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THE ROLE OF SOCIAL ENTERPRISE IN YOUTH DEVELOPMENT:
EMPIRICAL EVIDENCE FROM KASHMIR

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Abstract:

There is very little data on youths as a framework for theorizing, notwithstanding the emerging research on social entrepreneurship throughout recent times. This paper explores, from the optimistic lens of youth development, the impact of social entrepreneurship on youth development. It discusses how the involvement of young people in social entrepreneurship helps to improve their sense of meaning and purpose. Using evidence through semi-structured interactions with 150 young people with observation methods, this paper showed that social entrepreneurship helps in the growth of youth by promoting social understanding, positive social communication, skill and power. This research paper illustrates current guidance for the future of J&K social entrepreneurship. Together with a total population of 13.6 million, J&K faces structural youth excess. The findings of this study indicate that the need to improve youth management knowledge by applying them with appropriate education as well as career education. It will bring an improvement in the participants' social standing and gradually raise the living conditions of the populace. It is a powerful labour push state via an annual growth in the trained youth force of 6 per cent. By embracing social entrepreneurship to enhance wellness, education, business & other related disciplines,

Introduction:

Social entrepreneurship (SE) is now a significant social and political practice worldwide and perhaps most relevantly, amongst emerging countries in recent years (Chandra, 2017; Desai & Tyler, 2020). Social entrepreneurship has been described as a hybrid approach to organization that incorporates various 'organizational modes' (c.f. Doherty et al., 2014) and enacts a dual goal of creating both economic sustainability and social intent. SE has emerged in Asia in recent decades as an attempt to tackle development challenges (c.f. Leung et al., 2019; Park et al., 2017) and also as a novel educational instrument (Karlidag-Dennis et al., 2020). Although several analytical SE research emerged through discourse on business management (e.g. Palacios-Marqués et al., 2019), public management (e.g. Powell et al., 2019), social work (e.g. Nandan & Scott, 2013), and community development (e.g. Munoz et al., 2015), few works had been conducted to examine youth advancement via their presence in SE; the anomaly is Chandra and Shang et al., 2015 (2017). As young people today need more participation and active involvement and take measures to correct challenging issues, such as through entrepreneurship (Deloitte, 2018; United Nations, 2016), it is indeed critical for lawmakers across the globe to empower young people with a balanced perspective on economic, economic and environmental issues. Youth motive, a field of study in youth development studies (Bronk, 2012; Bronk et al., 2009; Mariano & Going, 2011) and community development studies (Jones, 2017; Pizzolato et al., 2011), has been identified as just a secure and valid intention to achieve something that will be significant to the identity into one and creates positive interaction far beyond individuality with a specific part of the world' (Damon et al., 2003, p. 121). In this paper, we aim to encourage SE scholarship by building on the discourse on youth development (Bronk, 2012; Lerner et al., 2005) to discuss the engagement and experiences of young social and new initiatives and the effects of the feeling of the intent of young people in life. I question in

this paper:' how would social enterprises build a sense of mission among young people? Through semi-structured qualitative interviews with 27 young individuals who engage in 18 social enterprises in Jammu and Kashmir, this study identified five key themes that clarify the processes and results of SE community involvement and establish a conceptual model of youth goals through SE participation. By positioning youth development as the central conceptual framework and as a comparatively recent background of SE study, this article provides a new approach to SE literature. With some recommendations for academics and administrators, we conclude the post.

Literature review

Previous research has also shown that young people could be active participants in their profitable growth (e. g. Damon, 2004). The Positive Youth Development (PYD) theory of Lerner et al. (2005) indicated that even if younger folks provide positive relationships towards the social world's people and organizations, they would be on the route to a successful future defined by remarkable changes to themselves, families, community and society" (p. 12). PYD contrasts with conventional youth service strategies which have only concentrated on issues which younger folks may face while younger, such as drinking, substance use, risks of failure and relative hardship (Larson & Hansen, 2005). The PYD framework stresses young people's latent ability, and the word 'good' in PYD applies to healthy development qualities, such as social and cognitive maturity, self-efficacy, honesty. The PYD perspective was introduced by current youth development studies (e.g. Burrow et al., 2010; Mariano & Going, 2011) as a means of exploring the different ways of enhancing young people's excellently. The PYD research proposes that "development occurs via mechanisms of dynamic, positive correlations between such a person and his or her surrounding world (Lerne .et al., 2005). It is therefore important to explore the situational effects on young people as 'young people, in the sense of particular social, economic

and political contexts and procedures, determine their very lives, prospects and values' (White & Wyn, 1998, p. 314). In specific, the PYD's unique contextual mechanism (Lerner et al., 2011) group settings behavioural rules among youth abilities and environmental properties.

Quantitative studies show that having meaning in life leads to improved human growth in different ways (Bronk et al., 2009). Positive psychological results, such endurance (Machell et al., 2016), emotional well-being (Ryff, 2014), enjoyment (Wong & Wong, 2012), and levels of happiness are correlated with intention, for example (Bronk et al., 2009). Studies also indicate the significance of society and environmental support especially those responsive to the needs and values of young people, in facilitating the creation of objectives (Mariano & Going, 2011; Moran et al., 2012). Quinn (2014) suggested that as young people engage and immediately respond to the local community, distal connectivity to the community can lead to fostering many more intentions. These findings agree with the premise of Liang et al. (2016) that intent is formed by skill and encouragement, in which individuals (relationships), positive social advantages (helping others), enthusiasm (love to do this and inclination (able to do it) are sources of growth for intent. There has been a lack of literature on SE sense of youth and their development, as previously stated. However, on the other side, young people's participation in engaging in SE has increased (British Council, 2019; Deloitte, 2018) to change the environment. Inherently, SE creates an outlet for young people to build meaningful interactions as it consolidates the potential of young people to impact substantive social shift. SE is becoming an innovative way for young people to learn and clinical conditions and agency in recent years since SE allows young participants to behave as active agents of

The shift in local neighbourhoods is more expansive (Kruse, 2018). Importantly, SEs serve as a forum that introduces participants to critical social issues and different disparity (Chandra & Shang, 2017), via which young

people can create successful agencies by engaging in the battle against systemic inequality (Sutton, 2007). Also, recent studies have shown that SE participation could boost the creation of identity capital for young people (Lewis, 2016) and motivate young people with entrepreneurship skills (Chandra & Shang, 2017).

Problem statement

Jammu and Kashmir's current economic condition is ailing. In order to get attention from educational institutions, the research done in this area is minimal and needs further elucidation. Good development in this context may be to incorporate social entrepreneurship as a topic for potential students. Regardless of government youth facilitation services, the educated unemployed population is growing day by day. The state needs support from its youth urgently. The implementation of entrepreneurship would mobilize young people to develop their skills and contribute to the country's economic development. What is the need for social entrepreneurship and its potential in J&K?

Scope of the Survey

- This study will have significant consequences for researchers, policy experts and practitioners in entrepreneurship.
- This study would be useful to recognize on the ground level the importance of social entrepreneurship and its future direction.
- This research would be useful for students to consider the effect and meaning of social entrepreneurship.

Methodology:

The researches given are focused on the idea of Social Entrepreneurship as a response to the contextual problems facing the J&K State. It seeks to discover the role of social entrepreneurship in J&K's growth. The selected years of research are from 2009 and beyond. SPSS 20 testing has been used to gather the data. This work is focused on

descriptive, qualitative and quantitative analysis. The deductive approach, which is a handy instrument for contemporary discourse, has been used to acquire primary and secondary data. This empirical research includes four variables, so each variable has four questions. The sample was gathered from the main campus in Kashmir, including the University of Kashmir Department of Business Administration, Islamic University of Science and Technology Awantipora Kashmir, Central University, of Kashmir, Closed-ended questions were posed in the survey since most participants are unfamiliar to the idea of social entrepreneurship. They made it challenging to determine the responses and fill out the questionnaire, so for this analysis, the Likert scale was used. For data processing purposes, calculating and translating these attributes into quantitative calculation is the main challenge. For this analysis, simple regression and correlation were applied to interpret the findings. From Cronbach's For this analysis, alpha demonstrates a value of 0.89. This is the reliability of the full 150 Sample Size analyses

Assumption

H1: The relation between organizational entrepreneurship and university students is essential.

H2: Social Sustainability influences university students.

H3: The relation between professional development and university students is optimistic and straightforward.

Results and Interpretation

Table 1: Figures for Reliability

Cronbach's Alpha	No of items
0.890	4

Table No: 1 For this research, Cronbach's alpha indicates .89. This is full study reliability, although there are four variables: Social Entrepreneurship, Sustained Growth, Career Development and Dependent University Student

Variable. Social Entrepreneurship Future: Actual Research from the Kashmir Universities

Table 2 Description of Model

Model	R	R Square	Adjusted R square	Std. error
1	0.812 ^a	0.668	0.661	0.5969

a Predictors: (Constant), Career Development, Sustainability Development, Social Entrepreneurship

The data in Table No: 2

Model Summary R shows 81 per cent of the greater extent of the relationship between the variables described by Career Advancement, Sustainability and Social Entrepreneurship among university students. In contrast, R Square shows that 65 per cent of Social Entrepreneurship, Social Entrepreneurship Development, and professional development are closely correlated with the state's young people. Modified R Square illustrates the 65 per cent deal with the model being significantly applied to global independent variables.

Table 3: Descriptive Information

	N	Minimum	Maximum	Mean	St. deviation
Social Entrepreneurship	150	1.76	5.00	4.2934	.74198
Sustainability Development	150	2.26	5.00	4.1434	.70274
Career Development	150	2.01	5.00	4.2184	.68994
University Students	150	1.76	5.00	3.9551	1.00998
Valid N					

Table No: 3 of 150 students from various universities in Kashmir, the descriptive results show the level from 1-SD to 5-SA. The numerous university students get their perspective as they partly agree, while some fully agree with the students as the 4.2 indicates Job Growth. This

demonstrates that students assume that the role of entrepreneurship in career development is productive. The standard deviation of the full sample is a little less than 0; this indicates there is less variation than 1. Other than university students.

Table 4: coefficients

Model	B	Std. Error	Beta	t	Sig.
Constant	-1.101	3.28	-	-3.360	.001
social entrepreneurship	.469	.117	.340	4.022	.000
Sustainability Development	-1.47	.102	-.102	-1.449	.150
Career development	.864	.117	.590	7.410	.000

a. Dependent Variable: Students from universities

Significant relationships have been identified between independent variable career development and social entrepreneurship, while sustainability has noticed negligible relationships, analyzing that students of different kinds feel that this does not affect the viable career.

Table 5: correlations

	Social entrepreneurship	Sustainability development	Career Development	University Students
Social entrepreneurship	1	.707**	.779**	.727**
Sustainability development		1	.661**	.528**
Career development			1	.787**
University students				1

Correlation is significant at the level of 001 (2-Tailed)

Correlation is significant at the level of 005 (2-Tailed)

Table No: 5 Database analysis, while all variables are not relevant because with the 0.01 scale correlation. University students with 78 per cent and 52 per cent of the lowest

importance shows for university students and sustainable development are closely linked to job growth.

Limitations & Assessment

Since this study is self-funded, and the study was carried out separately, there are certain constraints. The researchers initially obtained the information and carried out a pilot survey. Besides, for this analysis, conveyance and random sampling were carried out as the data was collected from confined universities in Kashmir due to budget and schedule management. Moreover, consume much time; some of the participants were not able to fill out the questionnaire. At the first point, the researcher has selected the sample size 400 from the target population, but students were unwilling to answer due to unconsciousness and new concept.

Conclusion:

This research paper aims to analyze the current level of empirical research, its effect on social entrepreneurship and to highlight its significance. The possible context for future theoretical development & testing is given in this paper. In order to analyze the data available, the study analyzed different national & international articles. Furthermore, the authors explored various social entrepreneurship schools of thought to uncover definitional uncertainties and provide a context that can classify the research. The primary aim of the report is to find inaccuracies in research and produce insights for potential research work. It reveals that social entrepreneurship as an area is in inception in Kashmir (J&K) and the data obtained at this point can be summarised as follows: there are a specific number of empirical studies, especially in the area of exploring, with a limited quantitative research approach. Future of Social Entrepreneurship: Empirical Evidence from of the Universities of Kashmir There is indeed a lack of systematic hypothesis testing, designed to simulate existing field research which has been implemented, the use of actual information takes precedence, and research is focused on a relatively limited data

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