The Self Actualization of Entrepreneurs in Government Sector- a Select Study of Higher Level Employees of the Indian Government

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ABSTRACT

An entrepreneur is a person who organizes and operates a business or businesses taking on financial risk. Basic Concept of the entrepreneur is that it organizes, operates for a certain return the focus of the study is on the Government Sector higher level employees. The higher level employees are like Social Entrepreneurs as they work on organizing, operating taking risk and earnestly working on Social and Personal Rate of return. Social Rate of Return means that the return received by the society at large. Personal Rate of return is Self Actualization, Self Satisfaction, Prestige and Honour. They are the social entrepreneurs as they have the power to change the system to enhance the system and in return what they dream of Self Actualization. Hence the paper makes an attempt to understand the Social Entrepreneur Dynamics by evaluating their functioning and communication styles.

Keywords: Social Entrepreneurs, Self actualization, Entrepreneur Dynamics, Social Rate of Return.

I. INTRODUCTION

A social entrepreneur is an entrepreneur who works to increase the social capital. He or she often works on humanitarian ideas and therefore seek organizations working in this perspective. The definition illustrates that Social entrepreneurs unlike other normal entrepreneurs are guided by the idea of working for the masses for very nominal rate of return. The rate of return is actually the social progress index. Such Entrepreneurs are devoted to the cause for the up liftman of a particular cause or sect of the society.

India has made a lot of progress in promoting social entrepreneurship but there is more to be done, The right frameworks, regulatory systems, financial institutions, governing bodies, think tanks and policies should be in place from the said purpose also, large private enterprises and MNCs, should make social entrepreneurship part of overall business strategy. Various countries have employed different approaches to foster social entrepreneurship. The UK, for example has come forward with Social Impact bonds, which is the country's first Social Finance to keep ex prisoners from going back to jail, other areas where these bonds help are criminal justice, Vulnerable Children, health and Unemployment. The US is another country with a vibrant Social Entrepreneurship sector. The country has involved its academic institutions in nurturing the right talent. Looking at Asia, Singapore has been the first country to launch Impact Investment Exchange, a social stock exchange for enterprise to raise capital. In 2007 a report was published by their Government which came out with four broad models of Social Enterprises viz. work integration model, plough-back-profit model, the subsidized services model and the social need model. South Korea was the first country to introduce a law on the promotion of Social Enterprises in 2007 The South Korean government certifies social enterprises so that they can get tax breaks and other subsidies. Similarly countries all over the world are determined to enhance their social entrepreneurship.

As our civilization grows the need for such a type of entrepreneurs are felt more and more. For it is the effort of such experienced people that there is betterment in the society. The capitalist as Economics states that work on the market mechanism to yield a particular rate of return predetermined through the techniques of Capital Budgeting and the product and marketing techniques determined by the most efficient production and marketing managers which is again decided through a great deal of research in the concerned fields. We for the progress of the nation need the existence of all such entrepreneurs and each one of them have contributed to the progress of the country to which they belong.

The Research paper as per the topic concentrates on The self Actualization of Entrepreneurs in the Government Sector- A select study of higher level employees.

II. SELF ACTUALIZATION OF SOCIAL ENTREPRENEURS

As Maslow came forward with his theory of Motivation and he stated that the ultimate Motivational level or the feature which affects a person is his/her Self Actualization which comes later in life as your basic needs are fulfilled and for the immediate dependents in the family a human in his late fifties does not get motivated by anything less than imploring the self and understanding how he/she can do the maximum to the society from which we are coming. When own vision becomes so intense that it not only involves his own self but also the society which now for this person has become 'Self 'in its own way. Such a vision has a Halo effect and it results in the upliftment of the masses.

History has immense instances on such social entrepreneurs, and a lot of study has been done on them. Vinoba Bhave the founder leader of the Bhoodan Movement and a staunch friend of Mahatama Gandhi Ji, who described him as his mentor, redistributed 7,000,000 acres of land to the untouchable landless of India.

The US Environmentalist and conservationist David Browser developed a worldwide network for environmental issues and founded Friends of the Earth, The Earth Island Institute. Susan B. Anthony fought for women's rights for the control of Property in the USA. In Pakistan, Akhtar Hameed Khan founder of grassroots movement for rural communities and low cost sanitation programmes. Maria Montessori developed the world famous Montessori approach to early childhood education .Florence Nightingale the founder of modern nursing fought to improve hospital conditions.

Present day social entrepreneurs Ela Bhatt the founder of the self employed women's Association (SEWA) and the SEWA Cooperative Bank in Gujarat. Mr. Bunker Roy, founder of Barefoot College, which promotes rural development through innovative education programme. Amitabh Shah, founder of Yuva who works for 250,000 underprivileged children mobilizing 100,000 volunteers from different cities. Muhammad Yunus from Bangladesh founder of microcredit and the 'Grameen Bank' was awarded Nobel Peace Prize. Thinlas Chorol founder of Ladakhi women Travel Company worked to bring women into the male dominated society.

Thus, it is seen that all the above cited examples and the other innumerable example have the intense desire to do something for the cause and that actually is for the self for such a deep level of Motivation, the self actualization becomes the basic requirement for without that the urge to work for other which in fact is for self is just not possible.

III. ENTREPRENEURS IN GOVERNMENT SECTOR

In the Government sector the higher level employees and officers are dedicated to their work and they give their utmost to the cause of their work this ultimately leads to the development of a vision within self to work for a bigger cause. These employees are not seeking fame or publicity because by the virtue of their work they have already achieved that level. The intensity to work for the masses or for a cause is intense in them. It is essential that a study should be done on them and they may further be attached to various organization of such concerns to get the maximum social returns. Such Entrepreneurs are motivated only by Self actualization.

(a) Objectives:-
(i) To understand the communication process of the social entrepreneurs.
(ii) To understand Staff and subordinate relation of the social entrepreneurs.
(iii) To know the frequency of interaction within the society of the social entrepreneurs
(iv) To know the challenges facing the government sector.

(b) Research Methodology:-

(i) The study is based on Primary Data. The sample taken was 50 respondents. The approximate total population of higher level employees of Chief Secretary rank and Additional Director General rank is estimated to be 250 all over India, hence a sample of 50 respondents would mean a sample of 20% was taken for the study.
(ii) Questionnaire was mailed to them and was also sent to them along with this data was collected through telephonic interviews. Data was compiled by using the simple statistical tools and using the measures of central tendency.

(c) Analysis:-
A questionnaire was made to understand the Communication Process of the social entrepreneurs.

(d) Level Of Interaction:-
(i) The data revels that in order to achieve the objectives, for whatever cause the entrepreneur is working the communication of these officers is more with the lower level staff as 90% of the respondents indicated this option.
(ii) The subordinates are used for the purpose of carrying out the orders.

(e) Type of Communication:-

(i) 75% of the respondents said that they believe in group speaking with the lower staff, and that is on an average twice a week.
(ii) 75% of the respondents believe that for their own self they are somewhat social.
(iii) Social networking will not improve task completion 90% respondents believe in this.
(iv) Social networking as such is with friends 80% respondents asserted.

(f) Challenges faced by the Government
As per the social entrepreneurs the challenges basically faced by the Government presently are

(i) Unrealistic or conflicting expectations rank 1 given by 80% respondents.

(ii) Incompetency Ranked 2nd by 75% respondents
(iii) Lack of Planning and Implementation ranked 3rd by 85% respondents.

IV. INTERPRETATION

(a) The respondents often speak to the lower staff as the Management thinkers believe that the creation of Vision is not the only task of the leaders or the entrepreneurs but the most important task is to make every person feel and to make them believe that the vision is achievable provided the spirit behind the task is understood. This it can be said be the most difficult task of the social entrepreneurs. Their leadership skills are pronounced in this process. To generate the same spark in others is a challenging job and requires a great level of dedication and reasoning among them so as to ascertain their task in the most significant manner this will help them in sharing his vision with them and to make them understand that to work in for the social cause will yield benefits to them.

(b) The fact that the respondents believe that the group speaking is the most effective way of communicating things with the lower staff is due to the fact that when in group the effect of molding the thoughts and the concept clearance becomes easier as there is a two way interaction with ones superior and with the peer group.

(c) The respondents asserted in the personal interviews that with the subordinates their interaction is there for complying the work and getting the task done as the subordinates of these entrepreneurs are very well motivated and the vision mission of their respective organization is clear in their mind.

(d) The respondents by and large are less social this is because of the reason that when a person interacts with different groups in the society be it personal/family and others, one can construct an index like personal communication index, family communication index, friends communication index, subordinate communication index, acquaintance communication index. A rating scale of 1 to 10m given to them will lead us to think that as the indexes increases so do the time allotment to different categories decreases. Hence, the social entrepreneurs are less social as their cause does not allow them to be so.

(e) Social Networking sites are basically sites which are seen registered for short time and they actually do not help in active learning though passive learning may take place.

(f) The respondents have held and are in high positions in the Government sector and the challenges faced by the Indian Government can be ranked as per follows:

   (i) Unrealistic or Conflicting expectations
   (ii) Incompetency factor
   (iii) Lack of Planning and Implementation

(g) These, are the challenges faced by the government as per the social entrepreneurs as they result in stalling the work of such enterprises and the need is to face these challenges and to solve it as soon as possible.

V. SOCIAL ENTREPRENEURS COMMUNICATION MODEL

Looking at the different variables which were measured in the questionnaire which can be classified into four basic variables to ascertain the social entrepreneurs and their communication skill a communication grid is proposed where the different variables are grouped into four

- Cause commitment
- Subordinate interaction
- Lower Employee Interaction
- Social Interaction

The grid faced in the model show four windows. Analyses of the Windows are as follows:

(a) First Window:-
This window depicts that the entrepreneurs cause commitment is low; Subordinate interaction is Low; Social Interaction is high and lower employee interaction is high. Such a type of entrepreneurs would not yield much result as their commitment is not towards the cause hence they lack the basic purpose and naturally the motivation of self actualization will not be of much help to such entrepreneurs.

Table .1

Lower Employee Interaction (LEI)

Social Entrepreneurship Communication Grid

(b) Second Window:-

This window depicts that the entrepreneurs cause commitment is high; Subordinate interaction is Low; Social Interaction is low and lower employee interaction is high. Such a type of entrepreneurs will give results as their commitment towards the cause compels them with the other attributes high lightened in this window. Such social entrepreneurs are successful in their work. All the various examples cited above would result in such a category. The objectives and the task in front of these entrepreneurs will be the prime concern and will make them progressive and proactive.

(c) Third Window:-

This window depicts that the entrepreneurs cause commitment is high; Subordinate interaction is High; Social Interaction is Low and lower employee interaction is Low. Such a type of entrepreneurs would also not yield good results as their interaction with the lower employee interaction is Low. No organization runs on one person. It's a team work and hence the vision must be made clear to each employee. Hence such a social entrepreneurs in spite of his best intention will not be able to yield result as he fails to mobilize his/her workforce.

(d) Fourth Window:-

This window depicts that the entrepreneurs cause commitment is low; Subordinate interaction is High; Social Interaction is high and lower employee interaction is Low. Such a type of entrepreneurs would also not yield good results as their style of functioning

is more to show off with what they are doing. They are highly dependent on their subordinates, and would always want to throw their weight on them, without having any significant impact on task completion and cause attainment.

The Social Entrepreneurship Communication Grid model is suggestive of different communication methodologies adopted by the entrepreneurs who are basically guided by the principle of self actualization and based on their respective responses the model is proposed.

VI. CONCLUSION

At the end it is held that the social entrepreneurship are the people who are very much wanted in the society and looking at the functioning's of the high level employees working for the same cause the study was conducted and the second window of the model has been the most successful method for Social entrepreneurs.

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