

Swadisht: making social impact by micro-enterprise

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Abstract: The field of social entrepreneurship has gone through a significant gradual growth as more and more people are incorporating their business ideas with societal wellbeing and sustainable solutions with money-making. A social enterprise can be set apart from traditional entrepreneurship due to the addition of working towards a noble cause with industrial ethics of money making [1]. Merging e-commerce with social entrepreneurship can empower social organizations to make an impact. E-commerce makes it possible to reach the point of having global customer base and who can direct their purchasing power to a social cause. In this study, we will be discussing on our social enterprise venture of SWADISHT, an online platform that will has helped house-makers, senior citizens and other households make a name for themselves and to arise out of dependency. Also, we will be reviewing the relevance of small businesses/firms in social entrepreneurship by eradicating social pressures and bringing positive externalities.

Keywords: Social enterprise, e-commerce, food service, entrepreneurship, micro-enterprise

I. INTRODUCTION

Social entrepreneurship has principles which are different from the conventional principles of entrepreneurships. Its essence is more than philanthropy as it demands for a long term sustainable solution, which can solve the communal problems, help them thrive and also make profits so as to maintain a solid foundation [2]. Increase in the number and the types of problems that are put against the society have lead to rise in challenges which requires an alliance of Government and private organisations. To achieve this cooperation, social networking could be used to build networks across all sectors globally. Having a strong network with different clusters can help get varied skill personnel and a chance of significant growth in social capital [3]. This way, we can start small but provide big contribution. Heavy industrialization has affected the development of small firms from both rural and urban areas leading to a decline in empowering transformational progress within a society. The fundamental of creating money and being updated with the market value by adapting any working method, which does not necessarily help with the ongoing environmental or social problems, has caused problems in maintaining a sustainable lifestyle, caused inequalities, social conflicts and poor framework for small businesses. There is a lack of research in this field of entrepreneurship which could show the influences of both, big and small businesses on economic development as well as living conditions. Small enterprises have been considered to be contributing substantially to the economic growth in developed and developing countries. Considering a report of European Gross National Product, approximately 26 million Small and Medium sized Enterprises (SMEs) have provided employment to 109 million people and constitute to two-third of EGNP. They provide more flexibility, adapt to changes in short time and have the potential to reach high production opportunities [4]. The Internet has made it possible for small business to gain access to an information infrastructure larger than that owned by any major corporation. Indeed, the Internet allows small businesses to communicate as widely with individuals or trading partners as any large corporation can [5]. E-commerce originated in the U.S.A. and the diffusion of the Internet and e-commerce was fast, breaking out into a continually interconnected global community. For this reason, after less than ten years people all around the world understood the importance of this new instrument, not only for society but also for the economy [6]. ECommerce is providing useful resource for growth of microfinance and MSME's. The positive effects of ecommerce can be magnified beyond purely commercial growth to have a profound impact on all aspects of rural community [7]. Digital technology has just started growing and it will continue to grow at a rapid rate and with the effect of this so will the various other industries, including the food delivery industry [8]. Online food delivery is particularly prescribed in countries that are still developing as technology and consumer preference are still modifying. According to the studies, 50.8% of people order food delivery service because they do not prefer to cook, as it allows customers to have food delivered straight to their home or office in less than an hour [9]. This is where we base our start-up, SWADISHT which will be an online platform that will sell traditional Indian snacks as the product made by people who have the necessary skills to produce and sell such items but are unable to access internet or are not well acquainted with it.

II. 1. PROBLEM STATEMENT

Our work's aim was to bring about positive outcomes, starting from our neighbourhood during this pandemic period when most businesses are facing huge losses, and are even forced to shut down due to not enough customer reach following the safety guidelines. We started our project with an intention of providing job to homemakers, house workers, senior citizens and several other small vendors, who do not have access to online platforms and are not the primary income-earner of their house.

2. AIM

The objective of SWADISHT was to reach out to these people who have the skills to make traditional Indian snacks and connect them to customers who are willing to buy such products online. We make sure they get earn enough to contribute to their family's

income and do not face any difficulty or barriers due to dependency, that they did earlier. In this study we have explained the methodology that we had opted for our start-up. Additionally, we will provide a brief insight on the importance of small firms and businesses that have prevailed over the course of time and have had remarkable impact in Indian market as well as countries outside India. Many countries are facing the above mentioned problems both in finances and society hence, it is necessary to study the merits of these growing ventures and their methodology that is being accepted globally.

III. METHODOLOGY

This study was performed to understand the impact made by our start-up in members’ respective household and neighborhood. Data was collected by conducting two sets of surveys, offline questionnaire for the manufacturers and an online set for the consumers.

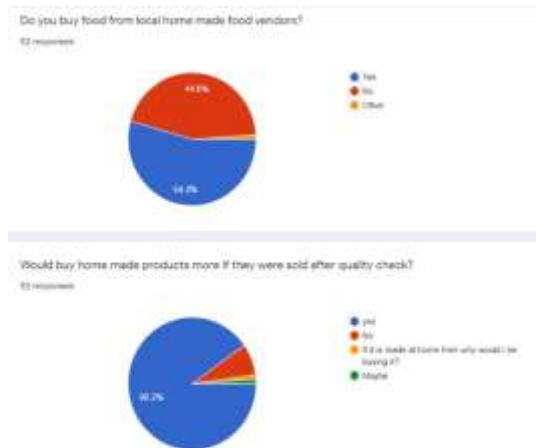
3.1. Offline Survey

The first set of questionnaire was for the manufacturers and it was conducted by giving out forms, in offline mode, before the beginning of this venture where we asked them if they are willing to work with us, on helping them with showcasing and selling their products. It also gathers few personal information about the manufacturers, such as their current salary, if at all they have any job and the reason for joining us. Below are the questions we have asked.

1	What is your name and age?
2	What do you make?
3	Do you have a specialty?
4	Do you have a brand name?
5	Why do you want to sell your products?
6	How have you been selling your products until now?
7	What is your monthly sale?
8	What problems do you face selling them/publishing them?
9	Would you like to get help from a second party to sell your products?

3.2. Online survey

A different set of questionnaire was made for the customers who visited our website to buy the products. This was done by Google Forms. The first set was gathered before we started selling the products which asked the possible customers if they are acquainted with such venture, are they willing to use such website, their preferences, etc.



1	Name
2	Age
3	Gender
4	Do you enjoy home-made food?
5	Do you buy food from local home-made food vendors?
6	Would buy home made products more if they were sold after quality check?
7	What is your preference?
8	Do you support local business?
9	Do You think local food items are cheaper and better than packaged items?
10	Would you order food from a business that helps home-made cooks and local food vendors sell their products (after quality check)?

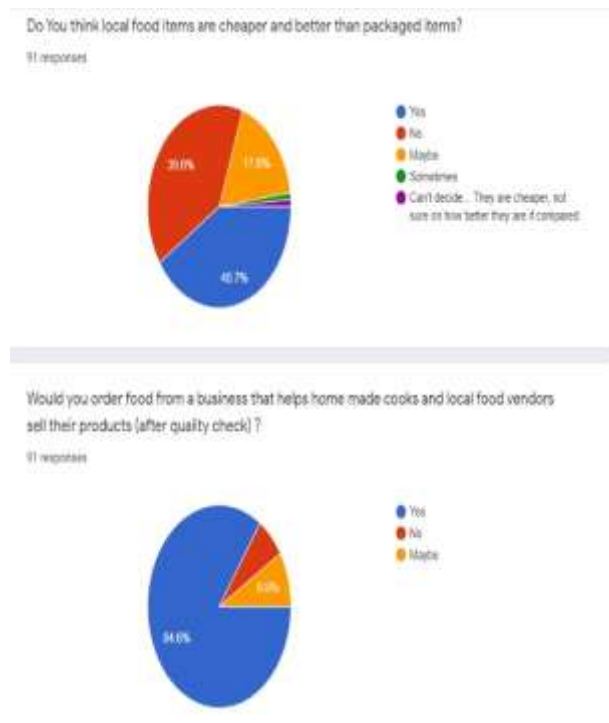
Next, we conducted a feedback survey for the customers.

1	What was the item(s) that you ordered?
2	How was the quality of the food?
3	How would you rate the delivery service?
4	How did you like the pricing of the items?
5	How would you rate your overall experience with our service?
6	Will you buy again from us?
7	Any Suggestions for our improvement?

IV. RESULT AND DISCUSSION

After collecting all the surveys and analyzing them we could conclude that our start-up’s service was satisfactory for the customers considering the range of product, pricing and overall quality. For the first survey we got around 15 responses through the first offline survey, which was done by distributing printed questionnaire, we contacted few more people by making phone calls as the existing pandemic guidelines were needed to be followed.

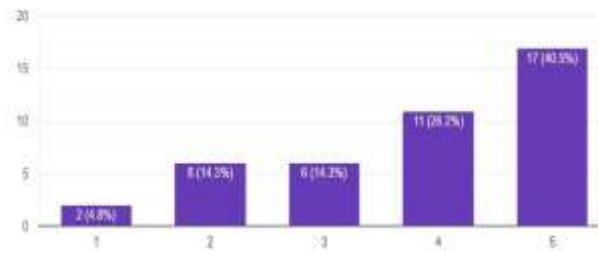
Second, for the online survey, conducted through Google forms, we got 92 responses. Here is the analysis of some of the questions that influenced the planning of this start-up. On the basis of the percentage of people who are willing to help local vendors and home-made cooks, people with their preferences, and the standard quality they are expecting.



Third, a second survey was conducted after the test run. This was the feedback taken from our customers. For the questions about quality of food, packaging, service, pricing, delivery and overall experience, we asked them to rate from worse to excellent (1-5). From the provided graph we can see a majority of positive votes. From getting a high 33.3% for excellent overall experience and 61.9% wanting to continue accessing our service, we can conclude that the needs of customers were met. However, there is always a need for improvement and we will be working on that to modify our platform, getting new products, increasing sales and delivery.

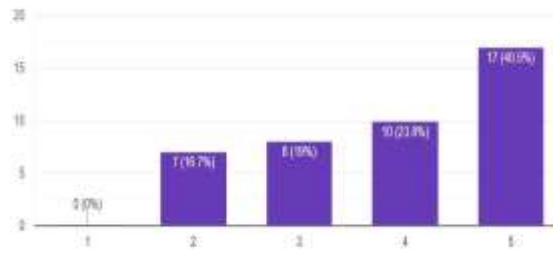
How did you like the pricing of the items?

42 responses



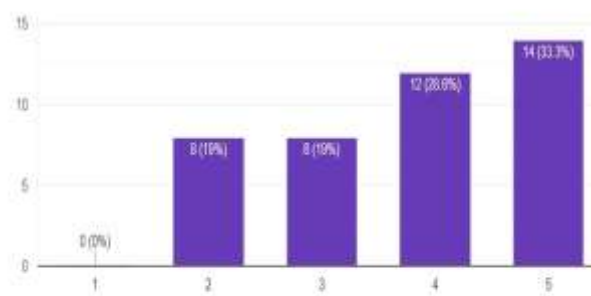
How was the quality of the food?

42 responses



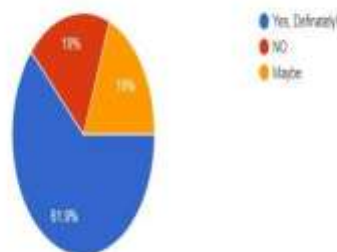
How would you rate your overall experience with our service?

42 responses



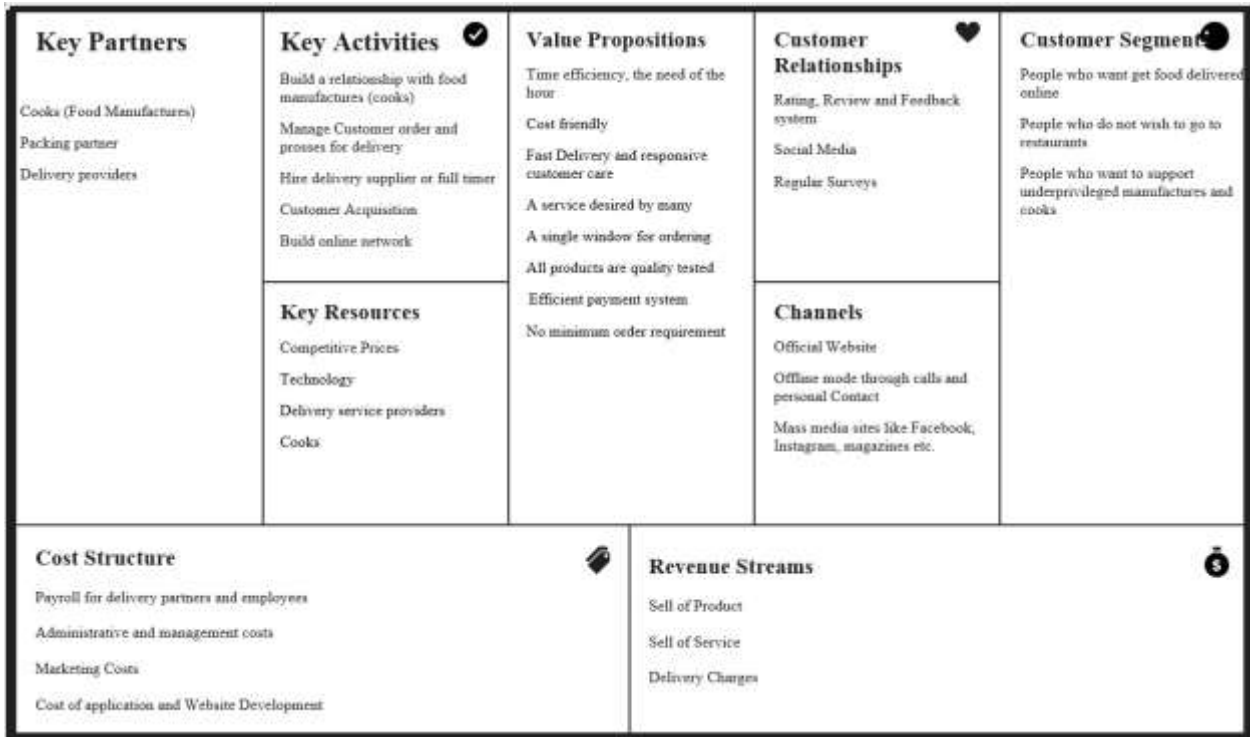
Will you buy again from us?

42 responses



As our priority lies in making an impact, we needed to make sure that the manufacturers are benefitted by this venture. We made sure to contact the manufacturers after the test run and get their opinion on this to know whether the extra earnings really helped them and if it did, would they like to continue with us in the future. This way, we could plan on our future endeavor.

V. BUSINESS MODEL CANVAS



Value propositions: Two of the main Value propositions of Swadisht are – no minimum order policy and an efficient online payment system. So, the people who order food from Swadisht must be knowing that Swadisht has no restriction in terms of money of the order. You can even order a dish costing below Rs. 100. Other than this, Swadisht has a fantastic online payment system. It lets you pay from 8 different payment methods including Paytm, PhonePe, Freecharge, Mobikwik, Credit and Debit Cards, Sodexo Meal, Ticket Restaurants Meal & Zeta Food Card, LazyPay and Cash-On-Delivery.

One of the main value propositions is helping those in need.

Customer Relationships: Swadisht will have 24*7 prompt customer service. It interacts with you through website, app and social media as well.

Channels: Android & IOS mobile apps, personal calls, mouth to mouth orders, website and social media platforms are the prime channels of operation of Swadisht.

Key Resources: The resources are our relatives, friends and helpers whose business we are promoting. Another resource include technology and delivery providers.

Key Activities:

- Establishing partnerships with our helpers and manufactures
- Managing delivery providers (full-time/part-time)
- Marketing of services and acquiring customers
- Management of orders
- Management of technical operations
- Management of payment process
- Handling customer concerns

Key Partners:

- i. Restaurants and retail shops: The prime key partners of Swadisht are the brand owners (manufactures) which are listed on the application. People which wish to deliver their food at the doorstep of people are the key partners.
- ii. Delivery providers: Delivery suppliers are the people who deliver food. They can be full-time, part-time or freelancers who work to earn some extra money.

Cost structure:

1. It has Payroll expenses for employees handling designing, development, operations and delivery partners. Incentives and benefits are also included which Swadisht offers to manufactures. For instance, providing a commission of 5%.
2. Costs to maintain application and website development
3. Maintenance charges
4. Administrative cost
5. Brand advertising and marketing cost
6. Dispute related Returns, refunds and other expenses
7. Kitchen base-like facility setup

Break-even :

Lemon pickle – for making 1 kg pickle, the following are the requirements-

1 kg lemon – Rs. 90

250 g salt – Rs. 4.75

50g red chilli – Rs. 25

30g Mangrela – Rs. 23.88

25g Methu Dana – Rs. 15

Total = Rs. 158.63 per kg

1 jar corresponds to 250g lemon pickle. Thus, cost per jar is Rs. 39.65

Selling price of lemon pickle = Rs. 110

Keeping 14% profit for enterprise = Rs. 15.4

Thus, profit for manufacturers = Rs. 54.94

Revenue Stream:

Delivery charges: It is charged when you order is below minimum order value. Swadisht charges a nominal amount of Rs. 20 to Rs. 40 to the customers. The charges also depend upon the high order demands or unusual weather conditions.

Advertising:

There are two types of advertisements Swadisht allows. It allows brand to show their banner ads on the website and app for their promotions. On the other hand, it also allows restaurants to show their listing above in return for some investment from their side. It's like sponsored listing that directory websites do.

Commission:

Swadisht takes commission from all the manufactures from which orders are placed. It collects 12-15% of commission from each order.

VI. CONCLUSION AND FUTURE RESEARCH

In this paper we conducted an inductive analysis of the background and the current scenario of MSMEs and SMEs and its influence in social entrepreneurship. Our discussion focused on the challenges subjected to this sector and how several countries have started associating MSME with social entrepreneurship with successful results. SWADISHT could be considered as a small contribution on a communal level where we made sure the people who help us everyday do not have to let their skills go to waste, get some extra earning, provide to their family and not depend on other members of their family or their society.

Further, improving this sector and acquiring a global reach could help millions of people around the globe. Not only would it overcome the persistent poverty and employment but also has the potential to provide solution to social inequality, poor living conditions, and exhaustion of skills.

A strong framework that would bridge all the gaps faced at every level and regions is necessary and can be achieved by a collaboration of several governments and organisations, studying new theories to bring more clarity on this topic.

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