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Visamo Tiffin Seva: A Case of Affective Social Entrepreneurship in rural Gujarat, India

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Abstract

Purpose – The aim of this case study is to investigate the functioning of Visamo Tiffin Seva (VTS) – an enterprise based on social commitment intended to feed the homeless and elderly people. Visamo Tiffin Seva, a charitable organization operated from a small village named Vaso in Gujarat, India, is a successful venture known for serving the elderly needy people. VTS ensures to provide free food to those who cannot afford to earn or cook it for their own self. Main reason behind investigating VTS is to understand the journey of VTS and the strategies adopted by VTS to meet the challenges faced during the extraordinary journey. Further the case study also aims at identifying the entrepreneurial approach or model adopted by VTS and the critical factors that affects the success of Visamo Tiffin Seva. Permissions were sought to use the data collected through interviews for case building.

Design/Methodology/Approach – For the purpose of study, data was collected from 71 stakeholders of Visamo Tiffin Seva. The sample constituted of Founder-1, the Support staff-12, Service staff-08, the Donors-24, and the Beneficiaries-26. Semi-structured interviews were conducted (n=32). Interviews were also conducted with the staff members (service providers) of VTS as well as an in-depth interaction was carried out with the owner of VTS. This approach was adopted to understand the functioning of VTS and to investigate in the birth and growth of VTS. Further, the secondary information for building the case on VTS was collected from the VTS's website and the websites of newspapers where the articles and success stories of VTS were published.

Findings – The case information concludes in identifying a new model of social entrepreneurship adopted by VTS which is named as Affective-Social-Entrepreneurship. This model operates on the basis of Empathetic Approach for others and particularly the society at large. This case study also resulted in identification of certain factors which can be said as the critical success factors in the journey of VTS, viz. Crowdfunding, Community Support and Participation, Efficient Communication and Advocacy, Creating and Adjusting to Changing Conditions and Forming Strategic Alliances.

Research Limitations/Implications – The case was developed on the basis of the information received during the interviews and interactions with the VTS beneficiaries, VTS founder, VTS staff or service providers and the already existing literature related to VTS on various websites. Sparse information resources serve as a major limitation of the study.

Keywords: Affective Social Entrepreneurship, Non-profit organization, Community Service, Social Change.

JEL classification code – L26, L31, M10

1. INTRODUCTION

1.1 Background of study

Social entrepreneurship is application of entrepreneurial principles to address social, cultural, or environmental issues. It differs from traditional entrepreneurship in a sense that the traditional entrepreneurship focuses on generating profits whereas social entrepreneurship focuses on creating positive societal change by identifying societal problems and

generating innovative solutions to address the same in sustainable and scalable manner.

Social enterprises backed with social entrepreneurship are found working on fund generation and reinvesting the generated funds in existing business for growth. On one hand, social entrepreneurship model in India is supported by organizations aiming at conducting corporate social responsibilities and investing some amount of



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revenue for charity but on other there exists some Not-for-Profit organizations with some determinations to serve society without expecting any returns.

The case of Visamo Tiffin Seva (VTS) is an attempt to understand the applicability of social entrepreneurship model in Indian context. The case focuses on deeds of VTS for serving the elderly homeless people for bringing them back in society. Even though the existing non-profit structure has adopted the social enterprise model to provide solutions to many issues ranging from day care to old age home for the senior citizens, the majority of social challenges faced by elderly citizens can be still answered with the help of creative approaches.

1.2 Objectives of study

While collecting the information for the case through interviews the certain objectives were kept in mind:

1. To understand the extraordinary journey of Visamo Tiffin Seva that has a profound impact on a great number of people's lives.
2. To study the birth, growth and challenges faced by Visamo Tiffin Seva and the strategic approach adopted for resolving the challenges.
3. To understand the model of Social Entrepreneurship adopted by Visamo Tiffin Seva.
4. To understand the mindset and serving intentions of founder of Visamo Tiffin Seva.
5. To identify the critical success factors behind the functioning of Visamo Tiffin Seva.
6. To propose a model defining the functioning of Visamo Tiffin Seva.

1.3 Significance of the study

The study aims at understanding the functioning of an entrepreneurial charitable venture that has created a niche existence in the rural parts of Gujarat. The VTS case contributes in understanding an affective angle to the models of social-entrepreneurship that has impacted lives of people through community based approach.

Further it contributes in understanding the strategic approach to the challenges faced by social-entrepreneurial venture in the rural areas.

2. CASE BACKGROUND

2.1 About the Founder

Rakesh Panchal's journey from a science graduate and a media professional to a caring champion in the field of social entrepreneurship is proof of the powerful influence of self-belief.

Inspired by strong familial values to giving back to society, Rakesh had set out on a life-changing path that resulted in the founding of Visamo Tiffin Seva, a community-based program aimed at eradicating hunger and supporting marginalized groups. Rakesh's aims to reach to maximum homeless elderly people and streamline their lives.

2.2 Birth of Visamo Tiffin Seva

In the heart of rural Gujarat, India, amidst the gentle whispers of the countryside, Rakesh Manubhai Panchal's journey into the realm of social entrepreneurship began with a heartfelt promise made to his late father Shri. Manubhai J Panchal. A promise to honor his legacy by providing daily meals to the elderly. This was a promise that has ignited a flame of compassion and service within him following his father's sudden departure from this world.

Source: <https://www.visamotrust.com/>

In the wake of his father's passing, Rakesh found solace in action. Fueled by a desire to transform sorrow into purpose, he embarked on a mission to fulfill his father's wish, starting with humble beginnings at a government hospital where he provided breakfast for patients. But Rakesh's vision extended beyond the hospital walls; it reached into the homes of elderly individuals in need, where daily sustenance was scarce. Inspired by poignant conversations shared with his father, Rakesh's determination grew roots. With each tiffin delivery, he carried forward his father's legacy, spreading not just nourishment but also companionship and hope to those he served.

On 23rd December 2020, Visamo Tiffin Seva (VTS) formally emerged as more than just a meal delivery service; it became a symbol of empathy, solidarity, and community empowerment. In the verdant landscapes of



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Gujarat's Vaso taluka, Rakesh Panchal's vision had taken root, nourishing not just the bodies but also the souls of those it touched.

Source: <https://www.visamotrust.com/>

In the midst of personal tragedy, Rakesh Panchal found his to serve, to uplift, and to make a difference in the lives of others. Through his unwavering commitment and boundless compassion, he transformed grief into action, leaving an indelible mark on the fabric of his community and inspiring others to follow in his footsteps. Through grassroots outreach, leveraging the power of social media, and lifted by the unwavering support of the community, VTS began to flourish.

Something that began as a small project to feed the poor grew into something far more significant. Despite facing numerous challenges along the way, including financial constraints and logistical hurdles, Rakesh remained undeterred in his commitment to making a difference as he was fully aware that this venture aimed at providing food to the ones who can't afford to have it on their own.

Source: <https://www.visamotrust.com/>

With unwavering dedication and an innovative spirit, Rakesh and his team transformed "Visamo Tiffin Seva" into a vital lifeline for seniors in need. Through resilience and sheer determination, they overcame operational challenges and expanded their reach, ultimately serving over 2.5 lakh meals to those in need.

2.3 Reach of Visamo Tiffin Seva

Visamo Tiffin Seva is more than just a meal delivery service, it's a beacon of hope, nourishing both the body and soul of the community it serves. Rooted in familial values and driven by a collective spirit of giving, Visamo Tiffin Seva exemplifies the transformative power of compassion and social entrepreneurship.

The VTS services are extended to pregnant women in government hospitals. Government hospitals are preferred by those families who cannot afford the pre-maternity and post-maternity expenses due to poor socioeconomic background. VTS has identified the food needs of pregnant women by consulting with

doctors and has ensured that the proper nutritional diet is provided to them during their stay at hospitals. VTS services has gone beyond the food requirements and has provided cloths to the new born babies.

Source: <https://www.visamotrust.com/>

VTS has also ventured in providing nourishment to the children in Aanganwadi (Playgroup).

Source: <https://www.visamotrust.com/>

VTS began its operations (viz. food delivery services) with limited capacities and funds. Even though the VTS team was able to prepare the meal, they still needed a way to transport it to the elderly people's isolated accommodations. They had to hire transportation because they didn't have any of their own to get food distribution to the underprivileged in the far-flung areas. VTS also faced the challenge for the provision of cooking gas, glossary and vegetables. Providing salary to the staff was also difficult in the beginning.

Source: <https://www.visamotrust.com/>

This struggle continued till the time funds were raised to purchase dedicated vehicle for food distribution. The dedicated vehicle was named as Hartu Fartu Bhojanalay in Gujarati, meaning the Mobile Food Van.

The Food Van simply reaches the villages where elderly needy people approach for getting the food. This facility is provided on daily basis and provisions for lunch as well as dinner is made.

As Rakesh's vision develops, Visamo Tiffin Seva's influence also grows. Visamo Tiffin Seva is a monument to the transforming power of love, service, and the human spirit. Rakesh and his team have shown the enormous impact that one person's determination can have on a whole community through resilience, ingenuity, and steadfast dedication.

Source: <https://www.visamotrust.com/>

The small act of kindness was appreciated and supported by community within India as well as abroad. Awareness regarding the services offered by VTS was spread through social media and fundraising platforms.



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A number of donors reached out to ask for VTS assistance. The story of Visamo Tiffin Seva revolves around the idea that love, compassion, and unrelenting resolve may effect great change.

Rakesh Panchal was inspired by his father's altruistic nature to work for the poor, and he eventually developed an Affective-Social-Entrepreneurship model that is focused only on lowering food insecurity among senior citizens. Visamo Tiffin Seva is a living example of the transforming power of selfless deeds and the enduring links of love.

Social Entrepreneurship showcased by VTS has its roots in the selfless values of its founder and is driven by a strong sense of purpose. VTS has grown into a ray of hope that improves the lives of elders and cultivates community rich in empathy and solidarity. The VTS is a moving example of empathy and community spirit, embodied by its founder, Visamo Tiffin Seva has become an indispensable resource for senior citizens facing hunger and hardship.

Source: <https://www.visamotrust.com/>

2.3 Theoretical perspective of Social Entrepreneurship

Recent years have seen a notable increase in interest in social entrepreneurship as a fresh method of tackling environmental and social issues while also pursuing sustainable business practices.

The term "social entrepreneurship" is still contested by academics and industry professionals. Nonetheless, shared components encompass seeking inventive resolutions for environmental and societal issues, emphasizing long-term effects, and incorporating commercial concepts to propel transformations (Dees, 1998; Mair & Martí, 2006). According to (Austin, Stevenson, and Wei-Skillern 2006), social entrepreneurs are distinguished by their capacity to see opportunities, gather resources, and provide value for stakeholders as well as society.

The literature has put forth a number of social entrepreneurship models, all of which emphasize distinct strategies for producing social impact. According to (Nicholls 2010) and (Austin et al. 2006),

these models include Profit Driven model, Non-profit model, Hybrid model, Cooperative model and Benefit Cooperation model.

Profit driven model aims to generate profit or revenue while also creating positive social impact. Profit is reinvested into the enterprise to further the social mission. In this model, the social enterprise operates similarly to a traditional for-profit business, aiming to generate revenue and profits while also creating positive social impact. The profits generated are reinvested into the enterprise to further its social mission.

Nonprofit model is being followed mostly by Social enterprises that rely on donations, grants, and other forms of funding to support their activities. They prioritize social impact over financial gain and often provide goods or services to underserved populations or address pressing social issues.

Hybrid model combines elements of both for-profit and nonprofit approaches. Social enterprises adopting this model may generate revenue through the sale of goods or services while also relying on donations or grants to support their social mission. They often have a clear revenue-generating component that sustains their operations while also maximizing their impact.

In Cooperative model social enterprises are owned and democratically controlled by their members, who may include employees, customers, or community members. These enterprises operate based on principles of cooperation, equality, and shared ownership, with a focus on addressing needs and interests of their members and the community.

Benefit Corporation model are for-profit companies that are legally required to consider the impact of their decisions on society, the environment, and their stakeholders. They undergo a rigorous assessment process to obtain B Corp certification, which verifies their commitment to meeting high standards of social and environmental performance, transparency, and accountability.

3. RESEARCH METHODOLOGY



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3.1 Research design

Current study has adopted an investigative instrumental case study approach into the model adopted by VTS for its functioning and successful establishment. VTS provides free Tiffin (food) to homeless elders who cannot afford to cook on their own. Through this instrumental case study, the major focus has been established to understand the factors contributing to the effectiveness of VTS. Permissions are taken before conducting the in-depth interviews from the VTS founder, staff and beneficiaries. Secondary information was derived from various websites and published news articles

3.2 Sampling Plan

3.2.1 Target Population

The target population for this study was the stakeholders of Visamo Tiffin Seva namely the founder, the support staff, the service providers, the donors and the beneficiaries.

3.2.2 Sample Size

The sample size constituted of Founder-1, the Support staff-12, Service staff-08, the Donors-24, and the Beneficiaries-26. Data was collected from 71 stakeholders of Visamo Tiffin Seva.

3.2.3 Data Collection

The case study development on Visamo Tiffin Seva required data collection from the people involved in giving the Seva as well people who received the Seva. Hence, for the purpose of the study both structured and semi-structured interview were conducted in-person with the founder, care giving staff and beneficiaries. If required, the respondents were re-contacted to seek the additional information. Questionnaire consisted of 30 questions which were open as well as closed ended in nature. Data collected was largely qualitative in nature. The interviews were conducted in national language Hindi and regional language Gujarati. Information

collected through interviews was documented and translated in English for the purpose of analysis.

4. DATA ANALYSIS

4.1 Understanding the VTS Model

In the heart of rural Gujarat, amidst the rolling fields and whispering winds, Visamo Tiffin Seva stands as a beacon of hope and a testament to the transformative power of compassion and community support. At its core lies a methodology that goes beyond mere meal delivery; it's a holistic approach aimed at addressing food insecurity and social isolation among seniors.

Led by the visionary Rakesh Panchal and his dedicated team, Visamo Tiffin Seva meticulously plans and prepares nutritious meals, leveraging partnerships, donations, and volunteer support to sustain their operations. But their methodology extends far beyond the kitchen as it's rooted in a deep sense of dignity and respect for the individuals they serve.

Through grassroots outreach, community partnerships, and crowdfunding initiatives, Rakesh and his team ensure that no senior is left behind. Every meal is carefully crafted to nourish both body and soul, delivered with care and compassion to those in need. But Visamo Tiffin Seva is more than just a meal delivery service; it's a lifeline for marginalized communities, a symbol of hope in times of uncertainty. With each tiffin delivered, Rakesh and his team are breaking barriers, bridging divides, and spreading a message of inclusivity and love.

Their methodology reflects a commitment to making a meaningful difference through one meal at a time. It's a reminder that even in the face of adversity, there's always hope, always kindness, and always a community willing to lend a helping hand. And for the seniors of rural Gujarat, Visamo Tiffin Seva is a shining example of the power of compassion to change lives.

When it comes to the question of Why people donate for Visamo Tiffin Seva? the only answer we get is that they (the donors) understand and feel the pain of helpless elderly people and wants to contribute to the society. VTS receives donations from India, US, UK, Kenya, Australia, Canada and Germany. This noble act



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has served as a source of life for many old-age, homeless and needy people to satisfy their hunger. The donors claim that they receive immense satisfaction and a sense of purpose when they offer Tiffin Seva to those who can't cook their own food. On the other hand, the beneficiaries (elderly people) believe that humanity is still alive as they receive the act of kindness. On an average VTS serves 450 needy individuals on daily basis and approximately 13500 Tiffin Seva's are donated per month.

While seeking information on How does VTS convince people for donations? it was identified that VTS ensures to communicate the services given by donors to rest of the world through the use of social media. VTS regularly posts the details of daily Seva on various social media sites like Facebook and Instagram. It also publishes the videos of Seva on YouTube and shares the link in VTS community. This approach has been successful in not only providing satisfaction and sense of fulfilment to the donor but also has served as a motivation to others to contribute in the services.

4.2 Proposed Model - Affective Social

Entrepreneurship: derived from VTS Model

Affective Social Entrepreneurship can be said as a new model introduced to the existing literature of social entrepreneurship. This model is derived from the model adopted by VTS which is based on the concept of 'Empathy-driven Entrepreneurship'

Understanding and addressing the needs, feelings, and experiences of others, especially those who are underrepresented or underserved, is a key component of empathy-driven entrepreneurship. Fundamentally, empathy-driven entrepreneurship places a high value on empathy, compassion, and interpersonal relationships in an effort to provide significant and long-lasting solutions to social and environmental problems.

The roots of Affective Social Entrepreneurship can be found in the Indian Culture which is based on Dharma and Seva. Dharma or obligation is an essential part of Indian culture. In India, people are educated to uphold their social responsibilities, which frequently entail lending a hand to those in need. Giving to charity is

considered a moral obligation that brings good karma and spiritual reward. Seva, which is considered as a Selfless Service, is an integral part of Indian culture and is highly regarded. It entails lending a helping hand to others without waiting for payment or acknowledgment. Volunteering their time and resources to help charity projects like feeding the poor, tending to the sick, or educating the impoverished is a common way that many Indians actively participate in seva.

Through a variety of deeply rooted customs, religious beliefs, and ideals, Indian culture actively encourages charitable giving. Indian culture has always supported and promoted altruism.

Indian religions, including Sikhism, Buddhism, Jainism, and Hinduism, place a strong emphasis on charity as a path to emancipation and spiritual development. Common religious behaviors include almsgiving, giving to temples or other religious institutions, and supporting charitable organizations with the goal of benefiting the community and obtaining divine favors.

Generosity and compassion are common features of Indian festivities. People are urged to share their blessings with those less fortunate on holidays like Diwali, Eid, Christmas, and Guru Nanak Jayanti by donating food, gifts, and charitable contributions. Huge Tiffin Seva donations are also received on the occasions of Shradh which is a ritual in Hinduism performed after the death of a person. This is an examples of donor's belief in Seva in the memory of their deceased love ones. People from all walks of life are united, empathetic, and generous during these times.

Families and communities are highly valued in Indian culture. Families frequently participate in charity endeavors together, such as giving to aged care facilities, sponsoring children's education, or making donations to orphanages. Children are taught empathy and compassion by their parents, who also encourage them to contribute to society from an early age.

India has a long tradition of benevolence, with affluent citizens, corporate executives, and charitable groups actively promoting social issues. In India, a plethora of



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charitable trusts, foundations, and non-governmental organizations (NGOs) dedicate their lives to tackling various concerns like poverty, healthcare, education, and environmental preservation, with the backing of nationwide benefactors.

In general, Indian culture emphasizes altruism as a basic component of human existence, stressing the interdependence of people and the significance of the welfare of the whole. Indians are shaped by cultural customs, religious doctrine, and social conventions that promote altruism and the well-being of others.

VTS receives donations or tiffin on various occasions ranging from the event to celebrate in one's life to the sad demise happened in any family. VTS is approached by people to donate on the occasions of Birthday celebrations, Marriage anniversaries, Death anniversaries, or any other occasion where people wish to contribute. VTS also receives anonymous donations under the name "Rambharose" from people who want to donate but are not willing to reveal their identity.

4.3 Key-Components of Affective-Social-Entrepreneurship

The model of ASE adopted by VTS is successful due to the key factors like recognizing other's needs, finding possibilities for positive change.

VTS has played an important role in Recognizing Others' Needs, particularly the needs of the elderly adults who do not have any support from their family or relatives. Entrepreneurs motivated by empathy actively pay attention to and feel the struggles and hardships that people and communities encounter. In order to create solutions that are pertinent and effective, they make an effort to fully comprehend client needs, wants, and objectives. Many residents of the surrounding communities approach VTS to provide information about the homeless and underprivileged. Members of the VTS team then go to the location and ask about the less fortunate. Following careful consideration, the decision to feed the populace is made.

VTS has always believed in Finding Possibilities for Positive Change in the society. Entrepreneurs that are

empathetic with others can spot chances to solve unmet needs or ease social problems. This could entail addressing problems like social isolation, poverty, inequality, and access to healthcare as well as environmental damage. The needy and homeless people not only face the problem of food but are also being abandoned by their family members and relatives. They face rejection, hatred, and isolation. VTS is not only the medium of fulfilling the hunger, but also is an attempt to bring them back to our community and support their self-esteem.

VTS has Utilized Human-Centered Design to Create Solutions to the various challenges faced by them. Human-centered design principles are frequently used in empathy-driven entrepreneurship to create solutions that are sensitive to end users' requirements and preferences. With this method, donors are actively involved in providing the groceries or donating money per tiffin. One tiffin Seva is available at a minimum cost of INR 50. This money is donated by people and the funds are used to buy grocery items, utensils, gas and providing salaries of VTS care givers. Feedback is regularly obtained from both beneficiaries as well as the donors.

VTS has believed in Creating a feeling of Community and Real Relationships among the beneficiaries. Empathy-driven business owners place a high value on creating a feeling of community among stakeholders. They work to establish settings that promote trust and cooperation by making people feel listened, respected, and supported. VTS beneficiaries feel connected with the donors and the VTS care givers as they celebrate all festivals like Diwali, Holi, New Year with VTS family members. This makes them feel connected and cared.

VTS has set an example of Measuring Impact Beyond Financial Returns. Empathy-driven enterprise extends beyond profit maximization, even though financial sustainability is crucial. These business owners gauge their success by the benefits they bring about to society or the environment, such as raised standards of living,



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easier access to resources, or improved wellbeing. The benefits of VTS goes beyond satisfying hunger of needy people. it focuses on bringing them back to community life and live life with sense of being.

VTS believes in Taking Responsible and Ethical Actions. Entrepreneurs that are motivated by empathy do business with morality and integrity, makes sure that their deeds reflect their beliefs and advance constructive societal change. In their business operations, they place a high priority on accountability, fairness, and transparency. Records of all funds received and expenses is diligently maintained and disclosed to all stakeholders of VTS. This helps in maintaining transparency with the donors and gain their trust. This act supports future donations and collaborations.

VTS has always Advocated for Systemic Change in society through its deeds. Empathy-driven entrepreneurship frequently entails advocating for systemic change to address the underlying causes of social and environmental concerns, in addition to meeting immediate needs. This could entail promoting policies, forming alliances, or questioning accepted conventions and systems. Affective Social Entrepreneurship represents a humane and caring approach to business, seeking to make a good difference while cultivating empathy, understanding, and a sense of community. It stands for a powerful force that can push a significant change and create a more sustainable and inclusive world for every individual.

4.4 Affective-Social-Entrepreneurship Model adopted by Visamo Tiffin Seva

4.5 Factors Affecting Success of VTS

The discussions held during interaction with stakeholders have helped in identifying the factors responsible for the continued success of VTS. It was observed through the discussion with the founder as well as VTS staff that they are highly dependent VTS funds which can be generated through crowdfunding platforms. In addition, nearby community or the people

from the villages where VTS is offering its service are the second largest source of fund generation. VTS also gets funds by reaching people through social media platforms and ensuring transparent and effective communication.

VTS has also maintained a long-term and close relationship with its donors. This strategic approach has helped VTS to add to their donor's database.

Crowdfunding is the major source of finances that contributes to the success of VTS. Visamo Tiffin Seva's (VTS) financial stability and success are greatly enhanced by crowdfunding. Through the use of crowdfunding sites, VTS is able to raise the money it needs to continue operating, reach a wider audience, and make investments in the tools it needs to successfully carry out its purpose. Through crowdfunding, VTS can overcome obstacles like sourcing ingredients, transportation expenses, and infrastructure upkeep, which keeps its services running smoothly and allows it to assist a greater number of people in need. At present crowdfunding is done through several digital fundraising platforms like Milaap, DonateKart and CrowdKash.

The degree of Community Support and Participation that VTS obtains is another factor that determines its success. In addition to providing extra resources, strong community support from partnerships, volunteerism, and donations also promotes a sense of belonging and camaraderie within the community. Community members that actively support or engage in

VTS projects help make it successful by raising awareness of the organization, supporting its goals, and lending a hand with their time and expertise to make sure it runs smoothly.

Efficient Communication and Advocacy has contributed in increasing public knowledge of VTS's mission, winning over the public, and influencing policy decisions all depend on efficient communication and advocacy activities. By using press relations, social media advocacy, and campaign planning, VTS may reach a wider audience, draw in funding, and mobilize



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resources. Building trust and credibility through open and honest communication with all parties involved—beneficiaries, funders, and partners, for example—helps VTS become more well-known and successful in the community.

VTS's capacity to Create and Adjust to Changing Conditions is essential to its success. Being resilient in the face of unforeseen events, legal difficulties, or logistical roadblocks enables VTS to get over issues and carry on providing its services effectively. The implementation of novel technology or inventive approaches to operational problems might be considered innovative service delivery methods that can augment the efficacy and influence of VTS's endeavors, hence augmenting the organization's overall prosperity.

VTS has gained a lot by Forming Strategic Alliances with Non-Resident-Indians (NRIs) and social sector players. Through cooperative activities, VTS is able to increase its effect and reach by utilizing networks, resources, and knowledge that exceed its own capabilities. In addition to providing access to new opportunities, financing sources, and growth paths, networking with like-minded individuals and groups helps VTS succeed in addressing senior social isolation and food insecurity.

5. FINDINGS AND DISCUSSION

Despite facing several difficulties, such as monetary limitations and administrative difficulties, Visamo Tiffin Seva has had a noteworthy influence on the lives of the marginalized.

The significance of Visamo Tiffin Seva goes well beyond just feeding people; it represents a strong dedication to social justice, compassion, and human dignity. Rakesh and his team have given numerous elders food, company, and hope via their unwavering efforts, giving people who are disenfranchised by poverty and neglect a lifeline. Their commitment to upholding family values and improving the community is evidence of the transformational potential of

compassion and empathy. They have fed hundreds of people with their unwavering efforts, giving them not only food but also dignity and hope. The communities they serve have trusted and appreciated them because of their dedication to quality and diversity.

The model adopted by Visamo Tiffin Seva is Affective in nature, which involves evoking the sentiments and feelings of compassion among the community people and encourage them to contribute to serve homeless and needy adults. This approach has successfully penetrated in the rural Gujart due to the empathetic approach imbibed in the Indian culture and society.

VTS success is also contributed by the strategic approach it has adopted for dealing with the operational challenges faced by them. Factors which can be said as the critical success factors in the journey if Visamo Tiffin Seva are Crowdfunding, Community Support and Participation, Efficient Communication and Advocacy, Creating and Adjusting to Changing Conditions and Forming Strategic Alliances.

6. CONCLUSION

In summary, it can be emphasized that the Visamo Tiffin Seva is a magnificent illustration of the strength of the human spirit and the influence of group effort. In addition to changing individual lives, Rakesh Panchal's unrelenting dedication to carrying out his father's final desire has sparked a larger movement of compassion and unity.

As Visamo Tiffin Seva keeps growing in both influence and outreach, it acts as a ray of hope for elderly homeless and needy people. Its resiliency reminds us of the enormous impact that one person's commitment can have in building a better future for everybody. This initiative provides insightful information for budding social entrepreneurs and advocates for social change through community engagement, sustainability, and innovation.

Visamo Tiffin Seva is an example of social-entrepreneurship with prime concern on serving the society with an empathetic approach and seeking the support from the community. This Affective-Social-Entrepreneurship model derived from the case of



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Visamo Tiffin Seva serves as an ideal example for those who believes in community service especially in the rural areas of India. It is evidence of the continuing strength of love, altruism, and group effort in promoting social fairness and human dignity.

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