

Social Entrepreneurship: A Growing Trend in Indian Railways

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ABSTRACT

Entrepreneurship is a key for economic growth around the world. In many countries, micro-entrepreneurs generate 35 per cent to 45 per cent of the gross domestic products. Entrepreneurship also plays a big role in Indian Railways to overcome the problem of getting trains running way out of their schedule. To numerous stories of concerned passengers, Indian Railways has been subject to many issues. Innovation too has gathered speed to bring about big change. In the way we travel like American Transport Tech Firm virgin hyper loop finding a way into the Indian travel industry to the bullet train speeding up its fast entry into India with the help of Japanese firms, Indian Railways which caters to billions of India is waking up to innovate. For encouraging the Micro and Small Enterprises the Indian Railways has taken a large step by preserving 358 plus items including cleaning apparatus, stationery and leather items exclusively for procurement from the MSE sector. The sector has been relieved from paying the tender cost and intense money deposit for participating in the Railway Tender. Social Entrepreneurship can be seen in India by looking at various ways in which Indian Railway is innovating to make its service quicker and more comfortable for its passengers like Bad Toilets replaced with Bio

Toilets, No more disturbance in tickets booking, companies on board providing service like free wi-fi, Mobile Apps like "confirmkt" confirms tickets (PNR Look-Up Service founded in 2014), Lab to market innovations (to develop technologies and solution for the Railway Industry founded in 2016), improvement in the stories of weird food found on the train (An App Menu on Rail has been recently launched where passengers can check the price of food items before placing an order), Buy now and pay later etc. By enabling entrepreneurship in Indian Railways, we believe that it will be possible to create efficiency in the scheduled time of train and improving basic facilities in trains. Railway's passengers may soon be able to order food while travelling in the train. So, this paper will analyze all the facilities that make passengers journey comfortable with the help of attracting more entrepreneurs to invest or work with the Indian railways.

Keywords: Entrepreneurship, mobile app, MSEs, Innovation, Technology

INTRODUCTION

The French economist Richard Cantillon was the first person who applied the term 'Entrepreneur' to business. The term 'Entrepreneur' was used to designate a dealer who purchases the means of production for combining them into marketable products. Thus, an entrepreneur is a person who combines controls and directs different factors of production to achieve a pre-determined goal or objective. The entrepreneur was used to define as a person who entered into a contractual agreement with the government to perform a service or to supply specific products.

Entrepreneurship is a process of forming something new with the value by offering the necessary time and effort, pretending the additional financial, psychical, social deprived, & receiving the resultant rewards of fiscal and personal satisfaction & independence.

Entrepreneurship can be described as composite skill, which is the result of many qualities and traits like imagination, readiness to take risks, ability to bring together and use other factors of production, capital, Labour & land (tangible factors), and ability to mobilize scientific and technological advances (intangible factors).

SOCIAL ENTREPRENEURSHIP

Social Entrepreneurship is the progression of bringing about social changes on a major and more effective scale than a Non-Governmental organization (NGO). The Social Entrepreneurship aims to make broad-based, long-term changes instead of small-scale and time-limited changes. A social entrepreneur is a person who follows fresh applications that have the potential to solve community-based problems. These individuals are ready to take on the risk and effort to create positive changes in society through their creativities.

- A social entrepreneur is interested not only in making a profit but also help in pursuing to start a business for greater social good and services.
- Social entrepreneurs may seek to produce environmental-friendly products, serve an underserved community, or focus on humanitarian activities.
- Social entrepreneurship is a growing trend alongside socially responsible (SRI) and Environmental, Social and Governance (ESG) investing.

A social entrepreneur also tries to address disproportions in such availability, the root causes behind such social problems associated with being a resident of such communities. The main goal of a social entrepreneur is not just to earn a profit, but rather to instrument extensive changes in society. However, a social entrepreneur must still be financially succeeded in his or her cause.

Action taken by Social Entrepreneurs in Indian Railways

The outline of freshwater services, through the construction of new Water Vending machines for occurrence, to passengers that lack stable utilities of their own is another example of social entrepreneurship. Social entrepreneurship may be combined with technology assets such as bringing high-speed internet connectivity to remote Railway Stations, with the intent to provide travelling passengers with more access to information and knowledge regarding trains and route.

Social entrepreneurship is a way to connect your life purpose, help others to find theirs, and make a difference in the world, all while out a living.

The development of Railway mobile apps that speak to the needs of the passengers is another way social entrepreneurship is expressed. This can include giving passengers ways to alert their Train timing, Route, Berth, & PNR status of their journey. There are also apps created to report

infractions committed by Railway officials or Railway staff, giving a voice to the passengers through technology.

REVIEW OF LITERATURE

R. Kajarekar (2019)

In this report, it explained that with the help of Railway mobile applications users will now be able to track the arrival and departure of trains. With the help of ISRO Indian Railways now super connected their Locomotives Engines with Indian satellites. This will automatically feed the control charts and will inform passengers about the arrival and departure of the train. Indian Railways has previously introduced a mental wellness training program for TTEs and Officers, onboard shopping for customers, dynamic pricing of tickets, Smart coach, pizza vending machines among other facilities. This system was implemented on January 8, on selected mail or express trains and Indian Railways is also working on a system to avoid accidents at unmanned railway crossings and track train movements.

A. Srivastava (2019)

The report analysis of an informative structural model of Indian Railway security system by an analytic grading process. This paper determines to suggest a unified approach to help develop the Indian railway security system (IRSS) by successively reducing the difficulty of the system through a series of studies. The present research can be stretched in many important ways. Interpretive structural models for different related relationships can be developed and used for framing and implementing a customized security policy. Policy elements and the ISM structure obtained in this research can be utilized for the system dynamics modeling of IRSS. An experimental study can be done to implement the references made in this study. Security is an important concern for mankind and social civilizations.

M. Ghosh (2018)

This report explained that Indian Railways, which is facing a severe cash crunch to the tune of Rs 30,000 crore every year, received a major financial boost as 100% Foreign Direct Investment (FDI) is now permitted for developing infrastructure and improving safety structures. The

Railway Board has identified 17 key areas where FDI can be used. In which some of these are Installation and maintenance of Bio-toilets in passenger coaches. Testing facilities and world-class laboratories for experimenting with new technology. Construction of world-class passenger terminals & renovation of existing stations.

M. Ghosh (2018)

In this report, Indian Railway mainly focused on train accidents. To stop accidents Indian Railway ready to grip technology with ISRO (Indian Space Research Organization) for more safety. This paper also examines the report about the possibility of using real-time GPS tracking with the help of ISRO to track and monitor trains running on different routes. Usage of Google Maps was also optional and the idea would be finally taken into consideration, and used for stopping train accidents. ISRO has cleared satellite connectivity of trains, with a central hub. In future, with the help of ISRO, Indian Railways can create an inclusive system, where satellite images of all tracks can be checked in real-time for safeguarding that they are the correct order so that no two trains are found in the same track.

R. Arora (2018)

According to the report Railways plans Kiosks for sanitary pads, contraceptives. Railways plans to line in companies for the construction of toilets at all 8,500 stations which will also be used to figure awareness for best practices of menstrual hygiene and usage of contraceptives. Indian Railways has an irregular record when it comes to safety but it has plans to sell condoms at railway stations for just ₹1 as a part of its sanitary policy. Besides offering protection at low prices, the new planned kiosks on the premises of railway stations will also sell sanitary pads. All station will have two such facilities along with new toilets. Circulating the outer part of the station and inside the station so that they can be used by people visiting stations & also those living around them. Indian Railway working to improve the level of cleanliness at stations and build public awareness. The government wants to use the infrastructure of Indian Railways to deliver access to toilets, address lack of awareness about menstrual hygiene among women and the importance of using contraceptives among men.

C. Shrivastava (2017)

This research paper will try to examine the increasing role of the travelling public in influencing the railway policies and how the new media has led to an improvement in Business to consumer interaction. New media is generally defined as a division of media which includes blogging, social media, E-Commerce. New media in the current years has been rising as a popular means of uttering opinions and contributing in the governance of the state, which no longer boundaries itself to just the role of civil servants and the politicians. Indian Railway enabled in greater transparency in terms functioning and accountability, not only of the Railway administration at all zonal levels but also at the top level and that includes the ministry and enabled the ministry to get straight in touch with the public to understand their needs and accordingly draw out strategies which work for the mutual interests of the public and the ministry. It has also helped people to keep themselves reorganized about the latest changes.

P. Chatterjee (2014)

This paper help in recognizing the Lack of operational competence and reliability, safety and security issues, and elderly railway systems and practices are moving various countries to bring changes in their existing rail infrastructure. The global rail industry fights to meet the increasing demand for freight and passenger transportation due to lack of augmented use of rail network and incompetent use of rail assets. This is likely to persuade rail executives' to build rail systems that are keener and more effective. The passenger reservation system of Indian Railways is the world's largest reservation models. About one million passengers travel in reserved lodging with Indian Railways daily and sixteen million travels with unreserved tickets in Indian Railways. In this huge system, it is an enormous task to competently grip the passenger data, which is a key point of attention nowadays. In this paper, the authors have discovered different issues of executing smart calculating in railway systems relating to reservation models.

Hon'ble NGT (2014)

This report examined the action plan on maintaining cleanliness at Railway Stations & Railway Tracks. The paper showing the computerized cleaning at stations is being done through expert private agencies at 532 major Railway stations and through contractual staff all other stations. Needless to say, that Indian Railway is the backbone of the economy and most versatile and eco-friendly mode of public transport. Indian Railway partners with several services providers to

provide different amenities and essential services to its passengers. The socio-economic backward populations who stay back at the Railway premises during the night and make regular use of railway's premises, platform, waiting for halls, toilets, water facilities, catering stalls etc. This also generates extra waste. In short, maintenance of cleanliness at railway stations becomes a mammoth task which can only be achieved with the active cooperation of the public and will gradually improve with a change in habits at users of its facilities.

Geetika, N. Shefali (2010)

This paper examines the identification of factors that regulate user satisfaction with the class of services provided on railway platforms. The study is based on empirical research. Elements recognized are availability and quality of refreshments, the efficiency of information systems, attitude of railway staff, basic facilities provided on platforms, and safety and security. Refreshments and communication factors are considered most important by passengers. These factors govern passenger satisfaction on railway platforms and maybe unlike from causes of satisfaction with Indian Railways as a whole. The study thus offers a way for railway management whereby areas for improving services may be identified and passenger satisfaction, specifically on railway platforms, may be enhanced.

Prasad, B. R. Shekar (2010)

This paper enhancing Improving quality services is one of the ways to improve the competitiveness of Railway Passenger Business. In all the trains and at stations the above questionnaire can be used for gathering the feedback from passengers. The results point towards the need for South Central Railway to formulate management policies such as training of staff so that Staff will be more responsive to passenger's needs. Hence the human touch is more compulsory as we can see in Airlines services which we are misplaced in Indian Railway Passenger Services. If this feature is improved there will be absolutely improvement in the satisfaction levels of the Passengers. The Service Quality and service development are interesting subjects to be examined and discuss not only in business but also in the carriage area, as the results can give benefit to the management. We will be able to know the inside process to set effective and efficient improvement in service which leads ultimately to passenger's satisfaction.

Maruvada, R.S. Bellamkonda (2010)

In this work, we developed a valid and reliable scale RAILQUAL for measuring service quality in Railway Passenger Services. The use of Fuzzy Set Theory has taken care of down of independent human judgment and elusiveness of inspectors. By using fuzzy approach, we have attained more sensitive results with dialectal data and also enclosed loss of data. Likened to the traditional statistical approach, Fuzzy logic offers a better means to evade confusing results and their wrong understanding. The proposed fuzzy architecture with RAILQUAL can be used by Indian Railways to efficiently examine and track the trends occasionally to progress service quality.

RESEARCH GAP

As per the earlier study on social entrepreneurship we have gone through most likely to be on cleanliness, safety, mobile application, water efficiency etc. if we talk about entire Railway Zones of Indian Railway social entrepreneurship have not reached out. So, we decided to look upon the immediate services and utilities in all the Railway zones of Indian Railway stations which improve the functioning of the station as a public utility. Based on our own experience while visiting the station, we have decided to take on three broad themes which are again sub-categorized.

- Our major focus of this study is related to Indian Railways which are to be kept on priority basis time table display board should be installed upfront on railway platforms for due case & convenience of the passengers. As per the essential things which help this passenger's journey in the station, we have specified 3 sub-categories- Passenger information display systems, basic and recommended passenger amenities and the vehicular traffic at the station.
- Our second major focus point is the medical facilities, which should be available at all the Indian Railway Zones stations.
- Our third focus point is the security status of all the Indian Railway Zones railway stations concerning for to any emergency or threat.

RESEARCH METHODOLOGY

The data collection for this Research paper is stimulated by the methodology of the systematic literature review, a proven and established the method in social science research.

The research methodology which has been applied during the research study is descriptive. The collection of data is done on Primary and secondary basis and the research is strictly done to meet the objectives set for the present research.

The data and information which is furnished in the study are taken from the diverse secondary sources. Various reports and studies, books on social entrepreneurship have been refereed in the present research paper.

The purpose of the research is to find the very basic idea regarding social entrepreneurship; research methodology and data collection have been selected to keep the primary objectives in mind.

OBJECTIVES

- To identify important factors determining service quality of Indian Railways platforms that lead to customer satisfaction.
- To study the passenger satisfaction factor in Indian Railways
- To study the item of service quality that lead to passenger satisfaction
- To identify the gap between passengers' expectations and perceptions
- To analyze the instrument which will help the Indian Railways measure service quality of various divisions and Zones to monitor and improve its service, and increase competitiveness.

Indian Railways is emerging as a hub of innovation for service providers

Companies on Board

Google

Focus: Google Station project to provide fast public Wi-Fi

What it did: Rolled out project in India in 2018; acquired Where is My Train for \$30-40 mn in Dec 2018; has wired 400 stations with Wi-Fi

What it wants to do: Take Google Station to malls, universities and other public places across the country

Confirmktkt

Focus: PNR lookup services; founded in 2014

What it did: Monetised search and reservation engine in March 2018

What it wants to do: To triple user base of 3 mn in 12 months

Lab to Market Innovations

Focus: To develop technologies and solutions for the rail industry; founded in 2016

What it did: Successfully ran pilot projects on select routes

What it wants to do: To commercialise its technology across railway network

Source: Indian Railways

India Railways moves 23 million passengers and 3 million tons of freight every day, deploying more than 12,000 trains across 115,000 km and some 7,000 stations. Digitization in the country's largest employer in their services operations, it's beginning to acquire huge scale in an emerging dimension data. The network gathers some 100 terabytes of consumer data annually. Its passenger booking platform has 25 million users, who make some 800,000 daily transactions and cover the route of 1.15 lakh km of the railway network which includes 7,349 stations across the country according to the source of Indian Railway. This kind of digital scale is making the railways network a fruitful ground for entrepreneurs, modernizers and those looking to organize and test technologies at a large scale and while the railways has made a good start in cooperating with third parties, a lot more needs to be done before companies can build a whole experience in bookings, payments and other services on top of the railways data channel.

Getting access to the IRCTC database is not easy. Young startups may not be able to afford the high access fee. The red tape makes it difficult for startups that need to be nimble and constantly evolving. Railways itself such as online payments, startups fear being crowded out. The founders of Confirmktkt, a startup focused primarily on helping passengers to check the odds of snagging a confirmation on this huge network to overcome such problems, didn't monetize their business.

Instead, they focused on building out their user base, providing a single-use case, checking the PNR status for tickets, reaching the 5,00,000 user milestone in March 2018. Then the firm turned, by beginning to charge users to find their way, negotiating a warren of seat allotments, discounts and quotas to aid their passage. That business has gained a strong grip, with the user base growing to three million, with determined projections to cross nine million in 12 months. According to some industry estimates, some 50,000 tickets daily are booked on the Paytm app, around 15,000 to 20,000 on Ixigo/ Ibibo and Confirmktkt does around 8,000 to 10,000.

Over the past few years, Indian Railways has become more open to attracting the new entrepreneur and innovation to flourish on their networks and premises, such as ConfirmTkt and Trainman to giants such as Google. Google providing the most visible project to Indian Railway to access the free wireless internet across hundreds of stations under the G Station project. Concluded 400 stations, starting with Mumbai Central, which have been covered over the past four years, with users overriding an average of 300 MB per session, as per Google estimates. The public Wi-Fi project is an excellent example of how public and private partnership can bring world-class service to the citizens.

IRCTC is focused on refining customer experience. So, companies such as Paytm and PhonePe have profited from being payment options for bookings, Travelkhana and Rail Restro benefited from passengers looking beyond Pantry cars of dodgy quality and Confirmktkt, Trainman and Rail Yatri gained from the urge to search and nail down confirmed tickets on a massive and stretched network. IRCTC has tied up with Bengaluru based CoRover to launch a chatbot called Ask Disha on its service. The chatbot holder some 10,000 questions at once and nearly 200,000 questions a day. While the service is text-based, CoRover also wants to enlarge by offering multi-lingual voice and video-based services soon. Some smaller startups are working under the hood and leveraging technology to make a difference. In the case of Lab to Market (Bengaluru-based startup), the focus is on noticing safety problems before they cause accidents.

Using technologies like sensors and artificial intelligence, this firm wants to improve the safety records of railway networks in India. We have a strong business case because Indian Railways can move from guide inspection to real-time monitoring. Swarjal, a provider of tech-enabled water ATMs (allowing for remote-monitoring and multiple payment modes), began a rollout of

its dispensing devices that are expected to be installed across 1,000 stations countrywide targeted at 50 million railway travellers who gamble with tap water of questionable source or buy millions of bottles of bottled water. Instead of this four-year-old venture has already installed its dispensers at over 100 stations in 14 states and is in a hurry to reach its ambitious target and help Indian Railways go carbon neutral by 2030. "This is both a viable business model with a target of 50 million daily travellers and the opportunity for measurable social impact.

Indian Railways also announced of Rs 50 crore fund to drive this fresh thinking of ideas. However, the response from entrepreneurs has been mixed. While some appreciate lowering the minimum qualification to be listed on IRCTC (allowing small startups to hop aboard), it can also be hard-nosed about which startups can ride the rails.

Thus, first, analyze the social problem/issue to be tackled. Try to find out the underlying causes and roots of the problem faced by the passengers while travelling to their journey, this is done through social entrepreneurship research, field analysis findings, surveys and observation methods. Then they study and link them in terms with the existing societal patterns and emerging social entrepreneurship trends in the society. Then ideas and strategies are developed for bringing in change in the passenger's mindset which brings change in their lifestyle and behaviour. By doing this they try to identify and develop change-makers from the society itself, to bring about positive progressive changes in the entire Indian Railway system.

Social Entrepreneurship provides the platform for passengers and employee to an interchange of ideas, feedbacks and development of effective strategies to resolve the problem. The social entrepreneurs work in collaboration with social innovators, funders, grass-roots leaders, social workers, and community organizations to bring about effective long-lasting social changes in the Indian Railways.

CONCLUSION

Improving the quality of service is one of the ways to improve the competitiveness of Railway passenger's business. The human suggestion is more required as we can see in airlines services which we are misplaced in Indian Railway passenger services. If this feature is upgraded there will be absolutely enhancement in the satisfaction levels of the passengers. The service quality

and service process are stimulating subjects to be examined and debate not only in business but also in the transportation area. Factors identified are accessibility and quality of refreshments, the efficiency of information systems, attitude of railway staff, basic facilities provided on platforms, and safety and security. Refreshments and interactive factors are measured are the most important by passengers. These factors regulate the passenger satisfaction on railway platforms and may be dissimilar from causes of satisfaction with Indian Railways as a whole. The study thus provides a direction for railway administration whereby areas for improving services may be identified.

SCOPE OF FURTHER RESEARCH

- Passengers having low confidence in online Railway mobile application because they are not getting accurate information. So, to overcome this problem Indian Railway should introduce the proper channel to increase the accuracy of Railway mobile applications.
- There is a difference between the platform information displayed on the screen and the actual arrival of a train on a platform to bridge this gap all screen should be connected with GPS for accuracy.
- Nowadays the cleaning department of Railway stations has been privatized. It is suggested to delegate the work to Railway employees itself such as group D employees that helps Indian Railways to reduce their outsource expenses.

LIMITATIONS

- Time constraint, as per the scope of this research, it is a time-consuming process.
- Lack of primary data study entire study based upon secondary data.
- Lack of passenger's awareness is the major limitations found during the research because without the involvement of passengers it's hard to achieve the proper efficiency by Indian Railway.
- The spectrum of social entrepreneurship is only limited to the infrastructure of Indian Railway stations. Social entrepreneurship in the context to Indian Railway is not covering the entire Railway system.

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