

Social Entrepreneurship: A Sustainable Solution to Achieve National and Global Vision

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Abstract: *It is undeniably true that entrepreneurship is now a key factor in any country's economic expansion. Being an entrepreneur requires creative thinking, a strong skill set, and the guts to start a new company venture. He not only generates the chance for himself, but also for many people who are connected to him. He then assembles a business team to carry out the plan. However, a businessperson is referred to as a social entrepreneur when he or she recognises social issues and uses entrepreneurial concepts to develop a business model to address social responsibility. Social entrepreneurs assess their performance in terms of societal advancement and changes rather than business entrepreneurs, who gauge success in terms of money made and profits made.*

Keywords: Social entrepreneurship, social entrepreneurs, UN sustainable goals, G20, sustainability

1. Introduction

An author of "How to Ruin a Business Without Really Trying"[1] and a co-founder of a consulting firm Hustle Branding, M. J. Gottlieb defines an entrepreneur to be someone who has a potential to dream the undreamt and can take any idea to conclusion. An entrepreneur is first and foremost someone who has the drive, expertise, and guts to do whatever it takes to transform an idea into a marketable product or service that is also desired by society. He is a person who is self-assured, driven, and equipped with the knowledge, skills, initiative, desire, and spirit of creativity to work towards both personal and societal advancement [2-8]. An entrepreneur identifies opportunities and seizes it for economic benefits, and hence acts like an economic agent who plays a vital role in the economic development of a country [9-12].

Social entrepreneurship refers to the practice of combining the passion and drive of an entrepreneur with the goal of creating a positive social impact. It involves starting a business that aims to solve social or environmental problems, and can be for-profit or non-profit. Social entrepreneurs use innovative business models to create sustainable solutions to societal challenges. [13]The goal of social entrepreneurship within international firms is to create positive social and environmental outcomes while also achieving economic success. Social entrepreneurship within international firms refers to the integration of socially and environmentally responsible practices within the operations of multinational corporations. This can include initiatives such as supply chain sustainability, community engagement programs, and impact investing[14]. International firms practicing social entrepreneurship aim to balance the pursuit

of profit with creating positive social and environmental outcomes.

International firms can engage in social entrepreneurship by integrating social and environmental goals into their business strategies, operations, and decision-making processes[15].

1) Social Entrepreneurship and its Sustainable Dimensions

The sustainable dimension of social entrepreneurship is crucial as it helps to ensure that the positive social impact created is long-lasting and self-sustaining. A sustainable approach to social entrepreneurship involves considering the long-term impact of business decisions on society and the environment and taking steps to minimize negative consequences and maximize positive outcomes. By taking a sustainable approach, social entrepreneurs can help create a more equitable and sustainable world for future generations. This includes the use of renewable resources, reducing waste, creating fair labor practices, and contributing to the betterment of communities and the environment.

2) Social Entrepreneurship and its Mapping With Un Sustainable Goals : Literature Review

The United Nations Sustainable Development Goals (SDGs) are a set of 17 global goals adopted by the UN in 2015 with the aim of ending poverty, protecting the planet, and ensuring peace and prosperity for all. Social entrepreneurship has the potential to play a significant role in advancing the SDGs [17] by creating innovative solutions to the complex social and environmental challenges that the goals seek to address. Many social entrepreneurs are actively working to address specific SDGs, such as:

Goal no	UN name	Social entrepreneurs initiatives to implement SDG	References
SDG 1	No Poverty	Social entrepreneurs are working to reduce poverty by creating economic opportunities and providing access to essential goods and services.	[18]
SDG 2	Zero Hunger	Social entrepreneurs are working to eliminate hunger and malnutrition by improving food systems and increasing access to nutritious food.	[19]
SDG 3	Good Health and	Social entrepreneurs are working to improve health and well-being by providing access to	[20]

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	Well-being	essential health services and promoting healthy lifestyles.	
SDG 4	Quality Education	Social entrepreneurs are working to improve education by providing access to quality education and promoting lifelong learning.	[21]
SDG 5	Gender Equality	By empowering women and girls and providing them with opportunities, social entrepreneurs are fighting to improve gender equality.	[22]
SDG 6	Clean Water and Sanitation	In order to stop the spread of water-borne infections, social entrepreneurs are trying to increase access to clean water and sanitary facilities.	[23]
SDG 7	Affordable and Clean Energy	Social entrepreneurs are promoting renewable energy sources and lowering the use of fossil fuels in order to expand access to affordable, dependable, and clean energy.	[24]
SDG 8	Decent Work and Economic Growth	By offering job possibilities and encouraging sustainable development, social entrepreneurs are trying to provide respectable employment and stimulate economic progress.	[25]
SDG 9	Industry, Innovation and Infrastructure	In order to create a more sustainable and equitable future, social entrepreneurs are trying to develop an infrastructure that is robust, resilient, and inclusive as well as to encourage innovation and industrialization.	[26]
SDG 10	Reduced Inequalities	Social entrepreneurs are working to reduce inequalities by providing equal opportunities and promoting inclusive growth, creating a more equal and just world.	[27]
SDG 11	Sustainable Cities and Communities	Social entrepreneurs are working to make cities and communities more sustainable and livable, promoting sustainable urbanization and reducing the impact of urbanization on the environment.	[28]
SDG 12	Responsible Consumption and Production	Social entrepreneurs are working to promote responsible consumption and production, reducing waste and promoting sustainable consumption and production patterns, protecting the planet for future generations.	[29]
SDG 13	Climate Action	It aims to take urgent action to combat climate change and its impacts. Social entrepreneurs can play a crucial role in addressing climate change by creating innovative solutions and products that reduce greenhouse gas emissions, increase energy efficiency, and promote sustainability.	[30]
SDG 14	Life Below Water	It aims to conserve and sustainably use the oceans, seas, and marine resources for sustainable development. Social entrepreneurs can contribute to this goal by developing sustainable fishing practices, reducing ocean pollution, and protecting marine biodiversity.	[31]
SDG 15	Life on Land	It aims to protect, restore and promote the sustainable use of terrestrial ecosystems, forests, wetlands, and deserts. Social entrepreneurs can support this goal by developing sustainable agriculture practices, promoting reforestation, and preventing land degradation.	[32]
SDG 16	Peace, Justice and Strong Institutions	It aims to promote peaceful and inclusive societies, provide access to justice for all, and build effective, accountable, and transparent institutions. Social entrepreneurs can contribute to this goal by promoting conflict resolution, access to justice, and good governance.	[33]
SDG 17	Partnerships for the Goals	It calls for a strengthened partnership between governments, civil society, the private sector, and other stakeholders to achieve the SDGs. Social entrepreneurs can help to mobilize resources, build partnerships and foster collaboration to achieve the SDGs.	[34]

2. Conclusion

In conclusion, the future of social entrepreneurship looks promising, as there is growing demand for innovative solutions to social and environmental challenges, increased support from investors and governments, and increased collaboration among stakeholders. In conclusion, social entrepreneurship is a type of entrepreneurship that seeks to create positive social impact by using business principles and innovative solutions to address social and environmental challenges. It is a growing field that combines the best of both the business and non-profit worlds, creating a unique approach to creating social impact. Social entrepreneurship is important because it offers a sustainable way to address complex social and environmental issues and create positive change in communities. The future of social entrepreneurship looks promising, with growing support from investors, governments, and the public. As the need for innovative solutions to social and environmental challenges continues to grow, social entrepreneurship will play an increasingly important role in creating a more equitable and sustainable world.

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