

# Social Innovation And Youths In India

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## Abstract

Social innovation, the process of developing and implementing new, effective solutions to solve social or environmental issues came from national policies, governmental or non-governmental entities settle the social issues to meet the social current needs better than it has been done before. As social innovation have to meet the long term impact at large scale through non-profit endeavors and the business community, it also open to address the society's challenges too.

Considering the need for social innovation for a developing country like India, the topic "Social Innovation and Youth in India" analysis the how social innovation can serve the society through youths (one of the most important assets for India).

**Keywords :** Social innovation, social issues, environmental issues, long term impact, non-profit, business community & youths.

## A. INTRODUCTION

Social Innovation has an inter-sectoral approach and is universally applicable. Social Innovations are launched by a variety of actors, including research institutions, companies and independent organizations, which tend to use their respective definitions of Social Innovation. Therefore, it is worth to discuss the what, why and how the social innovation works.

Social Innovation focuses on the process of innovation, how innovation and change take shape (as opposed to the more traditional definition of innovation, giving priority to the internal organization of firms and their productivity). It likewise centres on new work and new forms of cooperation (business models), especially on those that work towards the attainment of a sustainable society.

Social innovation can take place within government; the for-profit sector, the non-profit sector (also known as the third sector), or in the spaces between them. Higher education institutions, such as the Cambridge Centre for Social Innovation, Cambridge Judge Business School, University of Cambridge, leverage the power of research to support this aim. Research has focused on the types of platforms needed to facilitate such cross-sector collaborative social innovation. Historical studies suggest that transforming any system may take many years, and requires not only the capacity for multiple partnerships, but also for engaging policy, legal and economic institutions.

Social entrepreneurship, like social enterprise, is typically in the non-profit sector excluding both for profit and public organizations. Both social entrepreneurship and social enterprise are important contributors to social innovation by creating social value and introducing new ways of achieving goals. Social entrepreneurship brings "new patterns and possibilities for innovation" and are willing to do things that existing organizations are not willing to do.

As, social innovation solves the social and environmental issues in support of social progress through collaboration across the government, business and non-profit world, one can identify the importance of youth- the most important and dynamic segment of the population in any country. It is believed that developing countries with large youth population could see tremendous growth, provided investment in young people's education, health, protect and guarantee their rights are made properly. It can be undoubtedly say that today's

young are tomorrow's innovator's, creators, builders and leaders.

In short, social innovation is often an effort of mental creativity which involves fluency and flexibility from a wide range of disciplines, which can be connected with youths for an effective change in the society. The act of social innovation in a sector is mostly connected with diverse disciplines within the society. The social innovation theory of 'connected difference' emphasizes three key dimensions to social innovation. First, innovations are usually new combinations or hybrids of existing elements, rather than completely new. Second, their practice involves cutting across organizational or disciplinary boundaries. Lastly, they leave behind compelling new relationships between previously separate individuals and groups. Social innovation is also gaining visibility within academia which can be seen in the literature of review.

## B. REVIEW OF LITERATURE

Social innovation, a key to resolve the pertaining issues better than the current outcomes through conquering the forces driving social exclusion circumstances is more ambitious, more strategic, and collaborative in providing access and opportunities to millions of poverty stricken people to become a part of the global economy.

Again, the term social innovation has been used in a number of ways. Some of the earliest reference to social innovation, dating back to the 1960s, use the term to refer to experimental research within the social sciences and humanities. Since then, the term has gone on to be used in reference to social enterprise and social entrepreneurship, technological innovations which yield social benefits, corporate social responsibility and open innovation.

The majority of literature on social innovation has largely emerged over the course of the last decade. Its emergence can be attributed to a number of factors, including a growing dissatisfaction with the technological emphasis in economic innovation literature and innovation policy. This dissatisfaction has led to a focus on social innovation, both at policy and research levels. Frank Moulaert and his colleagues, for example, argue that the technological focus of innovation policy and an overly technocratic approach to urban planning led to support for social innovation as a theme in the theorising of human development, empowerment and local development strategies.

Similarly, the Future EU Innovation Policy Panel argued that within innovation policy, the "priority has been investing in knowledge rather than utilizing it rapidly and powerfully for societal benefit and development". The panel called for EU action around "compelling social challenges" and proposed broadening the concept of innovation to include social innovation as well as business innovation. In this sense, social innovation can be seen as a reaction to the bias towards technology and business in innovation research, policy and practice.

Social innovation has also emerged as a response to growing social, environmental and demographic challenges – often called 'wicked' problems because they are complex, multi-faceted, involve a range of stakeholders and are, by their nature, impossible to solve. These challenges are numerous but include, the 'failure' of the modern welfare state, the failure of conventional market capitalism, resource scarcity and climate change, an ageing population and the associated care and health costs, the impact of globalisation, the impact of mass urbanisation and so on.

As Alex Nicholls and Alex Murdock explain, "intractable problems are seen as highlighting the failure of conventional solutions and established paradigms entrenched in intractable institutional settings across all three conventional sectors of society." Tackling these challenges is hampered in the public sector by silos, in the private sector by market failures and in the civil sector by a lack of scale and fragmentation. Social innovation is seen as a response to overcoming and resolving these challenges.

## C. OBJECTIVES OF STUDY

- i. To analyse the what of social innovation.
- ii. To analyse the why of social innovation.
- iii. To analyse the how of social innovation.
- iv. To analyse the need of the youths in social innovation.

## D. METHODOLOGY

For the analysis of success in social innovation, data and informations are collected from books, journals, papers

and from different sources are collected. Again, the data is analysed and presented through statistical methods such as tables, charts and diagrams etc. and the others as per the need.

## E. SIGNIFICANCE OF SOCIAL INNOVATION

Social innovation aims for any solution that meets a social or environmental issues, develops social relationships in the process, and enforces new kinds of collaborations. The innovation could range from products and service to models that address the community's unmet needs in an effective way by transforming people's lives.

Social innovation helps to resolve some of the world's most pressing issues with new solutions such as remote learning, fair trade, mobile money transfer, restorative justice and zero-carbon housing. While in the process of working on solutions, it is also thoroughly making shifts in beliefs, basic practices, resources and special power structures.

Social innovation often a unique opportunity to withdraw from a narrow way to contemplating social enterprises business engagement and philanthropy and emphasizes to recognize instead the interconnectedness of numerous factors and stakeholders.

Social innovation addresses and finds out innovative approaches amidst the rising societal challenges such as poverty, hunger, climate change, violence, discrimination & racism. In short, the significance of social innovation lies in providing huge opportunities in the following areas :

- **Technology** : Every day, new products are coming out, trying to alleviate the quality of life or health. Poverty and hunger are primary areas in this with a focus.
- **Collaboration of Communities** : Social innovation calls for moving together and join forces for different sectors to get solutions together, not individually.
- **Knowledge Sharing** : Social Innovation allows for assessing and measuring the results of the projects.

Moreover, social innovation is acknowledged that it is actually adding an extreme dimension to innovation for sustaining economic and social growth.

## F. THE POWER OF YOUTH IN SOCIAL INNOVATION

Underneath a layer of strategic partnerships with businesses and policies to empower social innovation, the role played by youths can often go unnoticed; yet it is one of the most significant.

The youth are the leaders of tomorrow. As passionate, aspiring changemakers, they have all the power to rise as social entrepreneurs with guidance and expertise, upholding social innovation and responsibility in creative ways to help underprivileged communities

According to the [World Youth Report](#), the youth possess certain qualities that enable them to tackle challenges in creative and innovative ways.

### □ **Social Assets**

Young people have first-hand knowledge about their communities, uniquely positioned to provide innovative solutions to social problems.

### □ **Divergent Thinking**

There is physiological evidence that shows the adolescent brain recruiting core brain regions to be innovative/come up with alternative uses for items.

### □ **Experience with technology**

Technological innovations mirror the rapidly growing and changing virtual landscapes.

### □ **Apprehensive of their future**

Concern for the future brings youths together to initiate change and build 21st-century competencies – what's next vs what's now.

### □ **Thriving over surviving**

Besides generating employment, youth social entrepreneurship aims higher: initial jobexperience, building leadership skills and a sense of societal agency.

□ **Adaptable and fast learners**

More open to new modes of approaching problems, other sources of learning and initiating change.

Besides, the above characteristics youth are enthusiastic, vibrant, innovative and dynamic in nature Youth shows strong passion, motivation and will power which also make them the most valuable human resource for fostering economic, cultural and political development of a nation. A country's ability and potential for growth is determined by the size of its youth population. Their role in building defence capability of a nation is unquestionably prima una. The energy and passion of the youth if utilised properly, can bring huge positive change to the society and progress to the nation. Youth are the creative digital innovators in their communities and participate as active citizens, eager to positively contribute to sustainable development. This section of the population need to be harnessed, motivated, skilled and streamlined properly to bring rapid progress for a country.

## G. YOUTHS IN INDIA :

India has the largest youth population in the world; around 66 percent of the total population (more than 808 billion) is below the age of 35. Nearly 407 percent of the Indian population is aged 13 to 35 years (defined as youth in the National Youth Policy). India's demographic dividend in terms of Youth population is a key factor that is expected to prosper economic growth through social innovation which can be seen from the figure (1)

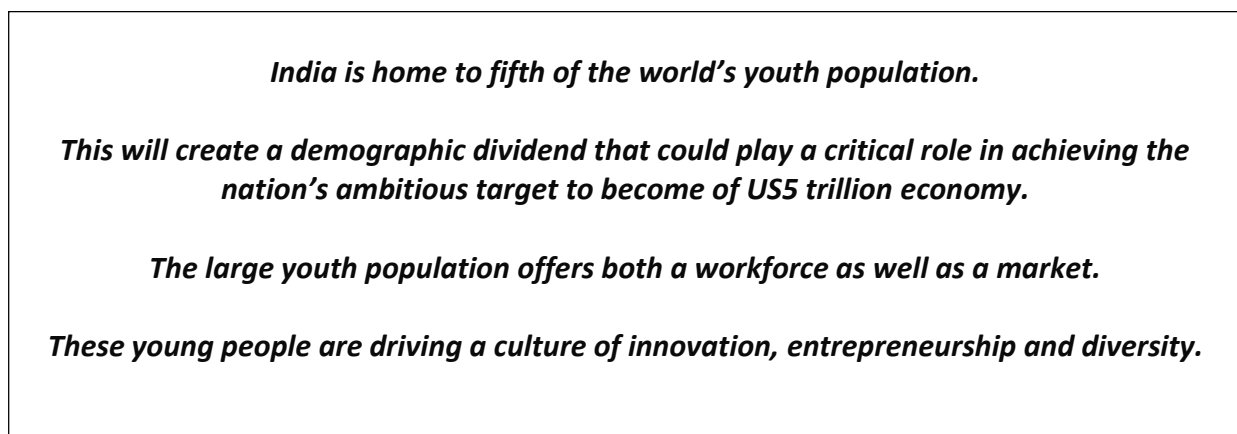


Figure 1: Showing the constraints of youth population in India.

India's 1.3 billion people make it the second most populous country in the world, but with an average age of 29, it has one of the youngest populations globally. As this vast resource of young citizens enters the workforce, it could create a 'demographic dividend'. A demographic dividend is defined by the United Nations Population Fund as economic growth resulting from a shift in a population's age structure, mainly when the working-age population is larger than the number of dependents.

India is [home to a fifth](#) of the world's youth demographic and this population advantage could play a critical role in achieving the nation's ambitious target to become a US\$ 5 trillion economy.

Considering the importance of youth in economic growth through social innovation, one can analyse the age distribution of population for having an idea about the work force. The following table (1) and (2), figure (2) and (3) show the distribution of population by age and sex and the youth population in India.

**Table 1: Distribution of Population by Age and Sex**

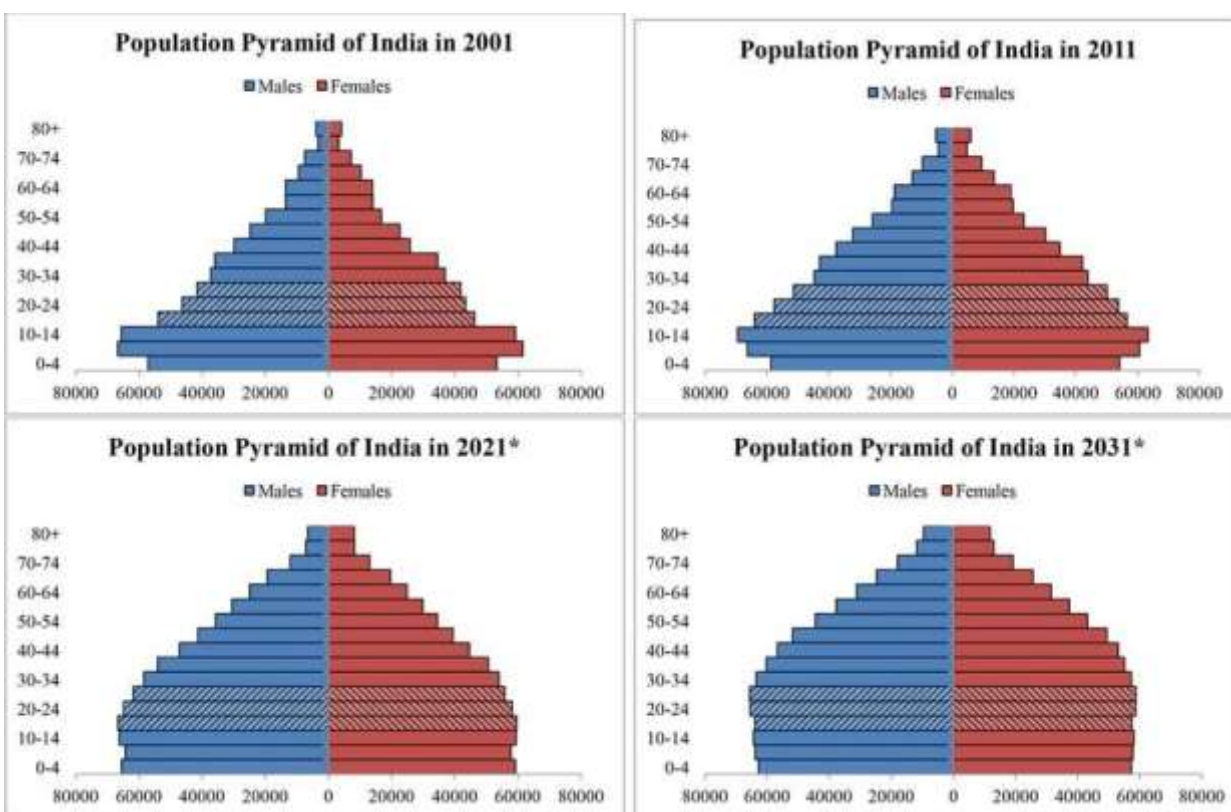
(in 000's)

Age Group	2001			2011			2021*			2031*		
	Persons	Males	Females	Persons	Males	Females	Persons	Males	Females	Persons	Males	Females
1	2	3	4	5	6	7	8	9	10	11	12	13
0-4	110447	57120	53328	112807	58632	54175	124728	65535	59193	120030	62790	57240
5-9	128317	66735	61582	126928	66300	60628	122047	64265	57782	121690	63841	57849
10-14	124847	65633	59214	132709	69419	63290	125583	66209	59374	122527	64417	58110
15-19	100216	53940	46276	120526	63982	56544	126218	66630	59588	121225	63840	57385
20-24	89764	46321	43443	111424	57585	53840	122942	64793	58149	124143	65454	58689
25-29	83422	41558	41865	101414	51344	50070	117725	61835	55890	124287	65560	58727
30-34	74274	37362	36912	88595	44661	43934	112521	58531	53990	120768	63479	57289
<b>15-34</b>	<b>347676</b>	<b>179181</b>	<b>168496</b>	<b>421960</b>	<b>217572</b>	<b>204388</b>	<b>479406</b>	<b>251789</b>	<b>227617</b>	<b>490423</b>	<b>258333</b>	<b>232090</b>
35-39	70574	36039	34535	85141	42919	42221	104662	54119	50543	115359	60292	55067
40-44	55738	29879	25860	72438	37545	34893	91898	47255	44643	109723	56649	53074
45-49	47409	24868	22541	62318	32138	30180	80757	41337	39420	101179	51782	49397
50-54	36588	19852	16736	49069	25843	23226	70221	35733	34488	87566	44412	43154
55-59	27653	13583	14070	39146	19456	19690	60461	30560	29901	75110	37747	37363
60-64	27517	13586	13930	37664	18702	18962	49897	25028	24869	62684	31166	31518
65-69	19807	9472	10335	26455	12944	13511	39042	19403	19639	50322	24730	25592
70-74	14709	7528	7181	19209	9651	9557	25121	12096	13025	37194	18015	19179
75-79	6551	3263	3288	9233	4491	4742	15357	7169	8188	24744	11767	12977
80+	8039	3919	4120	11289	5284	6005	14702	6544	8158	21354	9585	11769
Age not stated	2738	1501	1238	4490	2373	2117	-	-	-	-	-	-
<b>All ages</b>	<b>1028610</b>	<b>532157</b>	<b>496454</b>	<b>1210855</b>	<b>623270</b>	<b>587585</b>	<b>1403882</b>	<b>727042</b>	<b>676840</b>	<b>1539905</b>	<b>795526</b>	<b>744379</b>
Median age	22.19			23.96			27.73			31.19		

\*Population projection by World Bank

- Note: 1. The 1981 Census could not be held in Assam owing to disturbed conditions. The population figures for 1981 of Assam were worked out by 'interpolation'.  
 2. 1991 figures excludes the State of J&K where 1991 census could not be conducted.  
 3. 2001 figures excludes Mao Maram, Paomata and Purul sub-divisions of Senapati district of Manipur;

Source: Office of the Registrar General, India



\*Population projection by World Bank

**Table 2: Youth Population (15-34 years) and their share to total population**

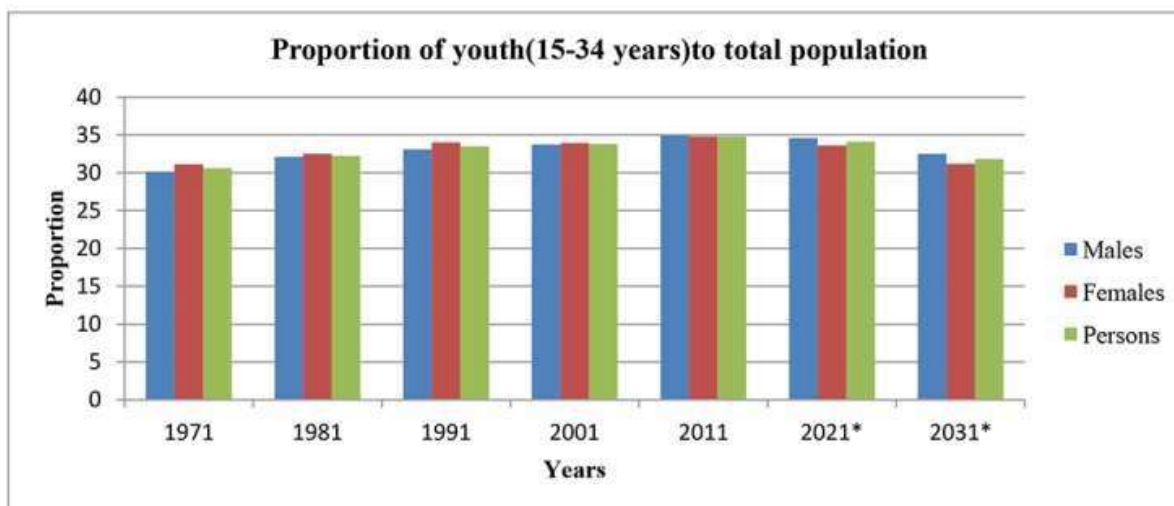
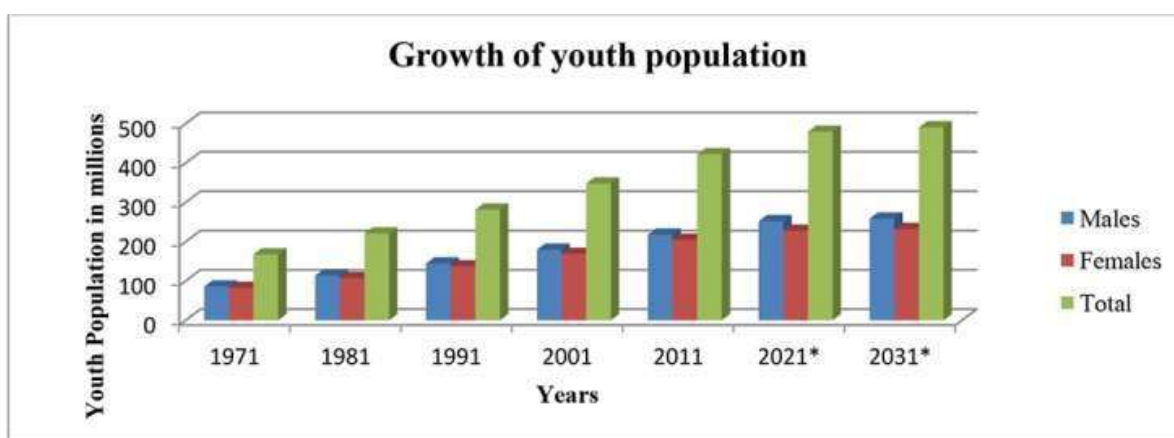
Year	Population in ('000)			Sex Ratio (Females per 1000 males)	Proportion to total population		
	Males	Females	Persons		Males	Females	Persons
1	2	3	4	5	6	7	8
1971	85499	82138	167637	961	30.1	31.1	30.6
1981	113433	107235	220669	945	32.1	32.5	32.2
1991	144210	136942	281152	950	33.1	34.0	33.5
2001	179181 (141819 <sup>a</sup> )	168496 (131584 <sup>a</sup> )	347677 (273402 <sup>a</sup> )	940 (928 <sup>b</sup> )	33.7(26.6 <sup>c</sup> )	33.9(26.5 <sup>c</sup> )	33.8(26.6 <sup>c</sup> )
2011	217572 (172911 <sup>a</sup> )	204387 (160453 <sup>a</sup> )	421959 (333365 <sup>a</sup> )	939 (928 <sup>b</sup> )	34.9(27.7 <sup>c</sup> )	34.8(27.3 <sup>c</sup> )	34.8(27.5 <sup>c</sup> )
2021*	251789 (193258 <sup>a</sup> )	227617 (173627 <sup>a</sup> )	479406 (366885 <sup>a</sup> )	904 (898 <sup>b</sup> )	34.6(26.6 <sup>c</sup> )	33.6(25.7 <sup>c</sup> )	34.1(26.1 <sup>c</sup> )
2031*	258333 (194854 <sup>a</sup> )	232090 (174801 <sup>a</sup> )	490423 (369655 <sup>a</sup> )	898 (897 <sup>b</sup> )	32.5(24.5 <sup>c</sup> )	31.2(23.5 <sup>c</sup> )	31.8(24.0 <sup>c</sup> )

\* Population projections by World Bank

# Figures in ( ) relates to age group 15-29 years (Youth as defined in National youth Policy 2014).

Note:

1. The 1981 Census could not be held in Assam owing to disturbed conditions. The population figures for 1981 of Assam were worked out by 'interpolation'.
2. 1991 figures excludes the State of J&K where 1991 census could not be conducted
3. 2001 figures excludes Mao Maram, Paomata and Purul sub-divisions of Senapati district of Manipur



Source: Registrar General of India (RGI)

Figure 3: Showing the youth population (15-34 yrs.) and their share to total population.

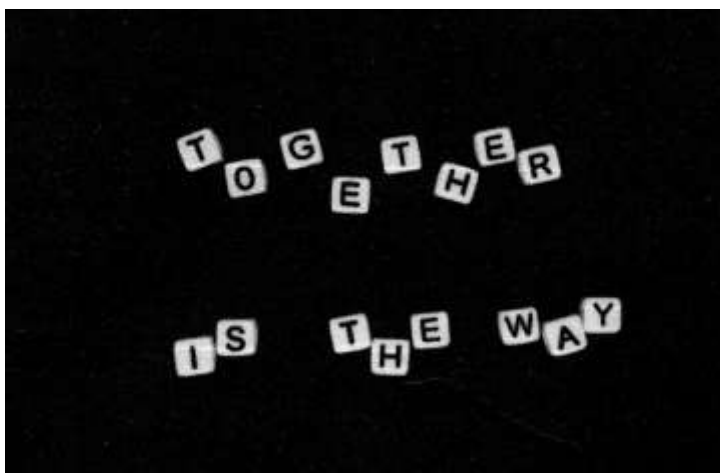
The above table 1 & 2 indicates the share of youth to the total population and the distribution of population by age and sex showing that India has the relative advantage at present in terms of distribution of youth population.

## H. THE ROAD MAP

Despite of the importance of youth in building a nation specially in social innovation there is lack of policy an programme for change. To help the youths get started and give them a boost of confidence and inspiration, one can give a solid start for social innovation initiative-through.

### 1. Get everyone involve

As social innovation cannot be done overnight and take time and commitment, it is necessary to remind all those involved through an idea challenge and gather ideas thatwill fuel the innovation strategy with the concept of “ Together is the way”.



### 2. Build partnership

Alignment of social impact programme and business strategies and lead to build resources and develop partnership. Establishing clear roles and responsibilities for each partner involved can also be challenging.

### 3. Re-evaluate how to measure success

Re-evaluating the social metrics by looking into outcome and impact is an inevitable process for continuous improvement of the product impacting positive social impact and innovation.

As part of their health & humanity strategy, Johnson & Johnson is focusing onsustainable development goals. They are committed to evaluate and continuously improve their products using a scorecard with seven major goals, among which environmental impact, positive social impact and product innovation.

For example , they want to achieve their environmental impact goal by reducing their carbon emissions 20% by 200 and 80% by 2050. In terms of energy consumption, they aim to produce or procure 35% of their electricity from renewable sources by 2050.As of 2020 they say they got to 30% of their goal.

### 4. Enable a culture of Innovation

Fostering an innovation culture should be a given in any unit, but it's more oftenthan not the first barrier for innovation performance. Building an environment that encourages and enables innovation is necessary.

### 5. Providing Awareness

Youths must be provided awareness about the social entrepreneurship, social enterprise and the social problems for motivating them to work accordingly.

## I. CONCLUSION

Social innovations are new approaches to meet social needs. They are social in their means the in their ends.

They engage and mobilise beneficiaries and help to, transform social relations by improving beneficiaries access to power relations resources. There are many examples of social innovation from fair trade and micro-credit, to restorative justice and holistic early years care.

Social innovation is more important than ever before. There is a broad range of social, economic and environmental challenges that requires us to innovate new responses and solutions. Many of these solutions will come from civil society organization- from charities and associations, social enterprises and grassroot organisations and groups. There is so much creativity, ingenuity and innovation already taking place across these kinds of organization. However, to grow and spread, these social innovations will often need to be supported in some way, for example by grants, funds, philanthropic organisations, public sector bodies, networks of practitioners and professionals, partnership, or enlighten business or individuals.

Again, a truly prosperous society in our days consists of both economic prosperity and social prosperity. Traditionally, we assessed if a country was prosperous by looking at its GDP. Today, it's becoming more common to also consider peace and happiness, individual freedoms and liberties and financial well being. Lastly, as youth are major human resources for the development and key agents for social change, economic development and technological innovation etc. we should work with the youths with the concept of "Together is the Way".

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