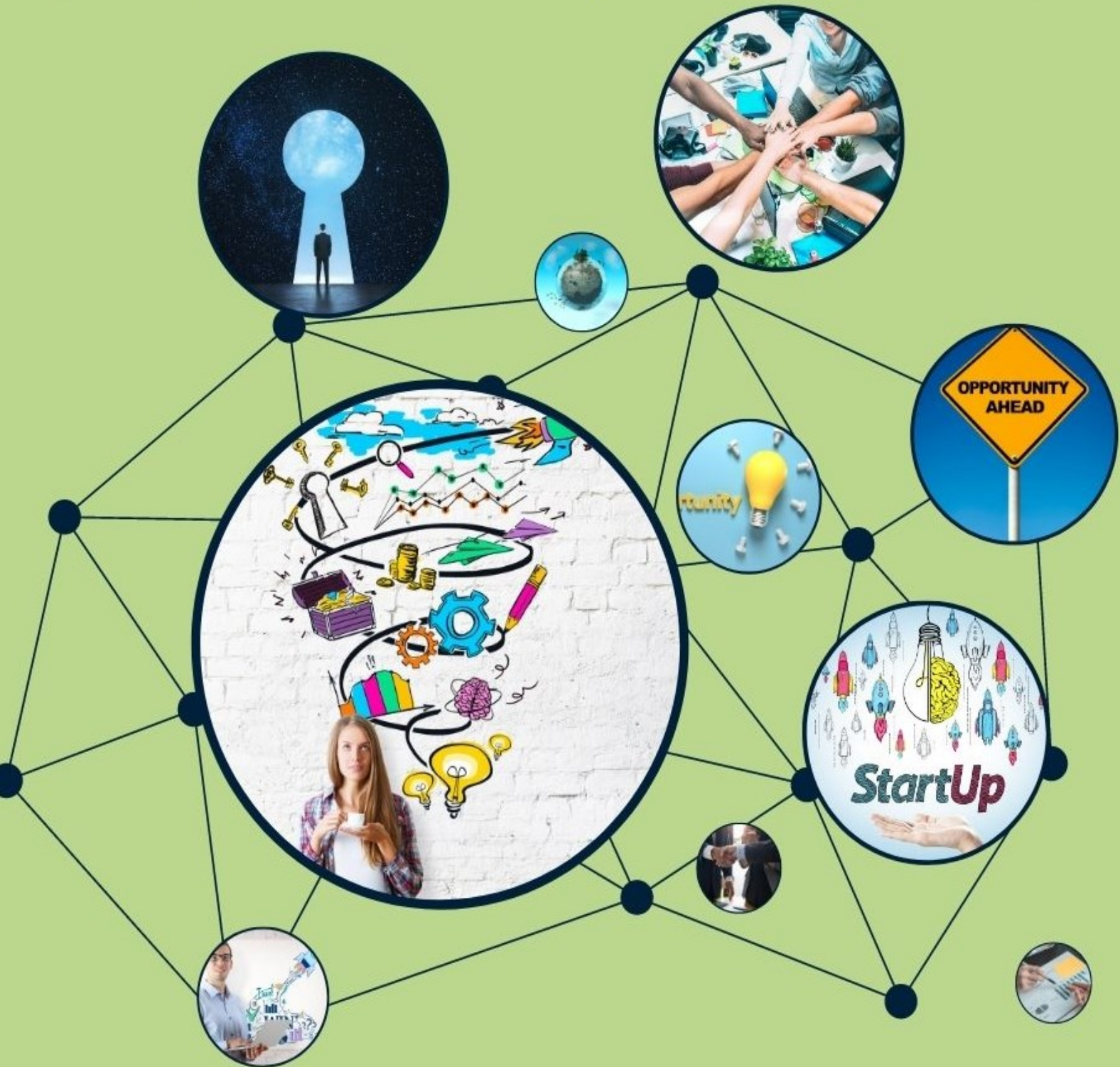


# ENTREPRENEURSHIP ECOSYSTEM AND OPPORTUNITIES FOR STARTUPS

(Edited chapters of the ICSSR Sponsored National Seminar)



## EDITORS

**S. ANITHA**  
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**K. SINDHURI**  
**K. SWATHI**

# Entrepreneurship Ecosystem and Opportunities for Startups

(Edited chapters of the ICSSR Sponsored National Seminar)

R.B.V.R.R. Women's college (Autonomous)

Narayanaguda, Hyderabad



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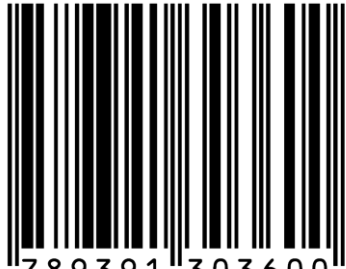
**Editors:**

S. Anitha  
S. Salomi  
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## Abstract

The edited book "Entrepreneurship Ecosystem and Opportunities for Startups" provides a comprehensive analysis of the multifaceted components of entrepreneurship ecosystems and their impact on startup growth and success. The authors, a diverse group of researchers, practitioners, and policymakers, delve into the various dimensions of the ecosystem, including access to capital, mentorship, innovation, networking, talent, and regulatory frameworks. Through a combination of theoretical insights, empirical evidence, and case studies, this book highlights the importance of nurturing a conducive entrepreneurship ecosystem to foster innovation and facilitate the growth of startups in a competitive global landscape. It also explores potential opportunities and challenges faced by startups, as well as strategies to overcome these obstacles and thrive in the market.

The book begins with an overview of the concept of entrepreneurship ecosystems and the various elements that constitute them. It emphasizes the symbiotic relationship between startups and their surrounding ecosystem and highlights the significance of each element in fostering a conducive environment for business growth. The authors discuss the crucial role of access to capital, mentorship programs, and innovation hubs in accelerating the development of entrepreneurial ventures.

In the following chapters, the book delves into the role of networking and collaboration within the entrepreneurship ecosystem. The authors explore how networks can facilitate knowledge sharing, access to resources, and the development of strategic partnerships, all of which contribute to the success of startups. They also discuss the importance of attracting and retaining top talent, as well as the role of educational institutions and government policies in nurturing a skilled workforce to support entrepreneurial ventures.

The book then examines the regulatory frameworks that govern entrepreneurship and their influence on startup growth. The authors analyze the impact of various policies on the ease of doing business and the overall attractiveness of a region as a startup hub. They also provide recommendations on how governments can create a more supportive environment for startups by implementing policies that promote innovation and reduce bureaucratic hurdles.

Subsequently, the book investigates the challenges faced by startups in different stages of their development, such as limited resources, market competition, and scaling up operations. It presents strategies for overcoming these challenges, including adopting lean startup methodologies, embracing technological advancements, and leveraging strategic partnerships. The authors also offer insights into the role of resilience and adaptability in overcoming setbacks and achieving long-term success.

Finally, the book presents case studies from various countries and industries, illustrating the impact of diverse entrepreneurship ecosystems on startup growth and success. These case

studies offer valuable lessons and best practices that can be applied across different contexts and regions.

"Entrepreneurship Ecosystem and Opportunities for Startups" serves as a valuable resource for entrepreneurs, investors, policymakers, and academics interested in understanding the dynamics of entrepreneurship ecosystems and their role in fostering the growth and success of startups.

**Keywords:** Entrepreneurship ecosystem, startups, innovation, access to capital, mentorship, networking, talent, regulatory frameworks, opportunities, challenges, growth strategies, case studies, resilience, adaptability



Prof. G. Sudarshan Reddy  
Secretary cum Correspondent,  
R.B.V R.R.Women's College

### MESSAGE

I am extremely honoured to express my persuasion related to the essence of Two Day National Seminar on "Entrepreneurship Ecosystem and Opportunities for Startups". Entrepreneurship is incredibly important as it is influential in stimulating social change and improving the way people live and work. Entrepreneurs are the pioneers of bringing new technologies and systems that ultimately result in Development of Economy. Entrepreneurship paves the way for generating wealth and this contributes to the increased National Income and Promotes Innovation, Self Reliance. The present Environment in India for Startups has become facilitative and is a great deal of entrepreneurship opportunity. So many authoritative forces have congregated to promote startups and enable them to prosper globally.

I take this opportunity to congratulate the Department of Commerce for organizing this seminar that is relevant to present scenarios in educational institutions in the promotion of student entrepreneurs. The bestowal of articles by eminent faculty members has covered the different perspectives in various areas associated with entrepreneurship and startup management.

I thank all the participants and authors for their efforts in contributing to the Edited Book Chapters.

A handwritten signature in black ink, appearing to read 'G. Sudarshan Reddy', with a stylized flourish at the end.

**(Prof. G. Sudarshan Reddy)**





Dr. J. Achyutha Devi  
Principal  
R.B.V.R.R. Women's College

#### MESSAGE

It gives me immense pleasure to write this message to the Proceedings of the National Seminar on Entrepreneurship Ecosystem and Opportunities for Startups with a great sense of achievement. Entrepreneurship education builds competency and creates an entrepreneurial culture among young citizens of India and helps them pursue opportunities which boost them for moving to new startups and innovative ventures. It also inculcates innovative thinking, leadership, positive orientation, perception change, risk taking abilities and fruitful actions. In this connection, I appreciate the Department of Commerce, R.B.V.R.R. Women's College for choosing the apt area for their Seminar.

The seminar provided a platform for the interaction of Scientists, Professors, Corporate, Research scholars and developing academicians to discuss upon the importance of Entrepreneurship education and promotion of Startups in higher educational institutions. In addition to the contributed papers, the invited keynote presentations were given by the field experts who not only illuminated the delegates but gave them the incentive to acquire further information to process. The papers contributed the most recent findings in the field of Entrepreneurship both from academic and industry point of view. I trust that this will be an impetus to stimulate further study and research in this area and promote the entrepreneurship education in HEIs across the Nation. I thank all the authors and participants for their valuable contributions to this proceeding and the Editors for their efforts and dedication.

*J. Achyutha Devi*

(Dr. J. Achyutha Devi)

MESSAGE FROM MENTOR AND SPONSORED



Dr. Ruma R.Rao,  
Former Principal,  
R.B.V.R.R. Women's College,  
Narayanguda, Hyderabad, Telangana.

Congratulations to the entire team of Commerce Department for organizing a seminar on the topic “Entrepreneurship Ecosystem and Opportunities for Startups”. I’m glad to be the part of this seminar which has practical relevance to the students. This is a great step in bridging gaps between academic institutions and industry professionals. I wish the faculty of department of commerce would come up with many more events to accomplish their goals.

A handwritten signature in black ink, appearing to read 'Ruma Rao', on a light-colored background.

Dr. Ruma R.Rao  
Former Principal  
R.B.V.R.R. Women's College

**MESSAGE FROM SEMINAR CONVENER**



Mrs.S.Anitha,  
HOD & Assistant Professor.  
Seminar Convener,  
R,B.V.R.R.Women’s College Narayanguda,  
Hyderabad. Telangana.

It is a matter of contentment and pride for all the faculty members of Department of Commerce to organize a two-day national seminar on “Entrepreneurship Ecosystem & Opportunities for Startups”. We have been thinking about organizing a seminar for quite some time and were able to make it more meaningful in selecting a burning topic and fulfil the expectations of the patrons, aspirants and the participants which took us around a year to materialize it.

It’s my pleasure to announce that the seminar on” Entrepreneurship Ecosystem & Opportunities for Startups” which was held on 27th and 28th March 2023 was a grand success. It was a real honour and privilege to be the Seminar Director.

My sincere thanks to the authors who has sent full length papers. The issue of the journal contains all the papers accepted after scrutinizing the articles. My special thanks to Ms. P. Rajani and Ms. K. Monika for their cooperation in bringing the edited book published.

A handwritten signature in blue ink, which appears to read "Anitha".

Mrs.S.Anitha  
Seminar  
Convener

S.No	Chapter Title & Author(s)	Page No
1	ENTREPRENEURIAL SKILL EDUCATION FOR LIFE SCIENCE STUDENTS – NEED FOR MORE STARTUPS FOR THE DEVELOPMENT OF INDIA IN GENERAL AND HYDERABAD IN PARTICULAR <b>S. Ravi Kiran, J. Achyutha Devi</b>	7
2	DIGITAL INNOVATION IN SMALL AND MEDIUM-SIZED BUSINESSES USING THE 5G NETWORK. <b>SanthiChebiyyam, L. Radhika Rani</b>	14
3	SUCCESSFUL WOMEN ENTREPRENEUR AND WORK LIFE BALANCE <b>Dr. P. Sopna</b>	20
4	OPPORTUNITIES FOR START UPS <b>Dr. J. Aruna</b>	24
5	A STUDY ON OPPORTUNITIES AND CHALLENGES OF STARTUPS IN INDIA <b>K. Rajani</b>	28
6	STUDY OF ORGANIC SMALL-SCALE FARMING AND RURAL ENTREPRENEURSHIP DEVELOPMENT IN SOMWARPET TALUK, KODAGU DISTRICT, KARNATAKA <b>Bommegowdna A Mauna, Manasa C. R. Dr. T. Parameshwar Nail</b>	34
7	A STUDY ON ROLE OF INNOVATION IN START UP MANAGEMENT AND ITS CHALLENGES <b>K.Mounika</b>	42
8	MAJOR DRIVERS OF ENTREPRENEURIAL GROWTH <b>Naveena Grape Kumari</b>	45
9	EFFECT OF ENTREPRENEURSHIP ON ECONOMIC GROWTH <b>Rajani Puttakota</b>	50
10	AN INSIGHT INTO THE AROMATIC AND MEDICINAL PLANT BIO-ENTREPRENEURSHIP <b>Prakruthi R U Kumar, Rekha N.D and B.S.Ravikumar</b>	55
11	ANALYSIS OF FARMER’S SUICIDES IN KARNATAKA: “A CASE STUDY ON HYDERABAD KARNATAKA” <b>Raghavendra Talimarada</b>	61
12	AATMANIRBHAR BHARAT- CASE STUDIES OF SOCIAL INNOVATIONS IN INDIA <b>Prof Rasmiraj Palo</b>	76
13	A STUDY ON STUDENT’S PERCEPTION TOWARDS ENTREPRENEURSHIP <b>Pentemchetty Sai Ambica</b>	83
14	IMPACT OF START-UPS IN INDIAN ECONOMY <b>S.Salomi</b>	92
15	USE OF SMART PHONE ON PROMOTION AND MARKETING OF PRODUCTS AMONG YOUNG ENTREPRENEURS <b>K .Sindhuri, K.Swathi</b>	99

<b>S.No</b>	<b>Chapter Title &amp; Author(s)</b>	<b>Page No</b>
16	RECONSTRUCTION OF THE ENTREPRENEURSHIP ECOSYSTEM USING DATA MINING FOR DECISION MAKING AND SUPPORT SYSTEM <b>Suraj Prakash Yadav, Aslam Y. Suriya</b>	104
17	ENTREPRENEURIAL SKILLS <b>Bindu G</b>	109
18	LANGUAGE AND ENTREPRENEURSHIP <b>Dr. D.V.N.D.Lakshmi</b>	115
19	ENTREPRENEURSHIP IS A VIABLE SOLUTION FOR UNEMPLOYMENT <b>S. Anitha</b>	121
20	ENTREPRENEURSHIP, GROWTH AND COMPETITIVENESS <b>Chandana Naikal and Bantu Prakrithi</b>	125
21	AI ENABLED INTERPRETATION AND ANALYSIS FOR DECISION SUPPORT IN MODERN ECOSYSTEM FOR ENTREPRENEURSHIP AND STARTUPS <b>Shipra Yadav</b>	132

# ENTREPRENEURIAL SKILL EDUCATION FOR LIFE SCIENCE STUDENTS – NEED FOR MORE STARTUPS FOR THE DEVELOPMENT OF INDIA IN GENERAL AND HYDERABAD IN PARTICULAR

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## Abstract

The interaction between Industry and academia plays a crucial role in the field of life sciences which favours more and more innovations and startups as India facilitates unparalleled ecosystem for life sciences research, development, and manufacturing. Further, Hyderabad is recognized as a life science hub and serves as a home to many reputed academic institutions. The resourcefulness and dedication of the industries dealing with life science products have come into limelight especially during the COVID-19 pandemic, with vaccines discovery and development as well as excellent collaboration between scientists, healthcare specialists, systems, regulators and government. There is a need for Hyderabad to rise up in innovation index level and stand on par with the global competitors. There is a shortage of people with required expertise and skills needed by life sciences. Therefore, there is a need to find innovative and sustainable solutions to improve entrepreneurial skills among life science students. The aim of this study was to emphasize on facilitating entrepreneurship into various life science courses through which students gain basic economic and professional competencies. Concentration of Higher education institutions on the teaching plan design provides a platform for incorporation of entrepreneurship education courses in life sciences academic courses. A pragmatic approach involving problem-based learning, case study methods, intensive mentorship, focused training, a peer group of startup founders and exposure to investors is necessary which falls within the academic framework to impart necessary skill set and competencies among students thus leading to attract more funding from the venture capitalists for their startups.

**Keywords:** Entrepreneurship education, Life Science students, Higher education institutions and Startups.

## Introduction

It is well known that the Education play a crucial role in the transformation of society socially and economically as well. Further, education is an integrative force that imparts values and ethics fostering individual excellence, social cohesion thus leading to the development of Nation (Fassbender et al., 2022). This made all the policy makers to focus

on Entrepreneurial Education as a means of skill development among young adults and transform them from Job seekers to Job givers. Entrepreneurial education encompasses two terms namely enterprise and entrepreneurship education and is often categorized in to 3 approaches such as teaching about, teaching for and teaching through (O'Connor, 2013). Teaching about is the most common approach in all higher educational institutions (HEIs) and is a theoretical approach which aims to give an awareness on the basic principles of entrepreneurship. Teaching for involves occupation-oriented approach that imparts skill sets and knowledge to the budding entrepreneurs while teaching through is an experiential approach involving the actual student learning process and this need to be integrated into life science courses which connects the course subject with entrepreneurship (Mwasalwiba, 2010; OECD, 2015). This entrepreneurship education builds competency and creates an entrepreneurial culture among life science students and helps them pursue opportunities which boost them for moving to new startups and innovative ventures. It also inculcates innovative thinking, leadership, positive orientation, perception change, risk taking abilities and fruitful actions. The 4 types of action-based pedagogy, a question scheme and some examples of pedagogical approaches was presented in Fig-1 (Lackéus et al., 2013). Therefore, there is a need for integration of entrepreneurship education in life science courses which make these students to act as catalysts for socio-economic changes. The Key competencies gained by Life Sciences students include

**Knowledge:**

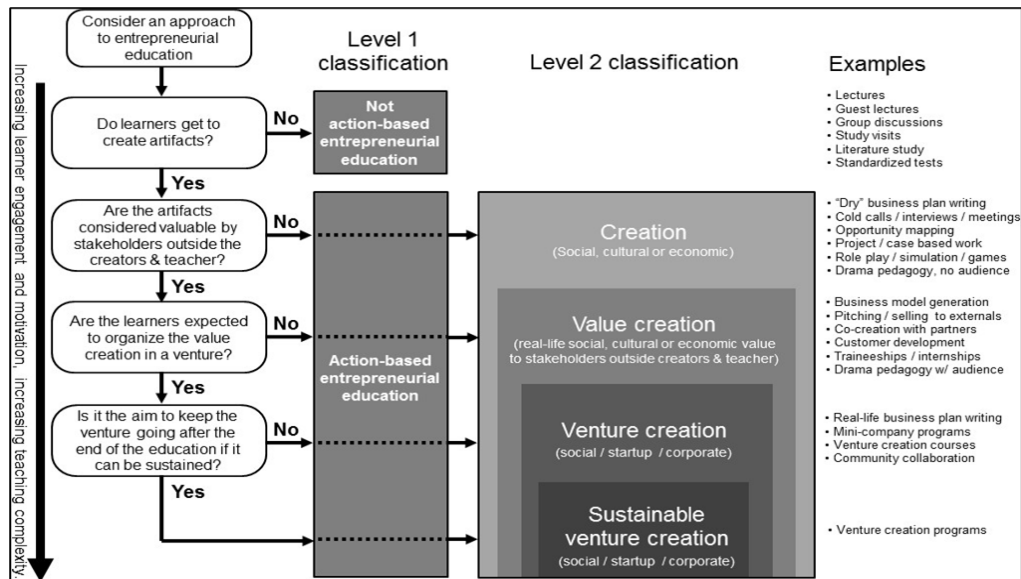
Students gain knowledge on how to carry out the work with the available minimum resources, idea to business principles, value creation, costing, financial management and risk assessment

**Skills:**

Students get an opportunity to explore the market research of various products, assess the market place, marketing strategies, resource skills involving creation and optimization of business plan, financial plan, strategies to attract funding from venture capitalists and Product, services and concept development skills. Further, they also gain leadership abilities, people management, socializing skills, adapting to new situations, combating the uncertainties, focusing on goals and achieving them, strategic planning and identification of suitable partners.

**Attitude:**

Entrepreneurship education however brings about changes in the attitude like development of passion, self-confidence, proactiveness, innovative mind set, determination and perseverance.



**Fig-1: Classification of action-based entrepreneurial education Courtesy: Lackeus, 2013**

Therefore, there is a need for entrepreneurship education for development of new startups in the area of life sciences and subsequent contribution to technology transfer

**Life Sciences Startups in Hyderabad**

The capital city of Telangana, Hyderabad has flourishing industries in Life Sciences and has been regarded as Nucleus of Life Sciences in the entire Asia. The Government of Telangana is putting lot of efforts for the growth of life science industries in from 50 billion to 100 billion US dollars thus combating the unemployment. The top startups in life sciences in India was presented in table-1.

**Table-1: Top Start ups in Life Sciences in India**

Company Name	Management	Description
ActiveLogica	(L-R)Yesudas Grinil, Anton Thomas Joseph & Jayan Jacob Meledom, Co-Founders & Directors	Aspires to make lives easy by providing Wellness, Fitness, Healthcare and Life sciences services and solutions
Denovo Biolabs	Dinesh Kumar Saini, Director - Business Operations, Manjunath Devaramani, Director & R&D Head	Specialises in product development through R&D and innovation for laboratory diagnostics and medical research
Metahelix	S. Nagarajan, Director	An agricultural biotechnology company focusing on developing traits and technologies for crop protection & improved productivity



Natura Biotechnol	Pankaj Varshney & Shekhar Chaturvedi, Directors	Provides a varied, yet comprehensive array of products and services covering all aspects of private labeling from product formulation to manufacturing to custom packaging solutions
Optima Life Sciences	Vinay Kulkarni, Director	A path breaker and trend setter in conceiving, developing and marketing a range of feed additives and bio-security products
Promea Therapeutics	Dr. Rajesh Tummuru & Pooja Aakanksha Tummuru, Directors	A healthcare company that develops and manufactures high quality, affordable, and accessible medical devices
Roopra Biomols	Roopha Prabhakar, Founder & Director	Addresses the complex challenges and growing needs of the Biotech industry and empowering them with AI, Cloud and Blockchain
Xcodelife	Saleem Mohammed, Co-Founder & CEO	Tailors' unique nutrition goals and diet plan according to the genetic metabolism of macronutrients, requirements of micronutrients and food sensitivities
Zerico Lifesciences	Sachin Shukla, Managing Director	Focuses on Marketing of innovative and quality products in a cost-effective manner to help people lead healthier lives

The top Biotech startup companies in Hyderabad include

#### **Supr Enviro Farms Private Limited**

This Supr Enviro startup was established with a moto of "Feeding the World without consuming the Planet Earth". They are involved in the of high enriched Organic Compost using an insect namely black soldier fly, in a time period of 15 to 20 days by employing food waste or organic waste.

#### **Speaking Callosum**

This company was started with an aim to develop an inexpensive and effective treatment for Alzheimer disease The company uses innovative technology based on scientific research like personalised medicine, impact of microorganisms and the principles of epigenetics for treating the Alzheimers patients.

### **Aizant Global Team**

This start up was initiated in 2017 aiming at transforming information into smart and innovative solutions offering the right and suitable technology at a reasonable price to everyone.

### **Theranos Lifesciences Pvt Ltd**

Theranos Life Sciences Pvt Ltd rebranded as Oncophenomics was established in 2016 is a Biotech R&D startup with a mission to enable personalized cancer therapy by harnessing the power of Artificial Intelligence and computer vision technologies analyzing cancer diagnostics data and subsequently correlate with the clinical response and data.

### **D-NOME Private Limited**

This startup D-NOME was initiated in 2021 which envisions making genomics tools like NGS (next generation sequencing) as cost effective, scalable and plug n play. Also deals with analysis by RT-PCR and other sequencing techniques

### **Centella Scientific**

This startup was also started in 2021 which involves Accelerating drug discovery through AIML technology thus reducing up to 10 years as compared to the traditional drug discovery methods.

### **Aodh Lifesciences**

This is a Deep science start up established in 2016 mainly focusing on the development of products for respiratory infections. This company is a platform technology that harnesses the power of various fields, including infection biology, respiratory anatomy, computational biology, Cell line models, Metadynamics, physicochemical parameters of APIs, simulation science etc.

### **vGMPsolv**

This startup provided services to all pharmaceutical companies like Audits, Regulatory Support, On-Job trainings, Regulatory Audits, Validations, QMS, Risk, Impact & Gap Assessments, regulatory filings US, EU, JP, Canada, UK, India & ROW markets, SOPs, Protocols and Documentation preparations

There are many more in the incubation stage and facing a lot of problems to sustain in the market as they lack suitable platform to present their products to the outside market. Hence all these scholars and students need to be encouraged and motivated towards academic entrepreneurship which makes them to excel in their career.

### **Teaching Entrepreneurship for Life Science students**

Entrepreneurship education papers need to be included as apart of curriculum of all life science courses. Teaching methodology involves theory and research based approach in the first year and through experiential learning in the second year. Further students would be given an opportunity to pursue their internships in various companies in the innovation system which boosts their confidence towards becoming an entrepreneur. In the final year it

should be tied with research conducted by students and presentation of their design in various business fair and contests mainly to attract the funding of venture capitalists.

### **Discussion**

There is an increased interest across the world in the set up of various regulations which favour the relationship between the academic and entrepreneurship where, it has been believed that knowledge emanating from the HEIs, public and private research institutes forms an important lever for innovation (Lu, 2022). Academic Entrepreneurship is now the area of attention where, the theme extends far beyond the contribution for the innovations in science and technology and innovation (Teixeira and Nogueira, 2016). Despite of diverse results because of non-linear and contingent relationship, it mainly focuses on the heterogeneity of industry institution interaction, technology transfer etc (Blankesteyn et al., 2021; Mico and Cungu, 2023). From the above studies it was clear that this academic entrepreneurship is within everyone's reach and is something that happens and feeds on the exchange of resources, facilities and knowledge and resources among colleges, universities and research institutions (Devici, 2022). Further, the entrepreneurial skills among life science students can be stimulated through proper education where, cultivates the business mind set and enhances the ability of students to establish more number of startups after their graduation studies. Further, the role of risk assessment as a mediating variable in the development of an entrepreneurial mindset among students in life science education gives a clear picture about the students' attitude towards entrepreneurship, subjective norms and perceived behavioral control which helps them to excel in their business career. The trend needs to be changed to extend this academic entrepreneurship education for life science courses in India in general and Hyderabad in particular.

### **Conclusion**

The integration of learning and value creation has started to be noticed elsewhere which provides opportunities with this entrepreneurship education. It also builds capacity to trigger deep learning and instill engagement, self confidence, motivation, determination and perseverance and feelings of relevancy among students. This entrepreneurship education for life science students provides a platform on creation of new jobs, economic success, renewal and innovation for individuals, organizations and society at large. The study reveals that more support is required for the ambition to further develop academic entrepreneurship and educational tracks in life sciences domain so that there is a more opportunity for life science students to contribute to HEIs-industry technology transfer, emergence of more and more startups across India and in Hyderabad as well which might turn out to be a highly rewarding investment in the innovation not only in terms of commercialization of the developed technologies, but also in the creation of social ethics and values and make them as global players.

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# DIGITAL INNOVATION IN SMALL AND MEDIUM-SIZED BUSINESSES USING THE 5G NETWORK.

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Loyola Academy, Secunderabad

## Abstract

Small- and medium-sized businesses (SMEs) have a significant impact on a nation's economy because they are a source of entrepreneurship skills and creativity, and they have an unmatched capacity for introducing, integrating, and distributing new technology. With the advent of 5G network technology, small businesses are expected to undergo a true digital transformation. All socioeconomic fields will be impacted by the 5G network, which will also promote non-technological innovation in small firms. Commercial users should experience faster and more dependable connections as a result of the implementation of 5G wireless technology, which is expected to reduce telecom maintenance costs and energy usage. By 2024, estimates indicate that there will be 1.9 billion 5G subscriptions worldwide. The first countries to use 5G technology are expected to be industrialized countries in Asia and North America. The 5G-enabled telecom industry in these two regions is expected to represent around half of the worldwide market by 2025. Companies require technological advancements like 5G in order to not only survive but also prosper in the years after a catastrophe. In order to provide constant network service availability for technological applications and processes, ultra-high reliability boosts 5G availability. 5G offers a significant performance improvement over 4G LTE. It supports more devices with a faster data rate and lower latency. The goal of this paper was to analyze existing research on the possible applications of the 5G network for digital innovation by small firms. According to the paper, small and medium-sized businesses can benefit from the 5G Mobile Technology by improving supply chains, expanding remote work opportunities, and improving inter-personal communication. Finally, even though many people and entrepreneurs will benefit from 5G technology, some will work to undermine it.

**Keywords:** Technology, Latency, 5G, IoT, Business.

## Introduction:

The suggested next generation of telecommunications standards after the current 4G/IMT-Advanced standards are known as 5G mobile networks or 5G wireless systems, QUALCOMM's initial processor design from October 2016. Its transmission efficiency is astonishing. Planning for 5G aims to support massive machine communications, device-to-device communication, and greater capacity than current 4G.

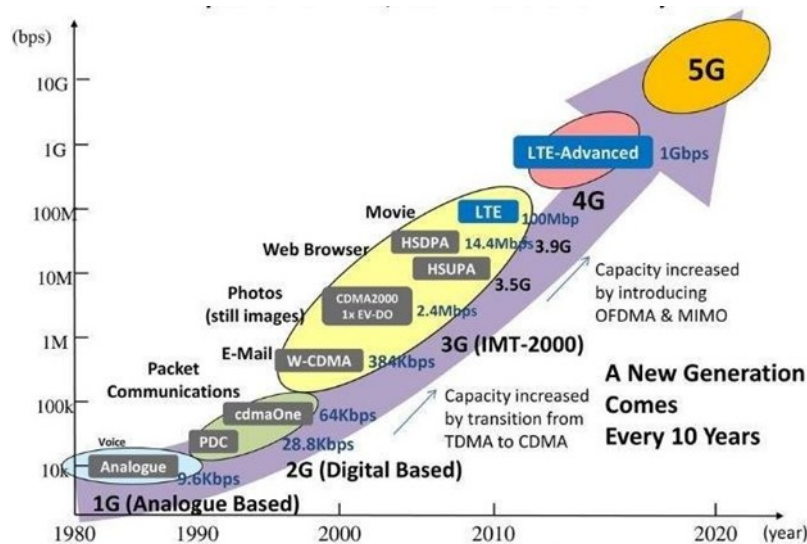
1G stands for first generation: In the 1980s, 1G provided analogue speech.

2G, or second generation: Early 1990s: Digital voice was developed by 2G. (e.g. CDMA-Code Division Multiple Access).

Third generation, or 3G: In the early 2000s, 3G introduced mobile internet. (e.g. CDMA2000).

Fourth-generation (4G LTE): In the 2010s, 4G LTE helped to user in the mobile broadband age.

Fifth generation, or 5G: A more efficient and unified air link is 5G. It has been built with a larger capacity to support new deployment models, empower next-generation user experiences, and offer new services. The mobile ecosystem will be expanded into new areas thanks to 5G's fast speeds, excellent dependability, and minimal latency. 5G will have an influence on every industry and enable innovations like safer mobility, remote healthcare, precise farming, digitalized logistics, and more [1].

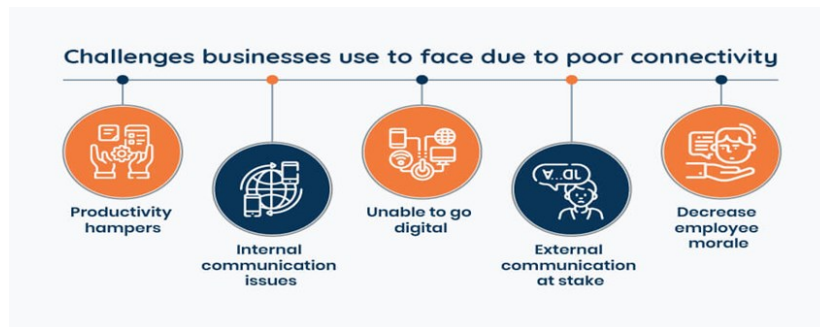


**ADVANTAGES & APPLICATIONS OF 5G:**

- Low Latency
- Enhanced Capacity
- Increased bandwidth
- Availability and Coverage
- Increased Speed

**5G IN BUSINESS:**

In as little as five years, 50% of US consumers will have access to 5G, predicts a new report by leading telecommunications firm Ericsson. According to a recent ABI Research study, 5G technology will probably result in a 10 times faster reduction in manufacturing times for emerging technologies than 4G connections. Many industry professionals believe that 5G connectivity will be essential for the widespread use of AR and VR technology. Another significant telecommunications firm, Qualcomm, claims that 5G technology will enhance website traffic, connection speeds, and reliability, all of which will aid in the widespread adoption of future technologies. This means that if you intend to build or include consumer services and solutions that require cutting-edge technologies like AR and VR tech, the enterprise adoption of 5G technology is essential for your digital firm.



### Business benefits of 5G technology:

- **Intelligent IoT Devices:** Businesses that focus on IoT should anticipate that the launch of 5G speeds will have a substantial impact on the number of IoT devices by improving infrastructure diagnosis systems and delivering better data insights. Both will improve a business' infrastructure and lessen the vulnerability of these gadgets, which are well-known to be more open to online dangers like crypto-jacking.
- **Network Slicing:** Emerging technology has a wide range of applications and new services that organisations and consumers will utilize, which calls for a flexible network that can improve user experience. Businesses will be able to build many virtual networks using just one physical infrastructure thanks to 5G technology. This network slicing can assist businesses in offering an end-to-end virtual system that includes networking as well as compute and storage operations. Your company may provide customers with a smoother experience with 5G connections.
- **Multi Access Edge Computing:** Multi-access edge computing will help your company's congested network become more efficient using 5G technology, even when supporting hundreds of devices at once. This cloud-based network architecture can improve overall site performance while also reducing site congestion. Multi-access edge computing, which uses local computing instead of the current centralised network, would protect user data in addition to handling enormous data loads and providing results instantly[2].

### 3 different types of 5G technology for enterprises:

The various frequencies on which 5G will operate—low-band, mid-band, and high-band 5G—are the different varieties of 5G. Each 5G kind has specific properties that aren't brand-new. They try to address issues that previous generations created by building on their strengths. However, the many forms of 5G are noteworthy because they make it possible for cutting-edge approaches and applications that make 5G distinctive for enterprise networks. We can relate the many 5G kinds to the flavours of Neapolitan ice cream, a sort of ice cream made of three distinct flavours in one container, rather than thinking of 5G as having only one flavour. Similar to vanilla, chocolate, and strawberry, respectively, low-band, mid-band, and high-band 5G.

**1. Low-band 5G:** The low band, which uses the same frequencies as TV and radio stations, is the portion of the 5G spectrum that is most similar to 4G and 4G LTE. That is why it is plain: It's a classic, everyone knows it, and it just uses a few simple advanced frequencies. However, this does not imply that low-band 5G is not worthwhile. According to Notwell, this kind of 5G has a long range and, when paired with midband and high-band

frequencies, will have speeds that are 10 or more times faster than those of 4G. Similar frequency bands were used by TV stations, and some still are, due to the bands' ability to cover huge areas. According to the Federal Communications Commission (FCC), low-band 5G would operate between 600 and 900 GHz.

**2. Midband 5G:** Midband 5G is like to chocolate ice cream: a little more sophisticated than vanilla low band, but not the most talked-about of the several 5G deployments. According to the FCC, midband 5G would cover the 2.5 GHz, 3.5 GHz, and 3.7 GHz to 4.2 GHz bands, making it commonly accepted that midband refers to the sub-6 GHz spectrum. According to Notwell, midband spectrum for 5G is five times wider than low-band spectrum. Midband 5G can carry more data and has a wider bandwidth than low-band 5G, but it can't go as far. Higher midband 5G ranges can be impacted by structures and other solid objects, however high-band 5G is more significantly hampered by this penetration issue.

**3. High-band 5G (millimeter wave):** In many ways, high-band 5G is the antithesis of low-band 5G: It can't go very far, but it has the blazing-fast speeds that are a result of 5G's most lauded advantages. High-band 5G is comparable to strawberry ice cream since it gives the Neapolitan concoction a special flavour: quicker speed. High-band 5G, according to the FCC, will use the 24 GHz, 28 GHz, 37 GHz, 39 GHz, and 47 GHz frequencies. High-band 5G comes with a special surprise: millimetre wave (MM wave), the spectrum between 30 GHz and 300 GHz that enables high-speed connectivity and better download speeds. This is similar to how strawberry ice cream contains little chunks of strawberry. Global interest in 5G technology has grown as a result of these capabilities as well as MM wave's high bandwidth and capacity to transfer more data between destinations.

#### **5G IMPACT IN GLOBAL ECONOMY:**

As the fifth generation of communication standards approaches widespread adoption in the Indian digital ecosystem, our country's aim of promoting economic growth and fulfilling the objectives outlined in "Mission 2047" becomes more real than ever. We are hoping that 5G will alter the digital landscape and take it to new heights. Increased connectivity and faster than ever speeds hold the potential to completely alter how we engage with technology, machinery, and software. Benefits of 5G wireless connectivity are numerous, and if they materialise as expected, the global economy may see a tremendous upswing. The following are the impacts:

- 5G is fueling worldwide expansion.
- The production of the world economy is \$13.1 trillion.
- 265 billion dollars in global 5G CAPEX and R&D will be spent yearly over the next 15 years, creating 22.8 million new employments.
- Supporting a variety of businesses and facilitating the production of goods and services valued up to \$3.1 trillion. In comparison to prior network generations, this influence is substantially bigger.
- The new 5G network's development requirements are also extending beyond of the traditional mobile networking companies to sectors like the automobile industry [3].



### Effects of 5G on various Industries:

**1. The manufacturing sector:** With industrial automation and robotic control, such high-speed seamless networks can be used to implement a number of important use cases in the manufacturing industry, resulting in intelligent factory solutions. Businesses can use industrial 5G technologies to track materials and products from start to finish and simulate manufacturing processes. Additionally, they can be actively used for immersive remote service, maintenance, or assembly operations. In addition, they can be used for augmented reality applications, real-time machine-to-machine communication, and asset and product data monitoring.

**2. Automobile Sector:** Gartner's market study indicates that by 2023, the automotive industry will represent the largest market opportunity for 5G IoT solutions, accounting for more than half of the global 5G IoT market and 53% of the global 5G IoT endpoint market. In order to usher in the next era of intelligent autonomous vehicles, 5G will propel the connected car market and address important issues related to road safety. By 2028, 94% of cars will be actively connected to a 5G service, up from 15% in 2020 and 74% in 2023. The 5G push will be extremely beneficial for electric vehicles (EVs), since increased connectivity results in better management, monitoring, and overall performance [4].

**3. Healthcare Industry:** As hospitals and other healthcare facilities continue to innovate—as we have seen in the pandemic—data consumption and transfer will rise. Near real-time data interchange is anticipated to be made possible by 5G, which will let people make decisions quickly in urgent situations and ultimately improve health outcomes. Healthcare professionals will be supported more effectively by 5G when paired with AI. AI will ease the strain of routine administrative duties and boost diagnostic speed and accuracy, resulting in better care outcomes and more patient and physician satisfaction. By managing large volumes of medical images at breakneck speeds in the UAE, for instance, a cloud-based medical imaging technology powered by Etisalat's 5G broadband is revolutionizing remote diagnostic capabilities of healthcare facilities [5].

### Conclusion:

5G technology will be able to reduce latency in communication and increase speed of communication in enterprises. It can handle more traffic rate than the previous generations. 5G will be capable of connecting 100 billion devices. Automated industrial operations are made possible by 5G's low latency communication, dependable network response, and real-time reaction. Increased bandwidth will open up exciting new opportunities for both businesses and customers [6-7].

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# SUCCESSFUL WOMEN ENTREPRENEUR AND WORK LIFE BALANCE

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## ABSTRACT

Executive working women endure an absence of work-life balance. The problem of role conflict arises as family chores and potential roles develop. They must strike a balance between their professional and personal lifestyles in order to overcome role conflict. Women start their own businesses in order to have more flexibility and control over their job and personal duties. With their entrepreneurial endeavours, they contribute to the nation's economic development, innovation, and creation of job. In this study, we analysed the obstacles that women transcended to become successful.

**Key words:** Women Entrepreneur, Conflict, Economic

## INTRODUCTION

“Women are like teabags. We don’t know our true strength until we are in hot water.” — Eleanor Roosevelt, former first lady

According to this quote, women are very empowered and have a healthy work-life balance. Indian society encourages men to work hard and live long, but it is transforming great women's lives and careers.

Women are becoming more independent, empowered, and financially secure as they grow as individuals. They have also learned to live on their own accord. The woman supervises all domestic duties because she is a strong member of the family.

## LITERATURE REVIEW:

**(Monika, 2017)** For the management of their household and professional lives, women choose entrepreneurship. Along with fulfilling family obligations, they can enjoy financial independence. The goal of the current study is to learn more about the experiences of 80 female entrepreneurs and how they manage to reconcile their personal and professional lives. To verify the validity of their experience, a formal questionnaire was created. Using some statistical tools, the data that was gathered was examined. Some of the recommendations made by the author include having family members divide the household duties that fall on women and giving work and personal time the correct priority.

**(Ms.Shweta Kagenavar 2021)** People are prioritising their careers over their personal lives as a result of the competitive environment. In order to manage their job life, family, friends, and relations are neglected. Conflicts arise between work and personal life as a result. Women in business need to be fully aware of how their responsibilities in family and work change. Women entrepreneurs must acquire relevant talents, and the author says that having a balanced mix of useful abilities helps them maintain a healthy balance between work and personal life.

## OBJECTIVES OF THE STUDY

- ❖ To understand the concept of Work life Balance and Women Entrepreneurship.
- ❖ To provide measures to manage work life balance.

## RESEARCH METHODOLOGY

The secondary source is used to gather the data. Journals, magazines, and a survey of pertinent literature are used to gather qualitative data. MSME reports are used to gather and analyse quantitative data.

## ENTREPRENEUR

Entrepreneurship is the management of economic activity for the purpose of obtaining the rewards and profits that result from it while also accepting any associated risks. The skill and willingness to start, plan, and run a successful business venture, despite all of its uncertainties, is what is meant by the term "entrepreneurship." the group of entrepreneurs is well-known and esteemed.

### Women Entrepreneur

Women's entrepreneurship is not just a form of business ownership; it also helps the economy as a whole. Empowered women can also help their families, societies, and nations by reducing poverty. Women business owners also find the vision of launching a new company, taking on risks, and entrusting administrators to oversee and carry out the visions. In the democratic economy of today, men and women are both equally represented.

**Table No. 1: Percentage distribution of enterprises owned by Male/ Female entrepreneurs wise**

Category	Male Entrepreneur	Female Entrepreneur	Total
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
All	79.63	20.37	100

The above table shows that the Micro, small and medium enterprises are owned by male and female entrepreneurs as of 2022-23. It shows a drastic difference in number of male and female entrepreneurs. 20.44 % of micro industries are owned by women entrepreneurs whereas 5.26% in small industries and only 2.67% of medium industries are owned by female owners. It is analyzed that women are less motivated towards entrepreneurship

because only 20.44% of the female is established microenterprise and women step back to establish small and medium enterprises. Very few percentage women tried to establish medium enterprises that are only 2.67%.

## **WORK-LIFE BALANCE**

Successfully balancing personal and professional obligations is what is meant by "work-life balance." Both your personal and professional lives need to be in perfect harmony for you to have a happy existence. Women might be inspired to put in extra effort and build loyalty in the workplace by finding a healthy work-life balance. Women can benefit from having a healthy work-life balance by setting aside time for their friends, family, health, and vacations, among other things. They work extremely hard to successfully manage a business so that everyone wins. Women are much more likely than males to strive for a healthy balance between their personal and work lives.

## **FACTORS AFFECTING WORK-LIFE BALANCING**

**1. The burden of excessive work:** Women entrepreneurs need to play multiple roles and they have to work on the double shift. After managing all work at enterprise again she has to attain for the family responsibilities. Sometimes majority of women entrepreneurs feel the burden to manage both sides.

**2. Interference of work with family life:** In today's competitive world women entrepreneurs should have to work without a time limit. Sometimes they will work beyond the time which will affect the family. Due to heavy workload women entrepreneurs will give less time to their family and that creates conflicts.

**3. Fulfilment of others expectation:** Women entrepreneurs should work to fulfil others' expectations. Her dual roles are judge at every time. In personal life she must fulfil family, friends and societal expectations and in professional life being entrepreneur of an organization, she has to perform well to fulfil the stakeholder expectations.

**4. Increasing responsibilities:** Being part of a nuclear family, women entrepreneur's house responsibilities have been increasing. Along with all the domestic activities she must attain the entrepreneurial activities.

## **SUGGESTIONS FOR MAINTAINING THE WORK-LIFE BALANCE**

- ❖ To improve working circumstances, women entrepreneurs must participate in a variety of development programmes that will help them strengthen their management, communication, personality, and stress management abilities.
- ❖ Having a good balance between your personal and professional lives depends on effective time management.
- ❖ Women business owners have the option of delegating tasks to competent staff members.
- ❖ Women business owners must update themselves with fresh technical abilities to control the operating system.

- ❖ In order to find time for their families, female entrepreneurs must enlist family members' assistance in managing their businesses.
- ❖ For mental calm, it is important to cultivate effective stress management techniques.
- ❖ To improve working circumstances, women entrepreneurs must participate in a variety of development programmes that will help them strengthen their management, communication, personality, and stress management abilities.
- ❖ They ought to indisputably spend some time each day with their family. Having a good balance between your personal and professional lives depends on effective time management.
- ❖ For their staff to operate in a healthy environment, female business owners must set up mind-refreshing programmes.
- ❖ Women business owners have the option of delegating tasks to competent staff members.
- ❖ Women business owners must update themselves with fresh technical abilities to control the operating system.
- ❖ For mental calm, it is important to cultivate effective stress management techniques.

## **CONCLUSION**

People are prioritising their jobs over their personal lives due to the competitive nature of today's environment. In order to manage their professional life, people neglect their friends, family, and relatives. Work and personal life become incompatible with each other as a result. The shifting roles they play in their families and at business must be fully understood by women entrepreneurs. In order to maintain a healthy balance between work and personal life, female entrepreneurs must acquire the necessary abilities. A good combination of these skills is essential.

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# OPPORTUNITIES FOR START UPS

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## ABSTRACT

The current Environment in India for starting own venture has been conducive and a great deal of Entrepreneurship opportunity. In an increasing competitive market, to meet the challenges and to achieve organizational excellence, responsible unionism and productivity-oriented practices, Startups are inevitable. Today Startups are in operating in a highly competitive scenario. They need to have opportunities who are passionate about the startups and to strive to take their organization to greater heights. If the Indian Organization has to develop and maintain their competitive edge, the potential value of the startups needs to be increased by enhancing and linking their skills and capabilities in tune with the requirements of the opportunities. The Objectives of the study is to Identify the best Entrepreneur by providing the opportunities to start the Business and to assess the commitment of the Entrepreneur in one day business.

In this study an attempt has been made to assess the opportunity of the one-day business Entrepreneurs in United college of Arts and science, Periyanaayakenpalayam - Coimbatore. Hence the study has been initiated from the desire and measure the involvement of Entrepreneurs in UCAS and to explore the various possibilities to improve them for the benefit of the Public in UCAS Institutions.

**Key Words:** Entrepreneur, Start-ups, Opportunity, Business

## INTRODUCTION

The Entrepreneur has emerged as one of the most important Strat up in Business Activity. It has not been developed in isolation but rather in the context of industrial change and economic development, it was given a vital role in this present scenario.

With the ushering in of the new millennium, experts are of the view that the internal customer i.e., the opportunities for Start-ups would be playing a major role in driving the 21st century in the organization. To cope with the shift in external environment, business organizations have to put themselves to litmus test to check the objectivity of the new start-ups for the forth coming Business.

## SCOPE OF THE STUDY

This scope of their research is confined to the entrepreneurs in the one day business activity operating in the geographical limit of G.Goundampalayam, Coimbatore . The research covered under the study of one day business activity conducted in every Friday in the United college of arts and science.

The study is helpful to improve the effectiveness of the entrepreneur and to increase the perception of the students.

**OBJECTIVE OF THE STUDY**

1. To Identify the best Entrepreneur by providing the opportunities to start the Business.
2. To assess the commitment of the Entrepreneur in one day business.

**CONCEPTS AND METHODOLOGY**

**POPULATION**

The population defined for this study comprises of all the students studying in the United institution.

**SAMPLING METHODS**

For the Purpose of the research the students are stratified in 3 UG programmes, I yr, 2yr and II-yr A stratified random sampling Method is adopted with proportionate allocation of sample size among the three strata. Stratification is based on the programmes and streams.

Name of the Programme	Total No. of Streams	Number of Students Purchased			
		I YEAR	II YEAR	III YEAR	TOTAL
One day Business activity, Electric Hub.	5	90	100	100	290
Teenz, Beach Theme, Sparx.	7	80	120	110	310
Dhamaka, Sale unit.	2	70	60	50	180
Sample Selection		240	280	260	780

**SAMPLE SELECTION**

There are three UG programs operating United College of Arts and science through a total of 14 streams. One day Business plan, Teenz, Beach theme, Sparx, Electric Hub, Dhamaka, sale Unit are major operators in UCAS with 5,7,2 are streams respectively. A total 780



students from I, II, III Year were purchased the products. The sample size was calculated to guarantee a sufficient number of students in each stream of the programme.

### **VARIABLE SELECTED FOR THE STUDY**

1. Product selection
2. Games
3. Cosmetics
4. Organic products
5. Textile Products

### **DATA COLLECTION**

An in-depth study of sample Units were made through collecting primary data and Information by administering the Questionnaires on the sample respondents to collect the required data for analysing the Entrepreneur. The source for secondary data were Literature available in libraries in the form of books, Journals and Magazines.

### **STATISTICAL TOOLS APPLIED**

The collected data and information have been carefully processed, tabulated, analysed, and interpreted in orders to reach the findings. The data are processed through SPSS such frequency distribution and percentage distribution.

### **FINDINGS**

On the basis of Entrepreneur in One day Business Activity in UG III -year students, 45.8% of the students have expressed either high- or low-level satisfaction of purchasing of the product.

About 62. 3% of the students from UG II year have stated the Moderate level of satisfaction relating to cosmetics and Organic Products.

About 52% of the students from UG I year have stated the low level of satisfaction relating to Textiles and Games Which was placed in one day business.

### **SUGGESTIONS**

On the basis of review of the study, the following suggestions are made for better Entrepreneur in the United collage of Arts and Science.

1. Entrepreneur may improve Skills and Abilities by Conducting the One-day Business Activities
2. Entrepreneurs in UCAS should be trained to adopt new technology on developing their career.
3. Entrepreneurs may openly invite for suggestion and active participation for Startups.

## **CONCLUSION**

Entrepreneurs leads to the better satisfaction of the products sold. A positively perceived entrepreneur will Contribute more with enthusiasm and Engagement. Performance of the satisfied entrepreneurs of the students leads them towards profitability and better business outcomes for Start-ups.

## **SCOPE FOR FUTURE STUDIES**

The findings of the study will be useful for the entrepreneurs of UCAS in shaping up their future skills and abilities for the betterment of Start-ups.

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# A STUDY ON OPPORTUNITIES AND CHALLENGES OF STARTUPS IN INDIA

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## ABSTRACT

India is second largest population country with billion in the world. To cover up this huge population there exist large capacity of job markets have been charged. At present, our mindsets have been changed so much that people are afraid for taking risk in life, this leads from working for new innovations startups.

With many innovative youngsters opted to prove the area of entrepreneurship instead of opting MNC's and government organizations. The jobbers had option to improve himself and his family living standard but entrepreneur will improve the family economy as well as the country's economy also. The Prime Minister Narendra Modi launched aspiring program called startup India and stand-up India on 16th January at Vignan Bhavan auditorium in New Delhi, it seems that India is progressing to become the next big start up Nation. This was aimed at changing and quickens the startup revolution in India.

The Indian businesses are suffering from various problems such as the unorganised and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business etc.

This paper focuses on opportunities and challenges of startups in India, and to provide awareness of various schemes related to startups.

**Key words:** Startups, Innovation, Entrepreneurs, Economy, Youth

## INTRODUCTION

India is a developing country and population wise it is placed 2 numbers. The excessive growth in the population leads to lack of employment. To provide employment to people India took a serious step to start entrepreneurship in the country. India launched start up program by Narendra Modi, prime minister of India on 15th August 2015 to bring awareness about the start-ups. Everyone wants to start a company form of business but due to the lack of resources like funds, manpower etc they could not start the company. Because of these reasons most of the graduates showing interest to join in establish entity. But some people are taking it as challenge and becoming entrepreneurs. India is encouraging the people who have innovative ideas to start a new business i.e., STARTUP

Start-ups are one of the major driven of job opportunities and economic growth like creating jobs, and increase per capita income and it creates positive impact on the economy. The main challenge in starting a start-up company is to funding for an innovative product or process. Most of the young individuals have proved their entrepreneurial talents in most effective

manner by establishing their own start-ups. Any business idea to become successful requires entrepreneurial abilities to anticipate business opportunities.

## **CHALLENGES OF STARTUPS**

### **1. Financial Resources**

Availability of financial resources is critical for the start-ups. Number of financial options is got from venture capital, grants loans, crowd funding etc. The requirement of financial resources starts when the business expands. Cash management is also important for the success of start-ups.

### **2. Revenue generation**

Many of the start-ups become fail due to the low revenue generation. When the business expands the operations increases and expenses also grow with reduced revenues forcing the start-ups to focus on the funding aspect as a result which diverting the focus on the fundamentals of the business. Generation of revenue is not only a challenge to the business but also expansion and sustain growth.

### **3. Team members**

Startups are formed with trusted team members with complementary sets. Generally, each member is specialist in specific area of operating. Forming a good team is the important pre requisite following to do so can leads to the startup failing.

### **4. Supporting Infrastructure**

Incubators, science, technology business development centres and other types of support mechanisms play a significant role in the lifestyle of startups Lack of such kind of support mechanism lead to failure of startups.

### **5. Regulations**

Starting a business requires a number of approvals from the government department. Even though there has been perceptible change still it is difficult to get the company registration. Labour rules, Intellectual property rights, dispute resolutions and other regulations in India.

### **6. Lack of mentorship**

Lack of mentorship and guidance is the one of the main problems which are facing the start-ups have good ideas but they have less knowledge about the industry and market experience to get to the place of market. Lack of mentoring, guidance is the one of the challenges which leads to the failure of business.

### **7. Determination of founders**

Founders of start-ups have to be tough when the going gets tough, the process of starting a business is riddled with delays, setbacks and challenges that go unsettled. The entrepreneur must determine, effective should never give up till he gets success.

## 8. Creating awareness in markets

Start-ups fails due to inadequate knowledge about the markets. In markets there will be a number of unique products available and it is a problem for a new product.

### OPPORTUNITIES OF START UPS

#### 1. India's large population

India is the second largest population county in the world. The huge population in a country has also resulted in increased consumer spending. Which has improved supply and production. Start -ups aims to serve to a large population by providing products and services. India's population is a very valuable resource for the country. The working age population is would excess the non-working population. Various infrastructure issues and the bottom of the pyramid market would allow more opportunities for the start-ups.

#### 2. Insight of working class

Traditional occupation paths will give process to Indian start up scene. Challenging tasks, good remuneration packages would captivate the talented people to start up. Hence it is observed that most of the high-profile peoples are resigning their jobs to work for start-ups

#### 3. Revolution society

India has the highest youth population which is very important source of innovation, talent and future leaders, education, health, infrastructure and the widening disparity between people are few issues that India faces, This provides available opportunity for start-ups to solve many issues.

### GOVERNMENT INITIATIVES

There are some government and semi-government initiatives to assist start-ups.

**1. The aim of start-up India** is the development and innovation of products and services and increase the employment rate in India. There will be tax exemptions, relaxed regulations, favourable tax policies, low cost of setting up.

#### 2. Mudra yojana

With this scheme start-ups get loans from the banks to start the businesses. There are three types of mudra loans schemes mainly Shishu Kishor and Tarun.

Name of the scheme	Loan amount
Shishu	Up to 50000
Kishor	Rs 50000 to Rs 5 Lakh

Tarun	Rs 5 Lakh to Rs 10 Lakh
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### 3. SETU (Self Employment & Talent Utilisation) fund

This scheme was started to support start-ups business organisations and self-employment people in the area of technology. It encourages the proper use of individual talent for getting the goals of productivity and efficiency.

### 4.E-Biz portal

Government of India launched e-biz Portal that combine 14 regulator permissions licenses to understand the easy and faster clearance and upgrade the ease of doing business in India.

### 5.Royalty Tax

The royalty tax paid by the businesses and start-ups firms from 25 percent to 10 percent reduced by the government of India.

## LITERATURE REVIEW

Goyal Prakash (2011), I their paper addressed that the situation of entrepreneurs is better than before. To provide awareness about start-up necessary steps should be taken by the Government, Start-up must be Start-up must be properly design with the business skills to come across new trends and changes in the environment. Madhavapaty & Rajesh (2018), Identified the challenges of HR Tech Start-ups like failure to do ground work for adaptation by employees. While there are multiple products and new technologies in the market. The main challenge is to find the exact product business fit. Madhura Wagh (2016), said that in India entrepreneurship is good career option. The main factors fort entrepreneurship are government policies and programs, education and training. Suggestions were directed towards the Liberalization of government policies, capacity, building through training and education restructuring through growth in innovation. Start-up India, Stand up India initiative is announced by the government to focus these recommendations. This is to build the strong Eco-system for strengthening innovations and Star-ups which will result in generation of large-scale employment opportunities. Nipun Malhotra (2018), Addressed the creating new job opportunities, attracting more capital investment in terms of number the Indian Start-ups ranked a third place internationally. To get success of the Start-ups it needs to focus on community problems which includes health care, sanitation, education, transportation alternate energy management and etc. This will result to deal with the Indian and global face. Theses require heavy investment in technology and products. Which are created internationally. Y.Sharma Made a study on women entrepreneur in India. She addressed that women entrepreneurs face lot of problems like social barriers, legal aspects, lack of education, family support etc. She focuses on pull and push factors which effect

entrepreneurs' confidence have the determination setting up the business and fight against the all odds.

### **OBJECTIVES**

1. To study the challenges of Start-ups.
2. To understand the opportunities of start-ups.
3. To identify the government initiatives for the development of start-ups.

### **RESEARCH METHODOLOGY**

Research methodology is a systematic procedure used to identify a topic or issue and analyse the collected information through primary as well as secondary data. For this study, the data was collected through websites, journals, for the purpose of research.

### **FINDINGS**

1. Despite of the increase in high technology many people do not have idea about all the opportunities about the entrepreneurship in India.
2. Many young people are focusing more on the IT sector in spite of having much opportunities and schemes because of lack of financial resources.
3. Awareness should be given in the rural areas about various employment opportunities.
4. With the help of start-up scheme one can find the appropriate team and proper infrastructure for their business this will increase stability to grow in the market.
5. There are many government initiatives for the minorities, tribal, and women which help them to grow financially. Awareness should be given for them to take advantage of those initiatives.

### **CONCLUSION**

India's current economic scenario is on expansion mode with the implementation of liberal policies and initiatives for entrepreneur like 'Make in India', Startup India, Mudra etc. the government of India is increasingly displaying more interest to improve the GDP rate of development from ground level. The start-ups area has a many of challenges ranging from financing to human resources and from launch to support the growth with a huge population country the plenty of opportunities are more for start-ups offering products and services from food, retail and hygiene to solar and IT applications for day-to-day problems that can be delivered at less pricing. Some of these start-ups may become unicorns and could become world popular businesses by opening into other developing and poor regions.

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# **STUDY OF ORGANIC SMALL-SCALE FARMING AND RURAL ENTREPRENEURSHIP DEVELOPMENT IN SOMWARPET TALUK, KODAGU DISTRICT, KARNATAKA**

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## **Abstract**

The present agricultural crisis faced by Somwarpet farmers in the world globalization, capitalization of agriculture, Chemicalization and bio-technology implications and force reached the urge of collapse. It is because of soil degradation or pollution, depletion in water, lack of agricultural workers declined in livelihoods. The most basic needs to survive are healthy food and water. We know that the farmers are the backbones of our nation. About 70-75 percent of the Indian population are farmers in India. The small-scale farmers are those who are thrown under severe problem due to globalization. They are losing hope and gradual decrease in agricultural interests. Increases in pesticide based health issues, farmland fragmentation for less than 2 hectares, decline in soil fertility, non-cost efficiency by modernized external inputs, increase in loan debt have badly threatened the livestock in many agricultural families. To overcome the serious issues, organic farming play an important role in small scale farmers. The organic farming provides solution for different assets by enhancing natural, social, financial, human, cultural and traditional and biodiversity assets without any environmental causes, lack of information which helps to be connected to many farmers and guidelines, improves human health and also obtains good sir inhalation and never harms the biodiversity. The harvest can be exported with better price and decrease in import level. Hence, the farmers can escape from any chance of debts. This also supports and respects a traditional, cultural root that encourages local festivals like Sankramana, Suggi etc. in Kodagu district Somwarpet. The preliminary study in this paper provides the socio-economic status of organic farmed products and rural entrepreneurship in Somwarpet.

## **Introduction**

The main theme of organic farming is to protect nature and environment also bring healthy yield. This protects the environment and human beings from chemical source by overcoming from harmful adverse effects. Organic farming combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Organic farming is being practiced in 130 countries of the world. Policy makers are also promoting organic farming for restoration of soil health and generation of rural economy apart from making efforts for creating better environment. The organic area

in India is 2.5 million hectare including certified forest area. Several forms of organic farming are being successfully practiced in diverse climate, particularly in rain fed, tribal, mountains and hill areas of the country. organic farming is gaining wide attention among farmers, entrepreneurs, policy makers and agricultural scientists for varied reasons such as it minimizes the dependence on chemical inputs. According to the 2009 survey almost 31 million hectares are currently managed organically by more than 600000 farms worldwide. Organic farming is best for the environment than other farming methods. Organic farming includes the use of less fertilizer, and the complete avoidance of synthetic fertilizers, which are harmful to soil, water, animal and human. In Indian agriculture, organic manures have been used since Sir Albert Howard. A British agronomist way back in 1900 started the organic farming. The Indian organic farming industry is estimated at 20 million and almost entirely export oriented. Organic farming is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological, cycles and soil biological activity. The outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The effects already show - farmers committing suicide in growing numbers with every passing year; the horrendous effects of pesticide sprays by a government-owned plantation in Kerala some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it. In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. Organic farming was the backbone of the Indian economy and cow was worshipped as a god. The cow, not only provided milk, but also provided bullocks for farming and dung which was used as fertilizers.

### **A Few Advantages of Organic Farming for Small Farmers in Somwarpet**

High Premium, low investment, independence on money lenders, synergy with life forms, constraints in organic farming, traditional knowledge, bias towards chemical farming, misguidance of local varieties, harmful chemicals, bias in incentives, certification, poor marketing, lack of research and extension support, lack of awareness and cheat from brokers, protect livelihoods and rural small-scale farmers, local enterprises and education.

### **Cropping Pattern in Somwarpet**

Cropping pattern means the proportion of area under various crops at a given period of the time. Cropping pattern differs from macro to micro regions both in area and time and it is largely governed by the physical, culture and technological factors. Somwarpet is second largest part of Kodagu district is a semi deciduous area in general as it lies in the rain forest region of the Western Ghats. Wet crops like rice occupy lesser area when the compared to

semi dry like plantation crops such as coffee, pepper, cardamom, avocado. But in the recent years ht area under wet crops in slightly decreasing because of wildlife conflicts and labour problems. Somwarpet has 12 percent of the area under Paddy. Coffee is another important commercial beverage product in the taluk. Fruits and spices are also important crops in Somwarpet with 19 percent of the cropped area under fruits and spices. Timber yielding tree have major share in Somwarpet taluk.

**Methodology** The present research is conducted in Somwarpet. The taluk has been purposefully selected due to the availability of data base relating to organic farmers. Department of Agriculture has documented details relating to the growers who are practicing organic farming in the taluk namely Somwarpet. Department of Agriculture GKVK has initial several programmes to provide training in organic farming. Somwarpet have been selected for the present study, as the concentration of organic growers is more in this Taluk.

### Sample Size

The 20 organic producers were selected for the study and by administering the questionnaire the primary data has been collected through personal observation and Interview in the study area.

### Results and Discussion

**Table 1: Educational status in the given area**

Particulars	Number of Respondents	Percentage
Illiterates	0	0
Primary education	1	5
Secondary education	3	15
Graduates	11	55
Higher qualifications	5	25
Total	20	100

The above table indicates that graduates and higher qualified people are involved in organic farming.

**Table 2: Income status of farmers**

Income level	Number of respondents	Percentage
100000-150000	8	
150000-200000	10	50

200000-250000	2	10
Total	20	100

This shows status and standards of living of the family, and it conclude those average income groups“ people are engaging in organic farming in the study area and for the successful organic farming more investment are needed.

**Table 3: Family size in study area.**

Particulars	Number of respondents	Percentage
1-3	10	50
3-5	9	45
5 & above	1	5
Total	20	100

The above table depicts people who are 1 to 3 size of family farmers are adopting organic farming. But in organic farming suitable for family size more than 5 and above because of it can save labour cost.

**Table 4: Occupations of the farmers in study area.**

Occupation	Number of respondents	Percentage
Agriculture	19	95
Employment	1	5
Total	20	100

The table 4 reveals that out of 20 samples of the farmers in the study area. Out that 95 percent of the respondents are involving in agriculture as major occupation for their sustainability of life, only 5 percent are working in other sectors as employees.

**Table 5: Source of Irrigation in the study area.**

Source	Number of respondents	Percentage
Borewell	6	30
River/ pond	2	10
Rain water	12	60

Total	20	100
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The table 5 reveals that the source of irrigation sample farmers in the study area. It shows that 12 percent of the respondents depend on rain water, 6 percent of farmers on bore well and remaining 2 percent of the farmers depend on river or pond. It clearly mentions that the farmers are facing the problem of irrigation in the study area. They expect the irrigation facilities for promoting of organic farming by the Govt.

**Table 6: Reason for growing organic crops.**

Reasons	Number of respondents	Percentage
Training by GKVK	5	25
Soil fertility management	2	10
Cost management	10	50
Healthy & Tasty food	1	5
Hobby	1	5
Biodiversity conservation	1	5
Total	20	100

The table 6 reveals that reason for growing organic crops in study area clearly indicate 25 percent of respondent due to training by GKVK, 10 percent for soil fertility management, 5 percent for biodiversity conservation, 50 percent to manage cost expenses of cultivation, 5 percent are for healthy and tasty food, and 5 percent of people grows as their hobby. It summarizes the things most of people who are involved in organic farming they may having the lack of investment.

**Table 7: Motivational factors to farmers.**

Motivation	Number of respondents	Results (%)
GKVK	11	55
Own idea	9	45
Total	20	100

Table 7 represents motivational factor for cultivating organic farming in the study area. 55 percent of the farmers are cultivating organic farming because promoted by GKVK and remaining only 45 percent of farmers are growing by their own and as their hobby. It indicate

if any policy can made for promoting of organic farming by any Govt. or NGO“s we may bring number of farmers into organic farming.

**Table 8: Problems in organic farming.**

<b>Problems</b>	<b>Number of respondents</b>	<b>Percentage</b>
Weed management	7	35
Irrigation	5	25
Wildlife	4	20
Crop disease	1	5
Labor inability	2	10
Market facilities	1	5
Total	20	100

The table 8 reveals that problems in organic farming respond by sample farmers in the study area. The above table represents clearly out of 20 respondents facing different kinds of problems. It indicates comparatively weeds are major problem in organic farming other than non-organic farming, because in modern farming use the pesticides, insecticides, herbicides etc. But in organic farming using pesticides can be used which are certified as organic manure where do not affect the soil. These organic manures are not that much effective to avoid the weeds.

**Table 9: Remedial measures solve the problems.**

<b>Remedies</b>	<b>Number of respondents</b>	<b>Percentage</b>
Hand weeding	5	25
Crop rotation	13	65
Healthy seeds	2	10
Total	20	100

The table 9 shows remedial measures to solve the problems in organic farming in the study area. It indicates that farmers are going through the traditional system because of may be lack of investment to adopt the technology like drip irrigation to avoid the weeds in the crop area.

**Table 10: Major buyers for organic crops.**

Markets	Number of respondents	Percentage
Reliance mart	7	35
Other malls	13	65
Total	20	100

The table 10 reveals that the major buyer for the organic products of the sample farmers in the study area. That shows out of 100 percent, Reliance mart can purchase 35 percent and remaining of the products are purchased by other malls and local buyers. It indicates for organic products specific buyer is in need.

### Inferences of the Study

- ❖ Majority of organic growers has 1 to 5 range of family members and a few of having more than five members in a family. It shows that more employment opportunity will be provided by organic farming system.
- ❖ It indicates if any policy can made for promoting of organic farming by any Govt. or NGOs, that may bring more number of organic farmers into organic agriculture.
- ❖ The demand factor of organic is gradually increasing in the study area due to more people are having health consciousness. This is due to awareness about their livelihoods.
- ❖ Proper market facilities have to be arranged particularly for organic products. This helps the farmers to build more interests.

### Suggestions

The study clearly shows the economic profitability of organic farming. It is true in the case of farms which were converted from modern to organic farming around more than five to six years and it is applicable to the ecosystem with assured irrigation. It is necessary to initiate in depth farm level studies of this nature in different agro climatic conditions and those farm which are in the initial stage of transition to understand the economic profitability at those levels. This helps in designing appropriate support policies for promoting organic farming on a large scale under different agro-climatic conditions. Such research should be initiated by agricultural research institutions. It has been observed that cost of cultivation under organic farming is high in transition stage, though the farm business income from ecological agriculture is more due to higher yield and price. It is mainly due to the purchase of organic manure by the growers. Efforts should be made to encourage farmers towards organic farmers by Commerce and Management section.

Training is another important factor influencing farmers to attain technical efficiency in production and get higher income. It helps in optional utilization of resources. Certification is an important aspect of organic products. Despite several efforts of the state government, producers are not getting certification for their produce because, according to them, it is a difficult process and expensive.

## Conclusion

Organic farming is playing a major role all throughout the world by attracting the consumers by the quality of health benefits, tastes, good aroma, no side effects etc. Also improves biodiversity assets, rural development, brings modern technology which also increases industrial economy. People's consciousness towards healthy food, ecology and pollution free environment through conventional farming has encouraged them in practicing organic farming. This is the best development in the society. India has developed organic farming since BCs. Its not yet all new concept to us. Major step has to be implemented immediately that the Government must and should bring strict plans to control birth rates. This is the important fact that we all can follow organic life instead of modernised agriculture methods of using chemicals which pollutes the life sources. Animal husbandry and other bio studies such as vermiculite, silt conversation, growing plants which increases soil fertility and maintains health of the soil organisms who are termed as eco-friendly will bring unemployment crisis. The government as well as human should join the hands. The organic farming also initiats business entrepreneurship.

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# A STUDY ON ROLE OF INNOVATION IN START UP MANAGEMENT AND ITS CHALLENGES

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## **Abstract:**

With the ever-increasing technology and innovations, Startups are emerging in and around the globe since last decade. Startup is a company which is formed newly with some innovative idea in order to grow in the competitive environment. An innovative idea is a key factor which creates a successful startup. Startups are always looking forward with a huge growth potential. Besides, an entrepreneur would be ready to face challenges to transform their business into profits. Innovation helps the organization to make them and showcase them in different aspects to the general public. The purpose why innovations play an important role in Startups is they come with new ideas and technologies which will increase their productivity and generate the output. The present study emphasizes on the role of innovation in startups and the tremendous challenges faced by the startup management.

**Keywords:** Competition, Challenges, Innovation, Ideas, Startups, Strategy, Technology.

## **INTRODUCTION:**

Market Acquisition, human resources, intellectual property and the efficient capital management are the four important components that every startup and the entrepreneurs must pay attention to. The person who is looking into Startup must feel passionate about the idea and entrepreneurship as a career path. Innovation is the major aspect that businesses or organizations have to keep in their thoughts in order to survive in the competitive market. If something to be called as an innovation, it has to be new and it should have some value. Start ups has to conduct some research and revaluation, they have to spend substantial time immersing them in the marketplace so that they can be aware of target audience. The major facts startup has to indulge within are, they should be ready to face the competitiveness in the existing markets. Startups have to come with the good and innovative ideas to sustain the markets until it reaches to the targeted customers. They have to maintain and follow good marketing strategies.

## **Major challenges faced by Startups**

- A startup must have clear mission and vision; many of the startups really do not know what actually the business is intended for.
- Startups need to hire right people and the talented one to perform their duties and tasks effectively, but they are failed to do so.

- They must have a financial viable until it reaches the intended profits, most of the startup are initiated by the people who are talented but not financially sound this is one of the major challenges facing by the startups.
- Expiration of technology and innovations due to lack off research and development in an organization.

## REVIEW OF LITERATURE

Startups are not only technology-based companies; but those are companies in the process of being setup; (Hermanson, 2011; Longhi, 2011Blank and dorf, 2012; Perin 2016; Kohler,2016). According to Kelley & Nakosteen (2005), Startups are important for the development of the countries and especially in the developing economies. (Davis 2018.) (Kelley & Littman 2001, 13.) Lundvall (2010, 8-9) regards innovation as condition which is present everywhere around us. He defines innovation as a new mixture of previous components and knowledge. According to Cohan (2016), new ventures undergo four different stages while they are in the process of growing. These stages are prototyping, customer base, market expansion and finally, potential exit.

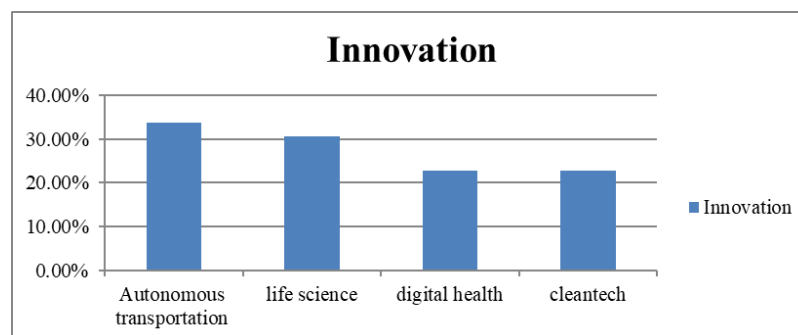
## OBJECTIVES

- To study the role of innovation in startup.
- To study the challenges faced by startups.
- To study the strategies to create a startup culture of innovation.

## RESEARCH METHODOLOGY

This is a review paper based on secondary data. Data has been collected through various research papers and articles from different journals and newspapers related to the role of innovations in startups.

## FINDINGS



After analysis of many articles and journals, the above graph depicts the facts about the industries with startup technology. From the above graph it is found that Autonomous transportation uses 33.6% of technology, Life sciences uses 30.6% of technology whereas digital health and clean tech uses 22.7% of innovation.

## CONCLUSION

Innovation involves the steps where it begins from initial stage of ideation to the final stage of successful implementation. To be a successful entrepreneur one must indulge innovation from the begging stage. The entrepreneur must be innovative in his ideas; the objective which he framed for the startup should be innovative, the procedure which he follows to implement the ideas must be innovative, he must use brain storming techniques for the best business opportunities. Being an entrepreneur, he must require responsibility with significant challenges and also potential rewards.

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# MAJOR DRIVERS OF ENTREPRENEURIAL GROWTH

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## ABSTRACT

An entrepreneur is defined as someone who engages in entrepreneurial activity as a result of one or more "entrepreneurial drivers." Six significant "Drivers to Entrepreneurship" exist. Each of them is equally crucial, and the development of entrepreneurship depends on each one's presence. Below is a quick description of each. 1. Individual Qualities Initiative-driven; able to identify opportunity when faced with challenges or something out of the ordinary; and able to use their creativity and originality to make the most use of available resources, including money and time. (d) A willingness to adapt and bring about change for the benefit of both oneself and society. (e) The capacity to accept defeat and grow from missteps in order to ultimately expand; (f) Creativity to find a novel idea that can be transformed into a successful result. 2. Socio-Cultural Drivers: The combination of all the necessary components—effort, time, talent, resources, innovation, and others—must be accepted, praised, and encouraged on a sociocultural level. In order to support and recognise the entrepreneurial process as beneficial for both the entrepreneur and society, society must allow new economic endeavours, acknowledge the economic liberties of women and others, remove obstacles based on culture and religion, and so on. The social "validity" of the activity cannot be questioned in the eyes of society. 3. Regulatory and Government Driver: Training and government-sponsored loans (or CRF) are just two examples of the direct and indirect responsibilities that the government plays.

**Key words:** Entrepreneurial drivers, Drivers to entrepreneurship, Socio-Cultural Drivers

## INTRODUCTION

Due of the market demands that individuals have created, entrepreneurship has grown phenomenally throughout the years. They are now more interested in starting their own companies and working even harder to make them successful, which is driving a boom in the sector of entrepreneurship. Undoubtedly, there are some factors that support entrepreneurship, and they were examined in this article. The purpose of this work is to examine, comprehend, and explore the drivers of entrepreneurial growth as well as the opportunities presented by the entrepreneurial sphere.

Entrepreneurs have always faced challenges in growing and improving their enterprises [1]. Numerous businesses have long held monopolistic positions in markets, whereas the weak struggle to obtain the same traction. According to studies, businesses that adhere to timely recommendations to retain their organisational design and composition grow stronger than

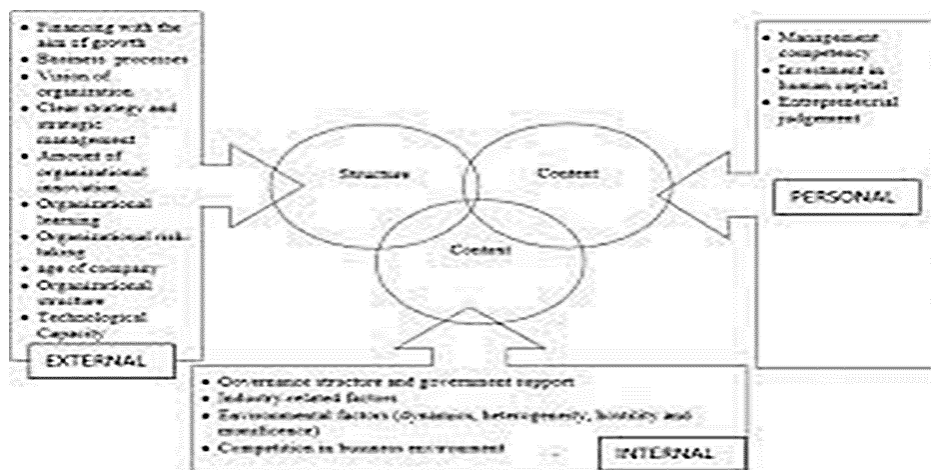
those who opt to go their own way [1]. Fragmentation in pertinent management research has also had an impact on the development of understanding such processes [2].

These two elements significantly affect the variety of potential growth strategies that a start-up venture may employ [3]. The first is small businesses' reliance on politics as they battle to gain the attention of lawmakers. This opens up the possibility of creating jobs to lower the nation's unemployment rate.

The second, however, is that economists have the power to lower the spirits of small businesses due to an increase in new endeavours and the probable loss of staff in already successful businesses [3]. Additionally, creating engaging values for goods and services is seen to be of utmost importance because it improves how the product is perceived in an entrepreneurial organisation. Similar to how an industry develops as a whole, every company generally goes through four stages: introduction, growth, maturity, and decline.

According to studies, businesses that adhere to timely recommendations to retain their organisational design and composition grow stronger than those who opt to go their own way [1]. The development of this knowledge has also been influenced by a lack of unity in the pertinent management research [2].

These two elements significantly affect the variety of potential growth strategies that a start-up venture may employ [3]. The first is small businesses' reliance on politics as they battle to gain the attention of lawmakers. This opens up the possibility of creating jobs to lower the nation's unemployment rate.





## Review Literature

The usual focus of a literature review should be the study's theoretical and conceptual underpinnings. Given the multifaceted character of entrepreneurship, there are numerous ideas connected to it from a theoretical perspective. The following theories fall under this category: economic, psychological, sociological, anthropological, opportunity-based, and resource-based entrepreneurship theories (Simpeh, 2011; Dontigney, 2018). However, because theory informs practise and each entrepreneur prioritises and nurtures the goal of profit maximization, these writers chose to base this study on psychological entrepreneurship theory without showing even the slightest bias towards the other theories discussed before.

The business is still in its infancy, and the consumer market's lack of awareness limits the rates at which it would generate profits [4]. During the growth phase, customers test out the goods and services and recommend them to others. In this approach, asset and demand growth is accelerated, and the industry begins to produce on a huge scale to draw in more competitors. Sales are more rapid, and there is a chance that they will expand to more distant geographic markets—often globally. The productions reach their largest sales peak during the maturity period, which also sees a slowdown in growth and more competition from other industries [5]. When a product finally loses its allure and its initial price drops to maintain sales, it is said to be in decline. Additionally, only a relatively tiny percentage of consumers are drawn in, forcing the business to find new revenue streams from innovations or drastically enhance its value proposition to customers.

When making judgements on how to develop enterprises and how to improve goods and services on a big scale, economic vitality has been regarded crucial [6]. Evidently, a nation's economic situation has a significant impact on entrepreneurship. Franchise longitudinal data can be used to demonstrate direct and indirect economic benefits on entrepreneurship [6]. Perhaps the worsening economic climate has even prompted the listing of start-up businesses by boosting entrepreneurship training. Start-ups confront significant obstacles as a result of the recent financial crises, in which prices of some products are dropping dramatically and certain services or taxes are rising [7].

Capital, market, raw materials, labor, economic, and social aspects are a few of the primary motivators of high-quality entrepreneurship that Jandoust et al. [8] have covered. Additionally, it was noted that the rise in financial spending is a result of an increase in income, which supports the process of wealth development. In contrast, Burns [9] came to the conclusion that while securing financial resources for start-ups may be challenging if it's a one-off undertaking, the income from successful purchases is far larger until the business continues to acquire properties and operate. However, another subject that can be mentioned as a role in the development of entrepreneurs is gender. The preponderance of high-quality entrepreneurship demonstrates that differences between male and female businesses have shown primarily divergent trends rates of success. Gupta et al.'s [10] evidence that women prefer to limit their search for desirable employment because they are unable to subvert men's norms serves to underline stereotypes.

There are three main reasons that drive entrepreneurial growth, according to a different study by Devece et al. [11]: need-driven entrepreneurship, improvement-driven entrepreneurship, and growth-driven entrepreneurship. Many startups are thinking about how to expand their businesses. The nation has advanced economically and technologically to new heights. By offering scholarship opportunities and competitive challenges to train young people in future employment sectors, organisations promoting public finances and international relations have pushed many young people to pursue high-quality degrees and qualifications as a result of the 2030 vision. 63% of young company owners are the youngest successful entrepreneurs [14]. The nation has managed to retain a high growth market with ongoing chances for fresh and inexperienced start-ups despite the constantly shifting demands of the consumer market. In light of this trend, this essay has looked into and examined the factors that contribute to entrepreneurial growth.

### **Objective of study**

1. To assess how entrepreneurship contributes to economic growth through activities that increase employment, added value, GDP, and exports.
2. To evaluate the entrepreneurship concept and guiding concepts.
3. To assess the role of entrepreneurship in promoting economic growth.

### **Research Methodology**

The research was conducted using Secondary materials from a range of websites, books, publications, journals, research papers, periodicals, etc. were used in the research.

### **Sources of data**

The analysis of this study uses secondary data.

### **Conclusion**

As a result of the investigation and exploration of the factors that contribute to entrepreneurial growth in this work, it is clear that entrepreneurship has altered the outlook

of businesses as more and more people choose to become entrepreneurs due to the increased resources and market opportunities. Worldwide demand for a wide range of enterprises has increased as a result of people becoming more skilled and capable of managing firms.

As a result, many countries' economies have improved, which has even contributed to the development of those nations' overall growth.

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# EFFECT OF ENTREPRENEURSHIP ON ECONOMIC GROWTH

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## **Abstract**

The creation or extraction of economic value is referred to as "entrepreneurship." According to this definition, entrepreneurship is considered a transformation that typically involves greater risk than is typical when beginning a business and may also involve values other than just financial ones. Entrepreneurship is essentially the act of creating, setting up, and managing a new business in order to make money while talking about financial risk. Entrepreneurship, in a broader sense, is the process of changing the status quo by addressing the most important issues and pain points in our society, frequently by providing a novel good or service or by opening up new markets. Entrepreneurial growth or development is the process of enhancing people's entrepreneurial abilities and expertise with the aid of well-organized training and growing supportive institutions. The primary goal of such entrepreneurial growth is to increase start-up rates through broadening the entrepreneurial base. Eventually, this will contribute to creating job opportunities and increasing economic growth. This special issue, "Entrepreneurship, Competitiveness, and Innovation," includes a number of papers that discuss methods and resources for comprehending how entrepreneurship and innovation may be effective competitiveness-enhancing instruments. These studies cover a variety of subjects related to entrepreneurship, including performance in exploitation and exploratory innovation, information shared among enterprises, clusters, entrepreneurial orientation, learning orientation, and sustainable growth, among others.

**Key Words:** Entrepreneur, Entrepreneurship, Economic Growth & Development

## **Introduction**

A key component of economic growth and development is entrepreneurship, which is the action of founding and operating a business. In addition to being essential to active Schumpeterian rivalry and economic dynamism, entrepreneurs significantly contribute to innovation. The Schumpeterian process of new products, services, technology, firms, and industries continuously replacing existing ones is mostly driven by innovative entrepreneurs. There are several new businesses on the Fortune 100 that use cutting-edge technology to create and market novel goods. The Fortune 100 of today will be unrecognizable in 2070, just as the Fortune 100 of 1970 is now. Visionary, paradigm-shifting, risk-taking business people like Steve Jobs, who founded Apple with his buddies in the garage of a suburban California home, are responsible for the ongoing creation of new companies with new technologies and new products. Even commonplace, everyday business owners like vendors of street food are forced to innovate by competition. Because of this, only transformative entrepreneurs can make a significant economic contribution.

Investigating entrepreneurship in developing Asia is motivated by the crucial role that it plays in economic growth and development as well as the fact that it has received little attention in economic research. The development of a thriving private sector, a necessary component of long-term growth, depends on entrepreneurship. The emergence of digital entrepreneurship in recent years makes this a particularly good time to examine the motivations behind new firm creation. The cost of launching a business has been significantly lowered by information and communication technology (ICT), often known as digital technology, because it eliminates the need for physical facilities like brick-and-mortar storefronts. Fundamentally speaking, ICT boosts productivity by lowering information and communication expenses. The extension of market access at a cheap cost, improved player coordination, and exposure to fresh, creative ideas are all specific advantages for entrepreneurs. Also, during COVID-19, digital technology significantly boosted entrepreneurial resiliency. ICT can promote inclusive growth and development by lowering the entrance barriers into a sector. For instance, IT may provide women and the disadvantaged with new business opportunities. The digital gap, which continues to be a significant obstacle to ICT-enabled entrepreneurship, stands in the way of this promise. Yet, a strong digital infrastructure on its own does not necessarily foster entrepreneurship.

### **Definition of entrepreneurship**

Humans have long been engaged in business in all facets of existence. It served as the foundation for the growth of the human community. Nonetheless, it has undergone several definitions over its existence. Entrepreneurship is "the process of inventing and utilizing chances with a great deal of labour and endurance along with embracing financial, psychological, and social risks," according to one definition. It is in fact driven by the desire for financial gain, self-promotion, and independence. (Hisrich, 2007: 172)

### **Entrepreneurship & Growth**

Although there is a wealth of literature on entrepreneurial growth, little attention has been paid to issues like how firms grow, why they do so in particular ways, how decisions about whether to grow or not are made, and the contexts in which growth occurs. Some topics are covered in this annual review article: It implies that a higher need to comprehend the mechanisms underlying entrepreneurial growth exists. More research is needed, in particular, on how the entrepreneur's cognitive processes shape growth (i.e., the micro foundations of growth), how they access and configure resources to achieve growth (i.e., the resource orchestration underpinning growth), whether these are influenced by a wider variety of contextual dimensions than previously recognised, and how these influence different patterns and types of growth.

### **Literature Review**

According to several studies, entrepreneurship is a key element in understanding why certain nations or regions of a country have seen higher rates of economic growth. Three explanatory factors for a nation's economic growth were used by [Van Stel et al. (2004,

2005)] the rate of entrepreneurship, production per person, and the world competition index. They discovered that the rate of entrepreneur activity has a favorable impact on economic growth using GEM data. Entrepreneurship and technological innovation were growth factors in emerging nations using the Cobb-Douglas production function. According to the findings, small and medium-sized businesses see significant job growth as a result of new company creation [Wong Ho and Autio (2005)]. Two scales were employed by [Stam and vanstel (2009)] to gauge the rate of entrepreneurship based on "necessity" and "opportunity." Findings showed that the impact of these scales varies on the countries' degree of development. The rate of economic growth is a function of R&D, academic research, social capital, entrepreneurship, human capital, and industry structure, as well as the growth rate of locally applicable information. [Koo and Kim (2009)]. They discovered that entrepreneurship significantly contributes to regional development. According to Acs (2006), prosperous businesses and entrepreneurs are essential for economic growth. Acs et al. (2005) find that entrepreneurial activity contributes positively to economic growth using a cross-sectional time series panel of economy-specific metrics of entrepreneurship. They draw the conclusion that this is in line with the idea that entrepreneurship acts as a conduit for the knowledge spillovers that promote productivity increase. Koster and Rai (2008) predict a fall in entrepreneurship rates as economic growth creates more job opportunities and lessens the need for people to start their own businesses. The Indian experience, however, is not consistent with this trend. Instead, it seems that entrepreneurship is a key factor in economic expansion. The fact that India has a service-based economy makes it simpler for small businesses to exist, which is one argument. Although there has been a growth in entrepreneurship over time, the standard of small businesses and the proportion of registered businesses have remained consistent. According to the authors, it's still unclear if entrepreneurship contributes to emerging economies' growth in the same way that it does in industrialized economies.

### **Objectives**

1. To study the level of Entrepreneurship in different Income Groups of Economics
2. To study the level of Entrepreneurship in different Regions
3. To study the level of Entrepreneurship in Advanced versus Emerging and Developing Economies.

### **Research Methodology**

Research methodology is the systematic examination of a research issue using information gathered from a variety of sources. The secondary information was compiled from many journals, and websites. After being analyzed and evaluated, a conclusion was reached using the data gathered.

### **Findings**

A sound economic climate, market-oriented reforms like lifting the FDI cap, and important programmes like Make in India and Digital India are nurturing a new generation of aspirational and ambitious Indians. We still require a thorough action plan from the

government to handle the challenges of finance and credit, infrastructure, social welfare, obstacles, tariffs, technology limitations, market accessibility, etc.

Countries have placed a lot of emphasis on entrepreneurship since it is essential for society's overall development, competitiveness, and innovation. This indicates that entrepreneurship has captured the attention of academics and policymakers and is turning into a top concern for the government. Yet, entrepreneurship is a drawn-out, risky process that involves focusing diverse special resources to add value. Also, several studies have shown that entrepreneurship has a positive impact on economic growth, innovation, and competitiveness, which is reflected in the rapid rise of legislative initiatives to support entrepreneurship.

Variable	coefficient	T Stat.	Prob.
proportion of government expenditure	-0.015089	-1.883835	0.0604
school enrollment	0.007130	11.33907	0.0000
Inflation	-0.078465	-3.515675	0.0000
Entrepreneurship	0.047744	4.410179	0.0000
trade openness	0.109231	12.59741	0.0000
Intercept	-5.040564	-5.892922	0.0000
$\bar{R}^2$	0.781916		
F	22.90662		0.0000

**The Variables which have the Influence on Entrepreneurship and Economic Growth**

**Courtesy: International Society Jean-Baptiste Say, 2014**

The variables employed are statistically significant, and their signs are as expected, according to the preceding table. Also, the estimation model's explanatory power (0.78%) is adequate. An increase of one in new entrepreneurship will lead to an increase in economic growth of 0.047%. Moreover, the effects of net school enrolment and trade openness on economic growth were found to be positive and significant, with respective values of 0.007 and 0.109. Inflation and the percentage of government spending as a share of GDP have been negative variables, indicating that as inflation and the percentage of government spending as a share of GDP rise, economic growth will also decline. Therefore, increasing the size of government and inflation would slow down economic growth.

**Conclusion**

The act of creating and operating a firm, or entrepreneurship, is a crucial component of economic progress. Entrepreneurs are essential to greater economic vitality, dynamic Schumpeter rivalry, and innovation. We don't find any proof that overall entrepreneurship and economic growth are positively correlated. This is consistent with how incredibly

diverse entrepreneurial activity is. Broadly speaking, our empirical data emphasizes the value of differentiating across various entrepreneurship models and economic sectors. We find that opportunity-driven entrepreneurship is positively correlated with growth, particularly in developing economies where manufacturing is still a significant industry. This is consistent with the intuition that large-scale technological advancements in the manufacturing sector provide many opportunities for innovative entrepreneurs, while the slower pace of technological advancement in the services sector forces other entrepreneurs to gradually adapt.

In conclusion, we discover statistically significant linkages between growth and the interaction of sectoral shares and different types of entrepreneurship, but not between total entrepreneurship and economic growth. Our findings suggest that these impacts may possibly be large enough to be economically meaningful. For instance, an increase in the opportunity-driven entrepreneurship activity rate from the mean level of developing economies to the mean level of advanced economies, along with an increase in the standard deviation of the manufacturing value-added share in GDP, is linked to annual increase in GDP per capita over ten years.

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# AN INSIGHT INTO THE AROMATIC AND MEDICINAL PLANT BIO-ENTREPRENEURSHIP

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## Abstract

Ever since the onset of civilization, humans have been continuously thinking to improve and innovate on different aspects to make their livelihood more sustainable. This innovation reached the top during the industrial revolution, and with the discovery of DNA and emergence of genetic engineering, our civilization entered a new era of biotechnology where desirable traits can be easily engineered into an organism to obtain a desired product. Bio control agents were searched in the nature to control the pathogens in an eco-friendly way. However, it was soon realized that in order to make the product reachable to the masses, integration of science, biology, and technology with business is of the utmost importance. This resulted in the genesis of the concept of bio entrepreneurship. Presently, it is a rapidly emerging discipline connecting two large areas, namely biotechnology and business. Bio entrepreneurship is the flow of innovations from academia to industry.

**Keywords:** Medicinal and Aromatic Plants, Entrepreneurship, Utilization and Marketing

## Introduction

Entrepreneurs are excited people who continue to work even in the presence of any controversy. Effective utilization of resources, increasing the per capita income, employment, conservation of resources, improved quality of life & infrastructure, promotion of technology and export are some of the responsibilities carried out by entrepreneur. Bio entrepreneurship is a fusion of two large areas namely biological science and entrepreneurship with the former largely encompassing on the biotechnological process (Calabrese et al., 2008). Its main motive is utilization of biological entities or any innovative idea related to biological science to set up a business and gain profit through production and sale of products for the benefit of human beings.

## Marketing

The market for medical plants in India stood at Rs. 4.2 billion (US\$ 56.6 million) in 2019 and is expected to increase at a CAGR 38.5% to Rs. 14 billion (US\$ 188.6 million) by 2026. The total world herbal trade is currently assessed at US\$ 120 billion. India has 15 agro climatic zones that comprise ~18,000 types of plants, of which 6,000-7,000 have therapeutic properties. These medicinal plants are used in numerous applications in the Indian society

and used to make medicines in traditional medical practices such as Ayurveda, Unani, Siddha, Sowa-Rigpa and homeopathy; also used in plant-based pharmaceutical companies. ~960 types of medicinal plants are traded, of which 178 species have yearly consumption levels of >100 metric tonnes. ~80% medicinal plants are extracted from the wild, while 69% plants are collected using destructive farming practices.

There is a huge gap between the supply and demand of medicinal plants to manufacture Ayurvedic medicines in India. According to the 'All India Trade Survey of Prioritised Medicinal Plants, 2019', demand for high-value medicinal plants increased by 50%, while the availability declined by 26%. This led to increased habitat degradation and levels of over-exploitation by pharmaceutical industries. This also resulted in 65 species (i.e., 10% of the total species) falling into the critically endangered, vulnerable, and nearly threatened categories.

For ayurvedic medicines, raw materials such as herbs and shrubs can be grown and harvested in a period of one year, while medicinal trees take >10 years to get ready for harvesting (Kapil and Sharma, 1997). Therefore, it is important to engage in conservation, cultivation, and research & development of medicinal plants.

Cultivation of medicinal plants in a commercial mode is one of the most profitable agri-business for farmers in India. If anyone has sufficient land and knowledge of herb marketing, then they can earn a high income with moderate investments. Cultivation of medicinal herbs such as shankhapushpi, atis, kuth, kutki, kapikachhu and karanja are changing the Indian agrarian ayurvedic scenes and providing extraordinary opportunities for farmers to increase their incomes. According to the traditional treatment health centre, there are 25 significant medicinal plants that are always in full demand. These plants include the Indian Barberry, Liquorice, Bael, Isabgol, Brahmi, Jatamansi, Atis, Guggal, Kerth, Aonla, Chandan, Senna, Baiberang, Long Pepper, and Madhunashini, Kalmegh, Satavari, Katki, Shankpushpi, Ashoka, Giloe, Kokum Ashwagandha, Chirata, and SafedMusli.

The Government of India has taken several measures to promote cultivation and export of medicinal plants. The National Medicinal Plants Board (NMPB) offers up to 75% subsidy to farmers; formulates schemes and guidelines for financial assistance in various zones of medicinal plant divisions, secured under promotional and commercial plans, which are relevant for government and non-government associations. Under the Market Access Initiative (MAI) Scheme of the Department of Commerce, the EPCs/trade bodies are provided with financial assistance to participate and organize trade fairs, buyer–seller meets (BSMs), reverse buyer–seller meets (RBSMs), research & product development, market studies, etc. The International Cooperation Scheme by the Ministry of AYUSH provides financial assistance to exporters to help them participate in trade fairs, organize international business meets & conferences and avail product registration reimbursements (Mishra and Singh, 2013).

**Materials and Methods**

This study is based on secondary data. To meet the objectives of this study, data on different aspect such as area, production yield and market related information of medicinal and aromatic plants were collected from different secondary sources of information likewww.indiastat.com, various research paper, journals and magazine, books and newspapers.

**Results and Discussion**

**The future of high value medicinal plants**

The importance of medicinal plants and derivatives is growing rapidly with human progress in pharmaceutical fields. These plants are a potential source of bio-molecules that play a major role in modern medicine in the treatment of diseases like cancer, diabetes and hypertension among others. The demand for medicinal herbs is increasing thanks in part to a reputation for fewer side effects (Mallikarjuna et al., 2008; Singh et al., 2010). They are also considered to be a cost-effective means of developing new and breakthrough drugs. India is a treasure house of medicinal plants, owing to its rich biodiversity, and a gold mine of medicinal knowledge. It is the largest exporter of medicinal plants, second to China, in the world and a host to more than three hundred thousand herbal medicine preparations used in ancient healing systems such as Ayurveda, Unani and Homeopathy (Stafford et al., 2008).

In India, a major volume of medicinal herbs come from wild sources (Srivastava, 2014). Unsustainable harvesting practices of medicinal plants from the wild often result in rapid degradation of the natural biodiversity and poor regeneration capacity. This in turn affects the production and supply of medicinal plants from forest areas and the quality of the raw materials. An all-encompassing solution lies in cultivating these plants outside forest areas and as a part of existing farm lands. This would also enable farmers and farming communities to enhance their income and livelihood through crop diversification with the high-value medicinal plant species (Rao, 2012). The MAPs are identified as promising crops for crop diversification, which can turn agriculture into being more remunerative. Crop diversification also builds farmers’ resilience towards changing climate and associated risks of crop failure. Small holder farmers are the most vulnerable to climate change. Extreme weather events in the last few years have brought losses to traditional crops in many parts of India. Diversifying farmland for cultivation of different crops therefore acts as a buffer during these times.

**Table 1 Common medicinal and aromatic plant of India and their uses**

Sl.No.	Common name	Scientific name	Uses
1	Turmeric	<i>Curcuma longa</i>	turmeric is promoted as a dietary supplement for a variety of conditions, including arthritis, digestive disorders, respiratory



			infections, allergies, liver disease, depression, and many others.
2	Brahmi	<i>Bacopa monnieri</i> ,	Brahmi is used for Alzheimer's disease, improving memory, anxiety, attention deficit-hyperactivity disorder (ADHD), allergic conditions, irritable bowel syndrome, and as a general tonic to fight stress.
3	Ashwagandha	<i>Withania somnifera</i>	It enhances the function of the brain and nervous system and improves the memory. It improves the function of the reproductive system promoting a healthy sexual and reproductive balance. Being a powerful adaptogen, it enhances the body's resilience to stress.
4	Ginger	<i>Zingiber officinale</i>	Ginger has been used for thousands of years for the treatment of numerous ailments, such as colds, nausea, arthritis, migraines, and hypertension.
5	Rosemary	<i>Salvia rosmarinus</i>	Studies have shown that the carnosic and rosmarinic acids in rosemary have powerful antibacterial, antiviral, and antifungal properties
6	Tulsi	<i>Ocimum sanctum</i>	It is recommended as a first aid in the treatment of respiratory, digestive and skin diseases. Apart from these common ailments,. Experimental studies identify it to be a highly promising immunomodulator, cytoprotective and anticancer agent.
7	Aloe	<i>Aloe vera</i>	Skin care, Digestion, Alternative mouth wash, To control blood sugar, To treat breast cancer.
8	Amruthaballi	<i>Tinospora cordifolia</i>	Tinosporacordifolia has an importance in traditional ayurvedic medicine used for ages in the treatment of fever, jaundice, chronic diarrhea, cancer, dysentery, bone fracture, pain, asthma, skin disease, poisonous insect, snake bite, eye disorders.
9	Periwinkle	<i>Vinca rosea</i>	Anticancer agents

10	Nagadali	<i>Ruta graveolens</i>	is a medicinal plant widely used in the Mediterranean region to treat pain, dermatitis, rheumatism, and other inflammatory diseases,
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**Table 2: Economic aspects of cultivation of aromatic crops**

Crops	Economics of cultivation		Yield (ha)	Market rate (Rs)
	Expenditure	Net return		
Palmarosa	Rs.40,000	Rs 1,20,000	125–150 kg oil	Rs 1400–1500 kg <sup>-1</sup> oil
Rosemary	Rs 60,000	Rs 1,80,000	125–150 kg oil	Rs 2000–3000 kg <sup>-1</sup> oil
Chammomile	Rs 50,000	Rs 1,50,000	5000–7000 kg (fresh flower), and 4–5 kg oil	Rs 200 kg <sup>-1</sup> dried flower, Rs 30,000–40,000 kg <sup>-1</sup> oil
Khus	Rs 75,000	Rs 1,25,000	20–25 kg oil	Rs 12,000–15,000 kg <sup>-1</sup> oil

**Source:** (Hand book of medicinal and aromatic plants cultivation, Central Institute of medicinal and aromatic plants)

### Conclusion

Establishing entrepreneurship in this sector has wide scope. Medicinal and aromatic plants are demanded by large number of industries in huge quantities for manufacturing of herbal and cosmetic products. So, marketing, supply chain, consultancy, processing and trading is main way of entrepreneurship in medicinal and aromatic plants. Institutional and government support also plays an important role in creating awareness, providing training, subsidies for cultivation, marketing, processing and establishment of entrepreneurship in medicinal and aromatic plants.

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# ANALYSIS OF FARMER’S SUICIDES IN KARNATAKA: “A CASE STUDY ON HYDERABAD KARNATAKA”

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## Abstract

The importance Karnataka had given to agriculture is indicated by the statement of famous Kannada poet Sarvajnya who says that ‘Meti Vidye’ (agricultural science) is superior to ‘Koti vidye’ (millions of other sciences and "If the harvester doesn't harvest the world will beg" this statement is explaining the importance of farmers, who is called the backbone of India. In Indian agriculture majority of the farmers are mainly depending on the rain for their cultivation but the only small portion of the total cultivated are at a national level is irrigated by rivers, canals, and base well etc. So, the Indian agriculture is described as "the gambling with monsoon". Due to this traditional method of cultivation and low yield, the profit for the farmers is not at the appreciable level Deshpande, R S (2002). Many times, farmers are unable even to recover the cost of inputs and they fail to repay the loans they borrow, and they feel helpless and farmers committing suicides.

According to NCRB (National Crime Record Bureau) out of total suicides in the country from 1995 to 2020 the formers, suicides stands at 12.25%. A total of 3,75,924 farmers have committed suicides in this period the number of farmers committed suicides is highest in the state of Maharashtra. Out of 3,75,924 farmers’ suicides, 88077 are from Maharashtra which is 24.23% of the total. In the same way in Karnataka also shows the pathetic condition of farmers where 53098 farmers have committed suicides which is 14.67% of the total.

This is an approach to study the agriculture status, the situation in Karnataka, spicily in H.K Region and to find out the real causes for farmers suicides and to suggest the remedial measures to the problem in the agriculture sector.

**Keywords:** Agriculture, farmers, suicides, committed, NCRB.

## Introduction

India is one of the world’s largest countries in farmer suicide. As per NCRB data on an average 12.25 percent of farmers are committing suicide, and every 27 minutes one farmer is committing suicide in India from 1995 to 2020. In the same way every 55 minutes one farmer is committing suicide in top farmer suicides states like Maharashtra, Karnataka, Andhra Pradesh, Madhya Pradesh and Kerala. In the duration of 1995 to 2020 the annual average rainfall is 1123 MM, average yield per hectare is 1886.27 kg, average net irrigated and unirrigated area is 53 percent and 47 percent respectively. According to the NCRB

report, farmer suicide issue is alarming in top farmer suicide states like Maharashtra, Karnataka, Andhra Pradesh, Telangana, Madhya Pradesh and Kerala state. These five states are accounts nearly 66.40 percent of farmer suicides in India.

According to All India Summer Monsoon Rainfall (AISMR) says there were 25 drought years during 1871 to 2015 so according to this, recent drought years are 2002, 2004, 2009, 2014, 2015 and 2017 these years is extreme drought occurred with less rainfall due to this whole farming community got nothing from their cultivation. Especially in these years, thousands of farmers were committed suicide in all over India, that to above mentioned five states of India. According to the Indian Agriculture Census (2015), the total number of operational land holdings is 138.35 million populations with an average size of only 1.15 hectares of the total holdings, 85 percent are in small and marginal categories farmers are belongs less than 2 hectares of land in India.

As per NCRB in India on an average 40 farmers, committed suicides every day and in 5 states where farm suicides are in majority, one farmer is committed suicide for every 55 minutes. Whereas in U.S. the rate of farmer suicides is hardly heard off, while in UK, on an average one farmer commits suicides in every week; In France on an average one farmer commits suicide for every two days and in Australia on an average one farmer suicides for every four days (News week 2014). Apparently farm crisis and farm suicides in India are very high when compared with many developed nations of the world.

### **Objectives**

The study is based on fallowing objectives,

- To Know the scenario of farmers suicide in India, Karnataka and H.K Region.
- To identify the factors responsible for farmer suicides in the study area.
- To know the impact of farmers suicides on victim households.
- To suggest the remedial measures to reduce, alleviate the farmer suicides.

The proper methodology is used for this research by keeping the objectives in mind. The research area comprises of two districts in the Hyderabad Karnataka Region (Bellary and Raichur) in the state of Karnataka because these are located in the Tungabhadra river belt area in the Hyderabad Karnataka (Kalyana-Karnataka) region. In these two districts, two blocks (Taluks) are chosen for sample collection based on the highest number of farmer suicides. Huvina Hadagali and Sirugupa are considered under Bellary district in the same manner as Sindhanuru and Manavi blocks are included under Rachur district as a study area. In each block ten samples were collected for the study and the sample size is 40 suicide farmer households in which 20 households from each district (Bellary and Raichur) will be chosen on proportionate sampling method, among those who have committed suicide during the period of 2000 - 01 to 2020 – 21. The Study is based on empirical data and information accessed from different sources and primary and secondary data is used for this research.

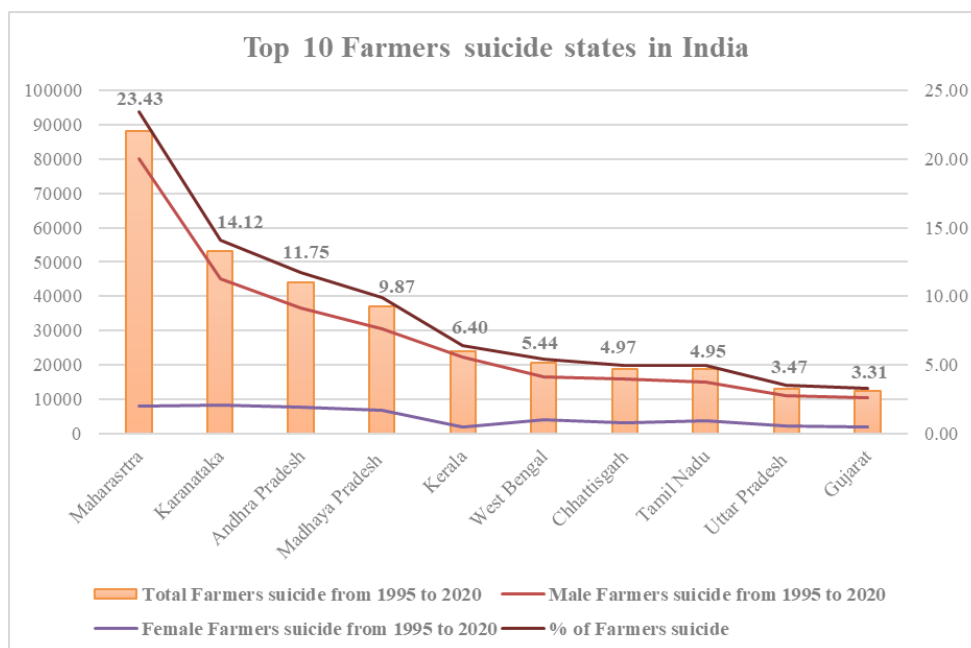
### **Scenario of farmer's suicide**

Suicide is universal and the oldest concept in Indian society. Many foot prints of suicide are found in Indian literature. However, in India suicide records data are properly available from 1971 recorded by department of NCRB, government of India. A suicide data has been classified and published according to nature of occupation since 1995 by NCRB and 1995 onwards, The National Crime Records Bureau (NCRB) started to collect farmer suicides data, before this farmer suicide considered as a general suicide case.

**States wise and gender wise farmer’s suicide data from 1995 to 2020 in India.**

<b>Stats / UT</b>	<b>Male Farmers suicide from 1995 to 2020</b>	<b>Female Farmers suicide from 1995 to 2020</b>	<b>Total Farmers suicide from 1995 to 2020</b>	<b>% of Farmers suicide</b>
Maharashtra	80123	7954	88077	23.43
Karnataka	44946	8152	53098	14.12
Andhra Pradesh	36498	7656	44154	11.75
Madhya Pradesh	30480	6638	37118	9.87
Kerala	22236	1821	24057	6.40
West Bengal	16410	4043	20453	5.44
Chhattisgarh	15714	2974	18688	4.97
Tamil Nadu	14975	3648	18623	4.95
Uttar Pradesh	10936	2121	13057	3.47
Gujarat	10449	1998	12447	3.31
Top 10 states farmers suicide	282767	47005	329772	87.72
Over all India	324045	51879	375924	12.25

**Source: NCRB Reports.**



Above the table and diagram are showing the classified farmers suicide data on the bases of gender. NCRB data says that in India 375924 farmers were committed suicide out of which 324045 farmers are male farmers and 51879 farmers are female farmers from 1995 to 2020. Top ten farmers suicide states are like Maharashtra, Karnataka, Andhara Pradesh, Madhaya Pradesh, Kerala, West Bengal, Chattisgarh, Tamil Nadu, Uttara Pradesh and Gujarat with 88077 (23.43 percent), 53098 (14.12 percent), 44154 (11.75 percent), 37118 (9.87 percent), 24057 (6.40 percent), 20453 (5.44 percent), 18688 (4.97 percent), 18623 (4.95 percent), 13057 (3.47 percent) and 12447 (3.31 percent) respectively and same sequences is followed in terms of male farmers suicide. When it comes to female farmers suicide Karnataka is top state followed by Maharastra, Andhra Pradesh, Madhaya Pradesh, West Bengal, Tamil Nadu, Chhattisgarh, Uttar Pradesh, Gujarat and Kerala.

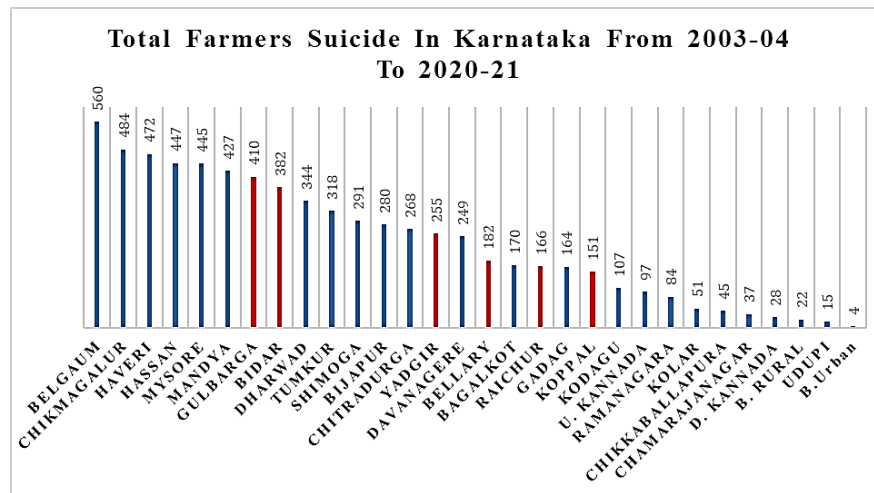
**Karnataka farmers suicide data (as per department of agriculture):**

Agriculture provides the main economic support to the State. The importance of Karnataka had given to agriculture is indicated by the statement of famous Kannada poet Sarvajnya who says that ‘Meti Vidye’ (agricultural science) is superior to ‘Koti vidye’ (millions of other sciences) but presently our agriculture sector is facing many problems specially on farmers suicide. A suicide data has been classified and published according to nature of occupation since 1995 by NCRB. In the same way in accordance with earlier committee recommendations chaired by G.V. Veerasha (Ex. Vice Chancellor of Bengaluru Agricultural University) in 2003, the governor of Karnataka established uniformly flexible parameters for considering farmer suicide issues. After 2003, the Karnataka government began collecting scientific data on farmer suicides on the ground level.

Districts	Total FS 2003-04 to 2020-21	Districts	Total FS 2003-04 to 2020-21
Bagalkot	170	Haveri	472
Belgaum	560	Gulbarga	410
Bellary	182	Kodagu	107
B. Rural	22	Kolar	51
B.Urban	4	Koppal	151
Bidar	382	Mandya	427
Chamarajanagara	37	Mysore	445
Chikkaballapura	45	Raichur	166
Chikmagalur	484	Ramanagara	84
Chitradurga	268	Shimoga	291
Davanagere	249	Tumkur	318
Dharwad	344	Udupi	15
D. Kannada	28	U. Kannada	97
Gadag	164	Bijapur	280
Hassan	447	Yadgir	255
Total	6955		

Source: Dept. of agriculture govt of Karnataka





The trend in farmer suicides in Karnataka per district is explained in the table and graphic above. According to the Department of Agriculture, the districts of Belgaum, Chikmagalur, Haveri, Hassan, and Mysore reported the highest number of farmer suicide cases, with 560, 484, 472, 447, and 445 cases, respectively, from 2003 to 2020. Similar to this, there have been 410, 385, 255, 182 and 164 district-level farmer suicide cases in the Kalyana Karnataka region, namely in Kalburgi (Gulbarga), Bidar, Yadgir, Bellary, Richur and Koppal. Finally, the districts of Bengaluru, both urban and rural, Udupi, Dakishna Kannada, and Chamarnaganagar had the lowest number of farmer suicide cases.

**Profile of Hyderabad Karnataka Region**

Hyderabad Karnataka region is the name given to the area which was a part of erstwhile Hyderabad province. When the new state of Mysore (presently known as Karnataka) was formed in 1956, Kannada speaking areas of Hyderabad province were added to the new state. These areas came to be known as Hyderabad Karnataka (recently named as a Kalyana-Karnataka) region later on. At present Hyderabad Karnataka (Kalyana-Karnataka) region includes the district of Bellary, Bidar, Kalaburagi (Gulbarga), Raichur, Koppal, Vijayanagara and Yadagir districts.

**Farmer suicides trend in Kalayana Karnataka (Hyderabad Karnataka) region:**

Years / Districts	Bellary	Bidar	Gulbar ga	Kop pal	Raich ur	Yad gir	Tot al
2003-04	12	8	1	4	0	0	25
2004-05	5	5	2	6	0	0	18

2005-06	4	6	2	4	0	0	16
2006-07	3	8	1	3	0	0	15
2007-08	11	8	15	5	0	0	39
2008-09	4	12	14	4	0	0	34
2009-10	3	19	3	4	2	0	31
2010-11	0	10	6	4	2	0	22
2011-12	1	9	0	1	2	0	13
2012-13	2	5	2	1	2	0	12
2013-14	1	6	4	0	0	0	11
2014-15	1	10	2	0	1	1	15
2015-16	20	57	51	24	43	49	244
2016-17	22	53	47	9	35	45	211
2017-18	16	68	53	29	24	50	240
2018-19	19	45	70	25	28	44	231
2019-20	37	46	79	16	16	36	230
2020-21	21	7	58	12	11	30	139

<b>Total</b>	<b>182</b>	<b>382</b>	<b>410</b>	<b>151</b>	<b>166</b>	<b>255</b>	<b>1546</b>
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**Source: Dept. of agriculture govt of Karnataka**

The trend in farmer suicides in the Kalayana Karnataka Region is depicted above the table (H.K Region). This pattern indicates that, between 2003–2004 and 2020–21, the district of Gulbarga (Kalaburagi), which accounts for 410 farmer suicides, reported the highest number. The districts with the greatest rates of farmer suicide in the Kalayana Karnataka Region (H.K Region) are Bidar, Yadgir, Bellary, Raichur, and Koppal, with 382, 255, 182, 166, and 151 respectively. Since 2003-04 to 2008-09, there were no known farmer suicides in Raichur; however, following 2009-10, there were. Similar to Yadgir, there were no known farmer suicides there from 2003–2004 to 2013–2014 as a result of the district being transferred to farming from the Gulbarga district on December 31, 2009. One intriguing fact in this table is that the Karnataka government began compiling information on farmer suicides in 2003-2004. Due to criteria for what constitutes a farmer's suicide, the number of farmer suicides decreased from 2003–2004 to 2014–2015. However, in 2015–2016, the governor of Karnataka made universally liberal criteria for farmer suicide issues in accordance with earlier committee recommendations led by G.V. Veerasha (Ex. Vice Chancellor of Bengaluru Agricultural University).

Taluka Wise Farmer Suicides Details of Raichur and Bellary districts from 2003 to 2020			
Raichur District Talukas		Bellary District Talukas	
Sindhanur	74	Siruguppa	35
Manvi	49	Huvuna Hadagali	35
Devadurga	21	Kudaligi	27
Lingasugur	20	H.B Halli	20
Raichur	5	Bellary	17
		Sandur	13
		Hospet	9
		H.P Halli	14
		Kurugoda	11
<b>Total</b>	<b>169</b>		<b>181</b>

**Source: Joint Director of agriculture, Dept. of agriculture Raichur and Bellary.**

The farmers' suicide scenario from the H.K. region's Raichur and Bellary districts is depicted above the table. Here, 169 farmers killed themselves in the Raichur area, while 181 farmers killed themselves in the Bellary district. Farmers commit suicide in greater numbers in these two districts—by 74, 49, and 21,20 respectively—in Sindhanur and Manavi talukas, and in Devadurga and Lingasugur talukas. Raichur is a district where there are fewer agricultural activity. Similar to how Siruguppa and Huvuna Hadagali Talukas report more farmer suicides than Kudaligi Talukas, HB Halli Talukas report less farmer suicides, with 35,35 and 27,20 respectively. There were 17 farmer suicides in this district place of bellary, and Hospet and Sandur talukas are well known for their mining activity, with accounts of 13 and 09, farmers suicide respectively. When the Kurugodu Taluka was reorganised in 2017, 11 farmers committed suicide. In 2018 Harapanahalli (HP halli) came under bellary district from Davangere district and here 14 farmers are committed suicide.

**Causes and effects of farmers suicides in study area**

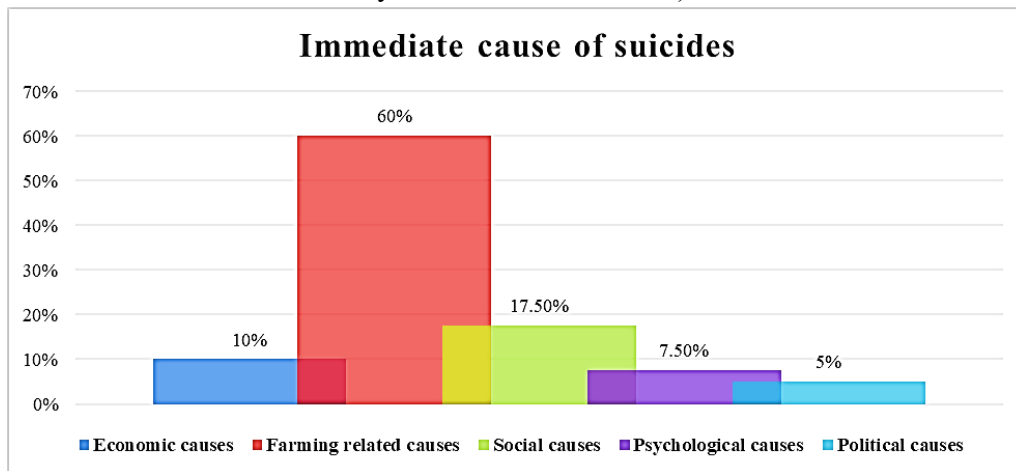
Science independence to till today our farmers are facing lots of problems with debt trap. Farmers of this nation are facing thousands of problems like land holding, poor quality of seeds, fertilizer, chemicals, lack of irrigation, agriculture equipment’s, unavailability of agriculture land, money market, inadequate storage, transport facility (Keshava S.R., 2016). Especially farmers are facing high cost of cultivation, low productivity, highly depending on monsoon, uncontrollable insect insecticides, etc. are the main reasons are approaching them to take loan from the different agencies (Surjit Mishra 2015). The main causes of agricultural crisis and farmer suicides in India are the vicious cycle of poverty, crop failure, illiteracy, high indebtedness, exploitation by traders, low level of income, low level of technology, Government Policies, addiction to alcohol, domestic affairs, old traditions, pessimistic outlook of farmers, and so on (Deshpande R. and Saroj Arora 2010). This notion clearly demonstrates the major variables responsible which are grouped into many domains such as economic, agricultural, social, psychological, and political causes, among others. It also clearly illustrates what kind of influence has been made on farmers in the research. There are various factors that motivate farmers to commit suicide on the spot, and those ones are described below.

**Immediate cause of suicides**

Immediate cause of suicides	Frequen cies	Percent age
Economic causes	4	10%
Farming related causes	24	60%
Social causes	7	17.50%
Psychological causes	3	7.50%

Political causes	2	5%
Total	40	100%

(Source: Based on data collected by researcher from field.)

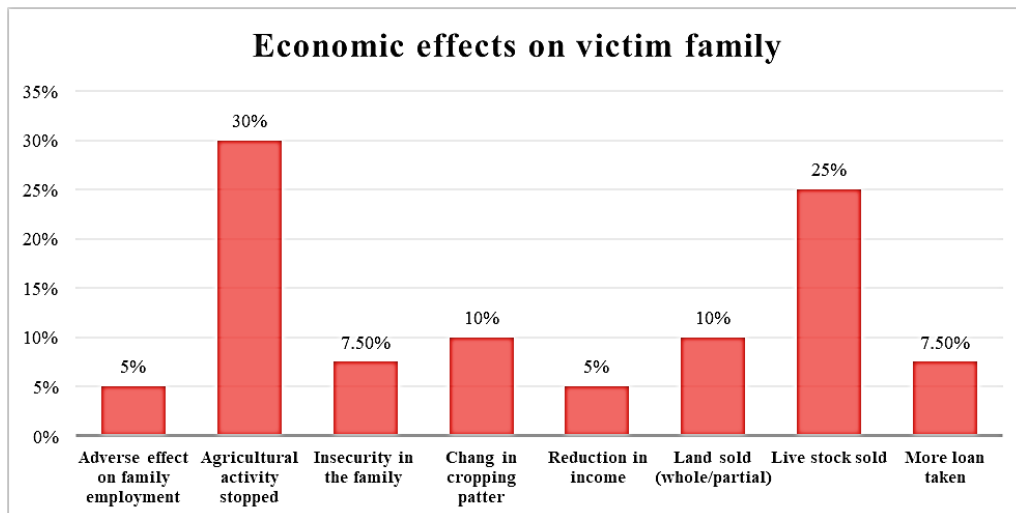


The immediate cause of suicide in the research area is represented by the table and graphic above. There are numerous reasons for farmer suicide, however they can be largely categorized into five categories. This indicates that the majority of farmers committed themselves due to farming-related reasons, accounting for 60% of all suicides. The next most common causes of suicide are social, economic, psychological, and political factors, which account for 17.50, 10.50, 7.50, and 5% of all suicides, respectively. Farmers committed suicide as a result of these immediate causes.

**Economic effects on victim family**

Economic effects on victim family	Frequency	Percent
Adverse effect on family employment	2	5
Agricultural activity stopped	12	30
Insecurity in the family	3	7.5
Change in cropping pattern	4	10
Reduction in income	2	5
Land sold (whole/partial)	4	10
Live stock sold	10	25
More loan taken	3	7.5
Total	40	100

(Source: Based on data collected by researcher from field.)

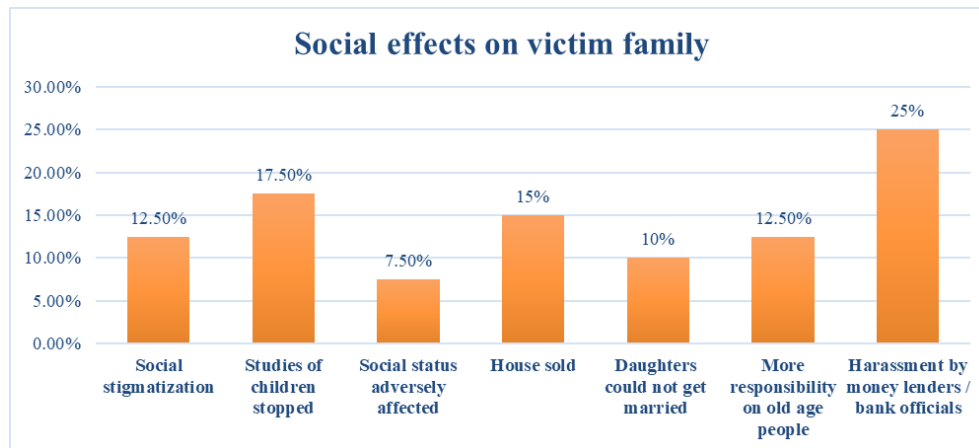


The figure above depict the economic repercussions on the victim's household. There are numerous impacts on the victim's home, which are essentially grouped here as economic and social effects. Farmers' agricultural activities have been halted, contributing for 30 percent of the economic effects. The next largest consequence, with a proportion of 25, is live stock sold by victims' households. Similarly, land sold (whole/partial) and changes in farming pattern account for 10%, insecurity in the family, and more loans taken by farmers account for 7.50%. Finally, adverse effects on family employment and income reduction accounted for 5% of victim's households.

**Social effects on victim family**

Social effects on victim family	Frequency	Percent
Social stigmatization	5	12.50%
Studies of children stopped	7	17.50%
Social status adversely affected	3	7.50%
House sold	6	15%
Daughters could not get married	4	10%
More responsibility on old age people	5	12.5
Harassment by money lenders / bank officials	10	25%
Total	40	100%

(Source: Based on data collected by researcher from field.)



The figure above depicts the social impacts on the victim's household; there are various social repercussions on the victim's household, with harassment by money lenders / bank employees accounting for 25% of these effects. The next greatest social consequences elements include child studies being halted, a house being sold, daughters being unable to marry, and social status negatively affecting factors accounting for 17.50, 15,10,7.50 percent, respectively. There are two elements that account for 12.50 percent of the total: social stigma and increased responsibility on the part of the elderly. Finally, this graphic shows that farmers are experiencing serious societal consequences as a result of their family.

### Findings

1. Lack of irrigation
2. Shortage of good quality seeds fertilizer
3. Non-availability of financial support
4. 4 Inadequate storage facilities
5. Malpractices in agriculture marketing
6. Un-aware of MSP and insurance
7. Cost of cultivation is high in Agriculture.
8. Exploitation from traders & Money lender etc.

### Suggestions & Policy Measures

- Need to promote sustainable agriculture practices in farming which is not getting high Input cost and it should be low-cost of farming such as Organic farming.
- Government should insure educational care of families of farmers who committed suicide.
- Agricultural input cost should be decreased and income should be double for this necessary action should be taken by Government.
- government should start water irrigation facilities to marginal farmer through different programme and polices.
- Middleman system should be removed from Market cause they are controlling demand and supply chain also farmer get exploited from this system.
- Counselling Centre for Farmers those who needed.

- Training, workshop, seminar should be organized for marginal farmers in village level this activity will support to generate knowledge skills and attitude of farmers.
- More young workers participation should be in agriculture sector.

**Conclusion:**

Prof. M.S. Swaminathan, a well-known agricultural scientist, stated that half of the country's farmers wish to quit farming. The need of the hour is to protect our farmers in any way possible, thereby preventing suicides and agrarian crises. The agriculture is the primary source of income in farmers in Raichuru district of Hyderabad Karnataka (Kalayana Karnataka) region. The agriculture is mainly depending upon rainwater. The region is dry and there is no fully equipped irrigation facility. The study has revealed that the situation of farmers is worst due to agrarian crises distress and it is one of the main causes of suicide. There is quote saying that “Farmers of this nation are born in debt, lives in debt and dies in debt, this concept should be change in Indian agriculture system and what Sarvajnya was said about agriculture ‘Meti Vidye’ (agricultural science) is superior to ‘Koti vidye’ (millions of other sciences) should be happy in our agriculture system.

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# AATMANIRBHAR BHARAT- CASE STUDIES OF SOCIAL INNOVATIONS IN INDIA

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## ABSTRACT

India, like the majority of developing countries, is disproportionately vulnerable to dangers like health problems, natural disasters, and the consequences of climate change of at a time when the social, political, economic, and environmental challenges that the world is currently facing. In such circumstances, the decisions we make should be firm and courageous, incorporating calculated risks that will help us plan ahead, save even more, develop tougher, and thrive overall over the long term. India has made good progress over the years on a number of socio-demographic and contextual indicators, but we must now advance by making the most of technology and social innovation to comprehensively address long-standing issues like access to healthcare, halting climate change, addressing nutritional deficiency, and sustainable resource utilization, among others.

Businesses are aware of broader social difficulties; what they really need to do is use their knowledge and capabilities and to catalyze comprehensive, all-around growth of the economy and through disruptive sustainability in partnership with authorities, corporations, startups, academic institutions, and community-based organizations. Investigating links between social entrepreneurship and business. Given that these organizations cohesively possess the knowledge and resources necessary to significantly alter the situation, collaboration is crucial. Such a network of partners with a common purpose can meet both their individual and collective business goals, as well as their shared developmental goals.

India had more than 140 incubators in 2017, according to NASSCOM, and different industry reports predict that the rate has grown to more than 326 ever since. In the beginning of their journeys, entrepreneurs receive guidance and mentoring from these incubators. Social startups can shape their innovations in ways that are meaningful, economically feasible, expandable, marketing and sales, compliant by receiving mentoring in areas like particularly when it comes from seasoned industry professionals with specialized domain expertise.

Though this article the author brings forward few selected social innovation case studies across various sectors that is having tremendous impact on the society. The case studies include innovations to solve drinking water issues, rural sanitation, affordable maternity health care, cooking fuel consumption, solar run commutation on water bodies and bee farming thru cooperative society. The bottom line is to strengthen the socio- economic status of the under developed thru innovation and entrepreneurship and make solid impact thru sustainability.

**Key words-** health problems, climate change, sustainability, social innovation, start up

## **INTRODUCTION**

There are many motivations behind why people choose to launch their own businesses. Some people may want to do this to make a fortune and then have the motivation to take to their talents and passions, while others may want to do it to become their own boss and create an empire. A new class of entrepreneur, the social entrepreneur or social innovator, has, however, recently seen a rise.

Their task is to put into practice a low investment solution for social causes while addressing the lack of money, resources, and other factors. There are countless obstacles in their way, but the inspiration to change people's lives for the greater good is what propels these social entrepreneurs through the rough waters of social innovation.

So it is clear that a social entrepreneur is someone who seeks out and manages different business opportunities that have the potential to significantly influence society or the planet as a whole. Because it is a for-profit business that places a strong emphasis on making changes in society or the world, it is crucial to distinguish it from a non-profit organization.

Thanks to the explosion of creative start-ups and young entrepreneurs who are altering the rules of how businesses functioned, India's new economy is reaching newer heights. These young achievers cultivate their passion to address the social injustices plaguing our nation in addition to their dreams of success in life. This new generation of sociopreneurs is desperately needed in India as well to identify innovative business ideas to solve pressing social and environmental problems.

With over 1.4 billion inhabitants, India is the second most populous nation in the world and the seventh largest in terms of land area. It is also the largest democracy in the world, with one of the most diverse populations in terms of both geography and people. But those are just a few of the explanations for India's importance in the field of social innovation.

The greatest difficulties India is currently facing are related to eradicating poverty, and problems like low education levels, subpar health outcomes, and limited access to resources to enhance livelihoods continue to impede the nation's progress. In fact, 22 of the world's 30 most polluted cities are located in India, which is also well known for its persistent air pollution levels.

To be an entrepreneur is difficult in and of itself, and tackling a social issue through it will undeniably make the roads more challenging. Your goal as an Indian social entrepreneur or innovator is to generate funds to support a social cause.

## **OBJECTIVE OF THE STUDY**

Through the study the author tries to bring into limelight some of the most remarkable technological innovations by Indian entrepreneurs driven by social problems has been able to bring about sea of changes in the rural and urban landscape of this nation. It is not about

discuss about the problems rather it is all about resolving the issues thru innovation and entrepreneurship. The platform of this event and the publication should help to reach maximum number of researchers and enthusiasts and they would spread the same thru their own circles. The innovations should reach the corporate and the respective governments and force them to think how to make available the wonderful innovations for a better India.

## **RESEARCH METHODOLOGY**

The study is purely based on the secondary data sources available through various articles, journals and websites. It may have the limitations but most of the data and information sources are genuine to the best of my knowledge as they are derived from authentic sources available online as well as offline.

## **THE CASE STUDIES with INFERENCES**

### **Name- PROJECT LISTEN UP**

- By Nitin Sisodia, Neeti Kailas founders of Sohum Innovation Labs India Pvt Ltd in 2016
- WHO stats reveal that more than 8,00,000 babies are born with hearing defects around the world every year
- The developing countries account for 90% of such cases
- In India almost 1.00,000 babies are born with hearing defects every year. If the defect is not addressed within four years of the baby's birth they might lose hearing ability as well as the ability to speak.
- The product SOHUM under Listen Up Project helps to clinically detect such issues in the babies which is first of it's kind in the world.
- With the installation of SOHUM kits at various Govt. and Private Health Centres we can significantly the number of hearing impaired special children in India at very low cost.
- The SOHUM kit comes at a price of around Rs 4 lakh for installation but the services can be provided at free of cost at Govt. facilities and CSR funded health centres.
- As of now more than 100 health care facilities have installed and benefitted more than 18,000 infants.

### **Name- KRISHAKTI**

- The product is a smart and intelligent precision spraying drone for crops. The product is developed by Smart Swift Innovations co-founded by Suvigya Lala, Shalu Bhardwaj and Bimlendu Verma in the year 2016.
- The product comes with a tank capacity of 20 liters., 30 min. flying time and 50 acre coverage at a single flight and a heavy duty battery of 8000 m AH
- The spraying drone can also spray granule.
- Cost of the drone is around Rs 7 to 8 lakhs.
- India's total farming sector population is somewhere between 124 mn to 145 mn
- The product may help an arable land area of 159.7 mn or 394.6 mn acres and irrigated crop area of 82.6 mn hectares or 215.6 mn acres.

- The social innovation may solve a great issue of crop loss due to pests and insects i.e. about 20 to 25% percent of the total crop yield lost due to pests and insects roughly around 60 mn tonnes pegged at app. Rs 62, 000 Cr as per P K Chakraborty, ADG, ICAR, N Delhi.
- Very recently the Govt. of India has launched KISAN DRONE based on the same concept to avail the technology to millions of small and marginal farmers by saving their crops from insects and pests.

**Name- TERALTEC**

- The company was started by ex IIT drop out and IIM graduate Anjan Mukhrejee in year 2017. The social innovation is device that purifies contaminated ground water.
- As per reports by the Health Ministry, Govt of India as of 2020, 15 million plus Indians are affected by contaminated water.
- According to NITI AAYOG report 70% of water supply in India is contaminated.
- More than 40% of water supply in the country comes from ground water sources.
- Acquitters or users suffer from water borne diseases like diarrhea, cholera and typhoid putting millions into severe health hazards.
- The highly innovative non-electric device directly fits into hand pumps and motorized bore wells and kills 99% bacteria and germs and costs around RS 7,500 per piece.
- According to reports by WHO, in India 600 million face extreme water crisis
- Contaminated water causes more than 2,00,000 deaths per year in India only.
- Reports reflect around 85% of total 6.40 lakh villages in India depend on ground water sources.
- If the device could be made available to maximum number of villages in India, then we could save hundreds and thousands of precious lives every year
- By availing contamination free drinking water at every village, we could fulfil one of the missions of SDGs for India.

**Name- ECOZEN**

- This innovation is a solar run cold storage unit founded in 2010 by three Kharagpur IITians Devendra Gupta, Prateek Singhal and Vivek Pandey
- According to Associated Chambers of Commerce, India suffers post-harvest loss of around Rs 2 lakh crore every year due to lack of storage capacity.
- Ecogen has benefited more than 82,000 farmers across India.
- 315 litres of diesel saved due to non-usage for cooling the chambers.
- 19,000 tonnes of perishable wastage reduced because of the technology.
- The solar cooling chambers can preserve up to 21 days.
- The innovation can keep the chamber cool for almost 30 hours without any solar charge.
- This social innovation should reach each and every possible farming community by virtue of Govt. initiatives thru different schemes and corporate intervention thru CSR activities.

**Name- AYZH “JANMA”**

- Almost one million mothers starve to death each year as a result of unhygienic childbirth practices. JANMA, the flagship product of AYZH, is a clean birth kit that costs Rs 100 contains basic tools that are recommended by the WHO.
- It helps prevent infection at the time of birth lowers both maternal and neonatal mortality.
- Zubaida Bai founded the company with the straightforward goal of creating accessible, suitable health technologies made by women for women in rural India.
- AYZH not only lowers maternal and infant mortality but also boosts their income. And over 64,000 women and babies worldwide have now access to safe and clean birth thanks to the sale of more than 32,000 kits overall.
- Maternal mortality ratio (MMR) in India decreased from 113 in 2016–18 to 103 in 2017–19. According to the special MMR bulletin issued by the Registrar General of India on March 14, 2022.
- Maternal mortality is extremely high in seven Indian states. They are Assam, Madhya Pradesh, Bihar, Odisha, Uttar Pradesh, Madhya Pradesh, and Chhattisgarh.
- A "very high" MMR means, there must be 130 maternal deaths for every 100,000 live births.
- It suggested if the central and state governments could take up steps to promote and endorse the said product through their PHCs and CHCs lakhs of mothers and new borns could be saved by lowering the mortality rate

#### **UTMT – Under The Mango Tree**

- The Maharashtra Public Trust Act and the Societies Act both require registration for the 2009-founded UTMT Society.
- To improve agricultural output, ecosystems, incomes, and livelihoods of marginal farmers in India, the UTMT Society promotes beekeeping using native bees like "Apis cerana indica" and Trigona.
- Bee pollination is necessary for four out of the five foods we consume, including fruits, vegetables, pulses, and oilseeds. The most significant pollinators are honey bees.
- The UTMT Society uses its work with native bees as a cost-effective method of climate change adaptation by enhancing small holders' access to ecosystem services and biodiversity management.
- Around 84 percent of Indian farmers are small and marginal, with less than 2 hectares of land under their control. Due to restricted market admittance and be deficient in employment opportunities, these farmers employ in rain-fed, subsistence farming, which only generates a paltry income.
- A hybrid social enterprise called Under The Mango Tree encourages beekeeping to boost agricultural productivity and offers market access to marginal farmers in India so they can earn more money and improve their quality of life.
- Under The Mango Tree is involved in both ends of the supply chain for honey. It purchases premium organic honey from farmer cooperatives through its for-profit subsidiary, UTMT Pvt. Ltd., before packaging it for direct sale to customers.

- India's tribal regions in Gujarat, Maharashtra, and Madhya Pradesh are serviced by the UTMT Society. As of 2019, we are present in more than 175 villages across 14 districts.

### **WATER.ORG**

- According to the World Bank, unclean water and poor hygiene practices are to blame for 21% of communicable diseases in India. Additionally, diarrhea kills and over 500 kids under the age of five every day in India alone.
- India has made strides toward water access, sanitation, and hygiene since 2005 thanks in large part to Water.org. Through Water Credit, they have given access to quality safe water and hygienic practices more than 10 million people in twelve states.
- Water.org is mustering funds and exchanging ideas in an effort to broaden better sanitation and safe water.
- Out of its 1.4 billion inhabitants in India, 91 million people (or 6% of the total) lack access to clean water, and 746 million people (or 54% of the total) lack access to properly run household sewage systems.
- Through Water Credit solution, which has provided access to clean water or improved sanitation for more than 20.8 million people since 2004, Water.org has significantly contributed to India's progress toward better water and sanitation since 2004.
- More than 43 percent of the populace survives on less than \$3.20 per day.
- Organizations like water.org should be promoted more to bring about a structural change in the infra the country in the field of water and sanitation.
- Impact data for India
- Reached population- 20 million
- Capital raised till 2021- \$1 billion (USD).
- Loans paid out to 4.5 million
- Associates in active partnerships- 29
- Rate of loan repayment - 99%
- Average loan amount - \$229 USD or Rs 16.000
- 99% of borrowers are women.

### **CONCLUSION**

As we know India is country of great diversity with tremendous potential to a top nation in every field. We are on the fast track to become a top five economy by 2030. Amidst the dream run and robust GDP everything is not rosy. We have to admit the facts that we are a nation where farmer suicide is highest in the world. The largest community of the unorganized sector known as the Agro sector gives direct and indirect employment to almost 63% of the total labour force of the country and the same portion of the community is in the lower class and or in the below poverty line category. due to lack of infra and markets hundreds and thousands of villagers migrate to nearby urban areas giving rise to migrant labour problems. The unprecedented growth of population in urban areas is the birth place of unwanted slums. Health care facilities in rural and urban areas especially government set ups are way below the bench mark. Access to drinking water and proper sanitation facility



is still beyond reach of the socio-economically deprived. Problems won't end with discussions rather action is required to tackle them . it is not about questions but answers are to be found out. The answer is social innovation and social entrepreneurship. Let's join hands and dreams to make India a better India . hail the social innovations and the entrepreneurs.

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# A STUDY ON STUDENT'S PERCEPTION TOWARDS ENTREPRENEURSHIP

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## **Abstract**

In this fast-paced corporate environment, there is a need to invest in entrepreneurship education and training using different Learning platforms to leverage the entrepreneurial energies of the youth. Entrepreneurship plays a vital role for enhancing employment opportunities. It is the capability and disposition to develop, organize and manage a business venture at the side of any of its risks so as to form a profit. The focus of the paper is to identify the students' perception toward entrepreneurship. The paper examines the key component risk tolerance, need for innovation, financial assistance, entrepreneurial education and family support desirability of the students become self-employed. The data for the research paper is a secondary and primary analysis of the skills and reviews the empirical studies undertaken to find out the entrepreneurial perception among college students with the help of open-ended questionnaire.

**Keywords:** Entrepreneurship, perception, students

## **INTRODUCTION**

Education is decreasingly getting more different rather than just factual academics. Entrepreneurship education is getting more predominant with numerous scholars seeking out adulterous conditioning which adding the average pupil's exposure to entrepreneurial conditioning and thinking. The adding significance of entrepreneurship education and its capability to contribute to profitable growth and job openings have inspired numerous universities to offer entrepreneurship education subjects both in academic and non-academic programs. entrepreneurship value with traditional tutoring styles remains unclear and its possibility remains debatable although there's an adding number of scholars who are taking entrepreneurship education. system of tutoring entrepreneurship education and literacy style of scholars are important factors to determine the effectiveness of entrepreneurship education. Not all scholars suitable to follow one particular way of tutoring since different scholars have their own different ways of literacy. The success of a literacy styles differs from pupil to pupil and the result of one tutoring system of a pupil to the coming isn't the same. There are wide variety of tutoring styles that could be used to educate entrepreneurship to scholars from the traditional approach similar as creation of business plans or tutorials to the interactive styles similar as case studies and guest speakers. Traditional tutoring system and style provides the scholars about the bare knowledge of entrepreneurship and business strategies to success but it unfits to develop the critical specific of entrepreneurs similar as creativity and need for autonomy among the scholars.

## REVIEW OF LITERATURE

1. Mukta Mani had study on entrepreneurship education A pupil perceptive published in transnational journal of E-Entrepreneurship and Innovation 5( 1), 1- 14, January to June 2015. “Mukta Mani had studied about the entrepreneurship education for scholars that entrepreneurship education is believed to give scholars with understanding the conception of entrepreneurship train and motivate scholars to indulge into entrepreneurship conditioning in future. This is an empirical study to explore the entrepreneurship education in engineering discipline from the perspective of scholars.”
2. Ankita, Dr Anju Singh exploration scholar from the university of Jaipur, had study on the perception of scholars towards entrepreneurship under volume No- 6, issue on February 2019. “Anju Singh has examined the crucial factors threat forbearance advisability to come tone- employed, need for invention, fiscal backing, entrepreneurial education and family support. ”
3. Duygu Turker had study on the factors affect entrepreneurial intention of university scholars. The journal of European artificial training volumeno. 33 and 2, 2009 PP-142-159 and accepted on 4 December 2008. “She has studied about the fostering entrepreneurship needs as two-fold policy that should concentrate on both the current situation and unborn prospect of the entrepreneurship. She has made numerous programs and exploration for the factors which are affecting entrepreneurial intention of scholars. She concluded that the study contributes to the literature by theorizing and empirically testing and how some factors effect entrepreneurial of scholars in university and believed that the result of study may have some significant counteraccusations for the policy makers and preceptors.”
4. Jose M, VECIANA had study on pupil’s station towards entrepreneurship between two countries comparison. International entrepreneurship and operation, journal 1, 165- 182, 2005. “In this composition VECIANA has studied about the entrepreneurship that the terrain where the individualities interact has great influence in the decision to come entrepreneur and also stressed the significance of culture but also the social, political and frugality for the assiduity as well as the global frugality situation.”
5. Iklima Husna Abdul Rahim, faculty of business, profitable and accountancy had study on perception of scholars on entrepreneurship education. International journal of business and social wisdom vol 12. NoI. January 2021. “Iklima Husna Abdul Rahim has studied and find that one of the most effective measures to check severance among graduates is through entrepreneurship education.”

## RESEARCH OBJECTIVES

1. To understand the concept of entrepreneurship.
2. To know and compare student’s response towards entrepreneurship.
3. To find out the factors influencing students towards entrepreneurship.
4. To study on student’s perception towards entrepreneurship.
5. To suggest suitable measures to encourage entrepreneurship among students.

## RESEARCH METHODOLOGY

The present study is an exploratory and descriptive type of research study. The study aims to find out the influence of student's perception towards entrepreneurship. In order to conduct the study 104 responses have been collected and questionnaire method was used for data collection. The data was collected from both primary data and secondary data. The primary data was collected through online questionnaire created in GOOGLE FORMS. The secondary data has been collected from internet sources, journals, and books.

## STATISTICAL TOOLS AND TECHNIQUES

Convenience sampling method has been used to select the samples. Sampling techniques: Percentage analysis, Pictorial analysis, Tabular presentation was used for analysis of the data.

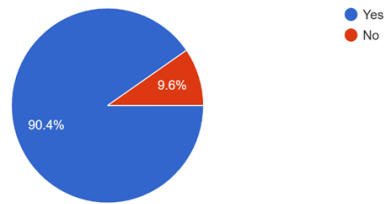
## DATA ANALYSIS & INTERPRETATIONS

The socio-demographic factors of the respondents are analyzed on the basis of gender, age, education of students.

RESPONSES	PROFILE	PERCENTAGE
<b>Gender</b>	Male	45.2%
	Female	53.8%
	Prefer not to say	1%
<b>Age</b>	15-18	2.9%
	18-22	75%
	22-25	22.1%
<b>Education</b>	Under Graduate	77.9%
	Post Graduate	22.1%

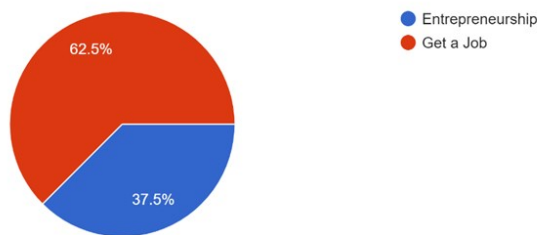
Above table reveals that out of 104 respondents 45.2% are male respondents, 53.8% are female respondents and 1% prefer not say. Age wise 2.9% of respondents belonging to 15 to 18 years, 75% of respondents belonging to 18 to 22 years and 22.1% of respondents belonging to 22-25 years. Education 77.9% belongs to undergraduate and 22.1 % belongs to postgraduate.

5. Are you aware of entrepreneurship?  
104 responses



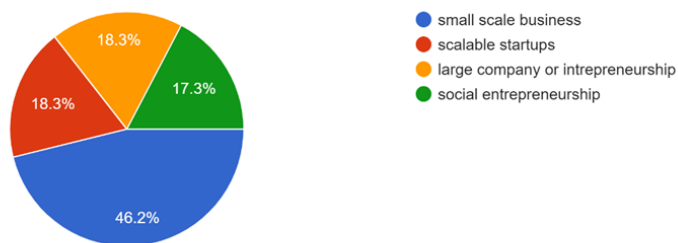
From the above study it is observed that 90.4% of respondents are aware of entrepreneurship and 9.6% are not aware of entrepreneurship.

6. After the education, what do you prefer?  
104 responses



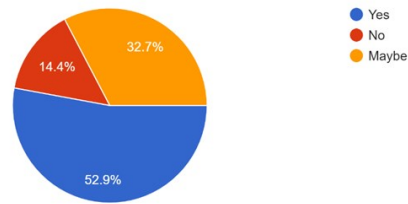
From the above study 37.5% respondents have preferred to do the entrepreneurship whereas 62.5% of respondents have preferred to get a job.

7. What kind of entrepreneurship do you prefer?  
104 responses



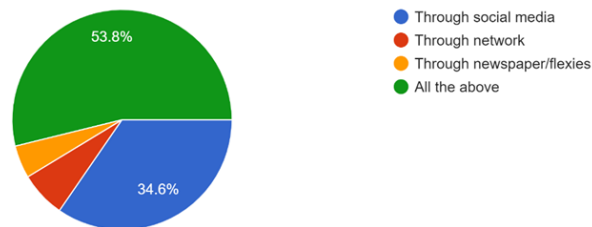
From the above study 46.2% respondents has preferred to do small scale business entrepreneurship whereas 18.3% respondents preferd scalable starups and 18.3% respondents preferd large company or intreprenuship whereas 17.3% of respondents preferd social entrepreneurship.

8. Are you ready to go with risk in entrepreneurship?  
104 responses



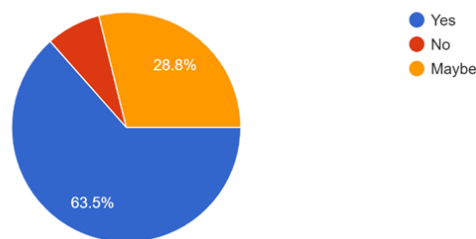
From the above study it is observed that 52.9% of respondents are ready to go with risk in entrepreneurship whereas 14.4% of respondents are not ready to go with risk and 32.7% of respondents are having chances of taking risk and chances of not taking risk.

9. How do you advertise your product/service?  
104 responses



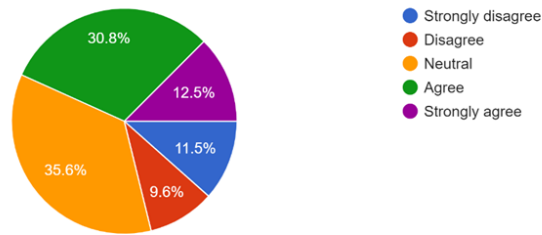
From the above study it is observed that 34.6% of respondents advertise through social media and 6.7% of respondents advertise their products through network whereas 4.8% of respondents advertise their products or services through newspapers/flexies and 53.8% of respondents advertise all the above products and services.

10. Do you think education is necessary for entrepreneurship?  
104 responses



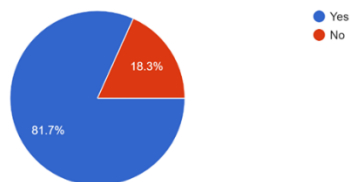
From the above study it is observed that 63.5% of respondents think that there is necessary of education for entrepreneurship whereas 28.8% of the respondents think that education is not necessary for entrepreneurship and 7.7% are neutral.

11. Is it difficult to get finance/loans for a startups/new business?  
104 responses



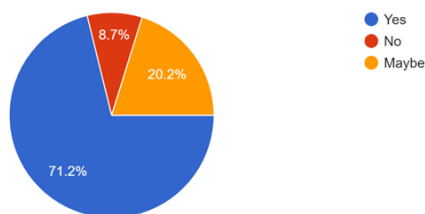
From the above study it is observed that 11.5% of respondents strongly disagree for difficulty in getting loans for startup business whereas 9.6% of respondents disagree, 35.6% of respondents are neutral 30.8% of respondents agree for difficulty in getting loans for startup business and 12.5% strongly agree.

12. Does the sound technical knowledge is required for the entrepreneurship?  
104 responses



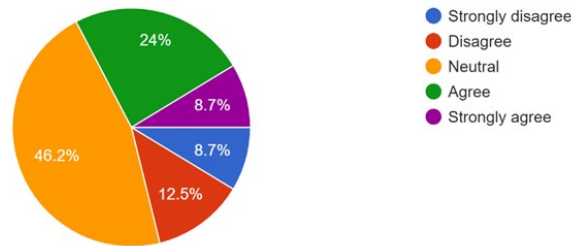
From the above study 81.7% of respondents think that sound technical knowledge is required for the entrepreneurship whereas 18.3% of respondents think that sound technical knowledge is not required for the entrepreneurship.

13. Do you think an entrepreneur should be updated to new technologies?  
104 responses



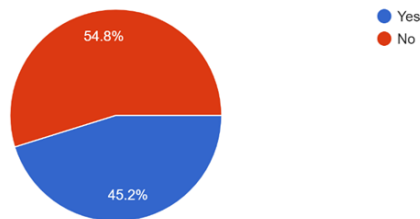
From the above study it is observed that 71.2% of respondents agree that an entrepreneur should be updated to new technologies whereas 8.7% disagree and 20.2% are neutral.

14. Venturing into entrepreneurship is risky business?  
104 responses



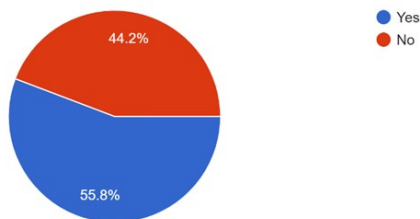
From the above study it is observed that 24% of respondents agree that venturing into entrepreneurship is risky business whereas 8.7% of respondents strongly agree, 46.2% of respondents are neutral and 8.7% of respondents strongly disagree that venturing into entrepreneurship is risky business whereas 12.5 of respondents disagree.

15. Do you have one or more entrepreneurs in your family?  
104 responses



From the above study it is observed that 45.2% of respondents have one or more entrepreneurs in their family whereas 54.8% of respondents does not have entrepreneurs in their family.

16. Do you have a mentor that you consider as your entrepreneurial idol?  
104 responses



From the above study it is observed that 55.8% of respondents have a mentor that they consider as their entrepreneurial idol whereas 44.2% of respondents does not have a mentor that they consider as their entrepreneurial idol.

## FINDINGS

1. In this research it is found that most of the student respondents are aware of entrepreneurship.



2. Among 104 respondents only 39 respondents i.e, students are preferring entrepreneurship over a job.
3. Most one the students are likely to prefer small scale business.
4. Majority of the respondents are ready to go with risk in entrepreneurship (52.9%).
5. Respondents are ready to advertise their business through all i.e, through social media, network, newspaper, flexies etc.
6. Respondents mostly vote that entrepreneurship education is necessary for students.
7. Getting finance/loans for startups is considered to be neutral according to most of the respondents.
8. Majority of the respondents think that sound technical knowledge is required for the entrepreneurship.
9. Most of the respondents think that an entrepreneurs should be updated to the new technologies.
10. Venturing into entrepreneurship is neutrally risky business according to the responses.
11. Most of students does not have entrepreneurs in their family.
12. Majority of respondents consider their mentor as their entrepreneurial idol.

## CONCLUSION

This research is focused to examine the students's perspective towards entrepreneurship. It conducted among the students aged between 15-25 years. Through the study it is found that most of them are aware with the concept of entrepreneurship, risk taken in the entrepreneurship and what are the needs to become entrepreneurship is required. Most of them prefer job rather than entrepreneurship as their career as the entrepreneurship may involve lot of risks and investments to start a business. As also most of them doesnot have entrepreneurs in their family this may be leading no interest in entrepreneurship/startups among the surveyed students.

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# IMPACT OF START-UPS IN INDIAN ECONOMY

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## Introduction

The Indian government launched Startup India on January 16, 2016, with the goal of assisting small enterprises. International assistance is being given to this campaign's effort to highlight startups in India's growth narrative. The key advantage is that it frees up entrepreneurs' time to concentrate on their core businesses while providing them with a robust ecosystem to foster their innovation and growth.

Startup India is a national programme with the goal of supporting and promoting our nation's young entrepreneurs. He imagined that the initiative's goal was to make India into a "A nation of job creators instead of job seekers," according to Startup Nation.

Our lives were made easier by technical advancements, which also altered the structure of society. Startups are full of innovation and entrepreneurial zeal, and they are poised to play a significant role in the development of the Indian economy and the creation of new jobs. Dealing with new technology is a key component of startup, which is typically at the top of the value addition value chain. It may stop the brain drain and create conditions that make it easier for fledgling businesses to find and hire local talent. The goal of a startup is to be one's own boss and provide work for others, which calls for considerable investment and sacrifice. large population, high proportion of middle class, educated youth with technological background, dominance of IT, high internet, and mobile penetration is one of the factors that has created potential for the startup revolution to spread throughout India. The manufacture in India initiative and other government programmes have also helped entrepreneurs by attracting a large number of participants. Starting a business requires careful planning and discipline, as well as careful evaluation of internal and external elements that could affect the venture's survival.

## Review Literature

In the global marketplace, other nations are adopting various actions to connect their businesses with Indian strength in all areas. Such a joint venture may entice foreign investors, which will strengthen the economy. The development of start-ups is receiving significant support from the Indian government. The start-up policy has been made tax clarity, heat, power, and licencing in the Indian economy. It can also serve as start-up financing for aspiring entrepreneurs and corporate titans. Although the creation of small firms by young entrepreneurs will undoubtedly enhance the Indian economy in the near future, the story of the growth of the Indian economy has been constructed around their upbeat attitude and the improvement of rank of ease of doing business.

Startup entrepreneurship is valued because it gives established businesses access to fresh ideas, new employment opportunities, and competitive mobility. Working with new

technology, which is typically rooted at the top of the value addition chain, is a requirement for startups. Startup is unhindered by economic recession and burden. Startups foster backward and forward relationships, which promotes the nation's economic development. Additionally, startups serve as change-catalysts, which causes a chain reaction. As a Startup nation, the Indian economy has seen a growth in entrepreneurship and per capita income. The study that has been done attempts to examine the economic contribution of startups in terms of GDP and employment growth.

### **Success of the Startups India Initiative**

On January 16, 2016, Shri Narendra Modi introduced the Startup India programme. A 19-point action plan with a focus on incubation, industry-academia partnerships, finance support, and simplification and hand-holding was presented. The Department of Industrial Policy and Promotion has been aggressively taking the necessary steps to support innovation and entrepreneurship. Over 14,600 startups have been approved by Startup India, and they are dispersed over 479 districts, 29 States, and 6 UTs. To describe the growth stage

Since India has a mixed economy in development, it is crucial to grow the Indian economy in order to advance the country. Agriculture is the primary source of income for half of the employees in India. Here, we'll talk about the effect

India is currently laying on a lot of other nations. India needs to be self-sufficient in every sector, including healthcare, education, technology, etc., which is why governments are putting numerous programmes for new businesses into place. Numerous rules that the government has adopted are intended to make it easier for startups to conduct business. According to research, India requires more than 100 million jobs annually. Although start-up businesses may be modest, they are crucial for creating jobs in India. More jobs equal more income for people, which results in an economy that is greatly enhanced. When people have money to spend, it is distributed across the Indian market, increasing the government's revenue. In India, a strong entrepreneurial culture is emerging, emphasising timely and high-quality job delivery as key factors in luring people to one's good or service.

There are many skilled professionals in India. They all like exploring their various ideas and potentials, but they lack the resources to do so.

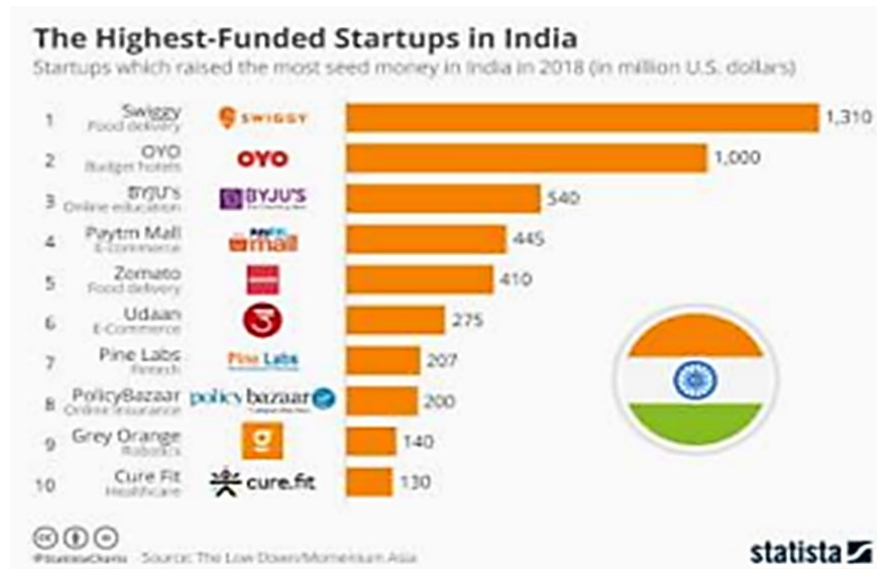
Prakash Goyal (2011) conducted research on the past and present state of entrepreneurship. He said that the status of entrepreneurs has progressively increased in modern times, economies are making efforts to better the entrepreneurs, and startups need to be set up correctly with business skills. He also provides information on the required actions done by the government.

### **STARTUP CULTURE IN INDIA**

With 65% of its citizens between the ages of 25 and 35, India is a young nation. In India, the number of start-ups has grown gradually rather than suddenly. 2008 would be the precise year to identify the start of India's start-up revolution. We are all aware of the 2008 global recession, which compelled companies all around the world to reallocate resources and fire large numbers of employees. Indian IT workers were the ones who were most affected; they experienced severe job-related fear and started looking for alternative forms of assistance.

This terror, coupled with an unquenchable need to prove one's value, shook the new nation and set its people free from the chains of mediocrity and performed admirably.

"A journey of a thousand miles begins with one step." -- Lao Tzu Every time, the same thing happens: someone, generally from a middle-class family, starts to carry out a wonderful plan. They work incredibly hard to implement their ideas, get investors' attention, assemble valuable human resources, and establish their own brands.

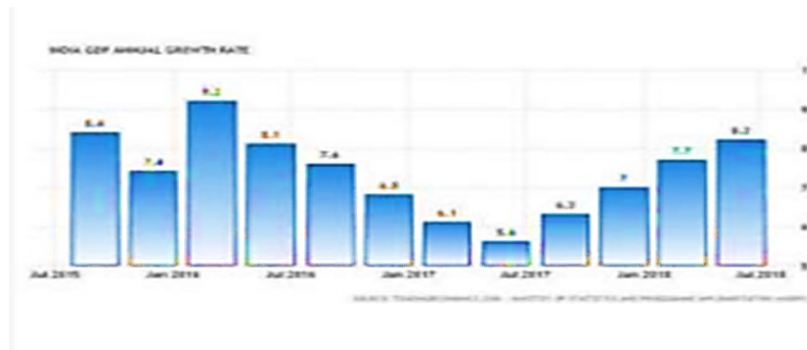


## DEVELOPMENT OF STARTUPS IN INDIA

The number of officially acknowledged start-ups in the nation climbed from 471 in 2016 to 72,993 in 2022, a stunning increase of more than 15,400%, according to data from the Commerce Ministry as of June 30, 2022. There are 4,500 start-ups in emerging technological disciplines, including the internet of things (IoT), robots, artificial intelligence, analytics, and others, that span 56 different industries. Venture capital (VC) funding has a significant positive impact on the Indian startup community. "Investors seem to have more faith in Indian start-ups. During the first half (H1) of 2022, the volume of venture capital (VC) investment deals in India climbed by 39% year over year (YoY), reaching 976. Leading data and analytics company Global Data reports that "the equivalent announced the amount raised also increased by 4.5% to \$15.6 billion.

"India saw a positive trend in both VC funding value and volume in H1 2022 compared to H1 2021," claims Aurojyoti Bose, Lead Analyst at Global Data.

During the first half of 2022, a number of big transactions were also disclosed in the nation. Verse Innovation obtained \$805 million in funding during that time, along with \$800 million in series F funding for Think and Learn (Byju's), \$700 million for Bundl Technologies (Swiggy), \$450 million for Polygon, and \$300 million for Xpressbees. These are but a few of the significant transactions that were publicised during the time.



Indian GDP Annual Growth Rate, Volume 2, Issue 1, 2017–18 of Commerce

By contrasting the policies of various nations and states to determine which is most beneficial, this paper provides the fundamental points of interest to place the current startups environment in which is innovative within the Indian setting and feature portion of the related difficulties confronting India today. It also illustrates efforts made by the Indian legislature towards innovation and startup ecosystem. The primary goal of the study paper is to create a link between GDP and startups that are registered, compare results across states and nations, and assess the efficacy of alternative schemes. The startup India programme is discovered to be a significant step towards development as it tends to the majority of the major challenges developing an effective ecosystem. The policy is put up, but its effectiveness depends on how it is carried out. The energy and vigour of the young are reflected in the new policy reforms, which also reflect a strong desire for progress.

Sweety Dubey, Bhuwan Gupta, and Meenakshi Bindal International Journal of Engineering and Management Research, volume 8, issue 5, October 2018, ISSN (online): 2250- 0758, ISSN (print): 2394-6962, "Role of startups on Indian Economy"

The major goals are to examine startup initiatives in India, comprehend the challenges faced by startups, research their effects on individuals, and assess public knowledge of them. Its foundation is secondary data. It has been determined that the government must assist startups in promoting themselves, not just in India but globally, as well as develop rules that are beneficial to startups in order for Indian entrepreneurs to receive a significant boost and to further improve employment.

The majority of empirical entrepreneurship research currently conducted demonstrates a positive relationship between entrepreneurship (as measured by the quantity of companies) and economic expansion. The ways in which entrepreneurship has a good impact are not immediately apparent, though. Startups may have a negative overall impact on employment or GDP, at least in the short term, as efficient new businesses may force less efficient ones to close. based on the supposition that economic entrepreneurship in the form of startups generates entrepreneurial social capital on a community level and unobserved supply side effects at the business level (Fritsch & Mueller 2004)

This research examines the relationships between local development and startups at the municipal level in Sweden between 2000 and 2008 (Westlund & Bolton 2003). We use a special database to analyse the effects of entrepreneurship on population and job growth. This database includes information on startups separated into six branches in addition to the

total number of startups. Analysis is done for each municipality, as well as by growth rate and municipality type.

### **Objective of study**

1. To study the effects of startups on the Indian economy.
2. To investigate the function of startups in the Indian economy.
3. To evaluate the startups programme.

### **Research Methodology**

The research was conducted using secondary materials that were gathered from a variety of websites, books, publications, journals, research papers, periodicals, etc.

### **Sources of data**

Secondary data are used in this study's analysis.

### **Conclusion**

Startups have the power to transform the world, and in the years to come, there will be an increase in the number of businesses that do so. The only way to accelerate a country's economic progress is through entrepreneurship. And a modest notion might turn into a significant, original answer that alters the course of your life. Therefore, if you have an idea, don't let fear of failure or taking a risk prevent you from following it. Create a startup with your concept and aid in the development of our country. We may now draw the conclusion that startups are crucial for a country's economic development. We can get the conclusion that startups are helping the Indian economy. However, the government must encourage and support the development of more startups in India in order to boost the country's GDP. Because, India's GDP and foreign reserve are currently quite low.

The government is promoting entrepreneurship and the measures it is doing, which is beneficial for the startup industry in India and its promising future. And in the future decade, this will undoubtedly strengthen India's economy and GDP.

The number of startups is increasing at an unprecedented rate. New businesses are being started by both male and female entrepreneurs. Women are providing more ideas and taking more chances in order to maintain their credibility. Indian startups work hard to foster a start-up environment by emphasising crucial talent, education, innovation, and incubators as well as maintaining contact with funding organisations. New firms are now receiving aid from the government. India reportedly has the third-largest start-up ecosystem in the world, according to NASSCOM. In 2015, the economy grew by more than 65%. In the early stages of a business, an entrepreneur can instruct and motivate people while they decide what to accomplish and how to do it. Entrepreneurs encounter difficulties, but they are also being addressed. They are committed to establishing and refocusing their efforts on creating a plan, support, and carry out their aspirations while also assisting in the expansion of the economy. Faster business startup approvals, simpler exits, tax benefits, and quicker patent registration are all promised by this new start-up effort. At a time when the manufacturing sector is experiencing a decline, this effort has the potential to generate jobs. Any new idea needs the

proper support, coordination, and mentoring from stakeholders, the government, and the community to succeed as an enterprise.

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# USE OF SMART PHONE ON PROMOTION AND MARKETING OF PRODUCTS AMONG YOUNG ENTREPRENEURS

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## **Abstract**

Mobile technology in the promotion of business has been the latest trend, adopted by entrepreneurs business managers. They use the smart phones not only for marketing and sales motives, but also to collect the information related to acquisition, product distribution and to improve the customer services as well as exchange people are using more than one mobile of different networks from various service providers to communicate with professionals. Mobile phones has been proved to be a prospective tool for the successful business and have become mandatory devices to continue with entrepreneurial activities among young entrepreneurs They are also useful in organizing Video conferences online business meets and extending presentations. The managers are able to perform efficiently with the help of smart phones at work place. In case of small businesses, smartphone provide more flexibility to the users and cost advantage too. This study focused on the advantages of smartphones in the promotion of small-scale businesses.

**Keywords:** Mobile technology, Young entrepreneurs, Professionals, Video conferences, Business meets, Small scale business.

## **Introduction**

Smart phones plays a significant role in promotion and expansion of small business especially among young entrepreneurs as they are tech savvy. For the smooth functioning of business enterprises, working from a smart phone has become inevitable as employees can be reached instantaneously. Mobile provides easy access for advertising through social media too. This was the result in exponential growth of knowledge sharing and communication sophisticated technology, concluding the business activities with out increasing considerable cost is the major advantage. The satisfaction is high among young entrepreneurs as the mobiles have a user friendly design and various service features as well as applications provided by each brand. This has a positive impact on business entrepreneurs and they are influenced, motivated to expand their business. Young entrepreneurs not create employment themselves, but also for the others who are extremely well qualified and capable of working in various fields. Since the mobile are available within excellent features and options, there was tremendous growth in the small-scale business.

Innovation and creativity in the world of entrepreneurship continue to appear and provide the inspiration to business people. They are able to face challenges with the help of different applications, services and information provided by smart phones. Reaching out to the employees, delegating the work, organising the conferences, seminars, scheduling the workshops, dissemination of information are the significant aspects dealt by young

entrepreneurs with the help of mobile phones. A smart phone in hand can lead to booming business and utilized by businesses to the maximum extent.

### **Advantages of mobile phones in the expansion of business.**

#### **1) Communication**

Mobiles made communication uncomplicated as by just touching certain keys, entrepreneurs can contact the dealers, agents as well as customers too. In the process of growing superior conversation is required for the fruitfulness of the enterprise. Mobile phones connect the entrepreneurs as well as the employees, workers at the right time. And this critical for the success of business communicating with customers is also crucial for the entrepreneurs.

#### **2) Remote and virtual working**

Mobiles makes the management members and the employees working from remote areas and leads to compromised work life integration. This enables the workers to become more productive.

#### **3) Captivate more customers**

Most of the customers search online for products and services to meet their needs. So, with a mobile enhanced site, the companies can attract new customers by offering, discounts and coupons. The entrepreneurs can also ask for external references and retain the old customers by updating their website. They can have an efficient marketing plan and execute the strategies which work for their business.

#### **4) Building synergetic teams**

Entrepreneurs can expand collaborations through smartphones by inviting proposals and critiques from their team members and they have to be approachable with good collaborations, knowledge can be shared and this results in mutual respect and association among employees.

#### **5) Increased productiveness**

With the expertise gained by the young entrepreneurs, the output can be multiplied and stands as an estimation of economic performance and generate higher GDP.

### **Literature Review**

Use of smart phones by business people may influenced by many factors Z hang and Yuan (2002) have mentioned the expenses incurred in using mobile phones;(Hooper & Zhou 2007) explained about the personal attributes of the users, others influences and motivational factors. usage of smartphones can be extended to the rural small and medium enterprises (SME), a very important sector in any developing country (Chew et al.2013) smart phone has the capacity to improve the economy in the countries which are still developing. (Ukpere et al.2014,west 2012).Enterprises can promote autonomy to the employees to use a mobile of their choice to seek the necessary information from the employer. This will result in increased work efficiency and job satisfaction among workers which place a major role in the success of business.(Gagne,M.&Desi, E.L.(2005).Smart phones are the most handy easy to use and the compatible device as users carry them throughout the day(Google Mobile Ads.2011).In the present scenario, all most all the entrepreneurs are using mobiles as they become more techno savvy , and they also are confident that smartphone increases the

productivity of the business.(Tirupati Pitichat, 2013).Smart Phones play a considerable role in making the employees more knowledgeable, efficient and satisfied at the workplace.(Miller-Merrell,2012).The entrepreneurs also provide support to application and for the employees who are working internally as well as externally .Mobile acts as a mode of communication for the employees to interact with the public as it is hassle free(Chow, Chen, Yeow and Wong 2012).Smart phones provide technology-led competitive edge(Abdulla Umar et al.2018) A lot of progress still can be achieved in terms of capacity ting small businesses and make them successful.(Harrington et al ., 2016;)Adrian’s et al.,2018).Smartphones definitely help them in achieving this. They are convenient to use to access the documents related to business and the financial statements whenever it is required to be checked by the entrepreneur. (Agwa-Ejon & Mohawk,2006).Mobile phones make the marketing of products as well as communicating process easier affordable.

### **Objectives**

- 1) To study the usage of smartphones by young entrepreneurs.
- 2) To study the role of smartphones in the promotion and marketing of products.
- 3) To understand the importance of mobile devices on the growth of a business.
- 4) To study the perception of young entrepreneurs about utilizing the smartphones in the business administration process.

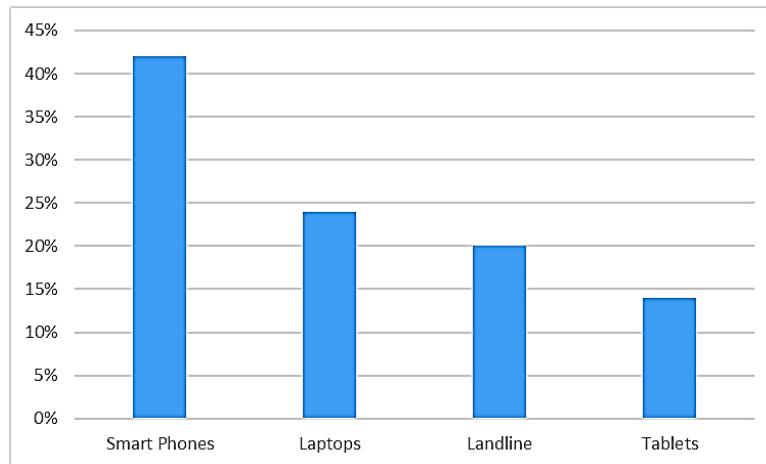
### **Research Methodology**

Research methodology is a systematic procedure used to identify a topic or issue and analyse the collected information through primary as well as secondary data. For this study the data was collected through websites, journals, for the purpose of research.

### **Findings**

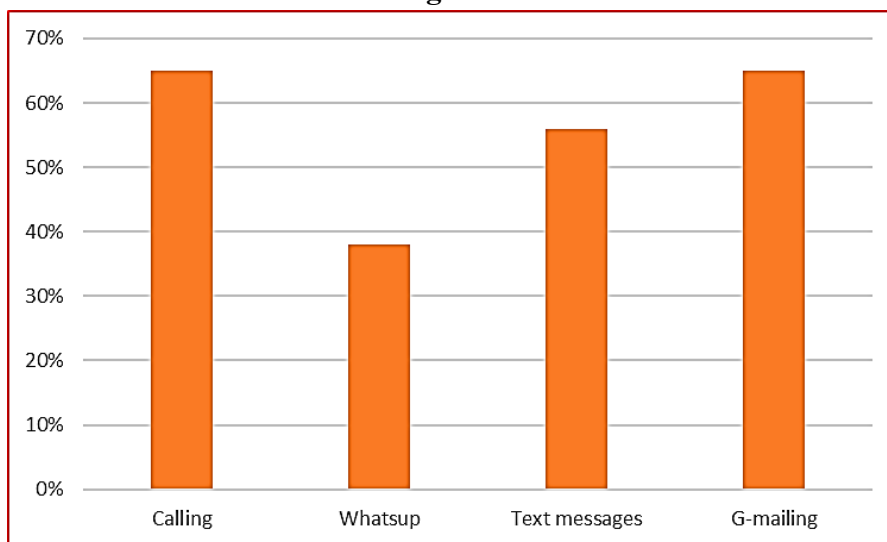
The success of small-scale business is influenced by smartphones in two ways. The first one is the management tasks are streamlined in the day-to-day operations of the business and secondly, these devices are appropriate to utilize and provides access to all the relevant information required by entrepreneurs with the help of smart phones, the affordable platforms such as social media, websites can be used for marketing of the products and services. Hence, they act as the best communication channels. The small businesses will have a “global reach” for advertising and promoting of their products through mobile devices. Entrepreneurs come across may competitive challenges which they can face with a smartphone comfortably. The most important use of mobile technology is the continuous growth of the business. Since the young entrepreneurs are investing their time and capital in their business, they have to support themselves by extending their operations throughout and reach all the possible customers. With the help of smartphones.

**Usual devices owned by owners of small businesses.**  
**Figure:1**



It is evident from figure 1 - 42% of the small businesses use smart phones to promote their business, 24% of them use laptops, 20% of them use landlines and 14% of the small entrepreneurs use tablets for marketing their products as well as services.

**Functionalities used on mobile devices**  
**Figure 2**



The information related to functionalities of mobile phones is depicted in Figure 2 - 65% of the entrepreneurs call the customers for promotion and marketing of their products and services. 38% of them send message through WhatsApp, 56% of them use Text messaging to reach the customers and 65% of the business people send mails to the customers.

**Conclusion**

Expeditious revolution in smart phone potentiality have dispensed new opportunities for mobile information access and enumerating resulted in engaging young entrepreneurs in proceeding with their business activities .Smart phones provide direct access to customers at the time of promoting and marketing the products .Significant demand for mobile phones it's expanding perforation ,reduced prices of internet connections and various options have been proved to be the best resources for micro small, medium enterprises in smaller cities, towns as well as in villages. Services associated with mobile phones influencing the founders of enterprises to implement the business activities appropriately with the use of mobile devices small businesses obtain Bert susceptibility for their goods and services. Smart phones and internet also authorized enterprises enabling them to reach out to prospective customers in various geographical areas. Since, customers are active on social media, mobile marketing has become successful with online platforms such as Facebook, WhatsApp and Instagram. Hence, young entrepreneurs are progressively using mobile devices to be in touch with their customers and to obtain new customers. These channels of marketing are used to attract the attractiveness of new customers. Technology has a direct impact on small enterprises, to improve administration process through automation.

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# RECONSTRUCTION OF THE ENTREPRENEURSHIP ECOSYSTEM USING DATA MINING FOR DECISION MAKING AND SUPPORT SYSTEM

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## Abstract

The "entrepreneurship and the traditional or modern ecosystem" is the most frequently used symbolic representation for encouraging entrepreneurship as an economic development strategy. So it shouldn't be a surprise that when any novel notion gains popularity, myths and misconceptions also grow. To avoid any future consequences it is always suggested to use the modern tools and technologies available in the market which can be used to do analysis and also can be used for decision making. There is little proof that is being observed as increasing as a count in the overall number of new or refined startups or the creation of new enterprises actually promotes economic growth. Through the use of customer preference and industry benchmarks, this research aims to investigate the potential impacts of artificial intelligence systems on entrepreneurs decision-making. There is also evidence to suggest that it works the opposite way around, with economic expansion encouraging the start-up of new businesses. There is also some evidence to suggest that the number of small firms is inversely correlated with the state of the national economy.

**Keywords:** Entrepreneurship, Data Mining, AI, Financial firms and cluster analysis groups

## Introduction

Artificial intelligence (AI) systems the modern approaches which is implemented in almost all areas of technologies. AI are generally machine-based systems with varied degrees of autonomy that are capable of making predictions, suggestions, or judgments for a specific set of human-defined objectives (Akkaya et al., 2011). AI techniques are increasingly relying on vast quantities of 'big data,' or any other available data sources and data analytics, These data are fed into machine learning models, which use them to automatically learn from experience and data and enhance predictability and performance without human programming. Through two primary channels, the application of AI in finance is anticipated to help financial firms gain competitive advantages i.e. the performance or the efficiency and the quality in the services offered by the startups or the financial firms (Lin et al., 2012). Due to the necessity to find ways to assess rapidly rising data, data mining as a field of information technologies has been widely used in many fields. One of the most alluring applications of data mining in these new technologies is finance.

### **Technological Phase**

Data warehouses and data marts are instruments that aid in the administration of corporate data. The information kept in the data warehouse is more crucial for a particular company in the period of employing the data warehouse thanks to the development of the data store and processing the data of the data mart, or with the implementations of its tools will be restricted to any of the departments as per the specifications or the standard operating protocols of the organizations but it can be used for the query processing or for generating the required decisions or the results for the decision support system (Auh et al., 2007).

In an entrepreneurial ecosystem, no one participant can be motivated by a single objective. It is totally up to the actor, participants or any stakeholder to drive entrepreneurship promotion. The creation of jobs and income may be the primary objectives for public agencies. A wider and more lucrative loan portfolio may be a benefit for banks. Colleges benefit through knowledge generation, reputation-building, and endowments. Wealth growth may be the incentive for business owners and investors. Businesses may benefit from innovation, product development, talent retention, and supply change development. Several participants must be successful for an entrepreneurial ecosystem to be self-sustaining.

Many finance related institutions, including banks, stock exchanges, taxing agencies, sizable accounting and auditing firms, specialized databases, and others gather financial data that is occasionally made public. The decision-making process can be facilitated by using data mining techniques to financial data in order to address classification and prediction difficulties (Chopde et al., 2012). Data needs, initial data collection, investigation, and quality assessment are all part of the data understanding data phase

### **Clustering of Data Items**

The data mining techniques utilized to categorize as variable or divide into tiny groups of two or more are known as cluster analysis groups (Kudyba et al., 2001). The items in a group are distinct from the items in other groups while also being related to one another. The approach of clustering the observations into a predetermined number of disjoint clusters is known as K-means clustering. In process, K-means clustering seeks to minimize the distortion measure by partitioning a dataset into K subsets as  $X_1, X_2, \dots, X_n$ . In order to create and maintain long-term impact of the decision support system, various progressive process defined by data mining and analysis based on the conceptual machine learning techniques can be used to examine current data, applications, and client needs. Customers' confidence can be boosted, resulting in the longest-lasting customer satisfaction and business. In the investigation of the banking system's client credit policy and loan payment prediction, machine learning techniques are frequently used for data or methods classification and clustering tasks.

### **Data Visualization**

To discover the unknown figures and facts or trends, data visualization is used. To extract meaningful information from huge data sets, data mining involves a number of steps, from the process of the data collection, storing and its visualization (Dilla et al., 2015; Flista et al., 2014)). As was said above, data mining techniques are used to generate the designated



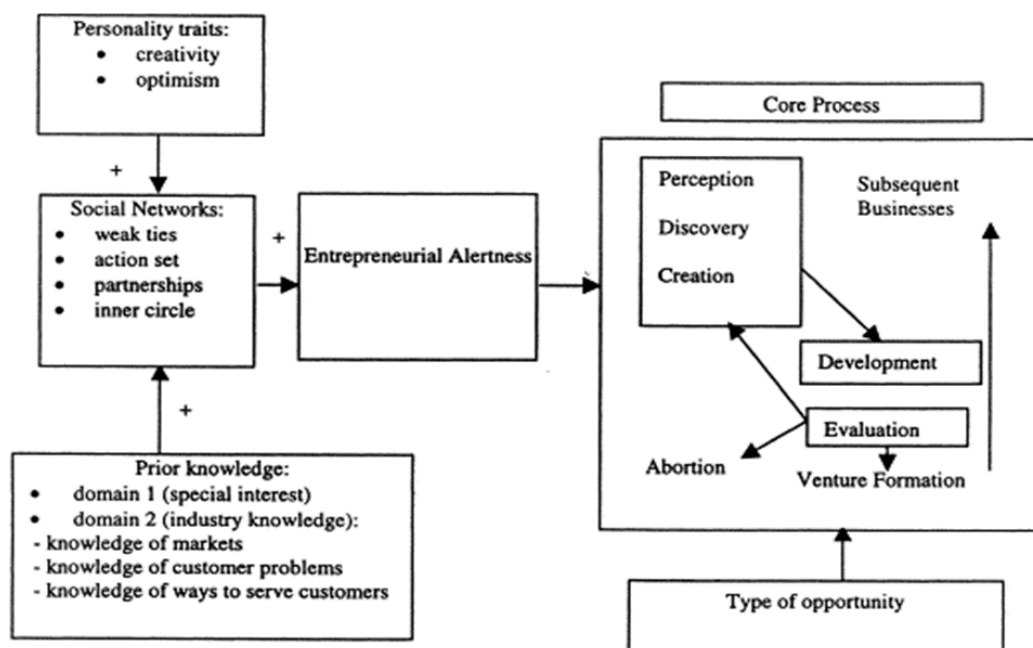
procedure and the descriptions as well as the interpreted predictions on the given data set. Data scientists employ patterns, linkages, and correlations to describe data. In order to categorize and cluster data and the specified outliers which can exist in any applications like spam detection, they also use classification and regression methods.

Data visualization uses visual components like graphs, charts, and maps to graphically portray quantitative information and data (Hu et al., 2015). Data visualization turns both huge as well as the relative small set of data into graphics that are simple for people to comprehend and process. Data outliers, existing patterns and the continuous trends can be easily understood with data visualization tools.

The tools and technology for data visualization are essential in the realm of big data because they allow for the analysis of enormous amounts of data. This process makes the clear understanding of the complete data in a well-defined manner as well as its impact can be seen in the decision making process and the system implementation (Jeong et al., 2012).

### Recognition of Pattern in Entrepreneurship

Prior or existing knowledge is the expertise and understanding that a person possesses prior to beginning a commercial enterprise. These talents can take the form of market trends, client behavior, financial management, or industry-specific expertise. On the other side, pattern recognition is the capacity to recognize and examine recurrent patterns available for the data set related to the market or the behavior of consumer or the trends set up by the ongoing era (Maheshwari, 2014). Entrepreneurs can find market gaps and develop distinctive value propositions that set their companies apart from rivals by spotting trends and making use of existing information.



The opportunity identification process can benefit from a pattern recognition perspective in a number of ways. It helps incorporate three variables that have been determined to be crucial for opportunity recognition into a single fundamental framework: actively seeking out opportunities, being aware of them, and having prior understanding of a market or industry (Neelamegam and Ramaraj, 2013). A pattern recognition viewpoint explains why some people, but not others, are able to recognize certain chances. A framework for pattern recognition proposes specific ways those existing or aspiring entrepreneurs can be taught to recognize opportunities more effectively. Its practical consequences for instruction in entrepreneurship are looked at and future data set which can be generated from pattern recognition (Jeong et al., 2012).

### **The DSS with CRM Perspective**

Marketing data intelligence is the result of this process can be performed by fusing data-driven marketing with technology, we can have a better understanding of our consumers, our products, and our transactional data. This will help us make better strategic decisions, execute more effective marketing campaigns, and create the necessary CRM phenomena. Customer knowledge discovery and customer data translation are two crucial parts of marketing data intelligence. Data transformation is the process of taking raw data that has been extracted and changed from a variety of internal and external databases, marts, or warehouses and gathering it all in one location so that it can be accessed and analyzed. Data mining is a key component of the entire CRM process, which involves communication with a data mart or warehouse in one direction and campaign management software in the other (Papajorgji and Petraq, 2013). One fundamental rule for firms utilizing personalized data process mechanisms or the technology is the upfront with their customers about the kind of information they are collecting and how they plan to use it. Various organizations have goals for managing privacy and information in an ethical manner.

### **Analysis Mechanisms**

Data mining techniques like classification analysis are frequently used to gather or recover crucial and pertinent knowledge about data and the metadata as well as the same can also be used to categorize various data formats into different categories (Ngai et al., 2011).

Regression analysis is a statistical method for identifying and examining the relationship between variables. It indicates that two variables are interdependent, but not dependent upon one another. Generally, forecasting and prediction are done using the same process.

A time series is a group of data items that are normally recorded at the specified time or at regular predefined intervals and is subject to time series analysis. Most frequently, they occur at regular intervals (Ramageri and Desai, 2013).

In the prediction analysis procedure the relationship between the independent and dependent variables, as well as the relationship between the independent variables alone, can be predicted using the prediction analysis approach. Based on the transaction, it can also be used to project prospective future profits.

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# ENTREPRENEURIAL SKILLS

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## **Abstract**

Entrepreneurship is characterized by distinguishing opportunities to create new product, services or process and finding vital resources to exploit the opportunity and upgrading the life style of the people. It is a natural phenomenon in business life. It manifest that a healthy business atmosphere is possible only when there are entrepreneurial skills and managements are adopted for changing and learning. Entrepreneurs are found in various filed of business coronations of varying size. Thus, it will be favourable for any business organization to understand the definition of entrepreneurship, sources and types of entrepreneurships, and be able to manage entrepreneurship. Efficacy of entrepreneurship is mainly characterized by various traits such as creativity, innovativeness, proactive nature and risk propensity. The efficiency of entrepreneurial team is influenced by various factors such as team members characteristics, team leadership and informational diversity. Entrepreneurial competencies such as creativity, problem solving and resilience are observed to promote business growth and success.

**Keywords:** Entrepreneurship, Entrepreneurial skills, Risk propensity, Resilience.

## **Introduction**

Entrepreneurship is the propensity to progress and succeed in developing and organizing a business venture with all of its uncertainties to make profit. It is a strategy for deriving economic value. The individual who invests in entrepreneurship is called entrepreneur (Baron RA, Henry RA (2010). How Entrepreneurs Acquire the Capacity to Excel: Insights from Research on Expert Performance, Strategy. Entrep. J., 4(1): 49–65.)

An entrepreneur is the leader who decides and implements the quality and quantity of goods and services to be provided to the customer at their convenience along with economic benefits.

Entrepreneur + Capital = Products + Customers = Business.

Entrepreneurship is flamboyant in creating incremental wealth by individuals in terms of equity, time, career or commitment in the vent of providing value for product or services.

The activities of the entrepreneur are to function as an agent for change, creating innovative ideas for enterprises and growing business, becoming profitable. The twenty first century entrepreneur are “heroes of free enterprise” and the entrepreneurship is called “Pioneer ship” of business. Entrepreneurship implicate decision making, innovation, implementation, forecasting of the future, independency, and success, innovation, implementation, forecasting of the future, independency, and success(Cuervo Á, Ribeiro D, Roig S (2008)).

## **Definitions**

Schumpeter’s – The entrepreneur, in an advanced economy is an individual who introduces something new in the economy – a method of production not yet tested by experience in the

branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like”.

Adam Smith’s- “The entrepreneur is an individual, who forms an organization for commercial purpose. She/he is proprietary capitalist, a supplier of capital and at the same time a manager who intervenes between the labour and the consumer. “Entrepreneur is an employer, master, merchant but explicitly considered as a capitalist”.

Peter F. Drucker’s- “An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or different service”.

### **Classification and types of Entrepreneurships**

#### **Innovative entrepreneurship**

Innovative entrepreneurship is the practice of establishing creating new business ideas intending to generate profit, assist their community and accomplish company goals. Innovation helps an individual entrepreneur or a group of entrepreneurs to improve or replace a particular product, process or service. It allows them to upgrade the products by creating new ideas and values.

#### **Imitating entrepreneurs**

Imitating entrepreneurs are those who immediately copy the new inventions made by the innovative entrepreneurs. These do not make any innovations by themselves; they just imitate the technology, processes, methods pioneered by others. These entrepreneurs are found in the places where there is a lack of resources or industrial base due to which no new innovations could be made. Thus, they are suitable for the underdeveloped regions where they can imitate the combinations of inventions already well established in the developed regions, in order to bring a boom in their industry.

#### **Fabian or Skeptical Entrepreneurship**

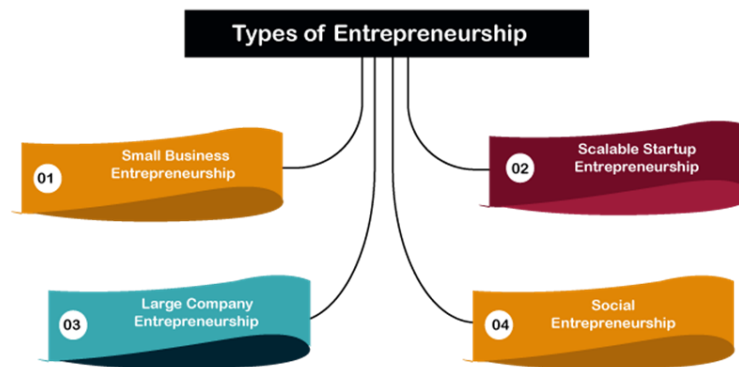
These types of entrepreneurs are skeptical about the changes to be made in the organization. They do not initiate any inventions but follow only after they are satisfied with its success rate. They wait for some time before the innovation becomes well tested by others and do not result in a huge loss due to its failure.

#### **Drone Entrepreneurship**

Drone entrepreneurship are reluctant to change since they are very conservative and do not want to make any changes in the organization. They are happy with their present mode of business and do not want to change even if they are suffering the losses.

#### **Social entrepreneurship**

Social entrepreneurship drives social innovation and transformations in various fields like education, health care, human rights, environmental, and enterprise development. They undertake poverty alleviation objectives with the zeal of an entrepreneur, business practices and dare to overcome traditional practices and to innovate.



### **Scalable startup entrepreneurship**

Rooted in the idea of changing the world, scalable startups focus on how to create a business model that is both repeatable and scalable (more sales with more resources). From the get go, this style of entrepreneurship begins with the hope of rapid expansion and big profit returns. Many startups have a similar ‘garage to riches’ narrative, beginning with a simple idea that is brought to life by the tenacity of entrepreneurs with the support of investors. Amazon, Google and Apple are all examples of trailblazing startups that have changed the world.

### **Intrapreneurship**

Unlike an entrepreneur, who is also the founder, designer and manager of a business, an intrapreneur is a self-motivated, and action-oriented employee who thinks out of the box and works as an entrepreneur within a company.

### **Large company entrepreneurship**

Large company entrepreneurship refers to companies like Disney, Google, Toyota, and Microsoft who have finite life cycles, as in, they keep innovating and offering consumers new products that are variants around their core product-line. A distinguishing feature of this type of entrepreneurship is that it is not starting a new business, rather creating new products or subsidiaries within an existing company, or acquiring smaller businesses (like when Facebook bought Instagram and WhatsApp).

### **Small business entrepreneurship**

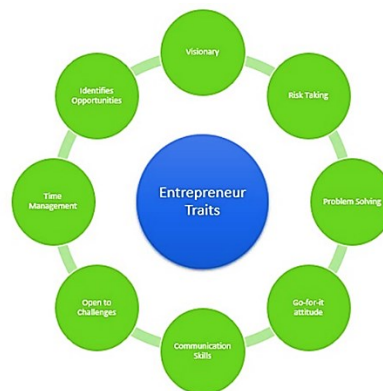
This type of entrepreneurship refers to any kind of small business that has been created by one person, without the goal to expand or franchise. For example, if you were planning to open a nail salon, a general store or a taco truck your goal would be to launch a single store. (<https://www.brainkart.com/article/Classification-of-Entrepreneurs-According-to-Type-of-Business>)

### **Traits and competencies of entrepreneur**

There is a lot of connection between entrepreneurship and professional growth. Not everyone is born a prodigy to change the world. Each one is different and nurturing the right skills

among the budding younger generation will give them the power to create innovative ideas and emerge as successful entrepreneurs of tomorrow. Not all entrepreneurs are the same, because of their upbringing, social class, income brackets, geographic location, and exposure to the outside world. But still, they all have few things consistent, which makes them an enthusiastic personality and a successful entrepreneur (Àcs Z, Braunerhjelm P, Audretsch D, Carlsson B. The knowledge spillover theory of entrepreneurship. *Small Business Economics*. 2009;32(1):15–30.)

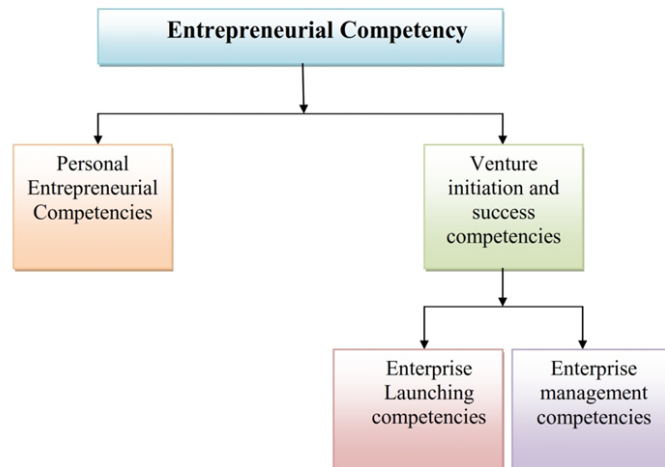
Amidst the stressful and challenging world of business, entrepreneurial skill sets acts as the catalyst for progress. An entrepreneur might not be a type-A personality or an extrovert tinkering around on projects but he/she surely has the capacity to be his/her own boss and the business would soar the outcome. There are a few specific traits present in all the successful entrepreneurs that make them stand out from the rest(<https://www.entrepreneur.com/en-in/entrepreneurs/key-traits-of-successful-entrepreneurs>)



### Competencies of entrepreneur

Entrepreneurial Competencies are the qualities, characteristics, skills, abilities, knowledge and behaviour that a person must possess to become a successful entrepreneur. An entrepreneur is expected to interact with competitive business environment which makes him essential to be highly competent indifferent dimensions like intellectual, attitudinal, behavioural, technical and managerial aspects. Entrepreneurs are therefore permanently challenged to deploy a set of competencies to succeed in their entrepreneurial endeavours. Entrepreneurial competencies are nothing but underlying characteristics possessed by an individual which results in new venture creation. These characteristics included generic and specific knowledge, motives, traits, self-image, social roles and skills that may or may not be known to the person. Some of the competencies are innate while others are acquired in terms of learning, training and development (Ahmad, N.H., Halim, H.A., and Zainal, S.R.M. Is Entrepreneurial Competency the Silver Bullet for SME Success in a DevelopmentNation? *International Business Management*, 4(2), 2010, 67-75)

The competencies may be classified into different categories



### Conclusion

Innovation and entrepreneurship is the key to addressing the socio-economic challenges being faced by the country. There is a need to evolve from simply teaching and learning, research, and engagement to drivers of innovation and entrepreneurship. And it is necessary to work with all stakeholders in the innovation and entrepreneurship ecosystem for the best interests of the nation and its citizens.

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## LANGUAGE AND ENTREPRENEURSHIP

Dr. D.V.N.D.Lakshmi

### Abstract

Social Entrepreneurship like any other sector cannot be understood only in Economic sense, but needs to be identified in the light of social context and the local environment that it exists in. Empowering the women or any under privileged people to change their lives. To ignite inspiration and creativity. To bring value to the disadvantaged communities.

Thus, the Article is elaborated by defining Social Entrepreneurship. Analyse the three strands of cultural identity of Entrepreneurship to the present context, Interpreting the Ancient theory of language to contemporary entrepreneurship concepts. Correlating and validating the relevance of Indian traditional literary texts to the contextual perspective.

### Introduction:

A language is an echo of its Culture. India as a deep rooted cultural nation has many facets to be understood and analyzed. In the process of globalization we see the world around, is largely filled with immigrant population, also with a wide range of cultural diversity. These diversified cultural attributions lead to a varied perspective of Socio-cultural environment in entrepreneurship. Entrepreneurship is both a science as well as an art. As a science, it lies in the process of planning and managing a business. As an art, it lies in the innovative ideology, implementation, and growth of a business. Language and culture are interrelated to each other. Language and culture play an important role in today's operations as global barriers become more blurred. In developing nations, fresh job possibilities are abundant, and multinational companies often hire people from all over the world, as many realize the value of having multilingual employees.....is the given basic information as per the Google analysis explained. Along with the other perspectives of Entrepreneurship like - Economic, Functional, Knight's, Kirzners, ..... There's another sociological perspective called Social-Entrepreneurship.

**Definition:** The word 'Entrepreneur', which is used in English, actually originated from a French Verb 'Entreprendre' in the 13th century which means 'to do something' or 'to undertake'. From the 16th century onwards the noun form of 'Entrepreneur' was being coined and confined to someone who undertakes business ventures. (Wikipedia). In addition to that Google shares an extension of information about the Etymology of the word Entrepreneur is the perverted form of Sanskrit term 'Antah Prerana' which in the translation means Self motivated, when we consider how an entrepreneur thinks and behaves with high

motivation and single minded approach to life. Social Entrepreneurship, like any other sector, cannot be understood only in a profitable sense, but needs to be identified in the light of social context and the local environment that it exists in.

Empowering the women or any under privileged people to change their lives. To ignite inspiration and creativity. To credit value to the disadvantaged communities. Social Entrepreneurship is something which helps oneself to the new innovative ways of approach to build up their career in Financial Moral or Ethical path of life.

### **Cultural Identity**

With the above analysis of Entrepreneurship in Indian context, can be interpreted as the one who contemplates oneself as to come up in life should understand "Uddharedātmanātmānaṃ nātmānamavasādayet ātmaiva hyātmano bandhurātmaiva ripurātmanaḥ" — Bhagavad Gita Chap-6: Sloka 5.

(Let one be uplifted by oneself; Let him not lower himself; for, he himself is his affine, he himself is his opponent). Thus the Social Entrepreneurship in Indian Cultural context can be interpreted in 3 types:

- 1. Materialistic:** Refers to all the vocational / occupational work culture, for one's livelihood. The physical aspects of a culture define the members' behaviours and perception. Of Course, the technology of contemporary society plays a vital role for any of the so-called societies nowadays.
- 2. Non materialistic:** Refers to all the art forms, Folklores and the ecstatic pleasures they beget by the Fine Arts or any art forms, can be taken up as an entrepreneurship and also ideas of God, worship, moral and ethics.... where the essence of these, which come under non materialistic.
- 3. Spiritual:** This according to Indian culture is the superficial state of attainment and the approach of life to salvation. (uplifting oneself from the present level to the highest level of attainment - moksha).

### **Ancient theory of Language V/S Concepts of Entrepreneurship:**

“Abhinavagupta Acharya (ca. 950-1020 C.E) the great philosopher, tantrik and true sadhaka, was the founder of Pratyabhijna school of kashmiri Saiva monism. He was a scholar - commentator par excellence with extraordinary skills of an art critic. As a prolific theorist and critic explains the Origin of Speech (vac) in 4 stages of any particular

language. They are:-

**Para:** The identical substratum of Thought, an aspiration appears. This first motivation, the self-glowing consciousness (swara paksha chaitanya) is 'Para vac'.<sup>2</sup>

**Pasyanthi:** Then after this determined act takes a shape. We can visualise the idea (pashyanti vac), is yet to develop the verbal form. It is the first sprout of invisible seed: but yet searching for words or shapes to give articulation to the intention is the second stage of objectification of the idea.

**Madhyama:** The third stage is the implicit sound, the medium of the thought materializes finding the expressions suitable to expound the idea in an emblematic way (metamorphosis of idea into productive form)

**Vaikhari:** The visible representation of the till then non verbal, un-materialistic/unstructured ideas are now perceptible / perfectly shaped or profoundly audible which are in Vaikhari form. “—Sreenivasarao blogs; part-11

As 'speech' according to Abhinavagupta Pada, in the procedure of evolving from Para to Vaikhari, could be Correlated to Social entrepreneurship as such: 1. Para refers to **Innovation** as the first radiant idea or a thought to begin a business. 2. Pashyanthi refers to **Vision** as this undergoes the process to the thought to sprout first, visualize the financial and the sociological circumstances, the pros and con's to materialize the idea of business. 3. Madhyama: refers to **Symbol** as the stage to meld the business from unmaterialistic to material / shaped identity. 4. Vaikhari refers to **Language**, expression of the productive shaped outcome to reach the public in language / linguistic form.

### **Indian traditional literary texts - contextual perspective**

In an F.D.P on Organizational leadership at IIM Ahmedabad highlighted the Indian scripture like Ramayana, Mahabharata and other Upanishads to the contemporary concepts in the education thus begetting the best results possible.

Characters of Mahabharata gently helps us to understand the human behavior - “One of the purposes of the great literature is to understand human behavior. And that is an area where the case study method we generally employ just does not work. ” —S.Mani Kutti (Faculty member) IIM Ahmedabad: “Bhishma @ Management and Governance” - Prayaga Ramakrishna;(Telugu) page- iv

Agency theory is normally a principle that is used to explain and resolve issues in the relationship between business principles and their agents.

Milgram explained the the two states of social behavior of different situations are:

➤ Autonomous & Agentic.

1. Autonomous state - People channelise their own actions.

2. The agentic state - People allow others to channelise the actions, and they take liability for the outcomes to the person giving the orders. In other words, they act as agents for another person's will. [Provided: agent to be qualified & trust worthy. The ordered to believe the agent] -----"Obedience to authority agency theory" Social Psychology (Online)

We see some people to be "regimen figures". These people may carry symbols of authority (like a uniform) or possess status (like rank). An order from a regimen figure triggers the agentic shift into the Agentic State. –

According to Mahabharata, Kauravas represents the Autonomous state, where they intended to direct their own actions. Pandavas represents the Agentic state, where they allowed agents to take responsibility and relied on the person giving them orders and trusted him. Here the Agent is none other than Lord Krishna to whom Pandavas trusted wholeheartedly.

One Sloka, certainly to be remembered from Maha Bharata is

“yatra yogeshvaraḥ kṛṣṇo yatra pārtho dhanur-dharaḥ tatra śhrīr vijayo bhūtir dhruvā nītir matir mama||78||” Bhagavad gita chap-18 Wherever there is Yogeswara

Krishna, a visionary personality and wherever there is supreme valor, dutiful, devoted (workmanship) person there will also be unending victory, prosperity and righteousness (Dharma.)

It takes a sagacious person to look at the story of Ramayana beyond its very noticeable, standing as a fabulous legendary epic. It can be perceived as a way to determine, oneself. From each and every piece of Epic Writing, there would be lessons to pickup. Let it be ethical, supervisory or entrepreneurial aspects or even sacred.

Five activities that people can understand and grasp from Ramayana and implant them in their skilled life.

**1. Make Strategic Agreements through Business Dealings:**

Sugreeva's character and personality has been understood including many of the directorial characteristics. He manifested many qualities of an eminent director by obtaining Ram to invoke accordingly and gaining back his kingdom from a family stronger than him. His

directorial skills are apparent in an occurrence at the time when Angad was working for him. If the medium executive was Sugreeva, Angad would have been his one of the opponents. Lesson: Management sessions were extended to support and continue with the friendly relations.

## **2. Takes a Genuine leader to channelise more managers:**

When Sita was discovered successfully by Hanuman, Lanka was shattered to ashes. This action by Hanuman displeased Rama and then he refuted Hanuman from taking farther opinions on his own. As the Rama realized that he should stand as an example, he eliminated himself eventually as he had to be involved in decision making.

Lesson: A Genuine professional entrepreneurs produce managers in their surroundings. It is quite a tough task but

will produce people in the association, capable of taking self-dependent decisions in the right directive.

## **3. Keeps Communication as the Key**

We are conscious about the battle of Bali and demon Mayaavi. In one of their battles, they stopped in a delve where Bali ordered Sugriva to stay out. He asked him to keep a guard over the cave and swore that he would return. After waiting for one year, neither Bali nor the Mayaavi (demon) came out, in Sugreeva's opinion they were dead. He then went back to Kishkindha (their kingdom) and announced his brother demised, mounted the throne. Then he was married to Bali's wife, Tara

Lesson: The reason for rivalry between both the brothers is misperception. Here, people have to learn that nothing should be assumed. Activity should be grounded on the reality to alude troubles here after.

## **4. Heredity Planning**

Ramayana explains the complications of success in ancestry designing well. This comes when the king Dasaratha, wishing for a position where Rama is answerable to various incidents but it was not done because of Kaikeyi, his wife.

King Dasaratha's intention to execute Ram the Majesty, especially as Rama was the eldest son of all the four. Everyone in Ayodhya liked Ram. With reference to Raghuvamsham of poet Kalidasa's literary work is prolonged to the twins Luv-Kush. He rendered the authorities of the realm to his sons after dividing the country among his heirs equally.

Lesson: Entrepreneurs who have been victorious definitely have idealistic plans for their innovative performers and jobholders. Capable leaders are specialists preparing capable managers and other workers to ascertain long-term loyalty.

## **5. Effective Administration with available resources**

Rama is honored for his quintessence of a skilful execution who has a knack of putting to use the available resources in the most optimal etiquette to build up the maximum out of minimum. Such skills are highly observable during the war with Ravana. One of such experience comes to life when he builds a-team to construct Rama sethu over the sea as a road to Lanka. Ram progressed by taking the first 3 days to contemplate and approached

with a decision to build the bridge named ram sethu..

He got the right people for the authentic job – Nala and Nila.

These two were professed in construction and topography.

They also gathered the original folks with the help of lord Ram which includes the large group of apemen.

Rama also trained his group to offer support to Nala and Nila in erecting the bridge efficiently. The bridge got in place within the few days and it helped Ram and army to reach Lanka through that bridge quite easily.

Lesson: Successful Administrators have a tactfulness of equipping the veracious people for the accurate task. An ideal operation is to have the people to stay motivated and applying their skills for the best output.

Rama accredited the responsibility to build the bridge on Nala and Nila and he also had faith in them. This motivated the people working out for him.

This also applies to the contemporary administrators who need to be formal, accountable with extreme faith in getting possession served.

Lesson: Leaders are born out of circumstances who in turn confidently orchestrate the focused program of things that delivers results. plan for the short term goals instead of long term.

Be wise to evaluate triumphs based on the available resources —” Five Things that Every Entrepreneur should Learn from The Ramayana” By Shrijay Seth

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# ENTREPRENEURSHIP IS A VIABLE SOLUTION FOR UNEMPLOYMENT

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## **ABSTRACT:**

In highly populated countries, unemployment is a major problem faced by the governments. Not only uneducated, even educated unemployment is also causing a great hindrance for the development of any country's economy. It is becoming difficult to provide employment to all the citizens of the country as thousands of graduated students are entering in the markets which are increasing the rate of unemployment every year. This situation has become even worse after the pandemic and recession which has thrown out many people out of their jobs. People have gone panic how to lead their lives; though governments have helped in providing essential products for quite a long time, it was becoming additional burden to the governments in the long run as the sources are limited. This made the people to think how to overcome this grave situation. They have innovated many ways to fulfill their essential needs resulting in starting up their own businesses by transforming themselves as Entrepreneurs. Entrepreneurship became an important tool to overcome unemployment in crucial circumstances and fetched them reasonable income to lead their lives. This paper focuses how entrepreneurship helps to decrease unemployment rate in densely populated countries like India.

Keywords: Highly populated countries, Unemployment, Pandemic, Recession, Entrepreneurship.

## **Introduction:**

**Unemployment:** It is a situation where the people are capable and willing to work but could not get employment to earn their livelihood. Unemployment is a serious problem faced by every country. This is even more worse in developing countries like India. Not only uneducated unemployment but also seasonal unemployment, disguised unemployment and educated unemployment is causing a hindrance to the country's economic growth as the government is unable to create employment to increasing population year by year. This situation has become even worse after the pandemic and recession which has thrown out many people out of their jobs. People have gone panic how to lead their lives; though governments have helped in providing essential products for quite a long time, it was becoming additional burden to the governments in the long run as the sources are limited. This made the people to think how to overcome this grave situation. They have innovated many ways to fulfill their essential needs resulting in starting up their own businesses by transforming themselves as Entrepreneurs.

**Entrepreneurship:** Entrepreneurship is nothing but innovating new ideas to start businesses. Entrepreneur is a person who promotes a business; he conceives the idea and transforms his dream to reality. Entrepreneur brings all factors of production at one place and creates job opportunities. He hires the workforce who has capabilities to learn skill set

and work hard rather than educational qualifications. Every skillful person can grab a chance to get employed which helps to earn livelihood with some decent income for better standard of living in the society. A country's percapita income can be increased resulting in economic growth.

**Review of Literature:**

According to Dr.R.Jayanthi (May 2019) Entrepreneurship in India has gained importance. Indian government has taken up many initiatives to encourage entrepreneurs by starting up schemes to instill confidence in youth. Entrepreneurship schools are also started to inculcate innovation, creativity and start business without many procedures. Nimish Arora (Nov 2022) in his article says how entrepreneurship is helpful in creation of jobs .It is important for a densely populated country like India where unemployment is rigorous must find solutions to overcome such situation. Jasbeer Kaur (31<sup>st</sup> Jan 2023) has clearly stated in the article that Startups have created more number of jobs in India.

**Objectives of the study:**

1. To study about entrepreneurship and its importance.
2. To study how entrepreneurship helps in creating employment.
3. To study how entrepreneurship becomes a tool to solve unemployment problem.
4. To study different schemes introduced by government of India to promote Entrepreneurship.

**Research Methodology:**

The main source of data used for the study is secondary data. The information related with study has been collected from websites, journals and books.

**Entrepreneurship & its importance:**

Entrepreneurship provides a path to lessen the burden of unemployment as it provides employment opportunities to the people to a greater extent. Entrepreneurs need a supportive socio and economic environment which provides access to various resources that faster the emergence and support of new businesses, brings together creative and innovative ideas to promote entrepreneurship. As Peter Drucker rightly said “An entrepreneur always searches for change, responds to it, and exploits it as an opportunity” Entrepreneurship forms a source of innovation, creating employment and increases productivity.

**Need for Entrepreneurship:**

1. **Creates employment opportunities:** Entrepreneurship creates new job opportunities to the people. All the talented and skilled workforce gets job opportunity as capable and enthusiastic workers are hired.
2. **Heps in economic development of a country:** When unemployed people gets jobs their standard of living increases which in turn helps in improvement in national per capita income resulting in growth in the economy.
3. **Leads to innovations:** Entrepreneurs helps to bring innovations and skills in the markets which also provides different jobs in varied areas or sectors.

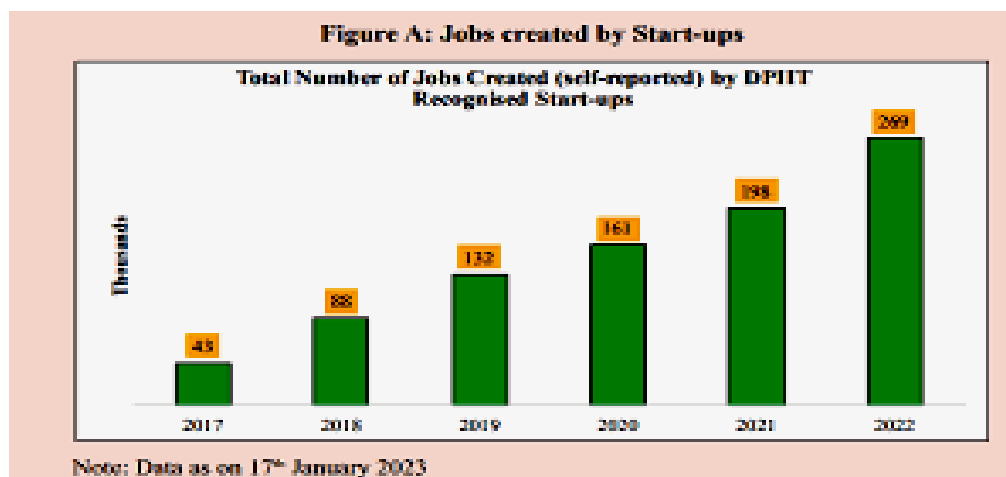


4. **Provides social security:** Entrepreneurship not only creates jobs to unemployed workforce but also gives a sort of social security to them.
5. **Develops new markets:** Entrepreneurs develop new markets by attracting new customers. This again create some jobs to suit for marketing their products.
6. **New Technological developments leads to starting up new industries:** Entrepreneurs does their business innovatively using new technology this further helps to start new industries creating employment to larger extent.
7. **Entrepreneurship are building blocks for overall development:** Entrepreneurs takes risk, mobilize factors of production, develops infrastructure for their sustainability which leads to balanced regional development.

**Entrepreneurship Development in India:** Unlike in other parts of the world even in India start-ups are receiving increased attention and recognized as important drivers for growth and in generation of jobs which is a dare necessity in highly populated countries .Keeping in view its importance the government of India started creating awareness among its citizens, the need for entrepreneurship through Atma Nirbar Bharat, Make in India , Self employment schemes etc. and also taking initiatives by formulating policies for its growth.

Indian startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) have created over 9 Lakh direct job opportunities since 2017, the Economic Survey 2022-23, tabled by Finance Minister Nirmala Sitharaman in the Parliament on Tuesday (January 31), said.

In 2022 alone, homegrown startups generated 2.69 Lakh jobs in the country, up 35.8% from 1.98 Lakh jobs created in the previous year (2021), the Survey said.



### Various Schemes initiated by Government of India to encourage Entrepreneurship:

1. **Startup India (2016):** An initiative by the government which promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle and has set up research parks, incubators and helps in funding for startups.
2. **Make in India(2014):** Designed to transform India into a manufacturing hub. Which inturn helped to procure foreign investments, foster innovation, develop skills, protect intellectual property and build best-in-class manufacturing infrastructure.

3. **Atal Innovation Mission:** Initiated by the government to promote a culture of innovation and entrepreneurship.

4. **Support to Training and Employment Programme for Women (STEP):**

This programme is launched to train women by imparting skills in various fields from 16 years of age.

5. Other schemes like Jan Dhan- Aadhaar- Mobile (JAM), Digital India, Pradhan Mantri Kaushal Vikas Yojana, National Skill Development Mission, Self Employment and Talent Utilization (SETU) are a few programmes initiated by the government to encourage entrepreneurship development in India.

### **Conclusion :**

Today, there is a greater need for the students to know about entrepreneurship as well as start-up ecosystem as it helps in shaping young people's attitudes, skills and behavior. Right from graduate education students should be encouraged with all the potentials needed for development of start-ups so that they do not depend on MNC's and other Business organizations for getting employment. Educational institutions need to be forward thinking and equip their students for the challenges of the modern world. Entrepreneurship is one of the options to reduce the unemployment rate. Many people in India have made the decision to tackle on their own with or without the assistance of the government, to work for a brighter tomorrow even high levels of poverty and unemployment still exists. To tackle this situation Entrepreneurship can be good solution as it creates employment opportunities to large number of people. Government of India started many programmes to encourage entrepreneurship in India by providing necessary facilities to startup own businesses. Even Entrepreneurship schools are started to encourage youth to develop attitude of thinking creatively, develop self confidence, to start their own business venture capital, training in skills needed is also provided. The Centre for Monitoring Indian Economy, a private organization (CMIE), estimates India's unemployment rate in India is around 7.45% at present. It is 7.93% in urban India whereas only 7.44% in rural India as against the highest unemployment rate was recorded in December 2022, with 8.3 percent. So, it is evident that even unemployment is also reduced to a greater extent. It is apt to say that entrepreneurship is a viable solution for unemployment.

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# ENTREPRENEURSHIP, GROWTH AND COMPETITIVENESS

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## **Abstract:**

In Globalized World, the Entrepreneurship can be a wonderful career for anyone who has interest in the field of Entrepreneurship. Entrepreneurs are the one who avail the opportunities whenever they get it. Entrepreneurs are the building blocks of any Nation and the Competitiveness between different areas of entrepreneurship has affected in a positive manner for the domestic industrial growth and development. Any Nation's Development and economic growth depends upon the country's usefulness of the available resources in a sustainable manner and is determined by human, Physical and financial resources. Currently, The entrepreneurship acts as the crest of popularity. Many are aspiring and thinking of making it as their career option. Increasing number of unemployed youths are getting attracted to Entrepreneurship and are in the path of establishing their Own Start-ups. The individuals who undertake the risk of new enterprise are defined as Entrepreneurs. Whereas Entrepreneurship is that purposeful activity run by an individual or group of individuals who undertake the risks, challenges, initiate, maintain, collaborate and earn profit either by production, manufacture or distribution of goods or services. Entrepreneurship plays a very critical and significant role in the Growth of our economy. Besides, that it can even resolve the problems of unemployment, concentration of economic power in the hands of very few, imbalanced regional development and many more sectors. The growth and Competitiveness in entrepreneurship have been increasing at pace. By Entrepreneurial Growth, it means the growth of quality, quantity, overall turnover, investments, innovation, R&D, Customers, proper business plans. In other sense, the growth of entrepreneurship has diversified meaning where it can also be defined the process of improving entrepreneurial skills and knowledge among individuals with the help of providing well-organized training and developing supporting institutions. It enhances the development of more start ups and helps to build a connection among the domestic enterprises. It even helps in advancing and updation of new technologies and procedures. Competitiveness, the most important aspect of any business. It refers to the reduction of prices of the products and on the other hand increasing the quality and quantity of the products and services. Competition stimulates their respective enterprises to lower their own costs and run their businesses as efficiently as possible.

**Keywords:** Entrepreneurs, Entrepreneurship, Growth and Competitiveness.

## **Introduction:**

Entrepreneurship has a pivotal part in profitable and social growth, competitiveness and invention, for society livelihood. In this environment, the Special Issue focuses on three motifs (entrepreneurship, growth and competitiveness). The fostering of entrepreneurship is important to every nation, arising or enduring, because of its symbiotic link to liberty. In an advanced request frugality, entrepreneurship is one of the crucial request parts as it's a profitable growth motorist. still, entrepreneurship is a long process as it's containing full of misgivings and a

process of concentrating colorful unique coffers to produce value. Growth and competitiveness, reflected in the strong emergence of political measures to encourage entrepreneurial exertion. Entrepreneurs frequently play vital part in every elaboration of diligence. There's no mistrustfulness that the developed entrepreneurial sector has a critical effect on profitable growth and the success of Entrepreneurial markets. Beforehand- stage entrepreneurs are linked as those individualities who are involved in the creation of a new adventure and are at the same time employed as possessors/ directors of a new establishment. Entrepreneurship can help in profitable growth by the preface of new products in the request or in the elaboration of being products as much as by changes in product process and increase in request competition. Competitiveness is a tool for achieving desirable profitable growth and sustainable development in every country, and if entrepreneurs are placed in a good terrain, they can ameliorate their competitive performance, so the development of the entrepreneurial ecosystem will increase effective competitiveness. Entrepreneurial growth can be in terms of originators, business inventors, revolutionaries, expanders, guests etc. profitable growth performing from competitiveness can potentially be explained by the position of entrepreneurial exertion in a country. In addition, the quality and breadth of the structure network has a significant effect on profitable growth and affects income inequality and poverty in different ways. The position of competitiveness of a country is an important factor for the standard of living and profitable well- being in that country, as well as an effective factor in the profitable growth of the countries. likewise, new business conformation has a circular competition- enhancing effect by pushing established enterprises to ameliorate their performance.

“Entrepreneurship can fuel profitable growth under the right conditions and when people come entrepreneurs for the right reasons.”

In other sense, Competitiveness is the most important thing which has become a key factor for entrepreneurs, without competitiveness there will be fragility in the market. Competitiveness leads to the growth of entrepreneurship i.e., by improving consumer satisfaction where each firm wants to give and add value to their services. When their a better scale in increase of consumer satisfaction then it leads to better goodwill of the company and in turn till will have more competitors. For instance, if Company ‘A’ has more goodwill for which he used many more business strategies especially which comprised of consumer satisfaction as it is the prime factor for any organization. Now, the Company ‘B’ does not provide much consumer satisfaction but focuses on other aspects for its development, since ‘A’ doesn’t provide much consumer satisfaction customers tend to go with A’s products. This situation leads to competitiveness among A and B respectively. The major benefits of competitiveness are:

- a) It helps in development of the nation.
- b) Better consumer satisfaction.
- c) Ensures to mark reasonable prices.
- d) It helps in building of domestic companies.
- e) It surely benefits the companies.
- f) It helps think more creatively and helps in developing more innovative idea.
- g) it increases exports.

Growth as mentioned above is that development in an organization which improves the quality, quantity, goodwill and overall turnover. Growth is another factor that influences the

entrepreneurship. Unless, the growth is given the importance it cannot contribute itself to the development of any aspect for neither the company nor to the nation. Therefore, growth is considered as one of the support pillars for the development of any firm and nation respectively. The best way to have growth is through investments in R&D and HRM. In addition, the growth can we attained for development of economy through creation of companies like emerging start-ups. Entrepreneurial growth could be in the following terms:

Technological Resources, Innovators, Business developers, Radicals, Expanders, Customers, R&D etc.

Competitiveness and growth will go hand in hand, they are inter-dependent on each other. The government has to help and support the start-ups.

The major challenges faced by entrepreneurs with respect to competitiveness and growth are: Lack of Innovation(R&D) in the market where, lack of self-confidence in start-ups as they assume that they cannot compete in the market scenario, hence due to this growth rate gets reduced. Lack of proper initiative, capital and investments. Inappropriate HRM, lack of performance in employees and competence management. Lack of information and not providing proper features of the product along with location.

Due to lack of competitiveness the domestic market which is comprised of large, medium and small-scale industries will be affected. Though, our country has entered the globalization many private industries have not yet opened up to the global era. The productivity and labor are also affected, these two act as one of important factors for any firm. The growth and competitiveness are the building blocks for entrepreneurship. Hence, the employment, per-capita income and the GDP are also dependent on these two wide terms which lead to nation building.

### **Review of Literature:**

Everett H.E. Hagen (1962), studied on how the origin of entrepreneurs have been emerged in various nations. He disclosed that the entrepreneurs have emerged mainly from a socio-economic class. 49 In Indian context he stated that the leading business communities like Parsis, Marwaris and Sindhees have been found to have a deep desire in engaging in industrial activities. Petuškiene and Glinskienė (2017) defined entrepreneurship as business start-ups or the development and improvement of business ideas, the formation and commercialization of innovations and changes, which in turn led to political and cultural changes Economic, legal and social, as well as creating opportunities for market competition at the basic level and improving national competitiveness. In their opinion, this meaning describes the best economic aspect of entrepreneurship and ensures the effects of entrepreneurial change and national competitiveness. Promoting entrepreneurship is a significant component of a policy which is designed and framed to improve competitiveness (Cuckovic and Bartlett, 2007). On the other hand, Acs and Amorós (2008) recommended that entrepreneurial dynamics will be reduced as competitiveness and economic growth of the place increases. They also observed that for developing countries, rather than facilitating the entrepreneurial dynamism of countries, competitiveness is more prone to the efficiency of the production structure.

According to the grouping of competitive milestones, the main debate of this study is the impact of competitiveness on entrepreneurship and it varies for nations at different phases of economic development. The World Economic Forum's (WEF) Global Competitiveness Index (GCI), which has been highly referenced as a credible metric instrument of national competitiveness, which is again based on Porter's (1998) definition. The quality of institutions

is closely linked to competitiveness and economic growth and can influence and enhance the investment decisions and organizing production (Soto 2000). Growth is a greatly embedded phenomenon in small and tiny enterprises. In fact, their survival mainly depends on their power to participate in the market to stand up with other big companies. Unhealthy Growth decreases the possibility of closing small businesses (Rauch & Rijskik, 2013). The growth phenomenon of various enterprises had been broadly analyzed within entrepreneurship. The small businesses are restrained and tied up from growing (Doern, 2009). According to Brush, Ceru & Blackburn (2009), some firms don't give preference for growth and others aspirations like slow growth, though they are successful as much as those that grow rapidly. In fact, most new entrepreneurships do not go over the stage when they commenced their activities (Headd & Kirchhoff, 2009), with the exception of the so-called "gazelles" (Julien, 2002), or newly established businesses with higher and rapid growth (Sims & Regan, 2006).

According to Janssen (2009a), a company's growth is particularly the result of diversification of demands for goods or services. "At first it resulted in the growth of sales and consequently in investments. In addition, the production factors has adapted itself towards the new demands" (Janssen, 2009c, p. 23). However, Achtenhagen et al. (2010) researched entrepreneurs' ideas on growth and had listed the following: increase in sales, increase in the number of employees, increase in profit, increase in assets, increase in the firm's value and internal development. Internal development included development of competences, organizational practices in efficiency and the establishment of professional sales process. This was the most significant index for entrepreneurs that participated in the research. However, increase in the number of employees was not necessarily considered a sign of growth as it leads to more operational costs. According to Venkateswarlu (2015) he analyzed that rural entrepreneurs play a key role in the economic progress of India. This will help in eliminating the rural poverty in India. He mainly emphasized on imparting motivation to the young people in the rural areas in India to take up entrepreneurship as a career option.

According to (WEF, 2014), competitiveness is been focused on Institutions, Infrastructure, Macroeconomic environment, Health and primary education, Higher education and training, Goods market efficiency, Labor market efficiency, financial market development, Technology readiness, Market size, Business sophistication, Innovation.

### **Objectives:**

- To Study the Growth and Development Aspects of Entrepreneurship.
- To Examine the major challenges in respect with growth and competitiveness.
- To Determine about entrepreneurship, growth and competitiveness.
- To Acknowledge the facts on how entrepreneurship builds Nation's Pride and Economy.
- To Study about the relationship between growth and competitiveness with respect to Entrepreneurship.

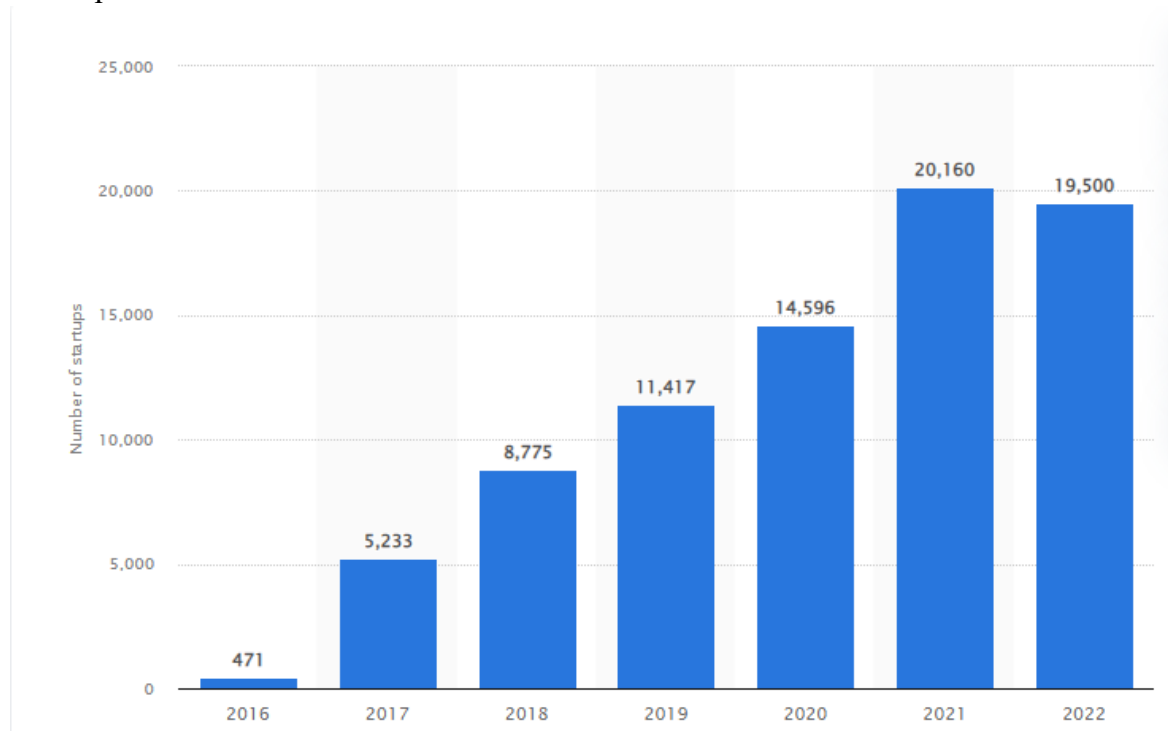
### **Methodology:**

Research Methodology refers to the systematic study of a research problem through the data collected from various sources. Secondary data has been collected to write this paper. The secondary data was gathered from different journals, published reports, magazines, books and websites which mainly focused on several aspects of Entrepreneurship Such as growth and

Competitiveness. The information is analyzed, evaluated and the conclusion was drawn from the information collected.

**Findings:**

The evolution of Entrepreneurship led to unique business opportunities and has the significant impact on collaborative activities. Competitiveness is the outcome of Entrepreneurial and Innovative activities among extremely talented professionals and intellectuals. Entrepreneurship plays a pivotal role in a developing economy as it is a learning experience for new businesses, and indicates their financial performance. The resources of enterprises as well as environmental factors influence the growth that has a reminiscent effect on sustainable development.



**Fig-1: Representation of Growth and Competitiveness from the year 2016 to 2022**

Courtesy: <https://www.statista.com/statistics/1155602/india-start-up-recognized-businesses/>

The Entrepreneurship has been increased from 2016 to 2022 in the recent times. In the year 2016, it was at the initial stage. Later, it was observed that start-ups have emerged and the growth along with healthy competitiveness. The rapid increase has raised the economic standards of the firms and nation. From, 471 in the year 2016 to 19,500 in the year 2022 is a tremendous development in the entrepreneurship, growth and competitiveness. Currently in 2023, around 80 thousand startups have been established.

**Conclusion:**

Thus, Entrepreneurship is like an ocean where it shows the new globalization of business World. The growth and Competitiveness will affect the society, and in turn the whole nation in a substantial and sustainable manner. Hence, our main Conclusion is that growth and

Competitiveness should affect in a positive way to society and nation. Solving skills such as communication, ability to act, ability to analyses data, business and industry awareness, critical thinking these solutions must be included for the better run of the industry.

In other words, the entrepreneur is a profitable agent whose ultimate thing is to produce a business from a well- defined design. In current scenario Entrepreneurs are able to contribute towards the growth and development where they opted for healthy competitiveness in the market. If a person wants to start a business, he should be aware of each and every aspect of entrepreneurship such as capital requirement, subsidies and provisions given by government, the business tactics and strategies and management. He should have the tremendous skill and knowledge on this particular subject. Based on the theoretical study, the competitiveness and growth will lead to company's development as well as nation's economy building. Therefore, this study has focused on the challenges and the suggestions for the same. The challenges mentioned above can be resolved through proper awareness, proper management and investments in R&D, HRM. Hence, the employment, per-capita income and the GDP are also dependent on these two wide terms which lead to nation building. The currency value will be increased when the country has more competitiveness which is created with entrepreneurship and this in turn will lead to reduction in poverty and generation in employment.

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# AI ENABLED INTERPRETATION AND ANALYSIS FOR DECISION SUPPORT IN MODERN ECOSYSTEM FOR ENTREPRENEURSHIP AND STARTUPS

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## Abstract

Expert services and a business support organization can be smoothly combined with the E-Platform. Even if they are not themselves business owners, there are key connectors as well as the key and very important influencers in every hub of entrepreneurship. The modern generation AI-enabled entrepreneurial process is the structure that the cluster interpretation follows. Findings: This research demonstrates that AI has significant ramifications for entrepreneurship, and that it particularly benefits entrepreneurs in four areas: current opportunity, extended and supportive decision-making, analysis of performance, and the specified and dedicated education which involves the research process. The concept of increasingly technological and implementation of spatial and temporal limits for entrepreneurial activity is a cornerstone of growing digital entrepreneurship philosophy. With the implementation and analysis using the AI and by using the required parameters the produced analysis result will be much beneficial for many upcoming entrepreneurs which will certainly be useful and helpful for making useful and necessary decisions which is a key factor which is to be implemented by any entrepreneur.

**Keywords:** AI, Entrepreneurship Ecosystem, Startups and Decision support

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## Introduction

In the broad area of entrepreneurship and organizational ecosystem, AI has benefited greatly from the concepts and implementations of AI and the entrepreneurial ecosystems by describing how AI affects entrepreneurial ecosystems, the theory broadens the scope of intra-organizational on the effects of Artificial Intelligence to the level of inter-organization. These choices have an impact on entrepreneurial ecosystem functioning and outcomes, in addition to the behaviors that entrepreneurs use to chase opportunities (Balasubramanian *et al.*, 2022). In the quest to seize opportunities and launch new businesses, entrepreneurs are increasingly automating jobs utilizing branches of AI including machine learning, natural language processing, and artificial neural networks. Entrepreneurial ecosystems, or the interrelated

actors and forces that promote entrepreneurial activity within limited geographic areas, are the subject of the majority of research on how entrepreneurs engage with local communities.

### **Entrepreneurial Ecosystem Interactions with AI**

Digital tools facilitate startup leadership, organization, planning, and control. When compared to slow-growing firms, rapidly expanding digital startups frequently display significant curiosity, client enrollment, a sound business plan, and more expert based mechanisms (Balasubramanian *et al.*, 2022). According to recent research on AI startups, some companies need a lot of time to improve their AI models. Additionally, acquiring pertinent data for business development takes some years. To ensure their long-term success and survival, the startups must identify the best business model, regardless of the current driving force and rather preferring the traditional approach the modern trending areas of the Artificial Intelligence can be implemented. It is crucial for business owners of AI companies to comprehend the environment in which they operate as they work to expand and succeed both locally and globally. The operations of startups are controlled by a network of linked, interdependent entities known as the entrepreneurial ecosystem. These mechanisms have an impact on their success both domestically and at international level.

### **Challenges with AI : Adaptation & Implementation**

Agility is one of the main differentiators in the business world that enables startups which looks to scale at every interval to compete with larger players, organizations or companies and sector rulers. This flexibility is particularly crucial when introducing new technology. Startups can more easily adopt the newest technology, such as big data, advanced analytics, and clever machine-learning tools, than huge enterprises, where in some cases the rigid and orthodox hierarchies are likely to make difficult for changes and its implementation (Berger *et al.*, 2021). Business ecosystems are rapidly changing all the time. Because of the rapid pace of technological change and the fierce competition, it is particularly difficult for businesses operating in the digital ecosystem.

Budget restrictions, the cost of employing qualified candidates, and a lack of resources for developing, deploying, services and maintenance of a very a high quality of data stream or the system are some of the notable difficulties (Garud *et al.*, 2017). It should come as no surprise that small business owners are eager to use a wealth of both online and offline data to support data-driven decisions that will help their company expand. It also includes the determining a good and correct data sets, there should not the bias issues exists, enough measures to be taken care for the privacy preserving of the data and the analyzed results, its superior storage mechanisms which should result in no data loss due to any reasons, proper infrastructure to employ the changes and implementation of AI enabled services, AI Integration and its services, proper computation facilities are some of the core things to keep it intact which implementing the new model or approach also it is obvious that a lot of processing power is used by various AI methods (Glikson *et al.*, 2020). If a good startup or any type of startup are looking for the

scaling then it must embrace the difficulties and adapt the new technologies by accepting the challenges in its adaptation and implementations with which the businesses can make better judgments about everything from how to develop their products or services to how to improve supply chains thanks to an effective data analytics infrastructure (Spigel, 2017).

### **Creating the Trust Model**

The issue with AI is as expected, but it is essentially a mystery to humanity. When people do not understand how a choice was taken, they do not feel at ease. For instance, banks employ straightforward algorithms based on linear math, which are simple to explain in terms of how they flow from the input process to the output (Mazhelis *et al.*, 2013). Hence, we need to build a trust model which can work significantly for achieving the new horizons by incorporating the AI based model and by complying with all essentials as per the need and requirements of the process model. Building data management and automation have been the key areas of intelligent technology's concentration in smart and intelligent model building technology. The new technology should also win people's trust and it appears that the only way to solve this issue is to demonstrate to the public how effective this technology is, but the truth is a little different as well as it demonstrates that there are several ways to improve situations by using more precise predictions using AI based model. Also, it needs to examine the inputs provided and the outcomes generated. It examines the top outcome produced and records those input values. The generalized AI seems to be quite different from narrow AI and can perform any task, much like a person.

### **The Massive Data**

The majority of AI apps use vast amounts of data to learn and make wise conclusions. Systems for machine learning rely on data, which is frequently delicate and private in nature. These systems develop themselves by learning from the data. These ML systems may be more vulnerable to identity theft and data breaches as a result of this systematic learning. The General Data Protection Regulation (GDPR), which ensures total protection of personal data is very much essential in this regard. To find out information such as who was given a better chance, whose loan was approved, etc., proprietary algorithms are used. Unrecognized biases in the algorithms that make critical judgments could produce immoral and unequal outcomes, therefore handling big data and its appropriate and trusted analysis is to be done with more accuracy.

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