

SOCIAL ENTREPRENEURSHIP IN THE PETROLEUM INDUSTRY
A SOCIOLOGICAL STUDY
(With Special Reference to Chikmagalur District)

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Abstract

The word petroleum comes from Greek. The term frequently used to refer to mineral oils produced by distillation from mined organic solids such as cannel coal and refined oils produced from them, they are derived from crude oil as it is processed in oil refineries, they are a collection of well-defined pure chemical compounds, petroleum products are complex mixtures.

Petroleum products are very essential products for transportation, heating, electricity generation, asphalt, and road oil. They are used to make chemicals, plastics, and synthetic materials which we are using in daily life. About 74% of the 6.89 billion barrels of petroleum that we used in 2013 were gasoline, heating oil/diesel fuel, and jet fuel.

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Introduction

Petrol Stations in India

According to 20 January 2015, there are 51,870 petrol pumps are working in India. According to 20 January 2015, there are 2500 petrol pumps working in Karnataka state. Those obtained from crude oil and natural gas processing, including (among many others) asphalts, automotive gasoline's, aviation gasoline's, fuel oils, kerosene, liquefied petroleum gas (LPG), lubricants, naphtha's, and waxes.

India is the second-most populous country in the world, with over 1.277 billion people (2015), more than a sixth of the world's population. Already containing 17.5% of the world's population, India is projected to be the world's by 2022, surpassing China, its population reaching 1.6 billion by 2050. Its population growth rate is 1.2%, ranking 94th in the world in 2013. The Indian population had reached a billion marks by 1998.

India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan; and, by 2030, India's dependency ratio should be just over 0.4.

Entrepreneurship

The word Entrepreneurship is derived from the French language. Entrepreneurship means to undertake in a business context, it means to start a business. The definitions of Entrepreneurship are a person who organizes, manages, and assumes the risks of a business or enterprise.

Social Entrepreneurship

Social Entrepreneurship can be explained as an innovation and transformation in different fields including health, education, environment, and enterprise development. It pursues poverty alleviation goals with an entrepreneurial will, business methods, and the courage to innovate and overcome old traditional practices. A social entrepreneur is the same as a business Entrepreneur builds strong and sustainable organizations that are either set up as not-for-profits or companies.

The Social Entrepreneurship

The social Entrepreneurship use some common ways:

1. An unwavering belief in the innate capacity of all people to contribute meaningfully to economic and social development.
2. A guiding wheel passion to make that happen.
3. A practical but innovative stance to a social problem, often using market principles and forces, coupled with a dogged determination that allows them

to break away from constraints imposed by ideology or field of discipline, and pushes them to take risks that others wouldn't dare.

4. A mind to measure and monitor their impact. Entrepreneurs have high standards, particularly in relation to their own organization's efforts and in response to the communities with which they engage. Data, both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement.

Social Entrepreneurs cannot sit and wait for change to happen. They are the change drivers.

A Social Entrepreneur is a leader or pragmatic visionary:

1. Achieves large scale, systemic, and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of both.
2. Focuses first and foremost on the social and ecological value creation and tries to optimize the financial value creation.
3. Innovates by finding a new product, a new service, or a new approach to a social problem.
4. Continuously refines and adapts approach in response to feedback.
5. Combines the characteristics represented by Richard Branson and Nobel Lori ate Mother Teresa...
6. An unwavering belief in the innate capacity of all people to contribute meaningfully to economic and social development.
7. A guiding wheel passion to make that happen.
8. A practical but innovative stance to a social problem, often using market principles and forces, coupled with a dogged determination that allows them to break away from constraints imposed by ideology or field of discipline, and pushes them to take risks that others wouldn't dare.
9. A mind to measure and monitor their impact. Entrepreneurs have high standards, particularly in relation to their own organization's efforts and in response to the communities with which they engage. Data, both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement.
10. Social Entrepreneurs cannot sit and wait for change to happen. They are the change drivers.

Objectives of the topic

To find out the social concern of the petroleum industry and petroleum dealers

social Entrepreneurship.

Hypothesis of the topic

Petroleum industry and petroleum dealers have a social concern regarding their employees and customers.

Statement clarification

Petroleum Industry and Petroleum Dealers working in the society for the welfare of the society in general as a social Entrepreneur by adopting new innovative methods to serve the people who are working in the petroleum industry and working in petroleum retail outlets to achieve the concept of welfare state concept of Constitution of India.

Sociological study

This study is a systematic and scientific study of the overall petroleum industry and petroleum dealers with a sociological perspective.

Methodology

In this study, we have used a simple random sampling method on selected on 20 respondents. We have used a direct interview method for the collection of information by the respondents. Who is working in the petroleum industry and petroleum outlets with a social developmental perspective?

Sources of information

- 1) **Primary resources:** - To collect the primary information we used inter schedule on social developmental perspective for interview. Finally, information is collected by 20 respondents.
- 2) **Secondary sources:** - We have collected information from Articles, journals, libraries, newspapers, and websites.

Theoretical perspective

We used a social structural-functional theoretical perspective for this study.

Topographical features of the study

Chikkamagalore is a district in the South Indian state of Karnataka. Coffee was first cultivated in India in Chikkamagalore. The mountains in Chikkamagalore which are a part of the Western Ghats are the source of rivers like Tunga and Bhadra. Geographical scope of the study area is chikkamagalore dist., in Karnataka state regarding public policy and sustainable development. Chikkamagalore dist., will come under the famous western guts area. Chikkamagalore dist., famous for Coffee, Tea, Cardamom, Rubber plantation crops. It is also famous for horticulture corps like coconut, Aracanut, Banana, Mango, Sapota, and other crops. It is also

famous for Paddy, Raghu, Jowler, and other food crops. It is also famous for commercial crops like chilies, Onion, Potato, and other crops. It is also famous for tourism sports like Dattapita, Mullaiyanagiri, Kallatthigiri, Kemmannagundi, Amruthapura temple, and so on. Information regarding chikkamagalore dist., as on today. There are BPC – 18, HPC-24, IOC-30, Reliance-02, SR-01 total 75 bunks.

Statement clarification

As a social entrepreneur, the public sector undertaking companies provided the reservation for Backward class, SC&ST, physically handicapped, War widows, Freedom fighters, Women, sports, & general quota allotted the petroleum dealerships in order to follow the guidelines of Constitution of India.

Similarly, the petroleum dealers also provided jobs for locally available persons irrespective of cast creed religion and gender. Petroleum dealers provided jobs for the cause they are poor; they need in the job. Petroleum dealers appointed male, female, Trans genders as their employees.

Petroleum dealers are conducting so many social welfare programmers to their employees like Eye camps, Ictc camps, General health checkup camps, and providing Provident fund (PF), Employees state insurance (ESI), Accidents insurance plans, Salary through bank accounts, Uniforms, which includes from shoes to cap, private toilet facilities to female employees also.

Data Analysis

The data collected by using all the research methods, and other sources are analyzed by essential statistical techniques by using analysis of data research report. The data was collected from a social structural-functional theoretical perspective.

Table. 1 Personal Profile of The Respondents

S. NO	Personal Profile of the Respondents				
1	Age	18-28 08	29-39 05	40-50 04	51+ 03
2	Gender	Male 16			Female 04
3	Caste	SC 02	ST 03	OBC 05	Others 04
4	Religion	Hindu 14	Christian 02		Muslim 04
5	Education	Illiterates 00	Primary education 10	Secondary education 06	Higher education 4
6	Yearly Income	Up to 60,000 8	60,001 to 100,000 07	100,001 to 1,50,000 03	150,001+above 02
7	Marriage	Married 16	Bachelor 04	Widow 0	
8	Family	Joint 01	Nuclear 19		

In the demographic information age, gender, education qualification, marital status, income size type of family, etc, are various information's are followings

- **Age:** Age is an important factor at the time of interviewee because of the respondents are below 18 years age will be considered as minors. They are not eligible for any contract according to the **Indian contract act-1872**.
- **Gender:** We interviewed 16 male respondents and 4 female respondents.
- **Cast:** In India cast plays an important role even though India is a secular state. We interviewed 2 SC, 03 ST, 05 OBC, and others 04
- **Religion:** India is the motherland of several religions. Even though its. Secular state all the statistics are collected on the basis of religion like Hindu, Muslim, Christian.
 - o We interviewed 14 Hindus, 02Christiyans, 04 Muslim respondents.
- **Education:** Education plays an important role in India. Due to several governmental and non-governmental (NGO's) intuitional efforts. All respondents are literates. In this interview 10respondents are educated up to primary education, 06 respondents are educated up to Secondary level education and 04 respondents are educated up to higher-level education. Dealers are providing fleet card's facility, rural card facility, Driver card facility, Credit &Debt card facility to their customers also.

Table: 2

Sl No	Particulars	Yes	No
1	Our government providing reservations at the time of dealership allotment	20	0
2	Governments providing help to dealers	18	2
3	Governments providing help to labors	20	0
4	Dealers providing PF (provident fund) faculties to employees	19	1
5	Dealers providing ESI (Employees State insurance) faculties to employees	19	1
6	Dealers providing insurance facilities.	18	2
7	Dealers providing salary according to minimum wage act 1948	20	0
8	Dealers provide uniforms to employees	20	0
9	Dealers conducting health check-up camps for employees.	16	4
10	Dealers provide incentive schemes to customers	15	5
11	Dealers are working as social entrepreneurs	20	0
12	Dealers providing Incentive schemes for customers.	20	0
13	Dealers providing housing schemes for employees	02	18
14	Dealers providing education facilities for children's of employees	02	18
15	Dealers providing Bonus facilities for employees	15	05
16	Dealers providing Festival offers for employees	16	04

1. Governmental providing reservations at the time of dealership allotment
All petroleum dealers agree that the Government is providing reservation facility at the time of allotment of the dealership.

Government public sector oil companies like IOC, BPC, HPC and others will provide reservations while allotting dealership under the article 16 of Indian constitution securing of equality of opportunity as do clauses (1) and (2) obviously, therefore, it is as much a fundamental right as clause 1 and 2 or any other provisions of that article 15, just like article 16 is a facet of the right to equality. In this aspect, all dealers will agree and nobody will tell no.

Government will provide reservations in backward class, sc&st, physically handicapped, war widows, freedom fighters, sports men, and others quota at the time of allotment of the dealership.

2. Governments providing help to dealers.

18 petroleum dealers agree that the government will provide help at the time of the commission of their retail outlets.

Both the state government and central government will help the dealers to commission their retail outlets. By issuing required licenses, and guidelines. The state government will issue VAT Registration, trading license. The central government will issue the licenses, NOC (No objection certificate), explosive license, and others. The petroleum companies will allot dealership also this is nothing but social entrepreneurship by the governments.

3. Governments providing help to employees.

All 20 employees agree that the government is helping the working class.

The government will frame the labor laws. The dealers should abide by the laws framed by the governments. The governments will frame the laws to provide social security and social welfare measures in the interest of the employees both working in the petroleum industry and petroleum retail outlets.

4. Dealers providing PF (provident Fund) Facilities to employees

19 Petroleum dealers will provide PF facility to their employees in general. Majority of the petroleum dealers will provide social good-fare measures to their employees for their welfare like providing PF (Provident Fund), and other facilities. By PF system employees working in the petroleum industry and petrol bunks are feeling a sense of security in their life. In this system, both the employer and the employee must contribute 50% share each respectively. By this system, the fund will be created in the name of the employee and it will be settled at the time of requirement of funds to the employee, and at the time of emergency, the loan can

also be provided. This concept of PF will help the working class in general.

The Government is providing 8.8% interest to inoperative accounts also, This will help 9.7crore employees.

5. Dealers providing ESI (Employees State insurance)faculties to employees

19 petroleum dealers will provide social welfare measures to their employees for their welfare like providing PF (Provident fund), and other facilities. In this ESI system, health facilities will be provided by the government hospitals to the employee and his family members without cost at the time of health disorder. In this ESI concept, the government will think the health of the employee and his family members are very important assuming that health is wealth. Here the government and employer will act as a social entrepreneur in the interest of employees health is the paramount interest concerned for the good fare of the society in large.

6. Dealers providing insurance facilities.

18 petroleum dealers will provide life insurance facilities to their employees. Which will help the employees at the time of accidents and deaths? This is a type of social entrepreneurship. In insurance, concept insurance will help the insured person in his lifetime and after his lifetime also. Insurance will provide a sense of security in his lifetime. In insurance fora, a small amount of premium paid by the employer or by the employee a large sum assured is allotted to the insured person. At the time of any unhappy incident, a large sum of amount will be paid to the nominee of the deceased person. In some cases permanent disability, the disability benefit is also paid to the insured person. In some medical insurance policies for hospital fees and medical bills also paid by the insurance company.

7. Dealers providing salary according to minimum wage act 1948.

All the dealers will provide a salary to their employees guided by the minimum wage act 1948. Now the union government of India has directed the oil companies to issue directions for their petroleum dealers to issue salary to bank accounts. At present for managers per month 8698.14 is paid, For supervisors per month 8484.42 is paid, for stenographer per month 7410.52 is paid, For clerk or cashier per month 7310.52 is paid, for storekeeper per month 7110.52 is paid, for office boy or watchman per month 6901.02 is paid, for bill collector per month 6542.81 is paid, for petrol gun man per month 6319.66is paid.

8. Dealers provide uniforms to employees

All dealers will provide a suitable uniform to their employees has a social welfare measure from shoes to cap. This is the social concern of the dealers towards to their employees. By the uniform dress, the employees can be identified easily. It

will bring a sense of equality among the employees. By providing uniforms petroleum dealers are doing social service at the workplace.

9. Dealers conducting health check-up camps for customers.

16 Petroleum dealers are conducting so many social welfare programs to their employees like Eye camps, Ictc camps, General health checkup camps for their employees, and customers frequently have guided by the oil companies this will boost the morale of the employees in retail outlets. Only a few will not conduct health checkup camps.

10. Dealers provide incentive schemes to customers.

15 Dealers will provide incentive schemes to their customers in the name of sales promotional campaigns at the time of festivals and New Year by conducting lucky draws and providing attractive home appliances like TV, Refrigerator, grinder, mobiles, motorbikes, even cars, and other valuable prices. This is also a type of social entrepreneurship by the petroleum dealer.

11. Dealers are working as social entrepreneurs.

All dealers are working as social entrepreneurs to serve their customers, employees, and the society in the interest of the welfare state concept which is provided by the constitution of India. The dealers are fulfilling the needs of the employees and customers to their best extent

12. Dealers providing Incentives schemes for customers

A) Fleet card facility for Fleet owner. In this fleet card, there is a general insurance scheme for fleet owners and drivers at the time of the sad demise of fleet owners and drivers. Fleet card system is linked all over India in their respective oil companies.

B) Dealers will provide a rural card for rural customers. In this card general insurance and some incentives are given.

C) Dealers will provide drivers card for fleet drivers only. In this card, some incentives are given to the driver's community.

13. Dealers providing housing schemes for employees

Majority of the petroleum dealers will not provide social welfare measures like housing facilities for their employees some petroleum dealers will provide monthly rent for their employees in town, city, and metro pool city. Only 2 petroleum dealers will provide rent for their residential houses.

14. Dealers providing education facilities for children's of employees

Majority of the petroleum dealers will not provide social welfare measures like education facilities for children of their employees 2 petroleum dealers will

provide school fees, college fees for their employee's children for their education, as a social welfare measure.

15. Dealers providing Bonus facilities for employees

15 petroleum dealers provide the bonus for their employees once in a year at the time of the Deepavali festival. As a social measure, dealers will provide some amount of money as a mark of the reorganization of their service in their retail outlets. This as a tradition in the petroleum industry since the olden days.

16. Dealers providing Festival offers for employees

16 Petroleum dealers provide the festival offers for their employees at the time of major festivals.

In this way, the dealers are discharging their social responsibility in the way of social entrepreneurship.

Findings

By above all studies and statistics we can say that the oil companies and dealers are working as social entrepreneurs in the interest of the society in large as directed by the constitution of India under the welfare state concept.

Confirmation of hypothesis

By above all available information the petroleum companies and petroleum dealers have a social concern in their day to day business.

Suggestions

All petroleum companies and dealers should be more pro customers and employees in the interest Petroleum Industry, by providing suitable facilities according to the need of the hour taking into consideration today's market price index.

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