

# Conative, Give Back to The Society: SELCO-A Social Entrepreneurship-Startups Case Study

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## ***Abstract:***

*A man whose vision was to light a light to a rural house. In the year 1995, the rural India was under the dark due to non-inclusive of electricity to the poor. The social issue had given motivation to him unrest, that his conative had lifted him from employee mind set to social entrepreneurship mindset. Contribution to the society by any means was his intrinsic vision and mission. He could identify the actual issues of the society and given best solution to the rural India. SELCO to SELCO foundation acted upon the single vision and mission of "Give Back to The Society". Many examples are there to be studied, the young entrepreneurs may seed their conation and grow their social-caused business, shifting from the entrepreneurship to the Social Startups.*

**Keywords:** *Conative, Social Entrepreneurship, Solar Energy, Give Back to The Society", Rural India, Social Caused, Startups.*

## 1. About the Company:

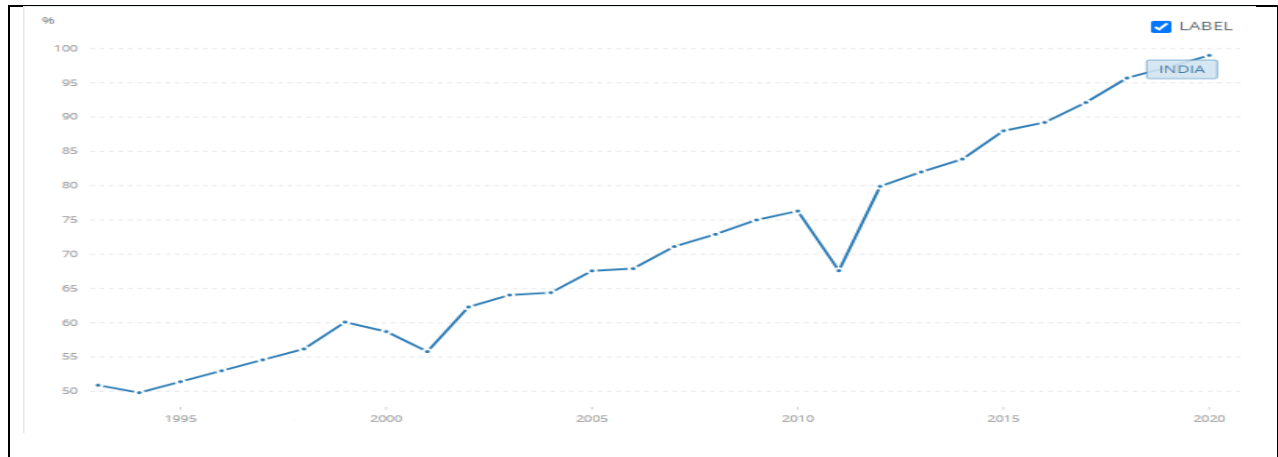
In the year 1995, SELCO was established in Bangalore, Karnataka, India with an objective to provide light to every house. Solar Electric Light Company (SELCO), India, based in Bangalore, has taken up such an involvement to provide solar energy devices and services to rural people at an affordable price in a commercially viable manner. Over 80,000 people are living in rural areas in Karnataka, Kerala and Andhra Pradesh have been benefited from this initiative, by getting electricity based on solar energy for the first time. The company is providing a two-light solar home system for Rs. 12,500 and four-light system Rs. 20,000 including installation and one-year service contact. It has tie up with rural banks, leasing companies and microfinance organizations for financing the project. In addition to the social and commercial aspects, these operations also supporting environmental protection and conservation of energy. A social entrepreneur, Harish Hande is the co-founder of SELCO INDIA, in the year 1995. He was born in Hand Attu, Udupi District, Karnataka and raised in Rourkela, Odisha, India. He is graduated in energy engineering from IIT-Kharagpur, in the year 1990 and later a PhD in energy engineering at the University of Massachusetts Lowell. He had left from the active management of SELCO INDIA in 2014 and became CEO of SELCO foundation.

## 2. About the Case: Problem Identification

([Sania Carley, Sara, L. al, 2011](#)) had drawn attention across the world in his literature about the energy-based economic development in the year 2011. It is not just a local issue, but an international issue, evidence from United States. ([Ugwoke et al., 2021](#)) has shown a proven rural energy model for the low-income group rural people of Sub-Saharan Africa and developing Asia. ([S. Harish Hande, 2016](#)) had identified the need of the time and has given a proper solution to South-Indian poor villagers. ([R. K. Harish Hande, 2016](#)) has given a solution through an association of SELCO foundation with State Bank of India and Swiss Agency for Development and Corporation SDC. Dr. Harish Hande has seen the darkness of his village from his childhood, in 1970s and 1980s, which was the same situation in India. The query of knowledge and the hindrances due to non-availability of light and energy generated facilities had made him worry some way. But when he came to Rourkela, and continued his study in a fully blessed atmosphere of 24-hour light, water, English medium school, European social infrastructure, he could achieve the goal of his career, was in his mind and went to IIT-Kharagpur, joined as a student in energy engineering. Again, his path was not ended here, went to University of Massachusetts Lowell. He did scientific research in energy engineering and successfully invented path to implement the solar energy in his village and country as a vision and mission “Give Back to the Society”. The pain of the village under no light was still in his heart and he returned to Bangalore, India, worked on his mission, goal and objectives. In his grounded study, he faced many problems. ([Solange, K.H., Saidpur, R., Luthor, M.R. et al., 2015](#)) has one suitable example in this matter. The example of Malaysian study is now connected with the social issues and problems faced by the Dr. Harish Hande in the implementation of the projects in India. The social acceptance of the solar energy in Malaysia was 80%. But their perspective was found such as (1) Expensive of Solar panel, (2) fully-generated electricity, (3) seasonal effects and (4) Government policies ([Solange, K.H., Saidpur, R., Luthor, M.R. et al., 2015](#)). The Malaysian

Government had taken the initiative and the result is found that 80% of the respondents had believed in Government policies and 70% respondents had connected with the nationwide solar energy project.

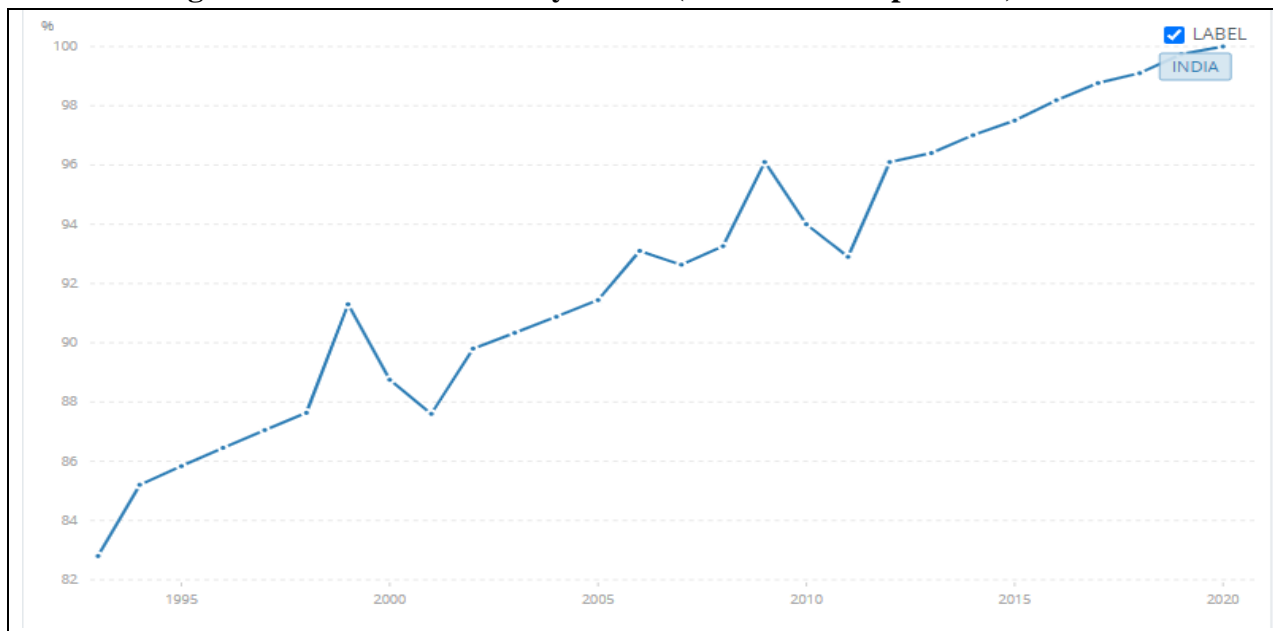
**Figure 1: Access to Electricity (% of Population)- India**



**Source:**

<https://data.worldbank.org/indicator/EG.ELC.ACCS.ZS?end=2020&locations=IN&start=1993&view>

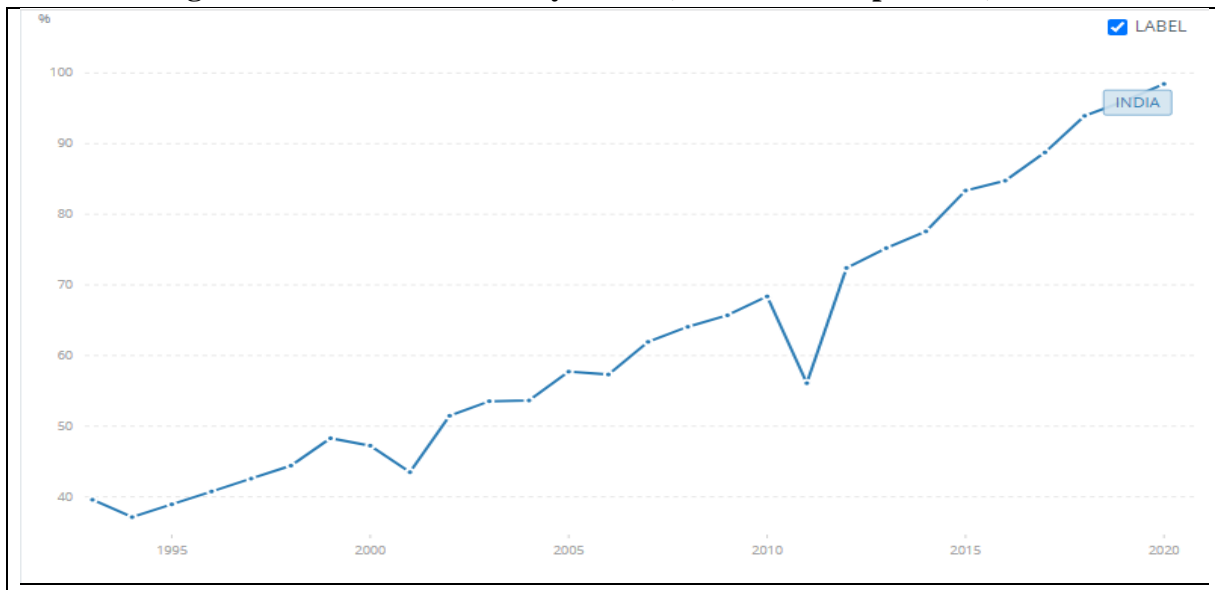
**Figure 2: Access to Electricity Urban (% of Urban Population)- India**



**Source:**

<https://data.worldbank.org/indicator/EG.ELC.ACCS.UR.ZS?end=2020&locations=IN&start=1993&view>

**Figure 3: Access to Electricity Rural (% of Rural Population)- India**



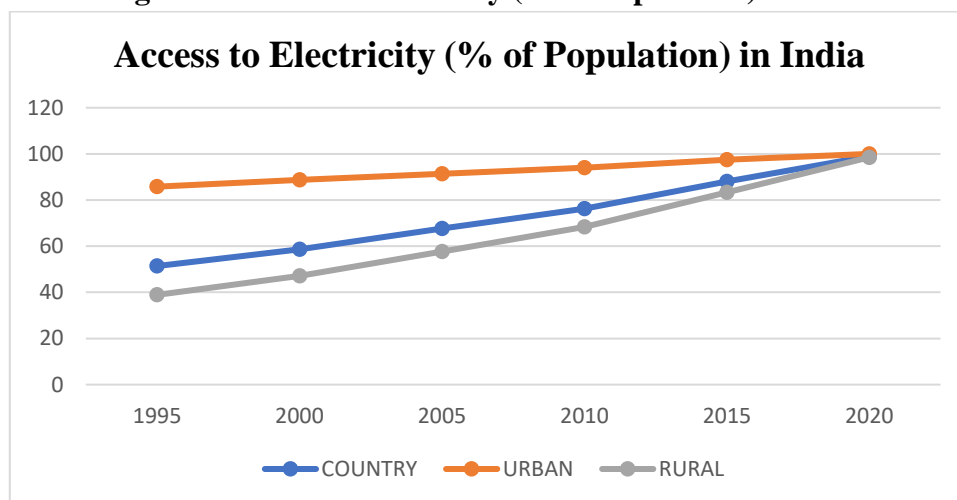
Source:

<https://data.worldbank.org/indicator/EG.ELC.ACCS.RU.ZS?end=2020&locations=IN&start=1993&view>

**Table 1 Access to Electricity (% of Population) in India**

YEAR	COUNTRY %	URBAN %	RURAL %
1995	51.4	85.8	38.9
2000	58.7	88.8	47.2
2005	67.6	91.4	57.7
2010	76.3	94	68.4
2015	88	97.5	83.4
2020	99	100	98.5

**Figure 4 Access to Electricity (% of Population) in India**



The accessibility of electricity power to India, Urban and Rural people are shown in Figure 1,2,3, and 4, where the trend of facility is given from 1995 to 2020. The result was very poor during 1995. During the year 1995, there was an excellent opportunity for the alternative solution, which is provided by the Harish Handed. The scarcity and his conation behavior were regressed very tightly to start the SELCO project with an objective of “Give Back to The Society”.

### 3. Conative-Give Back to the Society:

According to (Kurczewska et al., 2017), the affective attitude of an individual shows the feelings, emotions, moods and temperaments towards an object. Meanwhile, the cognitive ideas of an individual relate to, make the awareness about the object and activities through perceiving, conceiving, recognizing and judging the situation, which constructs a declarative and procedural knowledge. Importantly, the conative attitude and behavior are above the both affective and cognitive, which includes the human desire, motivation, purposive striving and impulse to do anything. A human wish to achieve the internal and external goals through his conative or motivated nature, when he reaches in the self-esteem stage and believes his abilities and prospects. he became too impulsive to achieve his clear goals, which is beyond his personal goals, for the society, with an objective of giving back to the society. SELCO was started with the motivation of social service and is being established a social enterprise with an objective of dark eradication from rural through light a house in a home of poor, who do not have electricity facility in their village. Dr. Harish Handed had worked for the Government of India’s clean energy initiatives, had given a sustainable energy solution to the poor. During the period 1995, the data shows in Figure 1: Access to Electricity (% of Population)- India is only 51.4%, in comparison to (Urban, 85.8%) and (Rural, 38.9). The conative of the data, even motivated him to contribute to the nation, endlessly to the Rural India. With this motivation, more than 500 employees from the rural area across the country came to joined as employees in this mission. The solutions are given by them though partnering with public sector banks, rural banks and co-operative banks.

Solutions			
Households	Livelihoods	Institution	Services
Solar Home Lighting	Roti Rolling Machine	Indoor, outdoor Light	Doorstep Services
Solar Inverter System	Milking Machine	Street Lighting	Doorstep Financing
Solar Water Heater	Sewing Machine	Water heater system	Rural Service Centre
DC home appliances	Photo coping and Printing Machine	Power system in Healthcare Centre	Flexible Relationship & Reliable Supply Chain
Small Business Lighting	Blacksmith Fan Blowers	Digital Education System	Locally Connected Sales People
Community Installation	Pottery Wheels	Solar Machine to Income	Customized Solution

**Source:** <https://selco-india.com/what-we-do/>

Why this case study is an example for the society, not in India, but also worldwide. The same model is adopted by the Japanese in Bangladesh in the year 2013. Dr. Harish Handed had started his mission and action in India in the year 1995. The Yamada project is presented by the Japanese in rural villages of Bangladesh, which broke the capitalism and uplifted the social enterprises in Bangladesh ([Huang, 2020](#)). In Africa, the charging station is installed and operated by the NGOs, charitable trusts and private organizations to provide energy facility to sub-Saharan rural households ([Munro et al., 2016](#)). The energy poor of Africa is identified by the M-Kopa solar, D-Light, Solar Sister and Saah Global where, the enterprises had engaged the NGOs and local people in campaigning, consulting and training the poor to spread the knowledge and influence the energy poor people about the use and benefits of solar energy ([Warnecke & Houndonougbo, 2016](#)). Through the franchising and dealer system, the energy was availed to the needed one. Socially aware and motivator investors are included to promote the social enterprise ([Marketplace, 2015](#)). The social entrepreneur thinks about the society and creates an entity in his mind to carry on his idea with a view of “for the benefit” and “economic system” ([Sabeti, 2011](#)), to accelerate the business. ([Xiang & Zhang, 2022](#)) has drawn attention of learners that the moral efficacy influences students’ intention for positive reciprocity and social entrepreneurship. Whereas the moral meaningfulness influences significantly the students’ intentions toward the social entrepreneurship to contribute to the society. When Dr. Harish Handed was student, the conation from his intrinsic behavior was subtle of social contribution towards his beloved society. The theory of planned behavior of conative affects the consumers word of mouth and moderate the consumer trust and purchase psychology ([Anisimova & Weiss, 2022](#)). In the above view, the founder of SELCO also could able to build the trust between the energy poor people and motivated them for the adoption of solar energy for their sustainable development. [Shipping Chen, Bianzhou Lu, Lexia Yan, \(2022\)](#) has stated that the effectiveness of perceived value has turned into the conative of the purchase intention. The feelings of the consumer stimulated the purchase intention, but the self-motivation has outlined the demand for the product. Similarly, the self-motivation (conative), psychological traits of the founder had motivated him from his childhood to serve the society at a large perspective.

#### **4. Solution and Social Contribution to the Society**

According to [V.S.K.V. Harish, Naqui Anwer, Amit Kumar, \(2022\)](#), the electricity power is the significant factor which influences and effects positively on the “economic growth”, “employment generation”, poverty alleviation and human development especially in rural India. Similar to the malaysian study ([Solange, K.H., Saidpur, R., Luthor, M.R. et al., 2015](#)), Dr. Harish Handed made an association of the SELCO Foundation with the bank and Government, to avail the expensive solar energy system for the rural poor people, who didn’t have electricity. Government of India and State bank of India had helped to the project and given loan to the poor one to purchase the solar energy system. SELCO Foundation has done inclusive to non-inclusive society of Karnataka, Andhra Pradesh, Tamandu, Kerala, Odisha and Maharashtra through sustainable energy. SELCO foundation had provided a risk fund to the bank to build the banker confidence in financing the project and also provided the margin money to the Syndicate bank in Bhawani Atana, Odisha, India.

## 5. Implications

The case study is a problem-solving solution-based case study in social entrepreneurship. He identified the less adverse regressed or non-regressed strata, worked for them and contributed towards the social cause, never responded by many other entrepreneurs and corporate. The availability of electricity energy and sustainable rural development was under correlated but the regression of motivation and rural issues were addressed and regressed in a positive manner to uplift of the rural livelihoods in India through solar electrification in rural India.

## 6. Business Application of the Case

The social enterprise business model can be adopted by the young entrepreneur to have their social caused startups in their society by identifying the social problems and product as the solution. This case study is well suitable for the youth, students, who wish to start any startups. “Towards Better Understand”, Untying moral efficacy and meaningfulness”, through a “Beautiful Story”, “The For-Benefit Enterprise”, with a goal and objective; example “Let There Be Light”, and socio-economic sustainability should be the vision and mission of “Social Startups Model” in the present scenario.

## 7. Social Justification of the Case

The social enterprise business model can be adopted by the young entrepreneur to have their social caused startups in their society by identifying the social problems and product as the solution. The case study states to identify the solution of any social problems and motivate the society and needed for adoption the solution for the upliftment of their life to a better life in their society.

## 8. Conclusion and Suggestions

The founders’ feelings, thought, and moral had confined to his intrinsic conation, which forced him extrinsic act for the society. The social enterprise business model can be adopted by the young entrepreneur to have their social caused startups in their society by identifying the social problems and product as the solution. Through this case study, it is suggested to the youth, entrepreneurs and corporate that they should focus on the social issues and start their startups to do inclusive the underprivileged people. “Give Back to the Society” should be inherent in their cognitive, affective and conative behavior as it is the motto of the business. As a result, society will be assured and people will assure the business a lot. The young entrepreneurs should start or shift their business from traditional format to social-caused Startups.

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