

The Role of Social Entrepreneurship in Enabling Economic Opportunities for the Poor in Nigeria

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Abstract

This paper investigated and shed light on how social entrepreneurship enables economic opportunities for the poor, thus eliminating social and economic problems in society. It also attempts to better understand the role of social entrepreneurship in enabling economic opportunities for the poor. To achieve the purpose, possible links through which social entrepreneurship enables economic opportunities are developed based on a survey of the literature. Data were collected through the use of the questionnaire. Using the descriptive survey method, random simple sampling technique was basically Spearman's Rank Correlation. The hypothesis was formulated. From the result, the model showed that social entrepreneurship has a positive significant impact on the economic opportunity for the poor as a measure (p-value (0.013) of the spearman's rank correlation is less than 0.05). The study recommended that individual and the government need to work hand in hand to promote social entrepreneurship and wealth creations.

Keywords: *Social entrepreneurship, Social value, Social problem*

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Background to the Study

Poverty is one of the main challenges faced by the global economy. According to the United Nations (2013), Nigeria, with a population of over 175 million, is the most populous nation in Africa and the seventh most populous in the world. Her population will be approximately 200 million by 2019 and over 400 million by 2050, becoming one of the top five populous countries in the world. do and in extreme poverty, with funds of less than US\$1.25 per day. Nigeria is one of the poorest and most unequal countries in the world, with over 80 million or 64% of her population living below poverty line. The situation has not changed over the decades but is increasing. Poverty and hunger have remained high in rural areas, remote communities and among female-headed households and these cut across the six geo-political zones, with prevalence ranging from approximately 46.9 percent in the South West to 74.3 percent in North West and North East.

In Nigeria, 37% of children under five years old were stunted, 18 percent wasted, 29% underweight and overall, only 10% of children aged 6-23 months are fed appropriately based on recommended infant and young children feeding practices. Youth unemployment which is 42% in 2016 is very high, creating poverty, helplessness, despair and an easy target for crime and terrorism. Over 10 million children of school age are out of schools with no knowledge and skills. Nigeria's economy is currently in a recession and it is estimated that government revenues have fallen by as much as 33 percent, which has further resulted in the contraction of the Gross Domestic Product, GDP, by 0.36 percent in the first three months of 2016. Over 80 million Nigerians live in poverty and are affected in one way or the other by the current humanitarian crisis. Available reports indicate that there are over 3.3 million Internally Displaced Persons, IDPs, which is Africa's largest, ranking behind Syria and Columbia on a global scale. (This report was made public during a consultative meeting on the formulation of the UN Development Assistance Framework IV (UNDAF IV) for the South East geo-political zone in Awka.

The causes of poverty are very diverse. According to Mensah and Benedict (2010), poverty occurs because of a lack of access to adequate resources, resulting in difficulty for the poor to emerge from poverty. Sen (1985) explained that poverty occurs due to the inability of individuals to achieve the minimum capacity needed to gain fundamental freedoms of life. These freedoms include the freedom to engage in politics and the freedom to obtain economic and social networking facilities. If individuals retain the fundamental freedoms of life, they can have a quality of life which allows them to be free from the poverty line and escape from deprivations.

Many empirical studies have demonstrated the important role of social entrepreneurship, and several scholars have examined its contributions in the economy. They include Santos (2012) and Mulgan and Landry (1995), who find that social entrepreneurship serves as a second invisible hand in the economy that arises from the concern and moral commitment of individuals and their sense of shared (mutual responsibility). According to Santos (2012), unlike the first invisible hand, under the 2nd invisible hand, individual interests can be aligned so that individual goals do not conflict with social interests. Santos considers social entrepreneurship to allow the existence of another form of the invisible hand in the economy, one which does not merely emphasis individual interest (self-interest), but also heeds social interests in the economic system. Similar to Adam Smith's view, individuals cannot live only to satisfy personal interests, but also give attention to others' interests this is the root of social entrepreneur behaviour.

Martin and Osberg (2007) argue that social entrepreneurs emerge due to poverty, marginalization and exclusion in society, which in turn create social problems the entrepreneurial context. To overcome social problems, there are individuals who take the initiative of tackling social problems by using business principles entrepreneurial characteristics. Acting to utilize entrepreneurial characteristics in overcoming the entrepreneurial context will then create entrepreneurial outcomes, namely social change in poor communities. Such social changes are the contribution of social entrepreneurs in improving the quality of life, efficiency, and sustainability of social and economic growth Popoviviu and Popoviciu, (2011: 47). Literature indicates that by incorporating some social and business skills into entrepreneurship activities, social entrepreneurs play role in tackling social and economic problems in society, thereby enabling economic opportunities, especially for the poor. The purpose of this paper is to see the possible links through which social entrepreneurship as a tool for poverty eradication and also enables economic opportunities for the poor.

Objectives of the Study

1. To examine causes of poverty among the poor in Nigeria
2. To examine the role of social entrepreneurship in creating wealth for the poor in Nigeria.
3. To investigate the relationship between social entrepreneurial activities and poverty alleviation program in Nigeria.

Review of Literature

The concept of poverty is a multi-faceted concept. Poverty can be said as the state of being poor in other words the lack of means of providing material needs or comforts. But poverty is not only about the lack of material goods but also lack or denial of opportunities for a certain sector of the society. Poverty implies a condition in which a person finds him unable to maintain a living standard adequate for his physical and mental efficiency. Ajakaiye (2001) argues that the concept of poverty is simply the lack of education, health, child mortality. Blackwood & Iwode (1984) believed that poverty is the inability to meet basic needs. Ogwumike, (2005) affirms that strategies to reduce poverty must be holistic in nature, involving government (all tiers) and the civil society in order to achieve financial and economic sustainability. He added that institutional framework for poverty alleviation in Nigerian economy needs to be revisited to pave way for all equal opportunities and major aspects of poverty reduction process. Uma (2009) argued that agricultural output, which is a macroeconomic variable, has an impact on poverty reduction in Nigeria. It is, however, disheartening that available resources in terms of programmes allocated for poverty reduction over the years have remained insignificant to achieve the targeted goals. Uma and Eboh (2013) believed that poverty is caused by an increase in corruption and remain the major constraint to the development, growth and sustainability of the Nigerian economy.

Types of Poverty

Poverty is generally categorised into types of poverty. They are absolute and relative poverty.

1. **Absolute Poverty:** By the Copenhagen Declaration Absolute Poverty is a condition characterised by severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education and information. The term 'absolute poverty' is sometimes synonymously referred to as 'extreme poverty.
2. **Relative Poverty:** Relative poverty is defined contextually as economic inequality in the location or society in which people live. Relative poverty views poverty as socially

defined and dependent on social context, hence relative poverty is a measure of income inequality.

Poverty in Nigeria

Nigeria as an emerging economy has been experiencing poverty before the 1960s. It is believed that people exchange what they produced for what they needed through the barter system. This means that the ability to meet their basic needs was limited to the quantity of their production. During this period, there was self-sufficiency in food but per capital income and social services were low, until the discovery of oil boom in 1973. The oil boom era led to the increase in revenue; unfortunately, it further full range the agricultural sector for oil. The increased revenue was diverted to develop infrastructures, social services, increase in wages especially in nonagricultural sectors and per capital income, which all had serious adverse consequences on the agricultural sector leading to a drastic fall (from 60% in 1960 to 31% in the early 1980s) in the contribution of agriculture to the Gross Domestic Product (GDP). Since then to date, Nigeria has become a net importer of food (e.g. rice, beans, flours etc.); clothes (e.g. inferior clothes that is popularly called bend down boutique or okrika'); building materials (e.g. planks, tables, wardrobes, nails, paints etc.). Hence, when oil prices began to fall in 1982, as well as the second quarter of 2008 (during the global economic crunch), and since last quarter of 2014; the welfare system was affected, per capital income and private consumption dropped. These events supported the continuous existence of real poverty in Nigeria. The increasing trend of poverty is the most difficult challenges faced by any country in the developing world, where on the over-age majority of the population is considered poor. The evidence in Nigeria shows that the number of the poor has continued to rise in geometric trends. For instance, the number of those in poverty increased from 27% in 1980 to 46% in 1985, it declined slightly to 42% in 1992 and increased slightly again to 67% and 70% in 1996 and 2000 respectively before dropping appreciably to 54.4% in 2004 and above 65% in 2013 (Ogunleye, 2006; Global Economic Prospect (2015a).

Poverty Alleviation Programme in Nigeria

Obadan (2002) affirmed that the programmes adopted two major approaches: sectorial and multi-sectorial. The first approach data by at different sectors with branded programme name like,

1. Agricultural sector: It started between the 1950s and 1960s, rural development was examined to be appropriate for agricultural development mainly to alleviate poverty. to the But lack of skill, experience personnel and the general lack of interest rendered the scheme unsuccessful;
2. Healthcare sector: the goal of Nigeria's health policy was to ensure affordable health service to the large proportion of Nigerians, particularly those in rural areas; which include health education, housing, adequate nutrition, safe drinking water, maternal and child health etc. Some of the health schemes were Primary Health Care Scheme which was aimed at providing health centres in all local government areas, UNICEF assisted Guinea-worm Eradication Programme launched, Expanded Programme on Immunisation (EPI) etc., and became successful till today;
3. Housing sector: The National Housing Policy was inaugurated in February 1991 by the government via the establishment of National Housing Fund (NHF) managed, controlled, supported and supervised by the Federal Mortgage Bank of Nigeria (FMBN), to moderate the acute shortage of shelter. Though, through these means,

government constructed some prototype bungalows ranging from one to three bedroom sizes to reduce the housing problems, but was too expensive for the poor and low income earners to either afford the rents or outright purchase of the houses; therefore it is however obvious, that the purpose of building the houses has either been defeated or could be regarded as a mismatch (See Ekong, 1991; Ekong, 1997; Uriiamikogwu, 1997; Olaleye, 2000; Obadan, 2002). Multi-sectorial programme includes: (i) Better Life for Rural Women 1988 (ii) Family Support Programme.

4. Directorate of Food, Roads and Rural Infrastructure (DFRRI): This programme was established in 1986 to alleviate poverty through the development of rural infrastructures, by providing social amenities like access roads, rural electrification and portable water for the rural dwellers. There were criticisms against scheme, for lack of special design to meet the need of the vulnerable poor;
5. National Directorate of Employment (NDE): It was the in 1987 for the purpose of creating employment opportunities respondents by self-employment and self-reliance targeted at poverty reduction among unemployed youths in Nigeria. It was implemented via the training of the youths in different arts and crafts and providing them with soft loans and equipment. It had four main sub programmes; Vocational Skills Development, Special Public Works, Small Scale Enterprise and Agriculture. But it has not performed as expected;
6. Family Economic Advancement Programme (FEAP) was set-up in 1993 as an investment promotion and poverty alleviation programme by the government, to stimulate economic activities nation-wide and concentrates on the provision of loans to promote entrepreneurship development and business opportunities;
7. National Poverty Eradication Programme (NAPEP) was introduced by President Obasanjo in 2001 after previous programmes on poverty have not completely achieved their expected and targeted goals. NAPEP was, however, based on four schemes.
 - (I) Youth Empowerment Schemes (YES)
 - (ii) Rural Infrastructures Development Scheme (RIDS)
 - (ii) Social Welfare Services Schemes (SOWESS)
 - (iii) National Resources Development and Conservation Scheme (NRDCS). (See World Bank, 1995; Uniamikogbo, 1997; Ekong, 1997; Odedeji, 1997; Aliyu, 2002; Oband, 2002; Aliyu, 2003).

Social Entrepreneurship

Social entrepreneurship refers to the practice of combining innovation, resourcefulness and opportunity to address critical social and environmental challenges. Social entrepreneurs focus on transforming systems and practices that are the root causes of poverty, marginalization, environmental deterioration and accompanying the loss of human dignity. In so doing, they may set up for-profit or not-for-profit organizations, and in either case, their primary objective is to create sustainable systems change. Social entrepreneurship is an innovative, social-value-

creating activity that can occur within or across the nonprofit, business, or government sector. Austin, Leonard, Stevenson, & Weil-Skillern, (2007)

Social entrepreneurship is the creation of viable socio-economic structures, relations, institutions, organizations, and practices that yield and sustain social benefits. Fowler, (2000), Social entrepreneurship is the use of entrepreneurial behaviour for social ends rather than for profit objectives, or alternatively, that the profits generated are used for the benefit of a specific disadvantaged group. Hibbert, Hogg, & Quinn, (2002) Social Entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalised and poor. It is a unique approach to economic and social problems, an approach that cuts across sectors and disciplines. Canadian Social Enterprise Foundation, (2006)

Social Entrepreneur

Social entrepreneurs are people who recognize where there is an opportunity to satisfy some unmet need that the state welfare system cannot or will not meet, and who gather together the necessary resources (generally people, often volunteers, money, and premises) and use these to make a difference. Alvy, Lees, & Thompson, (2000) A path breaker with a powerful new idea, who combines visionary and real-world problem solving creativity, who has a strong ethical fiber, and who is 'totally possessed' by his or her vision for change. (Bornstein, 2004)

A social entrepreneur is an individual who uses earned-income strategies to pursue social objectives, simultaneously seeking both a financial and social return on investment. (Institute for Social Entrepreneurs) Social entrepreneurs are dedicated innovators who are determined to tackle some of the society's deepest challenges by embracing new ideas from the business. (LaBarre & Fishman, 2001), Rajendhiran and Silambarasan (2012), social entrepreneurs identify practical solutions to social problems by combining innovation, resourcefulness and opportunity. Noruzi, Westover, and Rahimi (2010) see a social entrepreneur as an individual, group, network, organisation or alliance of organisation that seeks sustainable, large-scale change through pattern-breaking ideas in what and/or how governments, nonprofits and businesses do to address significant social problems. In her argument social entrepreneur's look for opportunities to create social value, uncover the best approaches for realising those opportunities and build social capital', that capital we can pass on as inheritance, rather than debt, to the next generation. Osberg (2009). Renner (2013), social entrepreneurs puzzle out new models to transfer innovation, problem-solving competence, customer orientation, professional management structures and efficiency to areas that traditionally had been reserved for the charitable sector.

What Role can Social Entrepreneurship Play in Poverty Alleviation?

Empirical studies and literature provide indicate that social entrepreneurship offers economic opportunities, including for the poor. Schumpeter, cited in Santos (2012), understood social entrepreneurship as entrepreneurs in general with regard to the production of new goods, the discovery of new production methods and new markets, as well as the creation of new organisations. Entrepreneurs, including social entrepreneurs, act as agents of important changes in the economy and thus become agents of economic growth and job and wealth creation that can improve the welfare of the community. Wiklund, Davidsson, Audretsch, and Karlsson, (2011). Existing literature shows that the important roles of social entrepreneurs in enabling economic opportunities include:

- (1) The creation of access to financial resources
- (2) The use of social innovation
- (3) Empowerment, social inclusion and Job creation.

Financial Access Provision

There is ample evidence that a lack of access to formal financial institutions is a great obstacle encountered by the poor because most of them engage with the informal sector. Efforts to encourage business activity in the informal sector should be emphasized in expanding access to financial resources. Their principles should be different than those of conventional banking schemes, in which collateral is generally requested when individuals apply for a loan. One movement for the creation and expansion of access to financing for the poor was conducted by the Grameen Bank in Bangladesh, which was founded by Muhammad Yunus in 1976 is a social business organization. This bank plays an important role in poverty reduction in Bangladesh Yunus, (2007; 2011) by channeling loans to the poor using schemes that are unlike those in formal banking. In contrast to general financial institutions, individuals who borrow funds from Grameen Bank need not provide a guarantee (collateral). Rather, loans are disbursed upon principles of mutual trust, accountability, participation and creativity.

Another social entrepreneurship organization that successfully helps poor people get funding is SKS Microfinance, an organization founded by Vikram Akula in India in 1997 (www.sksindia.com). Its mission is to eradicate poverty by providing microfinance services to the poor people of India and other countries. The organization's microfinance activities are run by applying modern financial management practices and the technology applied in conventional banking systems. SKS Microfinance channels their loans to the poor, particularly women, with a guarantee mechanism in which the members of the five groups of women who initiated SKS Microfinance serve to provide loan guarantees to every member of each group. Nigeria also have some microfinance that has been contributing to the poverty eradication in the country, some of them are: Farmers Development Union (FADU), Community Women and Development (COWAD), Lift Above Poverty Organization (LAPO), Women Development Initiative (WDI), Anambra Self-Help Organization (ASHO), SEAP, Self Reliance Economic Advancement Programme (SEAP). Peterson, (2015: 15).

Social Innovation

As in other fields, have been being pivotal in social entrepreneurship. Social involved one referred to the discovery of new ideas related to products, services and models that could be used to encourage the fulfilment of social needs such as social inclusion, environmental protection, and sustainable development, as well as relationship establishment and new social collaboration. Mulgan, Tucker, Ali, & Sanders, (2007:8). Social innovation, as a growing field of social science, is embedded in social entrepreneurship activities in many countries (see, Austin, Stevenson, & Wei-Skillern, 2006; OECD, 2010; Mulgan, Tucker, Ali, & Sanders, 2007). The OECD (2010) defines social innovation as efforts to address social problems and to identify and provide new services that can improve the quality of life of individuals and communities. Successful efforts in using social innovation to help the poor are also shown by Kiva Foundation, which was established in the United States in 2005. As a non-profit organisation, Kiva strives to build connections between individuals by providing microloans in order to reduce poverty. This organisation emphasizes the importance of the role of technology and the internet to drive micro-financing networks by connecting people in different locations and countries.

People Empowerment and Job Creation

Empowerment is an essential aspect of social entrepreneurship. According to the World Bank, as cited in (Santo 2012), empowerment refers to the asset and capability development of individuals or groups necessary to conduct certain actions in their lives. Empowerment is a significant aspect of social entrepreneurship because social entrepreneurs have limited access to resources when addressing social problems. Job creation is another contribution of social entrepreneurs. In literature, the labour market is believed to work as a competitive mechanism, meaning that individuals who get jobs in the market are those with the required skills. Thus, individuals lacking the skills will not get the job; this is known as skill mismatch. Skill mismatch is the poor's greatest obstacle in finding jobs. Though they actually have skills, they are unable to use them. Policy and institutional failures also contribute (Yunus, 2007; 2011). Poverty also occurs when individuals who do not have jobs are unable to earn regular income. Therefore, the best possible way to help the poor is to create jobs and integrate the poor into available jobs outside the competitive labour market. Bina Swadaya, established by the Pancasila Farmers Association (Ikatan Petani Pancasila) on 24 May 1967 as the Yayasan Sosial Tani Membangun, is widely known as a leading social enterprise in Indonesia. It empowers individuals and groups in the utilisation of their resources and creates jobs through various social businesses. The aim of this organisation is to empower or to raise the dignity of the poor and marginalised (Bina Swadaya, 2009). Its strategies for the eradication of poverty in Indonesia are the empowerment of the community through education and training.

Methodology

This is an exploratory research and our methodology involved gathering data by questionnaire delivered to the respondents by hand. Our population of interest was the full range of individuals who have been involved one way or the other in promoting and starting a business venture. A sample of 200 of such individuals was selected from Ona-Ara Local Government and Oluyole Local Government Ibadan Oyo state in Nigeria. The majority of the questions in the questionnaire, the research instrument, were nominal in nature, and required “Yes”, or “No” responses. These questions investigated the role social entrepreneurship in enabling economic opportunities for the poor in Nigeria, the role played by social entrepreneurs reducing poverty, and how their activities can create wealth for the poor. Out of 200 copies of questionnaire distributed, 190 continued and these were analysed as the following;

Have you ever heard about Social Entrepreneurship?

Response Category	Frequency	Percentage
Yes	168	88
No	22	12
Total	190	100

Source: Questionnaire response from filed

The table shows that 88% of the respondents have heard about social entrepreneurship while 12% have not heard about it.

Are you aware of the role played by Social Entrepreneurship in the Society?

Response Category	Frequency	Percentage
Yes	140	74
No	50	26
Total	190	100

The 74% of the respondents are aware of the role social entrepreneurship played in the society while 26% are not aware.

Is social entrepreneurship seen as a response to declining government involvement in poverty alleviation?

Response Category	Frequency	Percentage
Yes	100	53
No	90	47
Total	190	100

Source: Questionnaire response from filed

The table shows that 53% respondents have seen social entrepreneurship as a tool to decline government involvement in poverty alleviation.

Has any social entrepreneurship program involved in creating wealth for the poor in your society?

Response Category	Frequency	Percentage
Yes	154	81
No	36	19
Total	190	100

Source: Questionnaire response from filed

81% of the respondents have seen social entrepreneurship program that as engaged in wealth creation while 19% have seen anything like such.

Can social Entrepreneurship help in solving Poverty?

Response Category	Frequency	Percentage
Yes	154	81
No	36	19
Total	190	100

Source: Questionnaire response from filed

81% of the respondents believed social entrepreneurship can help in solving poverty.

Are there any challenges faced by social entrepreneurship in solving poverty?

Response Category	Frequency	Percentage
Yes	140	74
No	50	26
Total	190	100

Source: Questionnaire response from filed

The table shows that 74% respondents agreed that social entrepreneurship is facing challenges in solving poverty while 26 believed that there is no challenge.

What are the challenges facing by social Entrepreneurship in creating Wealth?

Response Category	Frequency	Percentage
Lack of Capital	53	28
Lack of social amenities	38	20
Inability to pay back loan	29	15
Loss of truth between the parties	27	14
Lack of good Government support	43	23
Total	190	100

Source: Questionnaire response from filed

The table above reveals the opinions of respondents on the challenges facing social entrepreneurship in creating wealth. 53(28%) of the respondents opined that lack of capital is a challenge facing social entrepreneurship, 38(20%) of the respondents held that it is lack of social amenities, 29(15%) of them contend that it is inability to pack back loan, 27(14%) of opined that it is loss of truth between the parties, while the remaining 43(23%) of the respondents are of the view that lack of good government support is the major challenge facing social entrepreneurship in creating wealth.

Hypothesis Testing

- H₀:** There is no significant relationship between social entrepreneurship and enabling economic opportunity for the poor.
- H₁:** There is a significant relationship between social entrepreneurship and enabling economic opportunity for the poor.

Test Statistic:

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

Where: d_i = difference in paired ranks
n = number of cases.

Level of Significance: α = 0.05

Table 4.18: Spearman's Rank Correlation Table

		Social Entrepreneurship	Economic opportunity for the poor
Spearman's rho	Social Entrepreneurship		
	Correlation Coefficient	1.000	0.459
	Sig. (2-tailed)		0.013
	Number of Observation	190	190
	Economic opportunity for the poor.		
	Correlation Coefficient	0.459	1.000
	Sig. (2-tailed)	0.013	
	Number of Observation	190	190

Source: Author's Computation, 2017.

Interpretation: The Spearman's rank correlation table shows a *positive correlation coefficient* value of **0.459** between social entrepreneurship and enabling economic opportunity for the poor. This means that high standard of social entrepreneurship is positively related to high rate of enabling economic opportunity for the poor, and vice versa. The table further reveals the significance of the degree of linear strength that exists between the two variables. From the table, a significance value (p-value) of **0.013** was derived. This shows a statistically significant relationship between social entrepreneurship and enabling economic opportunity for the poor.

Decision Rule: Reject H_0 , if the p-value is less than 5% and accept if otherwise.

Decision: Since the p-value (**0.013**) of the spearman's rank correlation is less than **0.05**, we reject H_0 .

Result: The study therefore concludes that there is a statistically significant relationship between social entrepreneurship and enabling economic opportunity for the poor.

Conclusion

This paper attempts to ascertain the role of social entrepreneurship in enabling economic opportunities for the poor. Based on discussions of the role of social entrepreneurship in literature and society, it is found that social entrepreneurship has broadened access to financial sources, promoted the use of social innovations in reducing social problems, granted people empowerment and social inclusion, and create jobs. The first three factors create income for the poor, thereby enabling economic opportunities, whereas the latter eliminates the deprivation of capabilities that allow the poor to involved and active in economic activities. All these factors enable economic opportunities for the poor. The links between social entrepreneurship and economic opportunities in this paper are produced based on a review of current literature. Therefore, the author suggests more empirical work be undertaken to validate the comprehensive contributions of social entrepreneurship in enabling economic opportunities for the poor.

Recommendations

1. Individual should stop thinking about giving the way we do and hour and we need to start investing and empowering
2. Financial institutions should give out loan with single digit interest or even no interest
3. Model of repaying loan must not be too difficult for the lenders
4. Individual needs to join hands with the government to provide methodology involved basic infrastructure to the community
5. Individual should engage in community empowerment, community responsibility and also invest in community

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