

Social Entrepreneurs-A Case Study of Kalaghatagi Wooden Cradle Maker

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Abstract

Indian economy is scaling sky limit, credit goes to surge of innovative start-ups, changing scenario of small businesses, more young minds are involving. They are changing the traditional models of businesses. They are nurturing their passion, they are converting their ideas into realities and brought the changes in the minds of people who thought or thinking that entrepreneurship is only for profit oriented. And social entrepreneurs are following ancestral business in a modified way. They started introducing their traditions to the new generation in the form of doing business in an innovative manner. Traditional cradle maker, social entrepreneur at Kalaghatagi Dt. Dharwad St. Karnataka following ancestral business taken in an innovative pattern. This article highlights his journey as a social entrepreneur and challenges faced in sustaining it as a social entrepreneur.

Keywords: Social entrepreneur, ancestral business, new generation, cradle maker, innovative start-ups

INTRODUCTION

Social entrepreneurship is nothing but recognizing the social needs and achieving a social change by employing entrepreneurial principles, processes and operations. It all boils down to identifying a specific social entrepreneur before developing, launching, and managing a social business to achieve the desired impact. A complete eradication of social challenges may or may not be part of the shift. It might be a lifelong process centred on improving the current situation.

While general and common commercial entrepreneurship is taking the initiative to start a new firm or diversify an existing one, social entrepreneurship focuses on building social capital rather than profit or return on investment. Entrepreneurs in this profession are mostly involved with nonprofit organisations and sectors. However, this does not negate the need for profit. After all, entrepreneurs require finance to continue the process and make a beneficial impact on society.

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In today's globe, there are a number of well-known social entrepreneurs who have made significant contributions to society. Muhammad Yunus, the founder and CEO of Grameen Bank, is a modern social entrepreneur who was awarded the Nobel Peace Prize in 2006 for his work. The business has been steadily expanding and helping a huge segment of the population.

Rang De is another excellent example of a social enterprise that is not for profit. It is an online platform where rural and urban impoverished people in India can receive microcredits with interest rates as low as 2% per year, founded in 2008 by Ramakrishna and Smita Ram. Lenders from all around the country can lend money to borrowers directly online, track investments, and get monthly reimbursements.

Another nationally known social enterprise is the George Foundation. Education, vocational training, cooperative farming, company growth, and savings planning are all part of the Women's Empowerment Program, which raises awareness among women. These organisations are solving social issues and bringing positive change to society by applying social entrepreneurship ideas.

There are a number of additional groups that are viewed as positive social change makers. Such organisations as Echoing Green, The Canadian Social Entrepreneurship Foundation, Schwab Foundation for Social Entrepreneurship, The Skoll Foundation, NIKA Water Company, Newman's Own, and Ashoka: Innovators for the public aim to bring social change and continuously improve the existing conditions in society.

Karnataka is home to multiple traditional industries. The silk manufacturing sector of the Chennapatna toys. It is a state that can boast of a rich history and culture spread across Hampi and Mysore, Chitradurga and Dharwad, to name a few and also a strong IT base, with Bangalore becoming a hub for global IT companies. Over the last few decades it has been buzzing with entrepreneurship and hosts many start-ups and social entrepreneurs.

Dharwad district is inclusion of many small industries and social entrepreneurs. Food and bakers like Mishras and Thakoor, and others in textiles, etc.

This article is about the family which had seven generations into a social entrepreneurship in cradle making at Kalaghatagi, Dist. Dharwad St. Karnataka. Shri Maruti Badiger, he is the 7th generation cradle maker, nonprofit social entrepreneur and exporting the cradles out of state and India. But there is no publicity by any agencies, no recognitions given to him, and no foundation has been made to organise such small social entrepreneurs and give rewards to them.

REVIEW OF LITERATURE

Despite the fact that India is known around the world for having numerous social entrepreneurs trying to bring change to the grassroots, social entrepreneurship is still a "understudied topic" in India. However, in this context, several of the literatures are examined [1].

In a special report published in 2016, the Global Entrepreneurship Monitor (GEM) defined social entrepreneurship as "any activity, organisation, or initiative with a notably social, environmental, or community aim". The primary mission, which is closely tied to community mobilisation and environmental conservation, is included in the definition. However, whether social enterprises are for-profit or not-for-profit is a point of contention in studies. Viewing social businesses as for-profits for the poor [2] or not-for-profits employing for-profit strategies to raise funds to accomplish their objectives are two common perceptions [3]. Then there are

those who believe that social innovation is the key to achieving social justice. There are also many who believe that social innovation is the key to social entrepreneurship, regardless of whether or not commercial activities are used [4].

Objectives of this Article

1. To study his journey of cradle making.
2. To know the challenges faced by him.
3. To suggest some measures to overcome the challenges.

METHODOLOGY

It is an empirical study, interviewed him by personally and over the phone and articles collected from the secondary source.

Need of the Study

It is very necessary to popularise such local social entrepreneurs who are doing eco-friendly business generation to generation. It is not just a business for them, it is their family traditions, values and principles. And moreover, the family does not look more profit, instead they are having more demand for their cradles. This article mainly focuses on promoting their entrepreneurship in wooden cradle making, create market for them.

Journey of the Wooden Cradle Maker

Prior to independence, this family had indulged themselves in making wooden cradles for new born babies. Niche level social entrepreneur is famous for his art work on cradles and other painting work at Kalaghatagi. There are six generations carrying on this social entrepreneurship business presently 7th generation and 8th generation are woman social entrepreneurs in his family because he is having daughters not sons. Shri Maruti S. Badiger, a social entrepreneur, making wooden cradles along with his family members and meeting the demand of local people and celebrities. Not only making cradles but also he does paintings on temples, mosques and churches in all festivals of all religion, making Ganesh and Gouri idols for meeting his livelihood. Presently all family members involved in meeting demand in time. Demand is more but expected profit is less and sky high satisfaction in their work [5].

High Profile Customers

1. Celebrities: DR. Rajkumar family bought and sent it to America,
 - Shri Pawan, former minister of Davangere
 - An actor, Chiru Sarja for his son
 - Janardhana Reddy bought and sent to Dubai
 - An actor, Ambarish bought and sent to Singapore
 - PWD Engineer, Bangalore bought and sent to Malesia
 - Exported to Goa, Tamilnadu, and Nellore palace
 - Hangyo Company one of the Partner Mangalore bought the cradle
2. Local customers

Income and Expenditure of the Business

More of Satisfaction and Happiness and Less of Profit

1. No loan was taken for running the business because of poor capacity of payback.
2. For a single cradle, expenditure is maximum 35,000 profit is Rs.5000 after deducting expenses (depends on design and size).

3. For local demands very lesser profit.
4. Business is for meeting the customers' satisfaction and giving happiness for their new born babies nor the profit.
5. They use color of the aura, the life of this color is 100 years once it is applied on cradle the paint won't fade. It costs Rs.1000/kg. It is applied through fire.

Recognitions and Rewards

Celebrities bought his cradles but they gained more publicity in YouTube channels and newspapers than entrepreneur name, talent and devotion.

1. Mass communication and public relation department recognised them and promoted his entrepreneurship.
2. Local newspapers, magazines and news channels promoted and praised them.
3. Shilpkala Academy awarded him for his colorful work on cradles.
4. Shilpkala Academy conducted fair for artisans and entrepreneurs. This family alone has participated in this fair, and gained new customers.
5. Many higher authorities and ministers visited their home for looking their talent and also promised him for upgrading his entrepreneurship. But still promised are not fulfilled (according to his statement).
6. No govt. or private agencies have stretched their hands for promoting such entrepreneurship.

Challenges

In spite of many problems including monetary and other subsidy help they are running their entrepreneurship only because of trusted family tradition, local support and work satisfaction. Other challenges like,

1. They could not meet local poor people demand because of wood cost and their making costs. They could not understand how to make it with low cost and meet local demands.
2. Through bid they used to buy in the forest wood market of Dandeli and Alnavar. Cost of transportation is very high.
3. New generation is interested in making cradles but no proper place or workshops are provided.
4. There is no subsidy and financial aid given for them for promoting their entrepreneurship skills.
5. They are not aware of online market sites for uploading their cradles and attracting the customers. like Firstcry.com, Amazon or Flipkart or Greendigo organic clothing, etc.
6. No continuation of demand because of lack of publicity.
7. Skill, commitment and time is there but no proper support for boosting their entrepreneurship.

Suggestions

1. They only themselves come out of the complexity, instead of social entrepreneurship mindset they become more business minded entrepreneurs.
2. They should get register with District Industry Centre (DIC) then only they could avail of all the facilities of the govt.
3. More scope given to entrepreneurship and starts-ups under skill India. Therefore, they would approach the proper authority for taking guidance and financial assistance.

4. More scope for women entrepreneurs, therefore, now the time for women of that family to lead the entrepreneurship in a proper way.
5. Knowledge should be given to them about to register their goods on online market sites and E-Commerce.
6. Using more technology lesser hurdles for promotion and marketing.

CONCLUSION

Finally, society and neighbour should recognise social entrepreneur, he is one of them. More government support is there in the field of entrepreneurship and start-ups. Tapping is needed in the society to encourage them. Technology is the one of the best tool for self-promotion. The world needs more social entrepreneurs and the ecosystems are also helpful for them to make a difference to society.

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