that mission.
- 3) act boldly without being limited by resources currently in head.
- 4) exhibit a heightened sense of accountability to the constituencies served and for the outcomes created.

THE PLAYING FIELD:

Leadbeater (1997) presents a model that is highlighting the social entrepreneurs playing field. the model constitutes three big areas, the public sector, private sector and the voluntary sector.

ENTREPRENEURIAL SKILLS:

The first skill deals with the ability of being entrepreneurial in general, it refers to the way individuals undertake under-utilized, discarded resources and how they identify ways of using them to satisfy unmet needs. the second entrepreneurial skill is about being innovative, relating to the ability to create something new. it could be a matter of creating new service and products. new approaches of dealing with problems, which is often done by bringing together approaches that traditionally have been kept separate. the third skill transformatory, has to do with the way social entrepreneurs tend to transform the organisation they are involved in as well as the neighborhoods and community they serve by creating opportunities for self-development.

SOCIAL ENTREPRENEURSHIP MODEL:

Martha Rollins is the founder of the social enterprise Boaz & Ruth and has developed a social entrepreneurship model for the organisation. Martha Rollins was a famous entrepreneur in Richmond Virginia, where they had big issues and a huge gap between rich and poor citizens. in this organisation the people of Highland Park could work as apprentices in retail establishments

SOCIAL ENTREPRENEURSHIP MODEL:

- 1) Vulnerable population
- 2) job, life training
- 3) commercial enterprise
- 4) client rehabilitation
- 5) community development
- 6) partnership network

THREE MAJOR MISSIONS OF THE SOCIAL ENTERPRISE ARE TO:

- 1) To provide job and life training, life skills, emotional competencies and ENTREPRENEURSHIP opportunities for individuals seeking to move beyond poverty.
- 2) To serve as an economic catalyst to the citizens of Highland Park commercial district.
- 3) To provide an opportunity for all inhabitants of Richmond to cross cultural, economic, and geographic divisions that is characterized in Richmond.

PRACTICAL METHODOLOGY:

In this chapter we will present the research procedure namely how we have conducted this study. We will begin by arguing for our qualitative research approach. Then we will describe how we have processed in the collection of data through interviews and the way we selected our respondents.

QUALITATIVE RESEARCH APPROACH:

We have applied a qualitative research approach in this study since we have a hermeneutic and interpretive view of social entrepreneurship as the social phenomenon to be studied. Consequently, in regard to the aforementioned, we find the qualitative research approach to be suitable for our study.

SEMI STRUCTURED INTERVIEWS:

The empirical data that we have collected in this study comes from semi-structured interviews from different individuals that are connected to SIFE UMEA UNIVERSITY. Regarding the fuzzy definitions, this might have different preconceptions. Thus the interviewer and the interviewee might have different preconceptions.

CONSTRUCTION OF THE INTERVIEW GUIDE:

To be able to conduct the semi structured interviews we first formulated questions based on the theoretical frame work that guided the interviews with the different respondents. The interview questions were constructed in an open

way so that each and one of the respondents could share their particular view on social entrepreneurship.

SELECTION RESPONDENTS:

Our previous experience from carrying out different social entrepreneurship projects in SIFE Umea University has influenced the selection of our respondents. We choose to select individuals whom can be considered to be the actors social entrepreneurship the work closely with the social entrepreneurship by carrying out projects in practices.

ACCESS:

Access to relevant information is important and a necessity for the collection of data that enables the conduction of a study. How have we as researchers gained access to interviews in this study? We had, due to our previous involvement in SIFE Umea University. Thus, as researchers we believe that we have obtained good access to all of our respondents.

OVERVIEW OF RESPONDENTS:

We have interviewed respondents that represent SIFE Umea University from three different levels: as board members, project managers and project members. The different roles that the respondents have in the organisation are presented to get her with other details as follows as,

Respondent A,

Role board member

Date: 2009-05--26

Time: 9.00-09.38

Our first respondent was one of the members in the board of SIFE Umea University. The respondents involvement in SIFE has been since year

2007. The working stock organisation are working with kick off events. By laws for the organisation and preparation before the national competition in social entrepreneurship.

Respondent B

Role: project manager

Date: 2009-05-26

Time:14.00-14.36

Our respondent has been involved in SIFE umea University for almost one year now.the respondents involvement in SIFE has been as a project member in the project entreorenom high school.the working tasks as a project member in the SIFE-team was to initiate a contact with the teacher at the topical ghigh school as well as coaching follow-up.

Respondent C

Role: project manager

Date: 2009-05-29

Time: 15.00-15.28

The last respondent in our study has been involved in SIFE as the project manager of the project landmines.the respondent became a member of SIFE in December 2008.the respondent became engaged in SIFE due to some of his friends who already were involved in SIFE.we believe that this selection of individuals as respondents from the different levels of the organisation could give us different perspectives that generate a wider perspective when it comes to analysis of the empirical data in the following chapter.hence, this wider perspective will thereby provide the overall picture of how SIFE umea University is working with the social entrepreneurship and helps us to answer the purpose of this study.

EMPIRICAL FINDINGS AND ANALYSIS:

In this chapter we will first give an overview of the concept SIFE.students in free enterprise.further we will highlight some theoritical arguments and then clarify what the respondent has answered and finally analyse and interpret the answers given in the light of our theoretical framework.

THE SIFE CONCEPT:

SIFE - students in free enterprise is an international non - profit organisation that has its origin in the United States of America where it was founded in 1975. The mission of the organisation is to "to bring together the top leaders of today and tomorrow to create a better more sustainable world through the positive power of bussiness".

How does the organisation work to accomplish this mission?

SIFE is based on a platform that brings together people from the academia bussiness world in order to make a deffrence in their communities through social entrepreneurship.the projects are addressed within the framework of the following six topic: market economics, ENTREPRENEURSHIP, financial literacy, personal success skills, environmental sustainability and bussiness ethics.

THE SOCIAL ENTREPRENEURSHIP PROJECTS:

The first social entrepreneurship project that the SIFE Umea University implemented in 2005 is entreorenom high school.this project is still running up to date and two of the interviewed respondents in this study have been working with this project during the spring semester.

SIFE umea University has developed the project landmines in collaboration with the united nations association of swedan.the team has through this association with the united nations association adopted a minefield that corresponds to 2000m2 piece of land in the village amoil in combodia. Corporate social responsibility and personal development.the incomes from this event and the sales of gift certificates and t-shirt were paid in full to the clearing of landmines in Cambodia.

THE ANALYSIS OF THE SOCIAL ENTREPRENEURSHIP NOTION:

In the theory we can find that theorists uphold that there exist some different definitions on the notion"social entrepreneurship",it covers everything from helping others in the society to start up and run new entreprise.the social

entrepreneurs starts to talk about some of the participants in a particular program were that social entrepreneur himself herself has been involved.

Respondent B says that social entrepreneurship is about

development. the development could be on an organisational level and or at an individual level. meanwhile respondent C is saying that social entrepreneurship gives you an opportunity to use your creativity and thereby develop your own ideas.

For attached det or roligt, Del's so or set ett avbrott Fran dtudierna...man.

- Respondent A

"Because it is fun, a break from the studies...you get the chance to do something practical with your gained theoretical knowledge., do it yourself".

- Respondent A

We will as follows present, interpret and analysis the respondents answers in relation to the three general characteristics of Social entrepreneurship.

1) social entrepreneurship addresses social problems or needs that are unmet by private markets or governments.

One pattern that we have discerned is that respondents described why and how entreprenom high school project was developed and implemented. they mentioned that initially they got suprised while taking on the high schools students in the vocational training program already had their own teachers that could train and educate them in entrepreneurship.

2) Social entrepreneurship is motivated primarily by social benefit.

Common for every respondent is that they during their interview made comments, now and then that we are not doing this primarily for ourselves, rather it is about helping others and make a difference in the society.

3) social entrepreneurship generally work with-not against -market forces

The sources of social entrepreneurship in the public, private, voluntary sector as shown in the Theory chaoter,comes from the conjunction of the three sector in which leadbeater (1997) uphold that social entrepreneurship emerge.SIFE Umea University is a non profit organisation.however,the social entrepreneurship projects do in most cases involve companies from the business world that have an interest in the projects.we can see a mutual interest in practicing social entrepreneurship between the SIFE organisation and actors from the business world.

ALLIANCE BUILDING:

Thompson (1999) argues that entreoreneur has good know who meaning that they have a board social networking where they can find people that can contribute the entreorenural process e.g. when it comes to the acquisition of resources needed in order to harvest a venture".

ALLIANCE building can also be connected to the social entrepreneurs playing field as shown in the Theory chapter fig 3.1.overcoming social problems and hinders are in some sense solved by cooperation between the three parts the private sector,the public sector and the voluntary sector.

SOCIAL ENTREPRENEURSHIP MODEL:

Boaz&Ruth works with social entrepreneurship according to a social entrepreneurship model that consist of six parts.

Vulnerable population:

SIFE Umea University reaches out to different valulnerable populations through their social entrepreneurship projects. Respondent described that the starting point of the view of landmines was the Cambodia.

2) Job, life training:

Martha Rollins brecognized the high unemployment level to be the primary problem in Richmond. Highland park.the available jobs were few and many people could not get an available job because of the high crime rate.

3) Commercial enterprise:

Boaz&Ruth started to arrange apprenticeship for the unemployed people in order for them to get an opportunity to easier enter the labor market.

4) Client rehabilitation:

The vulnerable population of Richmond highland park can be regarded as clients that are going through a rehabilitation process,by letting them take part of job and life training programs.

5) Community development:

The high crime and unemployment levels can for instance be reduced as a result of involving more people in the labour market as well as creating opportunities.

6) partnership network:

Local businesses organisation from the public sector and non profit organisation.each if the project in the project- portofilo is carried out together with different patterns that fullfill the specific need of the project.

CLOSING CHAPTER:

In this closing chapter we will present criteria that verify the scientific of our study.in the end we will also give some implications on further research within this area social entrepreneurship.

TRUTH CRITERIA:

There are different criteria that can be used for the judgement and evaluation of qualitative studies.

CREDIBILITY:

This criterion deals with the reader understand the conclusions made by the authors as trustworthy in relation to the reality how to measure this is to replace this.

TRANSFERABILITY:

Since this is done qualitative study, the context and the situations in which this study are being done are critical. transferability is examining how our result in this study can be refined into more practical situation and surroundings.

CONFIRMABILITY:

The fact that there is hard to be objective in a qualitative study is something that we are conscious about. Nevertheless we must say that we now that we have a substantially preconception about the social entrepreneurship.

FURTHER RESEARCH:

This study introduces social entrepreneurship in the framework of non profit organisation. netherless there are many companies today that have embraced social entrepreneurship as their core business.

Another suggestion of further research that also emphasizes social entrepreneurship in the framework of companies is to study the characteristics of their engagement in social entrepreneurship. and to compare them with the concept of corporate social responsibility in order to distinguish the practices that are specific for social entrepreneurship.

Finally, it would also be interesting to study and evaluate the effects and impact of different social entrepreneurship projects, in order to highlight what difference, they make for others in creating social benefits.

5.2 SUGGESTIONS:

- The quality of the material coming from outside vendors must be quality checked or change vendor.
- Machine must be maintained every month and training period given to fresher must be increased.
- The product of Aavin Company all are too good but you can put some effect to give more healthy food to the customer.

5.3 Conclusion:

The study concluded that the company has lot of medium to produce defective work flow, production department has less production but it is performing well I suggest all other department to took over the production management of project department of Aavin product. The profit can be increased by reducing defective workflow so the company must work on my suggestion to achieve that.

This parts aims to present the conclusions derived from the empirical findings and analysis in this study that answers the research question and the research purpose. Therefore, we will as follows, recall the research question and the purpose of this study.

How does SIFE umea University work with social entrepreneurship?

The general purpose of this study is to bring a deeper understanding of the phenomenon of social entrepreneurship in a swedish context by analysing and describing how SIFE Umea University is working with social entrepreneurship.

REFERENCE

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