

SOCIAL ENTREPRENEURSHIP - THE DIMLY LIT PATH TO DIVERSITY AND INCLUSION

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ABSTRACT

The term business entrepreneurship has been well established for ages. We all are aware of businesses set up with the end purpose of earning profits. In the present times of social development, the term social entrepreneurship has become eminent in the business vocabulary.

These enterprises are set up by individuals, groups of people, start-ups, and so on. They formulate, finance and execute strategies to solve the most daunting social, cultural, or environmental concerns. The outcomes stated by social entrepreneurs are innovative, cost-effective, and environmentally friendly.

In this research paper both the types of entrepreneurship - social and business have been discussed. This study also analyses the role of community enterprises on the growth of the unprivileged in the country. Thereby aiming at diversity and social inclusion. The study encompasses the impact of social entrepreneurship on unprivileged communities. Analysis of the insights of consumers and other stakeholders on the products made, accessibility to these products, and suggestions by the stakeholders of social entrepreneurship have also been considered in the research paper.

KEYWORDS: *Social Ventures, Diversity, Inclusion, CSR, Sustainability, People, Planet, Revenue, Double or Triple Bottom Line*