

The state of social enterprise in India

Social enterprise activity in India is developing fast. We set out to quantify social enterprise activity in India. We surveyed 258 social enterprises and found:

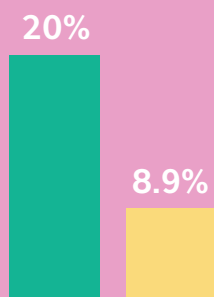
A young social enterprise scene:

The survey responses received from social enterprises showed 57% are five years old or younger. Most social enterprises across regions followed the overall trend of having started after 2010. Leadership is also relatively young: the average age is below 44.

57% under 5 years old

Female leadership:

24% of the social enterprises are led by women, higher than the 8.9% female-led firms in mainstream business/private sector firms.



Leaders



Social enterprises



Mainstream business

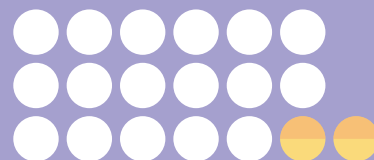
Social enterprise is generating employment:

More than half of the social enterprises create direct employment by employing disadvantaged groups in their workforce, nearly two-thirds work with the objective of creating employment, and more than half provide skills training to vulnerable groups. Social enterprises employ 19 employees on average (17 full-time and 4-part-time). 25% of the full-time employees and 65% of the part-time employees are women.

19

employees on average

17
full-time



4
part-time



25%



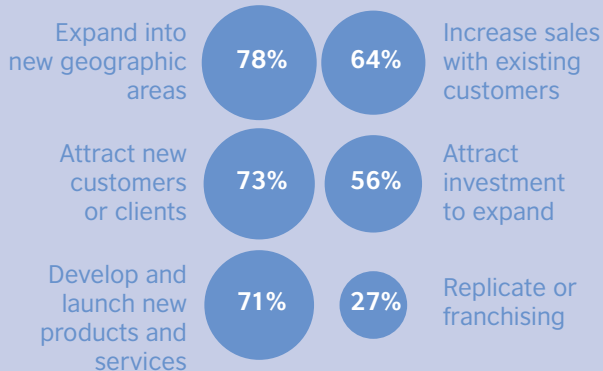
65%



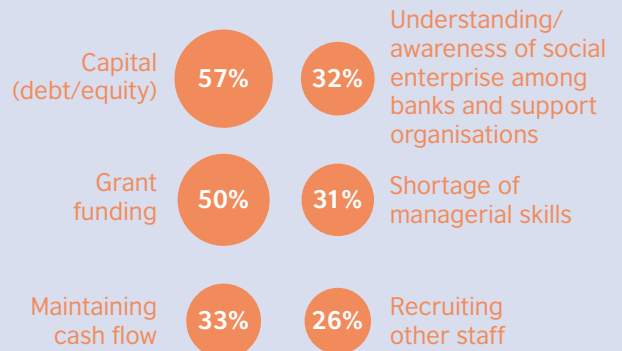
Growth is set to continue:

78% of the social enterprises aim to expand into new geographical areas, 73% of the ventures aim to increase their customer base in the coming years, 71% aim to develop new products/services, 64% aim to increase sales with existing customers, and 56% are looking to attract investments to expand.

GROWTH PLANS



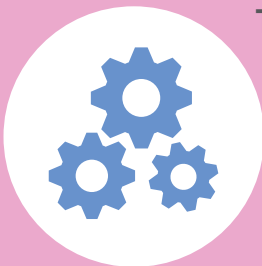
BARRIERS



Social enterprises work in many sectors:

53% of the social enterprises are engaged skills development activities, 30% in education, 28% in agriculture/fisheries/dairy, 26% in financial services and 26% in energy and clean technology.

TOP



Skill Development
53%



Education
30%

MID



Non-Farm Livelihood
17%



Food & nutrition
16%

LOWER



Tourism
4%



Justice,
Rehabilitation
& Human Rights
3%

Social enterprises generate social impact:

Almost 80% reinvest a proportion of the surplus to further their social or environmental goals through growth and development activities. 70% of the social enterprises work with individuals from socially and economically disadvantaged communities, 82% work with women, 31% work with people with disabilities, and 46% work with children. Surveyed social enterprises have supported a total of 150 million beneficiaries over their lifetime.

80%

reinvest to further social or environmental goals

Based on the very small unrepresentative sampling process, there may be as many as 2,000,000 social enterprises currently operating in India, with growth expected

2 million social enterprises in India