Scope of Social Innovation in Tribal Development

Ghanshyam Dos, Doa Naqvi

Department of Business Administration, Khwaja Moinuddin Chishti Language University, Lucknow, Uttar Pradesh, India

Abstract

The aim of this article is to study the various field of tribal areas where social entrepreneurs are working. the first introduction, includes social innovation and tribal peoples, the second review of literature includes a small summarization of literature on social innovation in the field of tribal development, the third research methodology, this article is based on secondary data and also includes some research questions which are covered in it, fourth analysis and finding section, we found over 20 enterprises in the various field for tribal development i.e. health, agro informatics, agriculture, financial inclusion, etc. fifth discussion and conclusion.

Keywords: Tribes, Rural India, Social innovation, Health, Tribal development, Social entrepreneurs.

Adhyayan: A Journal of Management Sciences (2023); DOI: 10.21567/adhyayan.v13i1.03

Introduction

The purpose of this article is to study social innovations and social innovators or entrepreneurs working in tribal area for their development. The tribal people live with their old culture, heritage and traditions. They live in every country in the world, in forests or villages away from modern society. Their lifestyle is a living example of that country's ancient civilization and culture.

They depend on forest produce and animals for their food. They do farming and also do animal husbandry. They make many products from the raw materials obtained from forests, farms, and animals, whose demand is very much in their village or country and abroad.

Like the rest of the world, the tribal population is also found in India. Some of them live in villages near cities. They are aware of modern civilization. Some people live in their villages situated amidst dense forests. They are not ignorant of modern civilization. This is why India is called the country of those villages where 85% of the country's total population lives.

After India gained independence, there has been a lot of development in every field. Now the road of every village is connected to the cities. But tribal people are still deprived of modern basic amenities like education, electricity, drinking water, health care, transport and communication, etc. (S. Sindhi; 2012).

These facilities are not important for the tribal people living in the forests because even today they get their necessities like food, medicines, clothes etc. from the forests. Because only food is important for them, then

home, then clothes. If someone explains to them that there are many things over food, they will also start using these facilities.

For example, the Mursi tribe of Ethiopia is one of the most dangerous and cannibal tribes in the world. These people did not allow outsiders to enter their areas, but when they came in contact with outsiders continuously, they allowed them to come into their areas. Now they take money separately for coming to their area, for taking photos of children, family photos, interviews etc. To protect their family and clan, they have now started using modern weapons like AK-47 except traditional ones.

On the other hand in India, people who follow Naga Sadhus or Aghor sect. Those from every caste of modern Hindu society join this cult. They worship Mahakal (Lord Shiva) to get salvation in this life. For this, they live in cemeteries and heat their bodies with the fire of pyre. They eat corpses and rice by cooking in the human skulls of those who live in a semi-naked or fully naked state and rubbing the ashes of the pyre on their bodies. And they stay away from modern society, but now it is their

history. But now they use modern technology such as mobiles, laptops, motorcycles, air conditioners, etc., and follow their original culture and heritage.

The above two examples prove that they are ready to use them if they make them aware of modern goods and services without any damage to their tradition and social structure.

Social innovators or social entrepreneurs are those people who work with tribal and villagers by building goods and services according to their needs with the available resources around them. The process adopted by them is called social innovation.

Schumpeter J first used the term "social innovation" in English, business, and education literature. In 1939, he defined it as a process of creative destruction to bring new combination of resources to political, business and cultural environments. "Social innovations are viewed as an innovative solution to pressing social problems that creates employment, new industries, and business models" (B.Punita, Ahmed and Rumi;2016, Sarah H. Alvord;2004, Phills, Deilmeier, and Miller;2008,), This means that social innovation has been seen as a permanent solution to the social problem by creating new business models, industries and jobs. "Social innovation is the process of institutionalization of social welfare thoughts, which is determined by the social movements or due to a loosely organized group of interested peoples" (Tynjälä and Nikkanen; 2007) This means that social innovation brings social change with the help of bringing socially changing ideas to institutional practices. The existing definition of social innovation is the process that resolves unresolved social problems in a way, often by shaping new types of social relationships (levesque;2013).

Bringing these reformist ideas into social business known as social innovators or social entrepreneurs, there are many social entrepreneurs in India who are working in Indian tribal/rural communities for their development i.e. Under the mango tree, AYZH, RTBI, Rang Sutra, Frontier Markets, Mann Deshi Foundation, tribes for good, Vivekananda Girijana Kalyan Kendra (VGKK), etc. These institutions are working not only for skill development but also in education, women empowerment, poverty alleviation, health and sanitation. The main objective of this article is to study tribal skill development and also to suggest a new area of skill of tribal people.

Review of literature

As the world is well aware that India is a democratic and independent country, the Government of India is focusing on the betterment of the citizens, whether Prime Minister Pandit Jawaharlal Nehru the five-year plans or the present Prime Minister Narendra Modi the self-reliant India plan. All these schemes provide an opportunity for the development of the country and the people. The benefit of which is also visible on the Indian economy.

Just as no country in the world can be complete without rural or tribal people, similarly India also has 65% of the total population living in rural areas. These people are mentioned in the Indian Constitution as Scheduled Castes and Scheduled Tribes.

As the Indian Census 2011, there are scheduled caste (16.2%) and scheduled tribes (8.2%) of the total population. The highest scheduled caste population in Punjab (28.9%) and scheduled tribes (94.5%) in Mizoram state. Indian constitution has more than 20 articles for the tribal people and their upliftment of the underprivileged with policies on positive discrimination and affirmative action with reference schedule tribes' people, which are collectively providing many opportunities for their upliftment whether its education, politics, jobs, legal, and land security, etc. Indian government carried out land reform in the early 1960s did succeed in reducing the absentee landlords too much status, just as the combination of low taxation (Joshi *et al.*, 1968; Rao, 1966) and new development inputs have given rise to a new rural elite (Rosen, 1967).

Indian government ensures livelihood for them near to their native places so Indian land reforms applied to ensure land security to provide proper financial services to the Indian government. Nationalized keeping it in mind, the government of India established the Reserve Bank of India in 1935 to issue the currency note and regulated commercial banks and nationalized it in 1949. In the same way, the Indian government nationalized commercial banks from 1949-1976 with the provision of opening a branch in the rural area. But these banks asked for much documentation by the poor to avail a small loan compared to the rich ones, in this way rural uneducated people fear from banks, in this way, there were many lenders still exist and lend money at a high rate of interest. In return, they were more exploited by the moneylenders.

To remove money lenders and create competition in the rural banking sector Indian government started establishing regional rural banks in every village. Model of these banking systems based on the Gramin banking model of professor Yunus Khan from Bangladesh. To regulate these banks Indian government separated

the Reserve Bank's Department of rural development and established NABARD (National Bank for Agriculture and Rural Development). Now NABARD is fully focused on supporting rural development through various interventions, including assistance to enterprises and organizations working in agriculture or rural areas. Indian states are also working in the field to provide easy finance to the poor, so cooperative banks operate at the state or district level while Primary Agricultural Cooperative Societies (PACS) are local. There are 32000 Regional Rural Banks and Schedule Commercial Banks, 14000 Cooperative banks, 98000 PACS, and 154000 post office branches (Basu and Srivastava; 2005).

Apart from this rural area still lacking in formal banking system, the Indian government adopted the concept of microfinance, which was coined by Bangladesh's Nobel Laurent social entrepreneur prof. Mohammad Yunus, who classed it as social innovation. It enabled millions of pours to access funding to set up micro-enterprises (Bernasek and Stanfield 1997; Bornstein 1996). The poor people are considered risky by commercial or rural banks because of the default risk of rural households living on the margin of society. However, microfinance has made substantial progress in proving that the poor are indeed bank-worth clients (Yunus, 1999).

Microfinance has introduced a remarkable financial innovation in credit delivery, it makes claims to empower poor women economically and socially and transformed structures of subordination and social relations through ' solidarity' group formation (Rankin 2002; Mosley and Hume 1998). It also facilitates group loans for poor and marginalized people to develop income-generating activities (Alvord, Brown and Christine, 2004). Now Indian government has instructed banks to start lending with help of SHG model of credit lending, as a result, the most common microfinance model in India is the self-help-group (SHG) model in which credit lent to small self-formed village group, a reason for the strong prevalence and popularity of the SHG model is that it relies on the already existing rural banking system which was already well build up in the rural area (Basu and Srivastava;2005). It can be a strong asset for social enterprise in an area. Gramin phone, for example, is emulating the village bank concept in bringing mobile telephony to the poor in rural Bangladesh (Quadir, 2003; Malaviya, Singhal, Svenkerud and Srivastava, 2004).

Micro financial institutions in India may have specific implementation problems (Iyengar, Quadri *et al.* 2010; Musa and Khan 2010), due to the different geographical, demographic, and economic conditions of Indian villages. But they are working more efficiently in India and consumers are satisfied with microfinance institutions' service (G.Dos; 2020).

Indian government started a scheme to restrain rural-to-urban migration for short time jobs in cities, to provide job in their native places which know as National Rural Employment Guarantee Scheme (NREGS) (Kannan; 2006), which enacted in 2005, in particular, is considered a milestone in social and employment policy that is rights-based and inclusive and is among the most ambitious, demand-driven employment generation Programme to benefit the rural poor in the world (Zepeda, McDonald, Panda, & Kumar, 2013). This scheme could substantially reduce the insecurity of India's vast rural population. In practice, the early reports on the MGNREGA suggest that relatively well–governed states, such as Kerala (Jacob and Varghese; 2006). Mainly Indian rural in their farm activities, for non-farm activities, they used to work in various activities i.e. collection of forest products, brick making, labor, small agro-based industries, etc., their industries based on their local resources, for better values of their products or the value co-creation (Prahalad and Ramaswamy, 2002) with the effort of cooperating NGO collaboration (Dahan *et al.*, 2010) living labs for open innovation rural settings (Schaffers *et al.*, 2007).

In the year 2009, NABARD set up a rural innovation fund 'to support innovative, risk-friendly unconventional' experiments in farms, non-farm and microfinance sectors to promote livelihood and employment in rural areas (Sharma, S. Vohra, N.; 2020). In this row Indian government's Department of Science and Technology (DST), Ministry of Small and Medium Enterprises (MSME), and Small Industrial Development Bank of India (SIDBI) have undertaken various initiatives toward supporting small enterprises (Sharma, S. Vohra, N.; 2020). And Indian government founded the national innovation fund (NIF), which based on Honey Bee Network's philosophy and made it an autonomous body under the Department of science and Technology, which works to support, document, and develop commercial innovation in rural areas to benefits of Indian people and others (Gupta;2012). There is much diversity in perspective, approaches, capabilities, area of strength, technologies developed for rural areas, and even the methods of utilizing DST support grants, which has been a strength as well as a limitation(DST;2008). As a subject of innovation adoption, research is spread across many disciplines- anthropology, early and rural

sociology, education, public health, medical sociology, communication, marketing, management, geography, and many more (Rogers; 2003). It's always seen around the world that small and medium firms, often located in rural areas and small industrial cities and towns play a key role in producing 'below-the-radar innovations' (George *et al.* 2012). There are several schemes especially focused on agro-based innovation such as the Ministry of rural development's Council for Advancement of People's Action and Rural Technology (CARPART), which runs an 'Advancement of Rural Technologies Scheme (ARTS).

Social innovations emerge in resource-constrained environments such as the rural areas of Brazil and India (Bornstein, 2004), Creating challenges in mobilizing financial and human resources (Dorado, 2006). Indian Institute of Science (IISC) is working on innovation in alternative building materials, environment and water treatment technologies, interacted habitat development and architecture, and renewable energy and recycling, IISC has had success with many rural programs, including the use of stabilized mud blocks as a low carbon emission alternative for wall construction, new designs in fuel-efficient stoves and biomass-based biogas plants (Mirvis P., Googins B. and Kiser C.). To provide health services to rural people an innovative outreach program the 'ArogyaParivar' launched by Novartis, exemplifies a private-sector health service delivery model (Singh M.G., Gambhir A. and Gupta D.J.; 2011). One has been making a demonstrable impact on the lives of marginalized rural farming communities on the triad of social enterprise, social innovation, and free and open-source software, the case of Mahiti InfoTech's FOSS-based OurCrop social innovation for rural farming communities (Bhatt P., Ahmad A.J., and Roomi M.A.;2016).

General Engineering's frugal "pay per use" pricing and just-in-time delivery model for radio stop providing PET/CT scan equipment for cancer diagnosis in rural areas (Radjou, Prabhu, and Ahuja, 2011). Rural poverty is a significant socioeconomic issue and over 650 million individuals or 70% of the total population living in rural India, are estimated to live below the poverty line (Poon, 2011). To bridge the digital divide for the rural poor, many ICT for development initiatives were initiated in several states of India by local governments, large corporations, and non-government organizations(NGOs) (Prakash and De, 2007; Madon, 2005). It proved to be a failure in many types of research of association with government-supported ICT-based projects such as e-governance projects in public health and nutrition programs in the

Indian state of Karnataka and Telecentres in rural India (Best and Kumar, 2008; Madon, 2005).

The Indian rural poor as "access to information is one of the arrangements that society makes (beings education and healthcare) which influences the individuals' substantive freedom to live better" (Sen, 1999, pg.39). In the case of rural and agricultural development, the importance of social capital, perceived as the willingness and ability to work together, has been focused in the case of technology options such as water shade, irrigation management, and integrated pest management strategies (Parthasarathy D. and Chopde V.K.). Jagdishsheth, writer of the famous book 'Chindia Rising' has changed the 4Ps (product, price, place, and promotion) of traditional marketing into 4As (awareness, accessibility, affordability, and acceptability) are essential for rural market development, success in the market depends on bringing the total cost of ownership down for the package solution offered by the firm that may comprise all or some of them (Singh M.G., Gambhir A. and Gupta D.J.; 2011).

As we know in rural India, there is an uneven distribution of electricity and other resources that's why Godrej India, made a portable, light-weight refrigerator, 'Chotu Kool' that is both affordable and effective, it enables the rural household to cool drinks and store food for some time, saving both food and time for women (Singh M.G., Gambhir A. and Gupta D.J.; 2011). In the same way vortex's ATM a solution for rural India is easily portable, consumes 90% less power than standard ATMs, and doesn't require air conditioning. The machine has been customized to take into consideration the infrastructure and power problems in rural India(Agnihotri A.; 2015). The Indian government has encouraged entrepreneurship by providing the training and facilities to succeed, particularly in rural areas.

Another study by Jhunjhunwala (2002) gives examples to successful small entrepreneurs. The author points out that in many parts of India, especially in rural areas, small entrepreneurs are engaged in the business of running public call office (PCOs), cable TV operators in rural areas are mainly small entrepreneurs who are less well-trained people providing better services using far more complex technology than that used by better-trained technicians (Jhujhunwala, 2002). These entrepreneurs have led to the development of some successful products, such as Jaipur knee and embrace baby incubators. Examples of basic and applied research that can be commercialized in a frugal number are initiatives at the Indian CSIR labs (Granqvist K., 2016).

The labs conduct applied research and have developed technology applications and pro-poor products for rural India (Utz and Dahlman 2007: 107). Dalit movements in different parts of the country regularly protest the brutal treatment at the hands of Hindu upper castes. Domestically, Dalit groups are far better organized, with greater grassroots support in rural and urban areas compared to women's groups(Jalali R.; 2008). "When you are selling a brand new product or service to the rural poor, you are selling a never-before-seen big ticket item to the world's hardest-to-reach and most risk-averse customers," said Fisher (Milligan K. and Schöning M.; 2011).

RESEARCH METHODOLOGY

Finally, we can say that there is much developmental work going on in the tribal area in India, and social entrepreneurs also working in the various field for their development. During the literature review, there are some research questions come out

1. What is the various field where social entrepreneurs work?
2. What is the working process of social entrepreneurs in tribal areas?
3. What are the main issues to force them to work in tribal areas?
4. How they impart in the skilling process?

During the review of the literature, we found more than twenty social enterprises are working in the field of tribal development. They are working in the field of education, health, employment, renewable energy, agriculture, agro-based product, incubation, women empowerment, etc.

Analysis and finding

Tribal people are the normal people who living in the country. They want everything and services for their living, producing and developing in their locality.

Health and sanitation

As we all know that tribal and scheduled caste people live in remote rural areas and forests,Where governmental and non-governmental facilities are lacking. In such a situation Pregnant woman who is about to give birth to her child. They do not admit her to any hospital. She is forced to give birth to her child unsafely with the help of an experienced old lady or midwife. Because of this no one knows how many women die while giving birth to a child.

Keeping this in mind, ZubaidaBai (ayzh)started her institution in 2010 in Chennai and also gives birth kits to midwives and trains them. So that poor women can give birth to their children safely. Similarly, Dr. Venkateswamy saw that the problem of eyes is increasing in poor people. But due to not being able to afford the expensive treatment of private hospitals, they are becoming blind day by day. Therefore, he established Arvind Eye Care in 1976, where every treatment for the eyes of the poor is free, free counseling, training, eye bank services etc. are available.

SEWA, VGKK, Novartis, MahitiInfotech, etc. also have some organizations working in the health sector.

Women empowerment

In 2011, Ajaita Singh established an organization named Froentier Market. This mainly aimed to establish a women-centric and empowered women's institution. Similarly, in order to make a major part of her family by earning bread for herself, Chetana Singh established the Mann Deshi Foundation in the year 1997.

Banker Roy founded Barefoot College in 1972, in which rural women are trained with informal, practical education. The institute's main objective is that a trained woman will leave the institute, train the society with her family, and motivate her to self-employment.

Jaswanti Ben and Jamna Das Popat founded the Sri Mahila GrihaUdyog, run only by women and their self-help groups. Currently, their product Lijjat Papad is in great demand not only in the country but also abroad. The current 43,000 employees are employed in this institution.

Ella Ramesh Bhatt started her organization SEWA (Self Employed Woman's Association), which works for women's self-help and self-reliance at both personal and social levels in economics and decision-making.

Renewable Energy

India gets abundant sunlight throughout the year due to its geographical location, be it Jammu and Kashmir or Andaman-Nicobar, Rajasthan or Assam. And we also know that electricity and natural gas stoves have not been reached in many villages of the country. Whereas our Prime Minister has given subsidies along with financial help under the Kushum Scheme to promote the use of solar energy. Similarly, to promote the use of natural gas in villages, Ujjwala is running the scheme, which provides free connections and gas stoves and gives subsidies on the purchase of gas. But even then, these facilities have not reached many villages, even today they use kerosene oil or animal fat in lamps to illuminate their homes and uses wood to cook. To promote the use of solar energy to these rural people

and improve their standard of living, Harish Hande founded SELCO Solar India in 1995. This company provides low-smoke-emitting stoves and solar lamps to the poor. We also know very well that India's banking system is one of the largest banking systems in the world. And provide plastic money i.e. debit cards and credit card to its rural customers. But due to the power problem, banks were not able to arrange the ATM machine in the village. The solution to this problem was solved in 2001 with a solar energy-powered or green ATM, a product of Vortex Engineering Company, founded by L.kanan.

Livelihood

We all know very well that tribal and rural people get their food, house, clothes and livelihood etc. from forests and agriculture. The villagers make many kinds of goods and clothes from the raw materials collected from the forests and fields, which is friendly for both nature and body. Many organizations are working to promote cohesion and transactions between producers (rural and tribal) and consumers (urban and foreign people), besides providing employment to many local youths. A similar institution is "Under the Mango Tree", a non-profit organization run by Vijay Pastala. They buy high-quality natural honey from farmers and tribal cooperatives and sell in cities which can be improved and diversified into their livelihood and their income can be improved. Another institution, 'Rang Sutra', was founded by Sumita Ghosh in 2011, whose main objective is to work as a bridge between rural artisans and consumers of the world. The institute allows them to sell their product in the national and international markets and trains them with modern technology and science to improve their work.

MandeepJhanji started an institution called 'Tribes for Good' in 2017 to inspire young people to work in social enterprises and effective businesses at national and international levels. They not only provide job opportunities in social enterprises but also give tribal the opportunity to gain knowledge of modern technology and science.

The 'Vivekananda Girijan Kalyan Kendra (VGKK)' is providing modern education to the tribal as well as bringing work efficiency in their traditional works. 'Honey Bee Network' was established by Dr. Anil Gupta in the year 1979 to work voluntarily in various fields of innovation. Changes in philosophy and knowledge take place over time to keep this network sustainable for a long time. Many organizations are working in this field i.e. Barefoot College, IDEI, Shree Mahila Foundation, etc.

Financial Inclusion

As mentioned above, the Government of India and the Reserve Bank of India are committed to providing financial awareness and services to the villagers. That is why many commercial banks were nationalized. The Government of India and the Reserve Bank set up the National Bank for Agriculture and Rural Development (NABARD) to provide financial services. It acts as the regulator of the Regional Rural Banks, as such, the Reserve Bank acts as a regulator for commercial banks.

After emerging micro-financial institutions under the concept of financial inclusion, many social enterprises are also working in this area. to provide near-field money transfer with a contactless payment system with their payment platform 'Zero', an organization ' A little world' started by SojoyMohanti.' Vortex Engineering' was started by L. Kannan to provide Solar- Powered ATMs at remote rural places of India, where electrification not done it.

Agriculture

As we all know, India is an agricultural country, and due to the use of old methods by the farmers, they cannot earn the expected profit, which is why most of the farmers of the country are living in poverty. Therefore, to provide affordable, high-quality food to farmers and increase the quality of vegetable crops, Amitabh Sadingi established 'International Development Enterprise, India(IDEI)' in 1991, which helped increase rural income.

Shri Mahila Sansthan buys the raw material from the farmers to make its product, 'Lijjat Papad'. Similarly, 'Under the Mango Tree' also buys raw materials from farmers. The 'Rang Sutra' uses raw materials and other things from farmers and uses them for its cottage industry.

'Suminter India Organics' was founded in 2003 by Sameer Mehra to produce high-quality natural organic ingredients and ingredients by creating environmental balance. Today they are working with about 20,000 farmers to grow, reap and preserve organic crops with the best ethical practice.

Agro informatics

'Mahiti Info Tech ' Launched by Sreekanth S.R. In the year 2002, work in healthcare, agriculture, education etc., to encourage and support the transition of the social development sector from home computing systems to cloud-based services.

"Rural Technology and Business Incubator (RTBI)" was started by Umesh Sachdev in 2006 to support startups whose focus is on establishing rural underserved

social segments to leverage information and computer technology.

Vortex Engineering' provides solar-powered ATMs at remote locations where electrification has not yet been done.

The Child Line India Foundation (CIF) was started by JeruBilimoria in the year 1996, it is a nodal agency of the Union Ministry of Women and Child Development as the parent organization for the establishment, management and monitoring of Child Line 1098 across India. This is a 24-hour daily, 365 days a year support and free emergency phone services for children.

Social incubator

All the social innovators mentioned in this article are working in many areas of society. But the thing to note here is that almost all of them have come from the same society in which they are working, this means that they had a solution to the problem of the society but did not have the money to be able to apply on a large scale. Many government and non-government agencies are working for this. She does this with the help of an independent organization for the development of her field, which helps people willing to work in that field with training in every way in setting up their institute. They are called social incubators.

Umesh Sachdev started the incubator RTBI in 2006 in collaboration with IIT Madras to provide information and computer technology to the rural un-reached social segment.

The 'Unltd India' was founded in 2000 by Anshu Bhatia. To understand the ideas of new social entrepreneurs or social innovators, to transform them into a true development artists, to transform their idea into physical form, personal coaching, choosing a coach, fundraiser, and peer learning etc., services are provided under their incubation program.

Education

We know that the tribal people do not want any intervention from outside their communities. They also allow someone to run in their area for a certain period of time. Dr. H. Sudarshan started talking to them in their language to teach them. Then slowly built a hut to live and started teaching some children. But when they saw that the children had signs of malnutrition, they also made arrangements for them to stay and eat in their hut. This led to very good results and later, he established the Vivekananda Girija Kalyan Kendra, now, he is working towards sustainable development of tribal people through rights-based approaches to health, education, etc.

Similarly, banker Roy started 'The Barefoot College' in the year 1972 and also started informal education on campus. Skills enhancement to women, they devised a new way to support a journey to nurture and support one village at a time, one woman at a time. We demolished and decentralized technology and brought new tools into the hands of the undesirable it was aimed at self-reliance and stability.

DISCUSSION AND CONCLUSION

After the above study, we found that many social entrepreneurs with their available resources are working in rural and tribal areas for their development and skills. As we know, India is a multilingual nation, with the majority languages being Sanskrit, i.e., Hindi, Assamese, Bengali, Gujarati, Kashmiri, Marathi, Oriya, Punjabi, Sindhi, and Urdu, etc. Belonging to the Dravidian family, i.e., Kannada, Malayalam, Tamil and Telugu, etc. (Devaki and Kou, 2000). The problem of language is a major difficulty facing international firms and also for national firms, but social entrepreneurs, to some extent, break this limit because they are engaging the local people to the maximum to do local work. In this way, these institutions have very high success rates in tribal and rural areas. We noticed that non-formal educational institutions, i.e. VGKK and barefoot college, have very high success rates and impact their core society.

Tribal people have the right to improve their standard of living with the world with their ethos and practices, as they are also citizens of a respective country. The maximum part of India's population belongs to the Scheduled Tribes and Scheduled Castes, who are living in their low standard of living and income.

Every government before and after independence has been paying special attention to the development of the poor, tribal groups, and scheduled castes. As we saw during the captivity of the country due to Corona pandemic in 2020, India suffered the biggest internal migration in human history, which attracted the attention of not only the Indian media but also foreign media. During this migration, the government, administration, and the common people came forward to help these people. The main reason behind their help is that they are medium, low and backward-class people, the most scheduled caste and scheduled tribe people. Those who came from every village of the country in the cities. To work entirely as factories worker, domestic chores, construction workers, cooks, sweepers, drivers, vegetable vendors, etc. we can say that they carry the entire urban economy on their shoulders.

They feared that if these people do not return to work after the captivity, then who will do work in their factories and homes etc. This problem was also with the government and political parties, if they did not go to help these people at this time, then how will they go to ask for votes in their villages at the time of elections. And will show us the way out of power. We can say that no one can survive without people belonging to the scheduled tribes or castes poor people.

Finally, we can say that social innovation and entrepreneurs are very keenly working for tribal and scheduled caste people in various fields for its education or drinking water. Here we instructed the researcher that this work can be done with the primary data, it can be done after the Covid-19 condition. Research can be done about social innovation's problems and challenges during interactions with tribal people.

References

Dyllick, T., & Hockerts, K. (2002). Beyond the business case for corporate sustainability. *Business Strategy and the Environment*, *11*(2), 130-141.

Mursi Tribe. https://www.somak.com/inspiration/mursi-tribe/
Cannibals india. https://www.thesun.co.uk/news/11783261/pictures-aghori-tribe-cannibals-india/

Ms. Swaleha Sindhi (2012). Prospects and Challenges in Empowerment of Tribal Women. IOSR Journal of Humanities and Social Science (JHSS) ISSN: 2279-0837, ISBN: 2279-0845. Volume 6, Issue 1 (Nov. - Dec. 2012), PP 4

Schumpeter J.A. (1939). Business cycles. A Theoretical, Historical and Statistical Analysis of the Capitalist Process. New York Toronto London: McGraw-Hill Book Company.

Alvord, S. H., L. D. Brown, and C. W. Letts. (2004).Social Entrepreneurship and Societal Transformation: An Exploratory Study. Journal of Applied Behavioral Science 40 (3): 260–282.

Bhatt, P., A. J. Ahmad, and M. A. Roomi (2016).Social Innovation with Open Source Software: User Engagement and Development Challenges in India. Technovation 52–53 (June–July): 28–39.

Phills, J. A., K. Deiglmeier, and D. T. Miller (2008).Rediscovering Social Innovation. Stanford Social Innovation Review 6 (4): 34–43

Tynjälä, P. and Nikkanen, P. (2007).The Role of VET in Creating Innovative Networks and Learning Region in Central Finland. Presentation at ECER 2007 symposium.

B. Levesque (2013). Social Innovation in Governance and Public Management Systems: Toward a New Paradigm? in F. Moulaert, D. MacCallum, D. Mehmood, and A.Hamdouch (eds.), The International Handbook on Social Innovation: Collective Action, Social Learning and Transdisciplinary Research (Cheltenham: Edward Elgar), pp. 23-39.

Joshi, T. M., N. Anhaniah and S. V. Bhende (1968).Studies in the Taxation of Agricultural Land and Income in India. Bombay: Asia.

Rao, C. C. H.(1966). Taxation of Agricultural Land in AndhraPradesh. Bombay: Asia.

Rosen, George (1967).Democracy and Economic Change in India. Berkeley: University of California Press

Basu, P, Srivastava, P and World Bank South Asia Regional Office (2005).Finance and Private Sector Development Unit Scaling-up microfinance for India s rural poor. Washington, D.C.: World Bank South Asia Region Finance and Private SectorDevelopment Unit

Bernasek, A., and J. R. Stanfield. (1997).The Grameen Bank as Progressive Institutional Adjustment. Journal of Economic Issues 31 (2): 359–366.

Bornstein, D. (1996).The Price of a Dream: The Idea of the Grameen Bank and the Idea that is helping the Poor to Change their Lives. New York: Simon & Schuster.

Yunus, M (1999).Banker to the Poor: Micro-Lending and the Battle against World Poverty. New York: BBS Public Affairs

Rankin, K. N. (2002).Social capital, microfinance, and the politics of development. Feministeconomics, 8(1), 1–24.

Mosley, P., & Hume, D. (1998).Microenterprise finance: Is there a conflict between growth and Poverty alleviation? World Development, 26(5), 783–790.

Alvord, H. S., Brown, D. L. and Christine, W. L. (2004).Social entrepreneurship and societal transformation: An exploratory study. Journal of Applied Behavioral Science, 40: 3, pp. 260–82.

Quadir, I. (2003).Bottom-up economics. Harvard Business Review, 81(8): 18–20.

Malaviya, P., Singhal, A., Svenkerud, P. J. and Srivastava, S. (2004).Telenor in Bangladesh: the prospect of doing good and doing well? Case study. INSEAD, Fontainebleau

Iyengar, K. P., N. A. Quadri and V. K. Singh (2010). Information Technology and Microfinance Institutions: Challenges and Lessons Learned. Journal of Electronic Commerce in Organizations 8(2): 1-11.

Musa, A. S. M. and M. S. R. Khan (2010).Benefits and Limitations of Technology in MFIs: Come to Save (CTS) Experience from Rural Bangladesh. Journal of Electronic Commerce in Organizations 8(2): 54-65.

DOS.G (2020).Role of social innovation in micro finance. presented in the 6th International Management Conference, organized by Fortune Institute of International business, New Delhi,16-18,2020

Kannan, K.P. (2006).Employment and Social Security for the Working Poor. Two Major Initiatives in India. National Commission for Enterprises in the Unorganized Sector, Government of India, New Delhi.

Zepeda, E., McDonald, S., Panda,M., & Kumar, G. (2013). Employing India: Guaranteeing jobs for the rural poor.

Washington, DC: Carnegie Endowment for International Peace.

Jacob, A. and R. Varghese (2006).NREGA Implementation I—Reasonable beginning in Palakkad, Kerala. Economic and Political Weekly, Vol., pp. 4943–4945.

Prahalad, C. K. and Ramaswamy, V. (2002).The co-creation connection. Strategy and business, pp. 50-61

Dahan, N. M., Doh, J. P., Oetzel, J., and Yaziji, M. (2010). Corporate-NGO collaboration: co-creating new business models for developing markets. Long Range Planning, (43:2), pp. 326-342.

Schaffers, H., Cordoba, M. G., Hongisto, P., Kallai, T., Merz, C., and Van Rensburg, J. (2007).Exploring business models for open innovation in rural living labs. Retrieved November 20, 2013, from http://researchspace.csir.co.za/dspace/handle/10204/1583

Sharma,S. Vohra,N. (2020).Incubation in India – A Multilevel Analysis. IIMAW. P. No. 2020-03-01

Gupta, Anil K. (2012).Innovation, Investment, Enterprise: Generating Sustainable Livelihood at Grassroots through Honey Bee Philosophy. IIMA Working Paper No. 2012-06-04, June 2012.

DST (Department of Science and Technology, Government of India). 2008. "Science, Technology and Innovation Policy 2013." http://www.dst.gov.in/sti-policy-eng.pdf

Rogers, E.M. (2003).Diffusion of Innovations. 5th edition. New York: The Free Press.

George G., MacGaham A. M., Prabhu J. (2012).Innovation for Inclusive Growth: Towards a Theoretical Framework and a Research Agenda. Journal of Management Studies, 49(4): 661 – 683.

Bornstein, D. (2004).How to Change the World: Social Entrepreneurs and the Power of New Ideas. Oxford University Press, Oxford

Dorado, S. (2006).Social entrepreneurial ventures: different values so different processes of creation. Journal of Developmental Entrepreneurship, Vol. 11 No. 4, pp. 319-343

Mirvis P., Googins B. and Kiser C. Corporate Social Innovation

Singh M.G., Gambhir A. and Gupta D.J. (2011).Innovation in India: Affordable Innovations.

Bhatt P., Ahmad A.J., and Roomi M.A.(2016).Social innovation with open source software: User engagement and development challenges in India. Technovation (2016), http://dx.doi.org/10.1016/j.technovation.2016.01.004i

Radjou, N., Prabhu, J., and Ahuja, S. (2011).Use Jugaad to Innovate Faster, Cheaper, Better. Harvard Business Review. Retrieved December 2, 2013, from http://blogs.hbr.org/2011/12/think-like-an-indian-entrepren

Poon, D.(2011).The Emergence and Development of Social Enterprise Sectors. At: (http://repository.upenn.edu/sire/8/), 2013(lastaccessed19.12.13.).

Prakash,A.,De,R.,(2007).Importance of development context in ICT4D projects. Inf. Technol. People 20(3),262–281.

Madon, S., (2005).Governance lessons from the experience of Telecentres in Kerala. Eur.J.Inf.Syst.14(4),401–416.

Best, M.L.,Kumar,R.,(2008).Sustainability failures of rural Tele centers: challenges from the sustainable access in rural India(SARI)project .Inf.Technol.Int.Dev.4 (4), 31–45.

Sen, A.K., (1999).Development as Freedom. Alfred A. Knopf, Inc, New York.

Parthasarathy D.and Chopde V.K. Building Social Capital: Collective Action, Adoption of Agricultural Innovations, and Poverty Reduction in the Indian Semi-Arid Tropics.

Agnihotri A. (2015).Low-cost innovation in emerging markets. Journal of Strategic Marketing, 2015, Vol. 23, No. 5, 399–411

Jhujhunwala, A. (2002).Challenges in Rural Connectivity for India. A report by the Indian Institute of Technology, Madras.

Granqvist K.(2016).Policy brief: Funding frugal innovation: Lessons on design and implementation of public funding schemes stimulating frugal innovation. PP 1-29

Utz, A.,andDahlman, C. (2007).Promoting inclusive innovation in India . In M. A. Dutz (Ed.), Unleashing India's innovation: Towards sustainable and inclusive growth (pp. 105–128). Washington, DC: World Bank.

Rita Jalali (2008).International Funding of NGOs in India: Bringing the State Back In. Voluntas (2008) 19: PP 161–188

Milligan K. and Schöning M. (2011).Taking a Realistic Approach to Impact Investing. innovations / Impact investing volume 6, number 3 PP 155-166

ZubaidaBai/ http://www.ayzh.com

Dr. Venkateswamy/ https://aravind.org

Ajaita Singh /https://www.frontiermkts.com

Chetana Singh /https://manndeshifoundation.org

Banker Roy /https://www.barefootcollege.org/

Jaswanti Ben and Jamna Das Popat /http://www.lijjat.com/

Ella Ramesh Bhatt /https://sewabharat.org/

https://onlinekusumyoujana-reg.org/

https://pmmodiyojana.in/ujjwala-yojana-list/

Harish Hande /https://www.selcofoundation.org/

L.kanan /https://vortexindia.co.in/

Vijay Pastala /https://www.utmt.in/

Sumita Ghosh /https://rangsutra.com/

MandeepJhanji/https://tribesforgood.com

Dr. H. Sudarshan/https://www.vgkk.org/

Dr. Anil Gupta /https://www.honeybee.org/

SojoyMohanti /https://www.alittleworld.com/

Amitabh Sadingi/http://www.ide-india.org/

Sameer Mehra/https://suminterindiaorganics.com/

Sreekanth S.R. / https://www.mahiti.org/

Umesh Sachdev/http://www.rtbi.in/

JeruBilimoria/https://www.childlineindia.org/

Anshu Bhatia /https://unltdindia.org/