

# A Study on Awareness and Opinion towards Social Entrepreneurship among Youngsters

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## Abstract

*Social entrepreneurship is derived through entrepreneurship that can also be called social changes through innovative ideas which collaborate business interest and social awareness, entrepreneurship not only considered on monetary profit it should also include social benefits, awareness towards this social entrepreneurship should develop the attitude to help social changes, it is important to know youth awareness towards social entrepreneurship which will enable the healthy development of Indian economy, in this study researcher objective is to measure the level of awareness among youth towards social entrepreneurship. Ninety-eight samples were collected from young business studies students from various colleges in the Madurai district. SPSS software has been used to find statistical inference.*

**Keywords:** Social changes, Youth awareness, Indian economy, Business interest

## Introduction

Social entrepreneurship is included with social problems; it needs unique thoughts to create ideas because it creates social impact than profit; social enterprise measures it relates to people, planet, and profit often recognized as the triple bottom line. Social entrepreneurship needs some awareness to develop Eco based business. Developing countries like India needs social-based entrepreneurship; when its industries started in India, more youngsters are enthusiastically employed, and many of them have a dream to work in the IT sector; awareness towards social entrepreneurship needs to be increased to increase employability and social welfare.

## Review of Literature

Wilson (2012) explained that in the Neo-Classical economic theories, employees or individuals owned by a company only know the costs and revenues. The company is regarded as the only technical place to achieve optimal production value. As a result, there is no attempt to turn employees into a fulcrum to generate new ideas. At that time, there was no theory of entrepreneur, although many experts believe that emerging various theories related to entrepreneurs.