

Community-Based Entrepreneurship Marketing as a Catalyst for Social Change: A Qualitative Analysis of South Asian Enterprises

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Received 16/06/2026 | Revision 17/06/2026 | Accepted 23/07/2026 | Published 20/08/2026

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Abstract: Purpose: The present research delves into the prominent influences of entrepreneurial marketing, which are present in community enterprises in South Asian countries whose mission is to solve deeply rooted social and economic issues such as poverty, lack of education and restricted access to healthcare. **Methodology:** Adopting a qualitative and action-oriented research paradigm, this paper explores the root cultural values, collective resources and shared trust that impact the success of community enterprises. Inclusive communication, collaborative leadership and local innovation are pointed to fundamental and necessary aspects for reaching out to marginalized communities by the research. **Findings:** The findings of this study reveal that entrepreneurial communities in South Asia have the potential to create sustainable development results, especially in the context of education, healthcare and the eradication of poverty. **Originality:** This work substantially benefits the debate on social entrepreneurship by offering examples of how marketing concepts can be locally transformed to facilitate inclusive growth and empower communities. **Practical Implications:** Entrepreneurs have the opportunities for community business to change marketing ideas into inclusive practices that support local innovation and problem solving of their teamwork. In that way, they create sustainable models of growth adjusted to the distinctive socio-cultural environment of South Asian communities. **Social Implications:** Entrepreneurs based in communities are described as the main agents of societal transformation who employ marketing strategies not only for profit but also for achieving sustainable social results. Community members' collaboration greatly depends on shared values, joint resources and trust which are considered the most essential elements. Besides, these factors allow communities to have social bonds and exchange mutual support.

Keywords: Community-Based Business, Entrepreneurship Marketing, Social Change, Education, Healthcare and Poverty

INTRODUCTION

Generally, issues in South Asian countries, such as financial scarcity, low literacy rates and inadequate medical care, are complex. Team efforts are more effective in addressing these problems than individual ones. The process of community enterprise involves creating a project group, organized and managed by volunteers, to construct a business venture that produces desired benefits for the community [1]. To resolve individual or group issues, it is necessary to address the impoverishment and deprivation of their rights [2]. Development processes are now thought to have a competitor in the form of community-based entrepreneurship. Economically, homogeneous in nature, it is led by an individual or group. It is known to be a useful tool for increasing the marginal group capacity [3]. As there is proof available from the empirical case studies that denotes which improves economic and cultural

equality in terms of quality. The community-based entrepreneurship has guiding principles that support the economic activity for the betterment of people in South Asian nations. While establishing a community-based business, Entrepreneurship qualities like innovative, progressive and self-focused must be possessed by the entrepreneurs to run the business. While other factors, such as internal issues, strong leadership and support, could be considered to define entrepreneurship communities. By investing in one another's human capital, these communities form community-based partnerships that create productive and long-lasting jobs. Entrepreneurial communities foster creativity and entrepreneurship through creative partnerships at the community level. Creative communities have the potential to stimulate innovation by encouraging unconventional thinking. These communities are necessary because entrepreneurs require assistance that

goes beyond financial support to include psychological support and leadership mentoring. Entrepreneurial support from other members of the community holds equal significance to government policies and investment.

Theoretical Background

Since a business cannot establish and enlarge itself unless the customer gets involved in the market. Marketing is an essential process for entrepreneurs, centered on the acquisition and retention of customers. Entrepreneurs were proactively identifying and seizing opportunities to gain and keep gainful customers through innovative methods of contingency planning, employing resources and creating value is what entrepreneurial marketing entails. [4]. The marketing is adapted to the entrepreneur's business. Since it does not follow the core marketing concepts is typically created for big, well-known companies. Using a toolkit of innovative and creative marketing techniques, entrepreneurial marketing helps emerging companies that serve the community stand out in cutthroat marketplaces. In terms of strategy, entrepreneurs employ a variety of tactics that are born out of necessity. They are essential to community-based businesses, particularly those that target South Asian nations, as they create a shared vision that encourages teamwork, collaboration and partnerships among all parties involved. This unites people and groups with similar objectives and passions. For instance, in a community development project to enhance access to education, stakeholders, including nearby schools, non-governmental organizations and governmental agencies, will collaborate to create a common goal of offering all local children a high-quality education. To have clear communication in the business, effective speaking skills are necessary. It is critical to create an inclusive, transparent and open line of communication. This essential way of communication helps the entrepreneurs, employees, or customers to build solid relationships and set their mutual respect with each other, enabling them to foster their cooperation and partnership in tackling people and customer problems by providing them with an indispensable solution. This makes it possible for everyone to speak up and offer their opinion and suggestions on digital platforms, too. Meanwhile, online forums, frequent gatherings and meetings can be used in a community development initiative to facilitate communication and guarantee that all viewpoints are heard and taken into consideration. Entrepreneurs use the combined resources and expertise with abilities and share information with the employees or their partners with shared material resources, which include office space, furnishings and money. Thus, entrepreneurs can work together to support one another's growth and success [5]. In a cooperative entrepreneurship project, entrepreneurs build their

networks, using marketing techniques and industrial knowledge to accomplish their shared objectives. They were inclined to find out the faults to prevent the misunderstandings and conflicts in defining the roles and responsibilities for all the workers involved in this cooperative or partnership-based community development.

As everyone in this organization is aware of their responsibilities and roles, it reduces the possibilities of confusion or duplication of their work, specifically related to the task-performing operations in marketing, production and finance. To ensure that every member of the team effectively contributes to the venture's success, for the growth and development of the organization and the community. Diverse public opinions and voices are appreciated and included by entrepreneurs who work for the community. All the points of view had been taken into account and produced more creative solutions and superior results, embracing diversity and inclusion. Engaging participants from various backgrounds, such as age ranges, cultural and socio-economic groups and communities, can contribute their ideologies to the creation of more detailed and reasonable methods of development in a community development project [6].

Community Based Entrepreneurship

Social entrepreneurship, conversely, is centered on the generation of social value through innovative business paradigms that discuss societal tasks while confirming fiscal viability. The convergence of cooperatives and social entrepreneurship offers a distinctive opportunity for individuals and communities to effect significant transformation. By capitalizing on the advantages inherent in cooperative models such as shared ownership, collective decision-making and an emphasis on community welfare, Social entrepreneurs can establish enterprises that not only yield economic benefits but also make a constructive contribution to society [7].

The term "community-based entrepreneurship," which describes companies run and controlled by locals to address regional needs or improve community well-being, has undergone significant changes. Individuals who steadfastly commit to promoting self-employment and economic empowerment within the foundational community structure are primarily responsible for this evolution. For example, local leaders have initiated training initiatives aimed at imparting entrepreneurial competencies, thereby facilitating connections between aspiring business owners and seasoned mentors. [8]. They connect with the social and commercial dynamics of how members of a community engage collectively as entrepreneurs to realize shared objectives. As it arises within a communal context, these entrepreneurs have united with the conditions laid in the community, oriented towards communal existence, promoting self-sufficiency, embodying diverse or multiple objectives and fostering

collective advancement [9]. Community-based entrepreneurs aim to generate economic benefits moreover, they also prioritize social, cultural and environmental well-being. These entrepreneurs are typically rooted in local values, traditions and needs and they emphasize inclusive participation, shared leadership and mutual support. By leveraging local resources and empowering residents, community-based entrepreneurship helps to build resilient communities that are capable of addressing their challenges and shaping their futures [10].

At the beginning of the 20th century, it became increasingly apparent to policymakers and agencies that community-based entrepreneurship serves as an effective instrument for development. This transformation occurs through the heightened recognition of the favorable effects of successful models, such as fair-trade cooperatives that empower farmers and local food initiatives that bolster regional economies. Such ventures possess the ability to produce employment chances, strengthen their marginalized populations, augment the local self-sufficiency and address specific needs within communities [11]. Community-based enterprises are distinguished by their ability to organize commercial activities centered on the community to deliver direct benefits. They facilitate meaningful employment opportunities and financial income for marginalized community members while simultaneously retaining monetary resources within the community, thereby preventing the outflow of funds to non-community individuals. Hence, community-based entrepreneurs face challenges, such as limited access to funding and competition from larger enterprises, but their significance as a development tool continues to garner support and expansion [12].

Marketing Strategies for Community-Based Business

Community-oriented businesses in South Asia are crucial in tackling significant social challenges, including education, health and poverty, by employing entrepreneurial marketing strategies that emphasize local involvement and empowerment. There are

numerous underserved areas, particularly in India, Bangladesh and Nepal, where necessity-driven entrepreneurs and community-based organizations (CBOs) have risen as catalysts for change, providing low-cost, affordable services tailored to the needs of marginalized populations. This business frequently reinvests its earnings into community enhancement, such as supporting local educational institutions, enhancing access to primary healthcare, creating job opportunities for unemployed citizens and reducing poverty in their affected nations Table 1.

Community-Based Business in the Education System

Schools are deemed part of a community-based business. Pointing out that in slum areas in the villages and city sides of South Asian countries, nearby schools and faraway schools are available, yet the transportation cost is high and safety issues also occur for every child [14]. Afghanistan and Pakistan are facing a lack of knowledge in education due to schools being scarce. In countries like India and Sri Lanka, the eminence of teachers as well as infrastructure within the community [15]. Since teachers and school and school administrators caused a high level of absenteeism in Bangladesh and India [16]. Higher educational Institutions tried to find a path to contribute the factors to community development with the rapport of community-based entrepreneurship education programs. Education motivates dedicated entrepreneurs through an alternative model in promoting the welfare of the livelihoods of the community [17].

Some families in South Asian countries own more land and enable their children to work on their land and practice child labor. Then, some children get involved in their academics and work too. Thus, it resulted in a poor education. [18]. Therefore, asset-owning families produced a biased effect on educational outcomes. Hence, the world of education is not only for the children but is cordially associated with the parents. This is parental education and it is the most prominent level in forecasting educational results. As it might affect numerous ways, hereby, the central focus of every parent is raising their children in school, being knowledgeable and from birth, they take care of their children by providing them with nutritional and healthy foods. In addition, educated parents assist their children by helping them finish their homework and other activities. And next, parents share their experience with their reinforcement in life and utilize it practically for the development of their children. Similarly, Ranasinghe and Hartog [19]. advocated that the mother's literacy rate significantly impacted her children's academic performance in Sri Lanka. Hence, the growing desire among people to start their businesses plays a major role in entrepreneurship education [20] Figure 1.

Table 1: Community Based Business Model Listening to Our Online Community

Establish a coherent and synchronized methodology for the administration of the community department within your enterprise.	Dedicate oneself to the habitual participation in and guidance of your community on a daily basis.
Allocate specific time slots on your weekly schedule dedicated to the cultivation and expansion of the community.	Develop a comprehensive community manifesto and attain a clear understanding of the identities of your community members.
Engage with individuals beyond your immediate network to foster new connections with prospective community members	Maintain an active involvement subsequent to the dissemination of content to facilitate real-time responses to comments.
Acquire knowledge and competently leverage hashtags and keywords to naturally entice your intended community members.	Exhibit value, demonstrate a genuine interest in others and provide insightful comments and messages to cultivate rapport.

Source: [13]

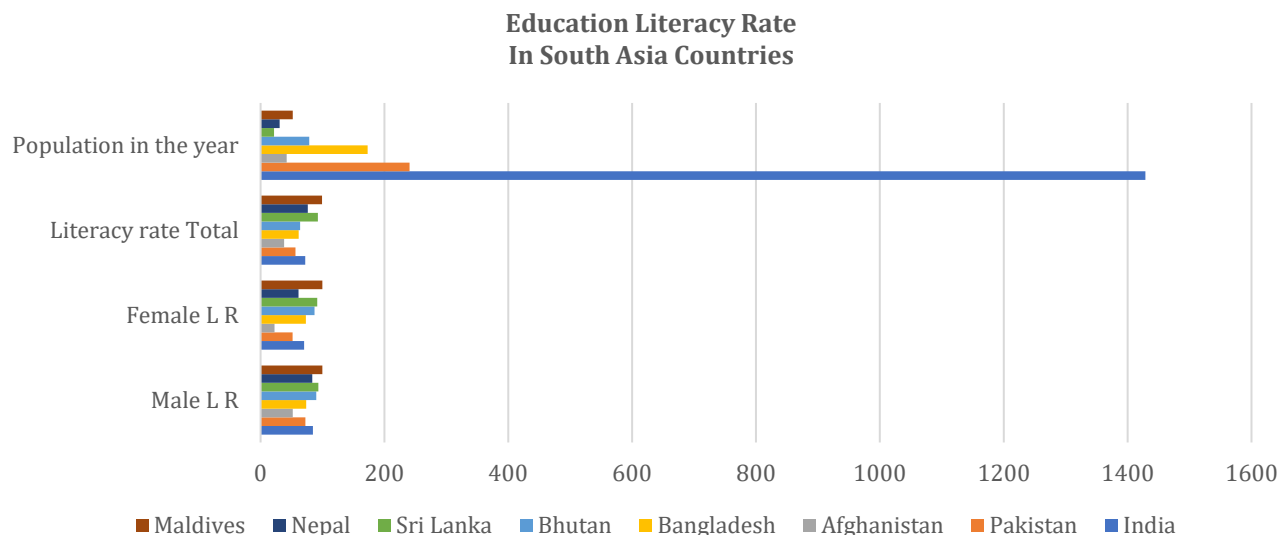


Figure 1: Comparison of Education and Literacy Rates in South Asian Countries

Source: (World Population Review and Datapandas Website)

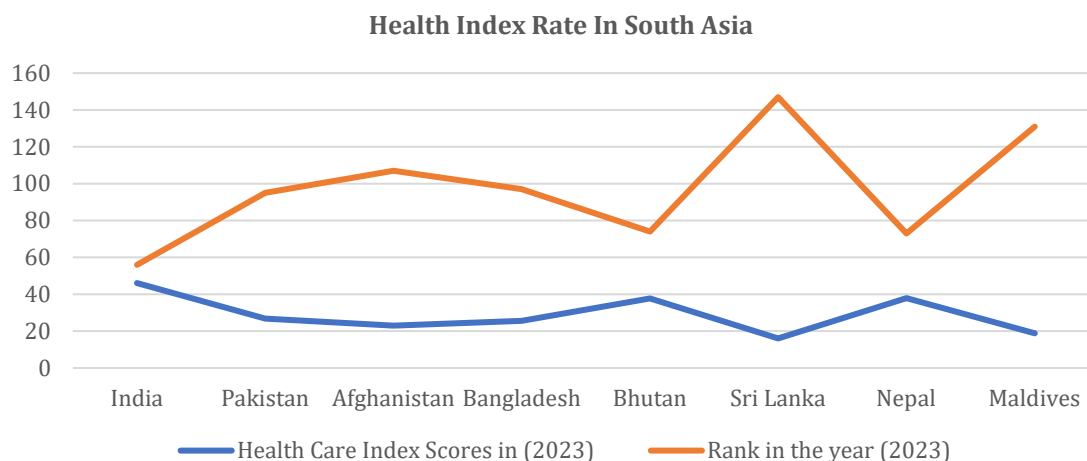


Figure 2: Comparative Analysis of Health Care Index Scores and Health Rankings in South Asian Countries

Source: (Statista Website)

Community-Based Business in the Healthcare System

Many countries have set up initiatives and constructed hospitals and provided financing aid to develop health systems to protect the lives of the people. Health is an essential part of human beings. In South Asian countries, people have major health problems, so the social health workers play a major role in serving the hygienic needs of the people. In India, we have a scheme called the National Rural Health Mission that aims to improve health results with the support of community health workers for promoting social health activities [21]. Although the workers in Asha (Accredited Social Health Activists) have 23 days of training and their mission includes the care of pregnant mothers and newborn children, family planning

and health education, community workers delegate their service both in rural and urban areas. Almost a thousand workers and two hundred households were allocated by the Indian government Figure 2. Then, the Asha system was activated all over the country in 2017. Nepal, a tiny landlocked nation, had a scheme known as a female community health volunteer initiated in 1988-89, to protect the health of the people against several diseases, child health, mother care and family planning [22]. The workers must experience an 18-day basic training course to be familiar with handling patients. The Ministry of Health issues a completion certificate along with a medicine kit that contains supplemental products of vitamin A and iron, eye solutions, and oral rehydration

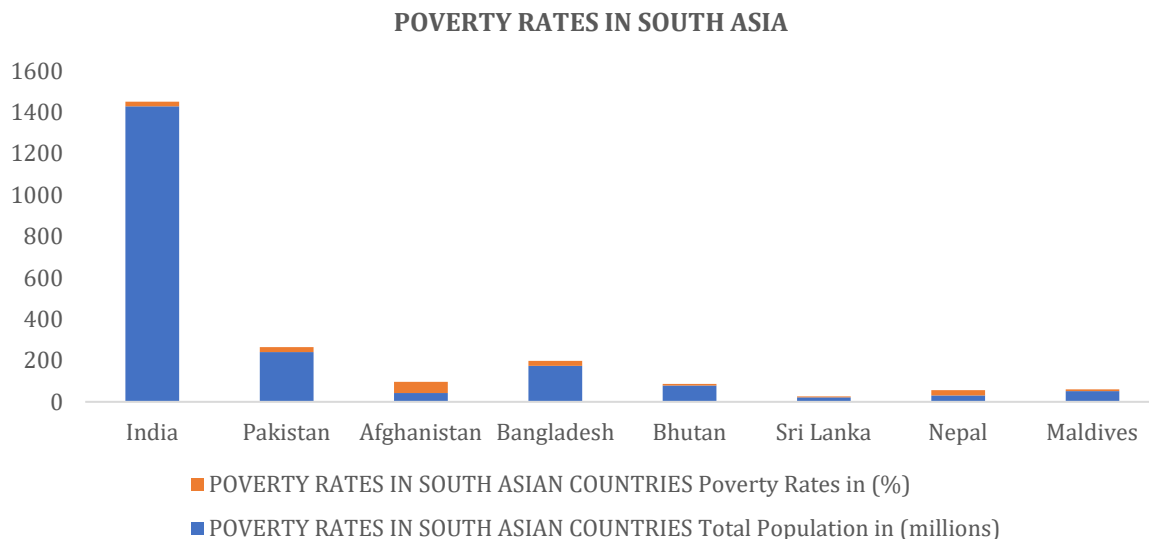


Figure 3: Comparative Analysis of Poverty Rates and Total Population in South Asian Countries
 Source: (World Development Bank Website)

packets [23]. The workers have an ID proof and are registered with a minimum of 30 to 40 measurements recorded, including infant and child deaths, maternal details and so on. The neighboring countries of India, like Afghanistan, Pakistan and Bhutan, encountered the devastating health effects of the COVID-19 pandemic, which infected a burden of people and caused the deaths of 6,988,679 people. Besides, the positive cases tested in the hospital are nearly 772,838,745 people and the vaccination efforts with the help of entrepreneurs and community health workers were done for 13,617,649,012 people, comprising both males and females. The Royal Government of Bhutan ratified a \$5 million fast-track agreement with the World Bank to protect its citizens against the pandemic disease Covid-19. The immediate responses and well-being system preparedness project of the World Bank also guided the protection of their lives [24]. Till Nov 2021, SAHI engaged with a total of 15,395 individuals from the community and disseminated in excess of 7,609 resources within their healthcare facilities. Compared to other ethnic groups, South Asian people develop heart diseases, kidney failures and diabetes problems. Regarding community-based entrepreneurs or the doctors rendering social services, they aim to improve health through innovations and evidence-based strategies and they work with community leaders, shareholders and health programs. Hence, they create health awareness and provide health support in reducing the harmful effects and fragile health issues of patients.

Existence of Community-Based Businesses to Weaken Poverty in South Asia

Poverty is the parent of revolution and crime. When a poor person dies from starvation, it is not because God did

not provide for him or her. It happened because neither you nor I wanted to give that person what he or she required. The Government of Asia has taken a crucial step in reducing the poverty rates, which includes the development of lagging areas, expanding the delivery of social services, supporting small and medium-sized businesses, dispersing earnings, balancing rural-urban growth and boosting economic growth [25]. As per the multi-dimensional poverty index, more than 391 million poor people live in South Asia out of a total of 1.2 billion poor people in the world. People in South Asia are upset by the fight against poverty and it is the worst form of violence. People's lack of necessities and income, affected by the loss of their parents and natural disasters, are the causes of poverty. Defending these poverty issues, Community-based entrepreneurs execute the perspective approaches to achieving sustainable commercial development and social goals. i.e., meeting the unfulfilled needs of the impoverished. [26]. Social Trade is an entrepreneurial approach that is a component of the diversity of the current capitalism models and conflicts with poverty situations by addressing social issues. It raises a number of subjects, problems and worries about insecurity, destitution and business sector development, which may inspire creative solutions [27]. Social business promotes a profit-driven approach during the sale of goods or providing the service with the aim of being self-financing, in contrast to charitable approaches that have been accused of fostering dependency and short-lived projects.

Mitigating this hazardous situation, community-based business entrepreneurs focus on business strategies and innovative tactics to promote sustainable development. They take action to strengthen their business to improve the livelihood of the community and

motivate the poor people by getting access to the essential resources and tailored products. The development of social innovation is essential for implementing social innovation to reduce poverty. Bansal [28] emphasizes that social entrepreneurs are significant contributors to social transformation. Jobs are allocated to the poor people, as well as safeguarding them with financial and technological assistance from the support of partnered companies and developed firms. Deliberately, social entrepreneurs seek a world of hope, tolerance and social justice in achieving better lives for the people, enhanced with dignity and security. There is an effective organization called BRAC, a large-based NGO in Bangladesh that is one of the largest communities with a mission to eradicate poverty and fight injustice and empower people through social and economic programs. Around 138 million people attained the basic needs, making them cherished. Thus, obtaining a positive impact not only in Asian countries but also in Africa.

MATERIALS AND METHODS

Research Objectives and Research Design

The main goal of this study is to see the ways community-based entrepreneurs in South Asia help solve major societal problems education, health and poverty that prevail in their societies. A qualitative research design has been adopted to look into these themes since such designs are best suited for an in-depth understanding of complicated social phenomena within real-life contexts. More specifically, this study used content analysis as its strategy for collecting, interpreting and synthesizing information from a number of different secondary sources. Also included are some aspects of action research that describe how entrepreneurial actions become practical results in community welfare.

Data Collection and Sampling Technique

The secondary was extracted from scholarly articles, government and non-governmental organization reports, policy documents and their official websites. In this paper, purposive sampling has been undertaken, which discusses community-based entrepreneurship in South Asian countries. Sources were selected based on their relevance and credibility concerning the achievement of the objectives of this study. The analysis takes its shape by identifying repeatable patterns and themes in interventions driven by entrepreneurship in education, health and poverty alleviation.

Data Analysis Procedure

The gathered data were thematically analyzed, wherein the texts were coded in order to arrive at major themes, concepts and categories. Such a methodology enabled the study to bring out similarities as well as differences in approaches to entrepreneurship between different

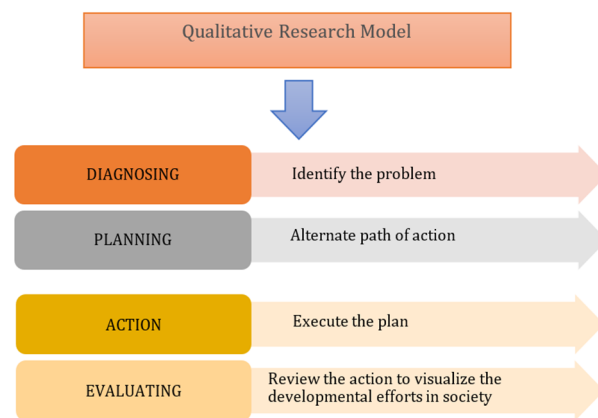


Figure 4: Qualitative Research Model for Diagnosing, Planning, Action and Evaluation

community settings. Themes were organized under three main sectors education, healthcare and poverty reduction to facilitate focused analysis. Also, we used ideas from action-based study which means solving problems by doing and thinking at the same time. This way helped put business efforts in the real lives of poor groups showing how nearby understanding and working together leads to social change.

Conceptual Model of Qualitative Research Model in Community-Based Business

A qualitative action-based research model was developed to visualize the interconnected efforts of community entrepreneurs across the three focal sectors. This model illustrates how entrepreneurial actions are shaped by local needs and constraints while contributing to sustainable development. It also highlights the feedback loop between community involvement, service delivery and adaptive innovation. This model constitutes a community-based business strategy for implementing the transitional activities in the fields of education, healthcare and poverty in South Asian nations. These robust efforts were exercised by community-based entrepreneurs in rural and urban areas. The essential components present in this model pave a useful way for the welfare of the community, though a reflexive technique (evidence-based information) was used with knowledge to leverage this manually on major issues of these three sectors and hence, social entrepreneurs actively participated in addressing the disruption of the affected people Figure 4.

Limitations

Understanding these limitations can clarify how this study's constraints may influence the suggestions and conclusions derived from our research

- **Resistance to Change:** Community entrepreneurs frequently encounter opposition from established

institutions and systems that are not in favor of change. By inquiring about the present norms and disrupting conventional approaches to social challenges, these entrepreneurs often provoke resistance from individuals who gain advantages from the prevailing system. The people will dislike moving from traditional to modern system practices and they will not concentrate on the values of developing the communities that are supported by the community entrepreneurs

- **Funding Deficiency:** The most important task faced by community entrepreneurs is to gather financial support for their initiatives. These entrepreneurs prioritize social impact over profit, so it is difficult for them to attract investors. Many potential investors are reluctant to commit funds to social and community projects, as they may not perceive a substantial return on their investment
- **Measuring impact:** Another significant barrier encountered by community entrepreneurs is assessing the impact of initiatives. Their feeling disagrees with conventional businesses that gauge success primarily through profits; however, social and community enterprises must navigate a more intricate array of metrics to evaluate their influence. These entrepreneurs are tasked with providing concrete proof of the positive transformations they are fostering within their communities. Hence, numbering the social impact is confronting for protecting the resources and their assistance
- **Market Education:** It is an ongoing activity of educating the market about new ideas or strategies for the well-being of the community and it requires some time and money. The community-based entrepreneurs face the challenge of not only advertising their products or services but also explaining the social benefits they provide. This social value may not be immediately obvious to customers or beneficiaries, hence making the process even more demanding
- **Community-Focused:** As there are many communities in South Asian countries, community-based entrepreneurs may not be able to focus on all the communities to serve their society. In this study, we have particularly chosen three sectors, i.e., education, health and poverty, to measure their social impacts and provide support to the people, making it essential

RESULTS

Positive Effects in Education

Community-based NGOs have been essential in meeting the educational needs of local communities due to their enhanced accessibility. Generally, children must attend school at every place and so, tutoring services can be

beneficial to both parents and children to help students in elementary, high school, or college readiness. Social entrepreneurs established a tutoring business that enables them to contribute back to the community and make a positive impact. In countries like Nepal and Bangladesh, leading local NGOs have been crucial in developing and executing lifelong learning initiatives at the community level. Today, 90% of the population in Sri Lanka has completed secondary education. Even more NGOs are increasingly focusing on informal education and numerous bilateral and multilateral donors are backing these initiatives. The concept of lifelong learning and adult education is being applied in community learner centers (CLCs) in 7 Asian countries and has led to the adoption of various successful models and the prominent one is an action-based research model. International organizations also participated in similar projects. In South Korea, the primary providers of lifelong education institutions, primarily NGOs and other employers, work in those entities. Collaboration among them has enhanced the quality of services by fostering synergies. Thus, the same situation occurs in Japan, which also highlights the importance of collaboration among NGOs and other private entities in delivering opportunities. This variety of collaboration offers a broad spectrum of educational resources tailored to meet the diverse needs of individuals with different learning styles and life circumstances.

Optimistic Effects in Health

Since the launch of various healthcare schemes and related projects that have led to the development of the community in South Asia, becoming aware of your risk is very much needed for everyone. As many patients take advice from their doctors, physical exercise routines and eating healthy foods also help us in reducing disease problems and other health issues. The immunization programs of primary health care for children in Sri Lanka have achieved a 98% vaccination rate. Nepal is classified as a low-and middle-income country, facing significant disparities in health, education, wealth and access to care among its 126 distinct ethnic and caste groups, as well as between different regions. The country is making gradual but steady improvements in population health and well-being, with health policymakers and professionals allocating 1.8% of GDP to health, emphasizing equity and inclusiveness. However, there is a notable shortage of resources, particularly in rural areas, where there is only one hospital for every 168,000 people (equating to one hospital bed for every 4,000 rural residents) and one physician for every 92,000 individuals (with one health post for every 24,000 rural residents). Moreover, the limited resources are not utilized effectively; there is a lack of political commitment to primary healthcare that addresses all relevant health issues, which is essential for

the health system's foundation. This situation leads to poor coordination between primary, secondary and tertiary care; insufficient integration between government and the private sector; and overuse and underuse of resources. Community-based entrepreneurs confer about public health decision-making at the local level. Their customization programs result in rendering education services to women and preventing mothers and newborn child health issues. Nowadays, there is a shift in focus from the hospital health care system to innovative schemes that aid in the prevention of diseases like coronary, malaria, typhoid, etc. and also in other health indicators. In the heart of our neighborhood, the success that bloomed from a community entrepreneur in the realm of public health sprang forth from the varied and creative plans they set into motion, aimed at boosting collective well-being. Hence, the introduction of groundbreaking health care programs became a beacon of hope, saving countless lives as its benefits reached across the diverse landscapes of South Asian nations, touching both countryside and city dwellers alike.

Poverty Decline Effects

Community-based entrepreneurs who run their business within the community, achieving success in their ventures, are closely tied to their children's achievements. This is because these entrepreneurs firmly believe that their kids' success in school is crucial for breaking the cycle of poverty and moving their families to more affluent areas. Specifically, solid education increases the chances that the children of social entrepreneurs will secure stable employment, unlike their parents' experiences in entrepreneurship. Social entrepreneurship programs for Afghan carpet weavers opened doors for people to receive better training and education and including healthcare, which in turn led to more opportunities for employment. In addition to keeping an eye on poverty reduction, the global MPI furnishes decision makers with data regarding poverty and its impacts on various aspects of life, such as housing, healthcare and education and basic utilities like clean water and electricity resources. In the regions of South Asia and Sub-Saharan Africa, together, a staggering 81% of the globe's poorest people make less than \$3.65 each day. The belief is strong that by the year 2030, extreme poverty will still exist in these areas, making it impossible to meet the United Nations Sustainable Development Goal 1 with the plans we have now. With the solid backing from local business leaders, the whole community sees a rise in growth and better sharing of wealth, especially for those less fortunate. This way, the number of people living in poverty can drop significantly.

DISCUSSION

The findings from our qualitative analysis reveal several critical dimensions of community-based entrepreneurship in addressing the persistent challenges

of education, healthcare and poverty across South Asian nations. This section examines these dimensions in relation to existing literature and theoretical frameworks to derive meaningful insights for policy and practice.

Linking Entrepreneurship Marketing with Social Impact

The findings suggest that the community-based enterprises in South Asia that have shown success are the ones which have also integrated entrepreneurial marketing with social entrepreneurship. These results are in alignment with Bansal's [28] argument which suggests that social entrepreneurs play a vital role in bringing social change to the society. The community-based enterprises analysed have revealed that there is a tendency to seek profits as well as to target social issues through the usage of innovative marketing tools when the entrepreneurs use local marketing intelligence as an effective tool to market the product or service offered. The results show that profit-seeking and social need-satisfaction aspects can coexist when considering new forms of businesses which are different from conventional ones.

The reflexive approaches used by community entrepreneurs in our qualitative model (Figure 4) indicate how evidence can be used to benefit social problem solving, while still keeping their business practices sustainable. This builds on the Howaldt *et al.* article by illustrating that transparent and open lines of communication are necessary not only for garnering trust from community members, but also for developing successful marketing strategies which align with local value systems and target the needs of the community.

Community Participation and Ownership to Enhance Services for Customer Needs

The results of our research illustrate that the need for community involvement and local ownership is the main factor behind the success of social entrepreneurship projects. In the educational field, local NGOs and community members' participation has been significant in both the formation and rolling out of the lifelong learning elements. This is in line with Chankseliani's [6] statement about the need for diversity and inclusion for generating more creative solutions and better outcomes. On the other hand, the example of ASHA in India and the female community health volunteers in Nepal, in the healthcare field, shows that community participation energizes service delivery and makes a sustainable impact. They have accomplished their goals not only by designing but moreover, by including local knowledge and promoting community ownership, thus they can continuously adjust the services according to the needs of the community. This research is in principle with Lewis *et al.*'s [5] claim that pooled resources and shared expertise improve growth and success.

Tailoring the Marketing Strategies for Different Situations

The outcome of our study shows that the local entrepreneurs in South Asia are tailoring their marketing approaches to fit diverse socioeconomic contexts. This flexibility is especially visible in poverty reduction programs, where the entrepreneurs come up with context-specific methods instead of launching universal ones. The case of BRAC's success in Bangladesh, for example, illustrates that the knowledge of the local market and consumer behavior can result in haring marketing strategies which are at the same time poverty alleviation and sustainable business creation.

This finding is consistent with Miriam's emphasis on the necessity of building shared visions that facilitate teamwork and collaboration. For example, the community entrepreneurs in South Asia have not only demonstrated their outstanding capability to create shared visions, which are compatible with local values and dreams, but also have obtained community support and participation along this road. The marketing strategies which are carried out by these entrepreneurs do not only concentrate on the promotion of products or services but also on the dissemination of the social value propositions that are the understanding of community needs and desires.

Challenges and Opportunities

Despite Even though the positive impacts are evident, our research indicates that local entrepreneurs in the community face many problems such as resistance to change, lack of funds, problems in impact measurement, market education and insufficient focus on the community. These problems are consistent with those identified by Dacin *et al.* [1] as theoretical restraints of community enterprise development. However, our results imply that these difficulties can be used as chances for innovation and growth.

As an illustration, the lack of precise social impact measurement has encouraged some of the community entrepreneurs to come up with more advanced and quality metrics and assessment frameworks. In the same way, the lack of funds has become a source of inspiration for new financing models, including hybrid approaches that mix commercial revenue streams with philanthropic support. These variations reflect a vibrant and changing stance of community entrepreneurship that is still in line with the social impact while attending local challenges.

Policy Implications

Community-based entrepreneurship policies have successfully improved education, healthcare and poverty challenges in South Asia. Policies should adjust support to entrepreneurial ecosystems recognizing social impact as much as economic outcomes. Regulatory environments

that are enabling and supportive financially with capacity-building programs directed towards enhancing the skills of entrepreneurs while keeping a community-welfare orientation are also recommended.

Additionally, the demonstrated success of community-based approaches should lead policymakers to consider decentralizing the development initiatives to local entrepreneurs and communities. This will enable more contextually appropriate solutions which enhances community ownership as well as sustainability. The Korean case of collaborative models between South Korea and Japan for lifelong education offers an excellent blueprint from which to draw policies in other South Asian contexts.

Theoretical Contributions

This study advances entrepreneurship marketing theory by demonstrating the adaptation of marketing principles to address social concerns in developing economies and extending the works of Miles *et al.* [4] on entrepreneurial marketing by indicating that marketing techniques which allow for innovation and creativity are extremely useful in a community situation where resources are typically low and regular marketing efforts do not work properly. This analysis both supports and expands the theory of community-based entrepreneurship as a development competitor that Bayulgen [2] has framed. Evidence from this study empirically validates the fact that community-based entrepreneurship can be an effective alternative to traditional models of development where conditions of marginalization and social exclusion are rampant.

Scope for Further Research

From our findings, a multitude of promising avenues for the cause of subsequent research. First, Community entrepreneurs must inspect the and provide the welfare measures to other sectors like textiles, automobiles and manufacturing along with impact of community-based enterprises would provide valuable insights into their effectiveness as development tools. Second, comparative analyses of community entrepreneurship models across different South Asian countries could identify best practices and transferable strategies. Finally, scholarly inquiry into the role of digital technologies in augmenting the outreach and effectiveness of community enterprises would be particularly pertinent, given the rapidly evolving technological landscape within South Asia.

CONCLUSION

Community-based entrepreneurs are ready to democratize social change for the following reasons, they maintain a peaceful relationship with our people by promoting welfare in the rural areas community by helping out people by generating employment opportunities for those who are searching for

employment, free-funding agricultural resources to the farmers, providing free education to the students, high-quality goods and services to the prospective customers and health benefits. The positive effect that social entrepreneurs belonging to South Asian countries have on nearby communities is noteworthy. They expend their efforts through creative business models, they tackle environmental and social issues, promoting sustainable development. These business people solve urgent problems like poverty education and healthcare by putting social value ahead of profit. They could start companies to offer jobs for marginalized people, for example, or create reasonably priced technology that expands access to proper health services better education and clean energy and can generate more employment opportunities. Thus, Social entrepreneurs motivate people and organizations to adopt socially responsible practices and make them advance societal progress by inspiring others and producing a healthy effect on the people.

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