

Name of the Scholar: Rakesh S

Enrolment no- 13-8259

Supervisor: Prof. Zubair Meenai

Department of Social Work

Title: Effectiveness of Social Enterprises: A comparative Study of Livelihood Programmes.

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Abstract

Introduction: Discourse on social enterprises as an alternative mechanism has garnered a lot of academic attention. In this backdrop the primary aim was to look at how social enterprises differ from conventional development approaches, particularly those based on neo-liberal practices. This research gives an assessment of the practices of social enterprises in the context of the growing criticism against the contemporary practices of development. Hence an important objective of the thesis was to understand the difference of for-profit social enterprises to traditional non-governmental organizations. The research analyzed the variables associated with the dynamics, structures and performance of both social enterprises and NGO's in a comparative manner.. The comparisons as a whole, helps in explaining what are the practices which makes social enterprise a different model and how effective they are in addressing the issues related to livelihood.

Methodology: A multiple comparative case study was selected as the research strategy. Two for-profit social enterprises and two Non-profit organizations (the social initiative of all focusing on providing livelihood services) were selected. Purposive sampling method was adopted for the identification of the social enterprise and Non-profit organization included in the study. Multiple interviews at different levels were conducted from a single organization in order to integrate multiple perspectives. The comparative study emphasized on variance in order to identify the uniqueness of the for-profit social enterprises in the provision of livelihood services

Results and Discussions: The findings of the research indicate that for-profit social enterprises hold out opportunities for the recalibration of welfare practices, especially in the area of livelihood. The assessment of the direction and orientation of the organizations studied indicate

that in many ways it is countering the conventional understanding of how commercial enterprises and NGOs function in the economy, at least in the area of livelihood generation. The characteristics and the processes adopted by the social enterprises to operate in the market were found to be different from the conventional practices of development sector. The findings indicate that the success of social enterprises is attributable to a well-integrated structure. The analysis reveal that the effectiveness of social enterprise in addressing livelihood stems from the amalgamation of smart procedures adopted in organizing the structure, strategy, leadership, human resource systems, financials, governance mechanisms and performance measurement in tandem with the organizational mission and objectives. The world is changing and new structures need to emerge. On one hand social enterprises holds opportunities for creative and diverse way of independently addressing social development issues. However due to the profit making element, there is a possibility that it could be misused to encourage neo-liberal development strategies. The development sector and the practitioners need to careful about drawing boundaries of their activities, so that it should not be dismissed as just another buzzword or the new face of neoliberalism.