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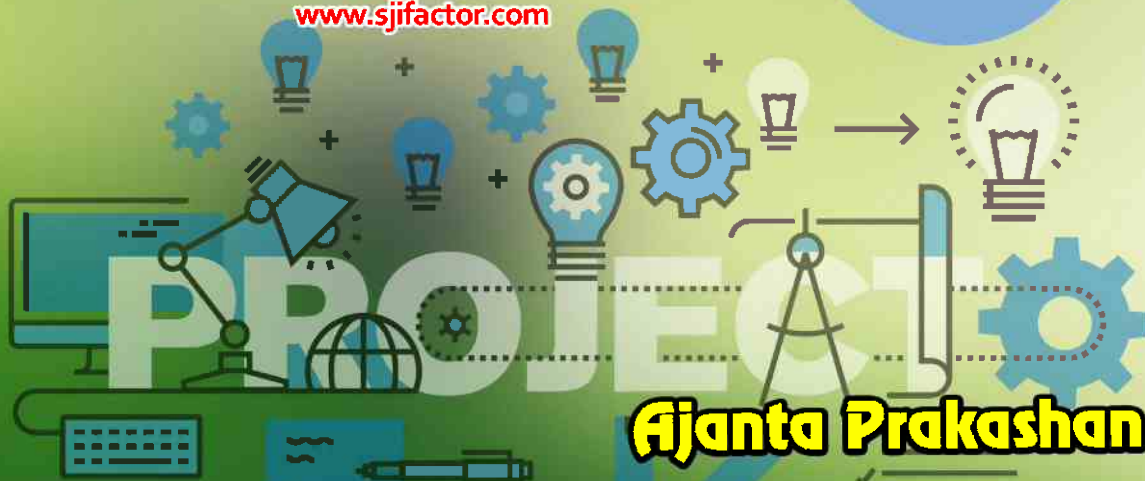


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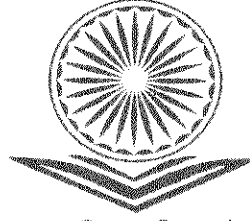
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1. Franchisee Development in India

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Abstract

Franchising has been a model for directing business since the mid 1800's and presently franchising is a conspicuous piece of the economy and a focal peculiarity in business. There is adequate measure of writing accessible which represents the purposes behind working through establishments instead of claiming outlets. However, there is a huge lack of examination which can portray factors liable for franchisee's inspiration or elements which urge business person to favor establishment over own business or work. Notwithstanding this the vast majority of the earlier examination work is from western nations and there is insignificant measure of exploration writing accessible according to South Asian viewpoint. Consequently the motivation behind this examination is to feature the significance of different variables which cultivate a business person to work as a franchisee with regards to India. Consequently this examination is massively significant in comprehension of elements cultivating inclination of franchisee. Additionally this examination is likewise valuable for the upgrade of writing and exploration business related to the point with regards to India, Asia and other emerging nations of the world.

Keywords: Franchise, Business Model, Franchisee, Favorite, Entrepreneurs, Developing Countries and Business Failures

Objectives

Objectives The current examination depends on the goals that you legitimize and, coming up next are the accompanying.

1. Studying business the board in a business visionary turn of events.
2. Emphasizing the job and capacity of a business visionary in an enterprising turn of events.
3. Learn more with regards to the establishment business.

Introduction

Franchising is frequently neglected as a key part in the financial turn of events, particularly retail deals. Establishments are ordered by the Department of Trade as the main name, item and exchange. These sorts of organizations incorporate auto and service stations or soda pop affiliations that are authorized to sell, fabricate or appropriate a specific kind of item with minimal direct command over nearby tasks. The second, and generally normal, stage is business design exchanging, which gives franchisees an entire business idea, from item to execution the executives and bookkeeping frameworks. Tram, Mcdonald's, Decorating Den and Jiffy Lube are normal names in this classification.

Literature Review

Books about exchanging dates in the mid 1990's. Aydin and Kacker (1990) analyzed the mentalities of US franchisors in worldwide business sectors. Eroglu (1992) fostered a theoretical model of the global course of establishment programs. Kedia Ackerman, Bush, and Justis (1994) analyzed reception choices between public establishment activities by US Franchisors. Cheng Lin Tu and Wu (2007) depicted the method involved with creating public diversifying frameworks. The creators have proposed a global model for the advancement of a coordinated worldwide establishment framework

1. The possibility of an innovative business;
2. Development of a pre-worldwide homegrown establishment framework
3. Involvement of between public diversifying testing. The third stage required more deliberate investigation of worldwide open doors (i.e., the period of dynamic commitment, for example, elective section and unfamiliar exchange records.
4. Active contribution of diversifying
5. Mature worldwide diversifying (The last stage was a thought of worldwide open doors and a drawn out obligation to purchasing the establishment in a global setting (i.e., a responsibility stage).

Franchising and Entrepreneurship

Elango and Fried (1997) and Young, McIntyre, and Green (2000) distributed audits of diversifying research. Youthful, McIntyre, and Green (2000) led an investigation of the substance of the initial thirteen volumes of the International Society of Franchising (ISOF) Proceedings (1986, 1988-1999). Twelve exploration themes were recognized.

Entrepreneur Leadership Measures

Business qualities are estimated in various ways. Many investigations center around the character profile of business people, accepting they contrast from non-business visionaries in unique ways. Cromie (2000) inspected pioneering attributes utilizing Durham University Business School's General Enterprising Tendency (GET) test.

Attributes and Importance of Franchising in Entrepreneurship Development

Innovative improvement in the SME area is firmly connected to the arrival of free drive and key work zeroed in on delivering abundance through the reconciliation of all around incorporated creation offices. It is straightforwardly connected with making the most of chances and staying away from market dangers, the presentation of novel thoughts and advancements, and the status to face challenges recorded.

The essential highlights of the framework depicted as follows are:

- The genuineness and variety of a demonstrated and set up business thought based on it,
- The sort that goes about as an energizer.
- Endorsement of a bundle of licenses for protected innovation or licensed innovation and application, made out of: information, licenses, licenses, brand names, working manual, an assortment of cutting edge working plans and business processes
- Beneficiary help given by the framework supplier, in a nonstop and complete way

Benefits

- Amazing chance to put together one's business exercises with respect to demonstrated market ideas and a known brand. Empowers to restrict the passage hindrances and lower the degree of hazard of maintaining a business.
- Amazing chance to begin a business action likewise if there should arise an occurrence of an individual without the legitimate planning as far as information and capacities.
- Content-related, specialized and association information given to the beneficiaries by the franchisor.
- Admittance to the advantages of the economies of scale.

Downsides

- Limit on private development and advancement coming about because of the need to work in light of the model proposed by the program supplier
- Need to burn through a huge amount of cash to join the program.

- More noteworthy dependence on franchisor technique and monetary and monetary circumstance.
- Absence of complete opportunity to deal with your business, corresponding to for example changes to proprietorship, rebuilding or selling an individual organization.

Should a Sme Sector Company Operate for a Longer Period of Time

In an establishment organization, this might be connected with expecting various bearings of improvement:

1. Decay direction, if there should be an occurrence of which the business person is anticipating leaving the business movement. It is a consequence of there being a larger part of troublesome impacts of utilizing diversifying and it prompts for example the proprietor considering taking on a task working for another person.
2. Moderate direction, as a piece of which the organization proceeds with participation inside the current extent of exercises, not leaving on favorable to formative exercises. Such methodology is specifically risky as it prompts the increment of reliance on the framework's supplier.
3. Formative direction inside the current organization, if there should arise an occurrence of which the business visionary designs for opening further posts or huge increment of the scale and extent of exercises as any open doors seem given by the franchisor.
4. Formative direction inside another organization, which is connected with the business visionary choosing to change the diversifying framework. Such a choice can result from the way that a new, appealing framework shows up, and the significant advantage of the organization is for this situation the experience acquired all through the current participation as a piece of diversifying

The Franchise Agreement

Beshel portrays diversifying as the arrangement or grant between two legally independent social occasions which gives:

1. A man or assemblage of people (franchisee) the honor to showcase a thing or organization using the trade stamp or trade name of another business (franchisor).
2. The franchisee has the honor to advertise a thing or organizations using the functioning methods for the franchisor.
3. The franchisor has the obligation to give freedoms and sponsorship to franchisees.

A foundation climb is an understanding between two (real) firms, the franchisor and the franchisee. It is the authentic formed records that administers the relationship and demonstrates the conditions of the foundation purchase and the rising furthermore appreciates a "chilling" period.

A good connection between the two sides is perceived as being fundamental for the achievement of the whole system as recognized by Beshel, that since diversifying sets up a business relationship for a seriously lengthy timespan, the foundation should be intentionally developed by having clear understanding of the whole diversifying structure. Hence there should be an in number comprehension between the two sides.

The Concept of Proprietary Advantage

Business visionaries consider developing their business scope whenever they get the opportunity to do so. Hymer in Shane fought that associations feel considering the way that they have a prohibitive place of inclination that prepares them to outcompete neighborhood business visionaries. All around, diversifying to franchisor can be considered an example of prohibitive focal point, where the business structure is exceptional to the franchisor.

Determining Risk in Business Franchising

Franchising is comprehensively considered to be a strategy and procedure. The solid improvements in the thoughts over the earlier years have affirmation liberal that it can encounter its proposed ensure. Regardless, this doesn't suggest that every business attempt named a foundation is thus viable.

According to Murray (2006), "Diversifying can direct new money managers into the universe of business". It keeps up that the accomplishment of any foundation structure depends on upon the going with: the foundation should be founded on solid foundations, the idea of the business mode should be chaste, the framework's support base should be totally made, and the franchisee should be prepared and prepared to make an after the arrangement of move.

Franchising as a Strategic and Mutual Relationship (Franchisee-Franchisor Relationship)

Strong Relationship is the vital variable of any viable business who gets diversifying as a business elective. This relationship is considered indispensable and divided among the two sides, and the agreement ensures the two sides going into an authoritative relationship with each other, and its agents the key productive business improvement which is by and large a long stretch.

According to Kotler & Keller (2006) "Diversifying is ordinarily productive to both the franchisor and the franchisee", and the relationship has been a critical turn of events and accomplishment in most foundation businesses for what it's worth.

Benefits of Franchising

The essential benefits for most organizations entering the domain of diversifying are capital, speed of development, inspired administration, and hazard decrease - - yet there are numerous others also.

Capital

Propelled administration: Another hindrance confronting numerous business visionaries needing to grow is finding and holding great unit supervisors. All around very regularly, an entrepreneur goes through months searching for and preparing another director, just to see them leave or, more terrible yet, move recruited away by a contender. Be that as it may, diversifying permits the entrepreneur to conquer these issues by subbing a proprietor for the director. Nobody is more propelled than somebody who tangibly put resources into the accomplishment of the activity. Your franchisee will be a proprietor - - frequently with his life's reserve funds put resources into the business. What's more his pay will come generally as benefits.

The blend of these elements will have a few constructive outcomes on unit level execution.

- i. Long-term responsibility
 - ii. Better-quality administration
 - iii. Improved functional quality
 - iv. Innovation
 - v. Franchisees ordinarily out-oversee administrators
- Speed development
 - Staffing influence
 - Simplicity of management
 - Expanded productivity
 - Further developed valuation
 - Diminished Risk

Research Methodology

Inside the theme that concentrates on the connections among franchisor and franchisee, we believe that the integrative methodologies are the most suitable and helpful for the exploration of diversifying. The utilization in diversifying speculations of construction conduct

results and political economy is exceptionally intriguing and produces great outcomes. Moreover, relationship advertising and the assets and abilities hypothesis show extraordinary utility and promising outcomes. Laying out logical works in view of the cutting edge hypotheses of the information, learning, human resources and capital stock can prompt novel and useful outcomes. Then again, we ought not dispose of investigations with fractional methodologies that can be valuable to works of greater elements with integrative methodologies. In the scholastic degree, very few articles exist that analyze and examine the outcomes and contrasts among the assorted diversifying types. We find this theme significant for the variety of conditions, attributes and factors that can be given in various numbers and different forces as indicated by the examined diversifying type. A similar clarification can be made among the area of this business format. In this sense inside the subject of global diversifying, it tends to be concentrated on what direction of admittance to worldwide business sectors by diversifying chains is more suitable for each kind of diversifying firm, or area in which these organizations are contending. We additionally see it as fascinating to demonstrate the yield or achievement of the products on account of diversifying. Another exploration stream we believe that requires more consideration is to configure models of fair and equivalent agreements, just as moral codes that balance the connections among franchisor and franchisee. In that manner, it would stay away from harmful practices with respect to the chains and subsequently a superior social picture of diversifying.

Conclusion

The importance and impact of diversifying in monetary turn of events and headway all around is the goal and it has contributed monstrosly to the energy of various economies generally since its starting point. A piece of the impact fuses the capital stream in light of the diversifying practices in the economy, evaluation paid to the government through diversifying works out. Diversifying is an extremely fascinating idea of creating business ventures. Its fundamental advantages are having the option to base the business activities for a demonstrated market idea and a referred to mark, just as the huge substance related, specialized and hierarchical help given by the franchisor. It appears diversifying is reasonable rather for those with moderate inclination to set out on pioneering exercises.

Suggestions

As effective business people are accustomed to driving both staff and franchisees. They are continually rethinking processes, changing techniques and gaining from others. They can utilize a portion of these establishments' executives' abilities to show the skill inside their organization, and draw in new possibilities to grow it.

1. Making research simple and allure new possibilities by posting everything on the web
2. Try not to stun or over-burden partners - trickle feed data
3. Plan for development, accomplish major objectives
4. Interface individuals and support discussions for greater ventures
5. Taking cover away from plain view doesn't sells anything
6. Get difficulties and further develop frameworks by chipping away at the ground
7. Present intends to advance certainty and comprehension
8. Balance energy and incredible skill
9. Make some noise and produce better quality leads
10. Try not to focus on new, put resources into the old

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2. Role of Information Technology (IT) in an Organization

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Abstract

This paper focuses on the growth of an organization in India through the help of Information technologies Sectors. IT plays an important role in Organisation. It tells us about the importance, advantages, and disadvantages of Information Technologies in an organization. In India, not many entrepreneurs entirely trust the IT sector, the reason is explained further in this paper in detail. The findings are present in the paper of how important the IT industry is for the growth of any business. Why should one indulge in this sector and support it is explained further? Also discussed is the interest of youth in the IT Industry and how business and IT sector go hand in hand and its major role in business is further talked about. IT is important in the business as a management tool to boost the processing of knowledge to produce goods and services for profit. We will Also Focus on Its purposes include a decrease in costs, competitive intelligence, and quick response to the environment and competitors we are dealing with.

Key Words: Information, Technologies (IT), Sectors, Organizational Growth, Entirely, Business.

Objectives

- The way I.T Focuses on the growth of business as well as economy.
- Role of I.T to Helps to get work done effectively and efficiently.
- Contribution of I.T in Reducing workload.

Introduction

Information Technologies (IT) plays an important role in Organisation. it becomes a vital and integral part of every business plan from a multi-national business that processes systems and databases to small and local businesses which own single computers. Information Technologies also makes work easier and helps to reduce the workload of employees in so many

ways like easily accessible data, keeping records of work and customers. Information technology is erecting communications networks to the company, securing Data and Information, creating and administering databases, helping employees troubleshoot problems with their computers or mobile bias, or doing a range of other work to ensure the productiveness and security of business information.

Literature Review

1. Empower people within your organizations to adopt an innovation-driven mindset, by not only providing them with access to the latest of cloud and SaaS technology, but also actively supporting a cultural shift to rapidly respond to their customer demands. - Prashanth Chandrasekar, Rackspace
2. Adopting a growth mindset and developing an appetite for continuous learning — and ensuring that your teams do an equivalent — is important. For organizations to truly enjoy digitization, I further believe that it is a crucial responsibility to export variety of their knowledge bent the business and build a digital-first culture. - Jessica Nordlander, STS Student Travel Schools
3. Technology executives, or any executive for that matter, got to empower technical teams in order that most are aligned with the corporate goal. An executive who signals to the team that they know all the answers and only delegates tasks risks losing the team's trust and support. - Sebastian Souyris, RSG Media
4. With every emerging technology, there comes a cacophony of hype, as industries seek to maximize the "next big thing." there is a temptation to ignore the hype, and be dismissive, especially as we get more jaded over the years. Resist that, and rather identify truth value by understanding why adopters find it so compelling, but with a healthy dose of skepticism on assumptions and limitations - Boris Chen, Cell.io, Inc.

Main Content

Information Technology

Information technology is the use of any computers, storehouse, networking, and other physical bias, structure, and processes to produce, process, store, secure, and exchange all forms of electronic data. Generally, Information Technology is used in the environment of business operations, as opposed to the technology used for particular or entertainment purposes. The marketable use of IT encompasses both technology and telecommunications.

Information Technologies play an important part in businesses and organizations. IT is about Managing an organization. Managing Businesses, and Organizations isn't an easy task. IT deals with operations and resources in businesses and organizations. So, IT is the process of managing businesses and organizations with the help of technology. It is each about technologies and maintaining resources that are associated with employees of the businesses and organizations.

Importance of Information Technology

Information technology helps to make and grow the commerce and business sector and induce maximum possible affairs. The time taken by different sectors to induce business is now minimized with advancement in Information technology. It provides electronic security, storehouse, and effective communication.

Information Technology Management

Information technology management is the operation whereby all resources related to information technology are managed according to organizational priorities and requirements. This includes tangible resources like networking hardware, computers, and other people, also as a intangible resources like software and data. The central end of IT operation is to induce value through the use of technology. To realize this, business strategies and technology must be aligned.

Important Role of Information Technology in an Organization

1. Help desk support an analyst: Help Office support and critics are the most visible IT places in a company. they support answering, troubleshooting, resolving specialized issues to keep guests, and are also responsible for handling complex tasks and ensuring client satisfaction. Why is an association needed to hire a helpful office critic? the reasons perhaps –
 - Problem- working
 - Tolerance and active literacy
 - Conflict resolution
 - Wide range of specialized knowledge
2. IT project manager: IT project managers play an important role in an organization and execute IT projects. Why is an organization needed to hire IT Technicians?
 - They have Risk, cost, and resource management skills

- They are multi-tasker skills
 - and therefore the ability to figure struggling
3. IT Technicians : IT Technicians provide support to customers or employees regarding software and hardware-related problems. IT Technicians provide support to customers or employees regarding software and hardware-related problems. They repair and manage servers and also see installations, troubleshooting, upgrades, security, and support to maintain high-quality networks and computer systems.

Advantages and disadvantages of Information Technology (IT) in an organizations

Advantages

1. Information Technologies help in improving better communication in an organization. In the '90s when there were no such advanced technologies in an organization they use to post a letter when they want to communicate with the other organization or with employees they used to fax and it consumes too much time, costs, etc. and knows if you see an organization can communicate through email at any time with anyone it reduces times. As you see, email changes the way of interaction between organization and employees. This all happened because of technologies.
2. Even cloud computing helps employees to access important data at any time anywhere without facing any problems as in the past information was kept in the database which was accessible only when you were in the office and it was not easy to find or properly keep the information.
3. Information Technologies also help full in cost-cutting by reducing replacing employees with machinery, computers, etc., and also by reducing time spent on unnecessary tasks.
4. Information Technologies also decreased the chances of human error. As you know humans make a lot of mistakes while working compared to technology that Technology reduces the error.
5. As you know that organizations have some confidential data and important data of the employees, customers which have to be secured. Technology helps to secure all the data even employees misplaced the document sometimes but in IT this problem gets reduced.

Disadvantages

1. As you know, companies started acquiring technology which also reduced the job opportunities for people because companies consider that technologies are better than employees when it comes to production because they enhance the production with technology compared to employees. Because of this the company started investing in technology and reduced human work which is a reduction in job opportunities for people.
2. Technology also reduced the talent of employees makes them lazy, decreased the productivity of employees
3. Stolen of data as your business is online there are chances of data stolen by some hackers or there are chances that any of your employees can leak data like emails of the client, contact details, etc.

IT may have a special role to play in growth and development just because of empirical characteristics that apply at the present time. Especially, the recent and continuing rapid innovation in IT make it a dynamic sector that's a beautiful candidate as a contributor to growth for that reason alone, very much like the car industry was targeted by the Japanese after war II. On the opposite hand, there could also be features of IT that make it attractive from a theoretical perspective on economic processes . For instance, it's going to be one among the sectors during which countries like India have, or can develop a comparative advantage. Although this is often so, it's likely to share this characteristic with several other sectors.

For both government and personal provision, one among digital IT's main direct benefits is in increasing efficiency by economizing on resource use. Information that might rather be conveyed through face-to-face contact, post, courier, print delivery, telegraph, or telephone may instead be communicated in digital electronic form via the web. Efficiency gains from Internet users aren't automatic: the telephone, especially, is an efficient means of communication for several sorts of information. IT also requires new investment; therefore the benefits of trips, time, and paper saved must be weighed against the prices of putting in and maintaining the new infrastructure. The efficiency benefits of IT aren't restricted to the communication itself. IT can improve the efficiency of the telephone network, and it can make it possible to trace and analyse communications. Data processing, maintaining accounts, inventory management, and other such

activities which will not require long-distance communications also are made more efficient by IT.

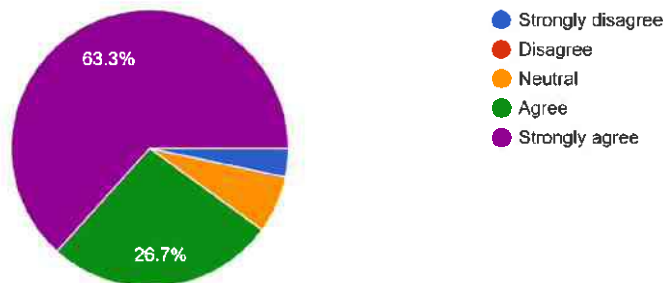
The ability of digital IT-based communications to compile buyers and sellers more effectively represents major potential gains. These gains can happen through lower search costs, better matching of buyers and sellers, and even the creation of the latest markets. Within the rural Indian context, farmers selling their crops and buying inputs, parents seeking matrimonial alliances for their children, and job seekers are all potential users of Internet-based matching services. Farmers and fishermen can receive weather forecasts, market value quotes, advice on farming practices, and specific training. IT also can reduce transaction costs for completing transactions, like milk delivery by farmers to cooperatives, or microcredit allocation and monitoring.

Research Methodology

All the primary data has been collected by the survey on google form and the secondary data has been collected from web browsing and articles.

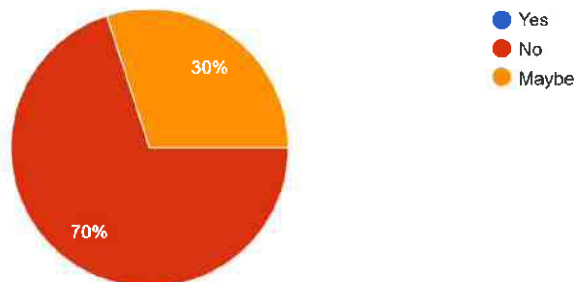
Findings & Analysis

Is Information Technology Important in today’s world?



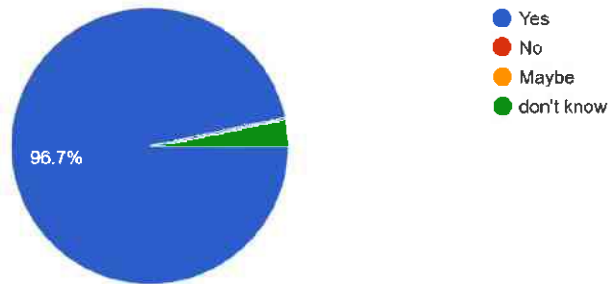
Majority Of people agreed that yes, IT is important in today’s world

Can we operate without IT in our normal day-to-day lives?



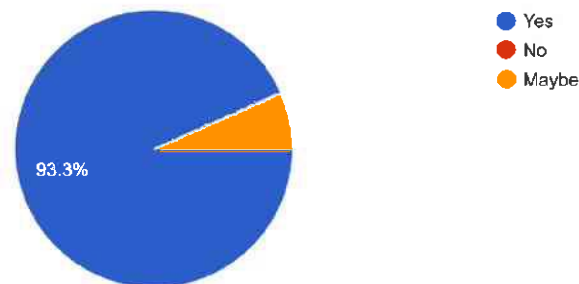
Majority of participants say that it is not possible to operate without IT

Do you think IT plays significant role in an organization?



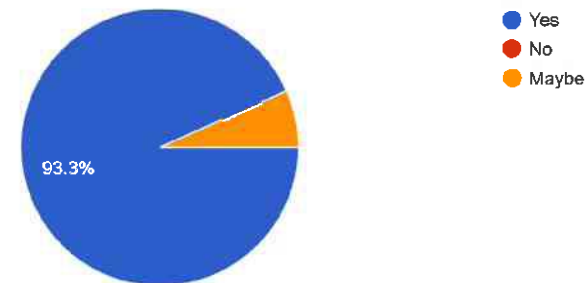
Almost everyone agreed that IT plays a significant role in organisation.

Are you familiar with the concept of Information technology management?



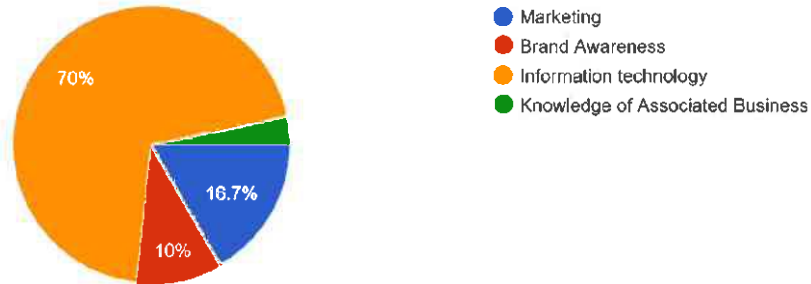
Majority of people are aware of the concept of IT management.

Do you think that organizations should adopt information technology management?



Almost everyone thinks that organizations should adopt information technology management.

What according to you is the best way to help an organization stay up-to-date and grow fast in today's world?



Majority of people feel that IT is the best way to help an organization stay up-to-date and grow fast in today's world

Conclusion

IT in the business sector as well as the government plays a significant role in rapid increase in hardware and processing ability, forcing consumers to purchase, update and modernise technology. On a market level, this rapid turnover creates demand.

Suggestions

Technology is the key factor for every organization in today's time. For expanding business IT plays a vital role and it is convenient and easily accessible to every employee in every situation.

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3. Entrepreneurship Development in India from Youth's Perspective

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Abstract

Entrepreneurship plays a significant role in the economic development of any country. Entrepreneurship acts as a pillar for the economic growth of a nation as it leads to generation of employment, increase in national income, rural development, industrialization, technological development, Infrastructural development, imports & export promotion, etc. In the recent times it's become an ultimate tool to tackle most the economic problems. The ever increasing population and lack of job opportunities in India makes it even more pivotal when coming to the Indian population. However, as outlined by many researchers the efforts dedicated to reviewing entrepreneurship in the Indian domain has remained very less and unfortunately the amount comes almost negligible when talking of studying the topic from a youth point of view. The study also throws light on the challenges faced by the young entrepreneurs and steps that ought to be undertaken to tackle these challenges efficiently and encourage young individuals to start their ventures.

Key Words - Entrepreneurship, Income, Unemployment, Young Entrepreneurs, Economic Development

Objective of Study

1. To study the role and importance of entrepreneurship with respect to growth and employment generation in India.
2. To study the opportunities and challenges faced by the young entrepreneurs

Introduction

Entrepreneurs shape the economic destiny of countries by creating wealth and employment, offering products and services and generating taxes for the state due to which entrepreneurship has closely been linked to economic growth of a country. Entrepreneurs convert

ideas into economic opportunities through innovations which are considered to be major source of competitiveness in an increasingly globalising world economy. Entrepreneurship acts as a catalyst for the economic prosperity of a nation because it results in generation of employment, increase in national income, rural development, industrialization, technological development, Infrastructural development, imports & export promotion, etc. In India, the government has taken various initiatives for entrepreneurship development within the country. However, literature reveals that young entrepreneurs face a number of problems that obstruct the growth of entrepreneurship. Entrepreneurship both as a career option and economy developer has emerged as a robust tool to spice up self-worth and economic empowerment. The process of entrepreneurship from the day of inception of idea may be a long one having its own share of problems and challenges. The lack of resources, knowledge, accurate information, legal complications and negative societal environment makes it more complicated and painful. These problems discourage many young individuals from taking over the chance because of fear of losing and falling in financial crunch and thus for this reason it becomes important to comprehend the topic from youth perspective and list all the vulnerable areas. Therefore, the target of this paper is to first define the concepts and later analyse its role and implications for the Indian economy. The paper aims to supply suggestions that might help boost youth entrepreneurship and its impact for India.

Literature Review

There is extensive research done to understand the effect of entrepreneurship development but there is limited research that looks into the Entrepreneurship Development in India from Youth's Perspective. About 51 articles about entrepreneurial literature about India have been downloaded, books of famous authors referred and the relevant articles which had come in newspapers have been referred for preparing this paper. After extensive reading, articles and chapters particularly relevant to the area of present study, that is the role of entrepreneurship development in India from Youth's Perspective have been selected and analysed for the study to arrive at the conclusions.

Main Content

Entrepreneurship Development in India - Entrepreneurship is significant for job creation, economic process and problem-solving. It also reflects a society's capacity for risk-taking, innovation and creativity. According to the Global Entrepreneurship Development

Institute (GEDI), there is a strong positive association between entrepreneurship, economic growth and innovation. In past few years there has been a high rise in the number of young entrepreneurs as compared to past few years.

Function, Scope and Characteristics of Entrepreneurship

- Innovation
- Risk Taking and Uncertainty Bearing
- Managerial Skill and Leadership
- Organization Building
- Taking Business Decision
- Managerial Functions

Need for Entrepreneurship

- Increases national production
- Balanced area development
- Dispersal of economic power
- Provide Employment

Youth and Entrepreneurship

Though not explored to its fullest yet, a huge proportion of the youth population is driven by entrepreneurship and is taken under consideration as a feasible and more reliable career option as against paid employment. They see entrepreneurship as a way to understand and achieve their goals and be financially independent. Many young individuals who find it hard to work for others find entrepreneurship perfect and fulfilling. However, while many take entrepreneurship with full enthusiasm and keenness, there's a huge chunk of young individuals who take entrepreneurship not out of choice but necessity. Lack of adequate job opportunities forces youth to hunt out alternative means of livelihood. Youth are the most job seekers as they traverse their journey from adolescent to youth. Though many youngsters take over their close corporation, the most proportion of youth tend to become the first time job-seekers and appear for opportunities in their surrounding environment. While many of them achieve the desired kind of job, an outsized proportion of them fail to hunt out any suitable job and thus think of starting their own enterprise. Entrepreneurship helps them use their skills for creation of something original which they're going to call their own. The expansion of attention to youth entrepreneurship is often attributed to 2 factors. The first is that the ever-growing number of

unemployed people and second is that the will for competitiveness combined with pressure for skill development. Beyond just being an efficient solution to the problem of youth unemployment, entrepreneurship also gives the young individuals a stage to explore new ideas and opportunities. Entrepreneurship provides them a chance to return out of their cocoon and add something to the technological transformations. With their innovative and disruptive ideas, sometimes entrepreneurs help tackle social problems that otherwise would be difficult to be resolved. Youth of today is way more entrepreneurial and aspiring than it used to be years back. What the state is witnessing could also be a sort of youth driven growth, characterised by radical ideas and methods originating out of young creative minds. However, entrepreneurship in India could be more lauded if we'll understand the needs and requirements of young entrepreneurs.

Role of Youth Entrepreneurship

The benefits of entrepreneurship include social and economic growth and individual fulfilment in terms of self-recognition. The entrepreneurship is likely to break the long ago created barriers of class, status, gender, age, race and sexual orientation. Entrepreneurs are also known as the engines of economic growth who through their passion, hardwork and dedication convert mere concepts into reality providing a nation with a stronger base. The third report of YBI's Making Entrepreneurship Work Series (2010), on Youth Entrepreneurship–Beyond Collateral postulated youth entrepreneurship as a tool to ensure sustainable growth and social development. According to the report, young entrepreneurs would help facilitate even-handed growth through sustainable employment generation. SMEs are documented as the chief means for achieving even-handed and sustainable industrial diversification, growth and dispersal. Thus entrepreneurship serves to play many roles in a nation and therefore needs to be addressed from different views considering the level of development of respective nations. A young person through his act of starting a new enterprise sets an example to other young people and thereby presents entrepreneurship as a mechanism for generating employment and better financial outcomes for aspiring young folks. Undoubtedly, one reason contributing to the popularity of youth entrepreneurship is its ability to provide native solutions to economically disadvantaged sections of the nation. Beyond just being the contributor to national income, youth entrepreneurship also acts as a bridge between novelty and market space. Modern India characterised by advancements in technology and education is in dire need to come out of its social inhibitions associated with risk acceptance.

Importance of Youth Entrepreneurship

Youth Entrepreneurship creates employment opportunities for youth and for others as well. This helps to bring ostracized youth back to the economic mainstream and address a number of the socio-psychological problems and delinquency that arises from joblessness.

Youth Entrepreneurship also helps young minds to develop new skills, experiences and promote innovation and resilience in youth. As young entrepreneurs are particularly aware of new economic opportunities and trends, they might be ready to better adapt to the changing market.

Benefits of Youth Entrepreneurship

Youth Entrepreneurship is a crucial tool in stimulating the region's economy. This is because each entrepreneur earns profit not only for himself but for the municipality, region or country as a whole. As they're Self-employed, they often have better work satisfaction. These businesses also create jobs for others also . Youth Entrepreneurship can cause development of more industries, especially in rural areas or regions disadvantaged by economic changes by encouraging the processing of local materials into finished goods for domestic consumption and export.

Opportunities and Challenges

There are certain psychological challenges such as one; family challenges- convincing to opt for business over job is not an easy task for an individual. People are more interested in jobs especially in the public sector. The most of the young creative energy is consumed by civil services exams especially in north India. Second is a social challenge, which further affects the thinking of students. Traditional attitudes are obstacles in the way. Technological challenge is another concerning issue- our education system, which does not impart professional skill and technological knowledge. At initial levels getting an investor is a tough task. Policy constraint is another challenge- there is limited scope for the government to provide subsidies due to international agreements and protocols. Instead of this, the business environment, raising equity capital, availability of raw materials, outdated technology and increased pollution ecological imbalance are another issue to flourishing entrepreneurship development in India. However, there are lots of opportunities also available for entrepreneurship such as free entry into world trade, improved risk taking ability due to competition and efficiency, Encouragement to innovations and inventions, consideration increases in government assistance for international

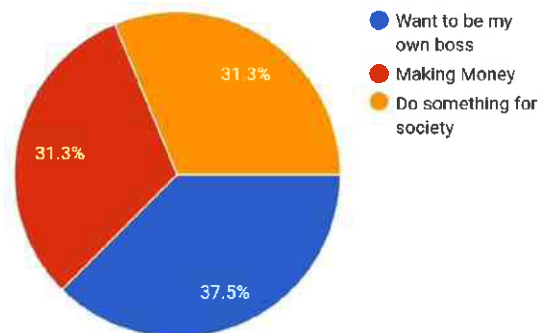
trade, establishment of other national and international institutes to support business among nations of the world are some of the initiatives taken by the government to promote entrepreneurship in India. Government has a commitment towards entrepreneurship development in the country. There are dedicated policies, initiatives, persuasions, funds available. The MUDRA bank, stand up India, start up India are ambitious programmes of the government instead of various others prevailing programm.

Research Methodology

For the purpose of study the primary data has been collected through surveys on Google Forms and secondary data has been collected online, which mainly include websites, articles & newspapers.

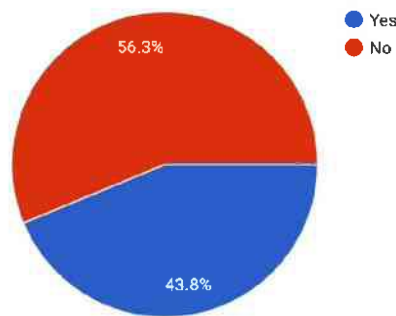
Findings

What are/ can be your motivation to start a business?



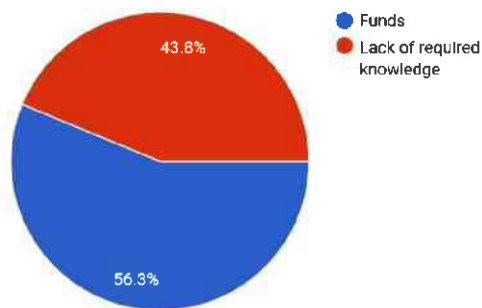
Majority of people are willing to start a business because they want to be their own boss

Are you satisfied with the steps taken by the government to promote Entrepreneurship



Almost 50% people are satisfied and 50% still think that it can be done in a more better way.

From the given options what can be the most dominant barrier in starting your own business



The most dominant barrier in going for startups is lack of funds.

Conclusion

- In India, the past few decades have seen a major rise in the area of Entrepreneurship.
- Today, India has become fertile ground for breeding new entrepreneurs.
- Young entrepreneurs with their vision and ability to bear risk can transform the economic scene of the country.

- Youth entrepreneurship is that one tool which can save any nation from drawing in the sea of high unemployment, poverty and stagnation.

Suggestions

Still many entrepreneurs find it difficult to carry their ventures very long with many of them shutting their ventures in between owing to different reasons. Thus there is a strong need to initiate an “entrepreneurial revolution” that might help generate the entrepreneurial spirit among the youth of the society. It is necessary to create an environment that is suitable for our young entrepreneurs, where there will be a scope to experiment, to innovate and to learn, where failure is accepted and success is honoured.

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4. A Study on Entrepreneurship in Economic Development

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Abstract

Development recaps economic development as a process of creating, utilizing physical inputs, human power, financial strength and social efforts to improve the economic status with a good and healthy well-being and a good quality of life for every community or region. Daphne Greenwood and Richard Holt differentiated economic development and economic growth on the basis of economic development as they found that economic development is huge base and a sustainable increase in all over the standard of living of individuals within a community and henceforth economic growth is not based on per capita income as it do not correlate with the improvement in quality of life. Many times goals of the economic development of specific countries cannot be reached because they lack the State's capabilities. This has been a point that has to be overlooked by multiple organizations. Governments that can raise a significant amount of revenue from this source are less accountable to their citizens as they have less pressure to legitimately use those resources. . Economic Development is a huge concept and has qualitative dimensions. Economic Development includes progressive changes and economic growth over a certain point for the well-being of individuals.

You need to know everything about the role of entrepreneurs in economic development. In this topic we will get to know about the public sector, economic and social development, and also we will get to know about the process by how the economic well-being and quality of life of a nation, local community, region, or an individual are improved. Economic development is also an important means for upward change in how the real per capita income of a country increases over some time. The Entrepreneur plays a crucial role in economic development. They serve as the catalysts in the process of industrialization and economic growth.

Key Words: - Capital Formation, Improvement in Per Capita Income, Balanced Regional Development, Improvement in Living Standards, Economic Independence, Backward/ Forward Linkages, Inspire Others towards Entrepreneurship.

Objective of Study

1. To improve the standard of living by raising the level of per capita incomes.
2. Knowledge about Stable Markets, Economic Prosperity, Business Development and Protecting Employment.
3. Knowing about Economic Freedom, Economic Growth, Efficiency and Full Employment, Security and Stability.

Introduction

This Concept came into existence firstly in Western Countries to modernise or westernise and specially to industrialise. Relationship of economic Development is directly to the environment. Economists in the 20th Century studied and viewed this kind of development firstly in the terms of Economic Growth. Development recaps economic development as a process of creating, utilizing physical inputs, human power, financial strength and social efforts to improve the economic status with a good and healthy well-being and a good quality of life for every community or region. Daphne Greenwood and Richard Holt differentiated economic development and economic growth on the basis of economic development as they found that economic development is huge base and a sustainable increase in all over the standard of living of individuals within a community and henceforth economic growth is not based on per capita income as it do not correlate with the improvement in quality of life. Economic Development is a huge concept and has qualitative dimensions. Economic Development includes progressive changes and economic growth over a certain point for the well-being of individuals. For example- better health, good education, way of living etc. Economic development also focuses on the development of a community to improve the standard of living by raising the level of per capita incomes. This development focuses on Stable Markets, Economic Prosperity, Business Development and Protecting Employment, Economic Freedom, Economic Growth, Efficiency and Full Employment, Security and Stability. Economic development is associated with improvements in areas or indicators such as life expectancy, literacy rates and poverty rates which may be causes of economic development rather than consequences of specific economic development programs. Many times goals of the economic development of specific countries

cannot be reached because they lack the State's capabilities. This has been a point that has to be overlooked by multiple organizations. Governments that can raise a significant amount of revenue from this source are less accountable to their citizens as they have less pressure to legitimately use those resources.

Literature Review

This is expansive research done to understand what is meant by entrepreneurship in economic development, that an entrepreneur should focus on which factors to improve the economic development. Example- focusing on economic growth, providing affordable housing, adequate education, encouraging green building and sustainable development, about economic freedom, etc. After researching from the relevant books, articles and authors, coming to the conclusion about how the entrepreneur should lead the project of economic development making a point in their mind about the active status of the economy. Taking support from Tax Increment Financing (TIF), Capital improvement program (CIP), Economic Revitalization Tax Credit Zones (ERZ), and Federal and State Community Development Block Grant Funds.

Main Content

Entrepreneurship in Economic Development- One of the most essential means of “Economic Development” a process of upward change by real per capita income of a country, hence should be increased after a period of time. In Economic development an entrepreneur plays a very important role as they are serving as the process of industrialization and economic growth. Capital, labour and technology are only organised by entrepreneurs. This development focuses on Stable Markets, Economic Prosperity, Business Development and Protecting Employment, Economic Freedom, Economic Growth, Efficiency and Full Employment, Security and Stability. Economic development is associated with improvements in areas or indicators such as life expectancy, literacy rates and poverty rates which may be causes of economic development rather than consequences of specific economic development programs.

The development of a particular country is always associated with different and a unique concepts, generally economic growth through higher productivity, political systems that represent are very accurate and possible for the preferences of their citizens, the extension of rights to all social groups and the opportunities to get them and the proper functionality of institutions and organizations those who attend more and more technical and logistics task. All these describe capabilities of individual states to manage their economy, society and public

administration. Economic development has updated into a professional industry of high performance. Doing household work tackles problems from both the ends like from working directly by increasing sustainable energy supply, reducing consumption, degradation, clean and practical fuel alternatives, environmental pollution, Reducing consumption. Henceforth the commercial system which can also be continued after an initial and a temporary subsidy are withdrawn. They have two main key roles to perform i.e. one is to provide leadership in policy-making and the second is to administer policy, project, and perform. Eco-Development generally works in public offices, municipal or regional level that might be in public or private partnership. They are partially funded by federal or regional or local or state tax money. Each organisation functions as individual entries and in some cases the organisation functions for the local government. Economic development has updated into a professional industry of high performance. They have two main key roles to perform i.e. one is to provide leadership in policy-making and the second is to administer policy, project, and perform.

Functions, Scope and Characteristics of Entrepreneurship

- Creativity
- Managerial Skills
- Team Building
- Leadership Qualities
- Risk Taker

Need of Entrepreneur

- Capital Formation
- Improvement in Per Capita Income
- Economic Independence
- Improvement in Living Standards
- Generation of Employment
- Balanced Regional Development

Indicators for Development

1. GDP per capita (Growing Development Population) - Gross domestic product divided by midyear population. It is the sum of total gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the

products. It is calculated without making deductions for depreciation or for depletion and degradation of natural resources.

2. Modern Transportation – This is also a factor the government should look up to. Example - high speed rail, airways transportation etc. need to change their procedures so that middle class individuals can also use these means in transporting their products

3. Gender Empowerment Measures (GEM)– This empowerment is made by women for capturing or claiming equal rights in economic, Political and professional gains.

4. Gender Development Index (GDI) – This measures the gender gap between the individuals in human development achievement. This development is taken into action to maintain the decorum between males and females from the three main factors i.e. Health, Knowledge and Living standards.

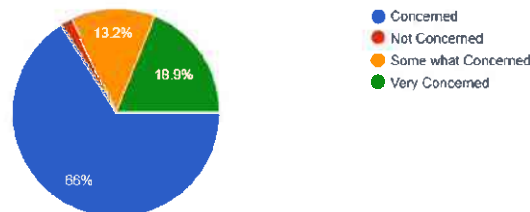
Research Methodology

To study and collect information on the topic “Entrepreneurship in Economic Development” the collection of primary data is collected through Google Forms Surveys and the secondary data has been collected from online sources, which mainly includes websites, articles and newspapers.

Findings

Improving and Expanding infrastructure to support and encourage industrial/commercial regional growth:

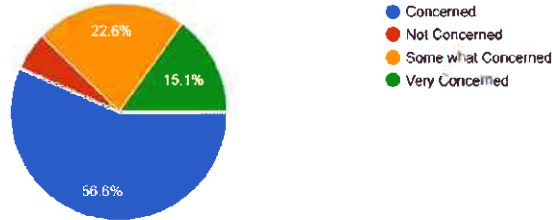
53 responses



As we can see, the majority (66%) of people are concerned for improving and expanding infrastructure and encouraging industrial/commercial regional growth and very few individuals are not concerned regarding the same.

Improving and expanding the local tax base through non residential development:

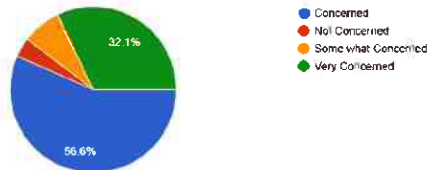
53 responses



Majority (56.6%) of people are concerned for improving and expanding the local tax base through non-residential development whereas 15.1 % are very concerned for the same.

Providing affordable housing:

53 responses



Providing adequate education:

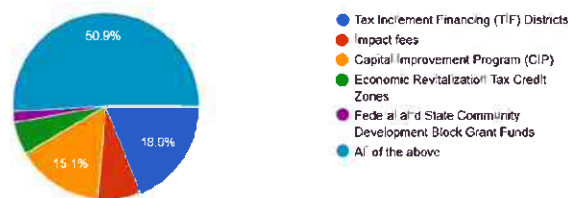
53 responses



Majority (56.6% for affordable housing) of people are concerned with providing affordable housing and the majority (47.2% for adequate education)of people are very much concerned with providing adequate education.

Which of the following economic development or financing options has your community been using or considering to promote investment in new/existing infrastructure improvements?

53 responses



Majority of people agreed for TIF, CIP, ERZ, Federal and state community development block grant funds.

In order to promote economic development and improve quality of life, every community needs to have a vision for the future and to know what its strengths and selling points are? To your knowledge does our community have a vision for identifying its strengths and selling points?

53 responses



Majority of the people think that our community has a vision for identifying its strength. But 15.1% think that our community doesn't have any vision for identifying the strength.

Conclusion

In upgrading cities/countries, there are many problems related to development like low consumption of energy which lag in the development process of a particular country. In the same way, the development process in the south is likely to result in coming years as it has an increasing demand of energy. As per the central theme of agenda 21, due to which there are many factors due to which this development process is lagging and due to that reason there are still environmental problems, poverty and underdevelopment. The sudden increase in demand for energy, many things are left uncontrolled and it will only be possible after they destroy the environment at a very high price. Doing household work tackles problems from both the ends like from working directly by increasing sustainable energy supply, reducing consumption, degradation, clean and practical fuel alternatives, environmental pollution, Reducing consumption. Henceforth the commercial system which can also be continued after an initial and a temporary subsidy are withdrawn. Economic Development is a huge concept and has qualitative dimensions. Economic Development includes progressive changes and economic growth over a certain point for the well-being of individuals.

All these describe capabilities of individual states to manage their economy, society and public administration. Economic development has updated into a professional industry of high performance.

Suggestions

First of all cut down the lending rates. India has one of the highest amounts of small business in the world. Second, scrap the income tax in a phased manner as it is the time for the

government to boost the work morale of the middle class who have paid the biggest share of income tax.

Third, simplification on GST, Labour law and trade Deals, end Raid culture.

Fourth and important that agriculture needs a global push as India is a land of farmers and one of our core strengths is agriculture.

Remove unnecessary and unclear Laws and also by cutting health care costs.

Requirement of unemployed workers to volunteer.

Promote economic growth through innovations.

Increase income of farmers, urbanizing India's rural population.

Becoming competitive in high-potential sectors.

Through Government Expenditure and Investment in Infrastructure

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5. Role of Managerial Skills in Entrepreneurship Development - Social Entrepreneurship

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Abstract

Social entrepreneurship, as a practice and an arena for scholarly investigation, delivers an exclusive prospect to challenge, question, and reconsider concepts and expectations from diverse fields of management and business research. This article puts forward an opinion of social entrepreneurship as a process that catalyses social change and reports vital social needs in a way that is not subjugated by direct financial assistance for the entrepreneurs. Social entrepreneurship is understood as contradictory from other forms of entrepreneurship in the comparatively advanced significance given to endorsing social value and development versus capturing economic worth. To stimulate coming research, the writers familiarize the concept of embeddedness as a link between hypothetical perspectives for the study of social entrepreneurship.

Keywords : scholarly ,investigation, significance, endorsing, embeddedness, familiarize, hypothetical

Objectives

- This paper aims to analyse the concept of social entrepreneurship and it further elaborates on its distinctive characteristics.
- It also further elaborates the perspective of studying social entrepreneurship.

Introduction

The concept of social entrepreneurship is still poorly defined and its restrictions to other fields of study remain fuzzy. While to some this may appear to be a problem, we see it as a unique opportunity for researchers from different fields and disciplines, such as entrepreneurship, sociology and organizational theory, to challenge and change around central concepts and assumptions. This article aims to unveil the core of social entrepreneurship in order to guide future research. Our basic premise is that if social entrepreneurship is to become a structured field of research, an effort must be made to clarify and define key concepts and

constructs. To this end, we draw on practical examples of social entrepreneurship to identify and elaborate on the essential components. While the view of social entrepreneurship put forward in this article is far from complete, we see it as an important first step to augment our theoretical understanding of the phenomenon and facilitate future research. First, we examine the meaning of the terms “social” and “entrepreneurship”, which constitute the essence of the phenomenon. We offer a working definition of social entrepreneurship and elaborate on its distinctive characteristics. In the next step, we portray social entrepreneurship as a fascinating playground for different theories and literature. In particular, we build on sociology and organizational theory and look at how structuration theory and theories on institutional entrepreneurs, social capital and social movements, may contribute to the understanding of social entrepreneurship. We conclude with some questions for future research that could define the future of social entrepreneurship as an area of research. Social entrepreneurship is all about recognizing the social problems and achieving a social change by employing entrepreneurial principles, processes and operations. It is all about doing research to completely define a particular social problem and then organizing, creating and managing a social venture to attain the desired change. The change may or may not include a thorough elimination of a social problem. It may be a lifetime process focusing on the improvement of the existing circumstances.

While a general and common business entrepreneurship means taking a lead to open up a new business or diversifying the existing business, social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making profit. After all entrepreneurs need capital to carry on with the process and bring a positive change in the society. Along with social problems, social entrepreneurship also focuses on environmental problems. Child Rights foundations, plants for treatment of waste products and women empowerment foundations are few examples of social ventures. Social entrepreneurs can be those individuals who are associated with non-profit and non-government organizations that raise funds through community events and activities.

In the modern world, there are several well known social entrepreneurs who have contributed a lot towards society. The founder and manager of Grameen Bank, Muhammad Yunus is a contemporary social entrepreneur who has been awarded a Nobel Peace Prize for his venture in the year 2006. The venture has been continuously growing and benefiting a large section of the society.

The field of social entrepreneurship is rapidly growing and attracting the attention of numerous volunteers. It has now become a common term on university campuses. The reason behind the increasing popularity of this product is that individuals get to do what they have been thinking for long. The extraordinary people put their brilliant ideas and bring a change in society against all odds.

The Concept of Social Entrepreneurship

It is important to note the theoretical differences between definitions. Definitions of social entrepreneurship typically refer to a development or behaviour; definitions of social entrepreneurs focus instead on the founder of the initiative; and definitions of social enterprises refer to the tangible conclusion of social entrepreneurship. Despite the large number of definitions, systematic attempts to map initiatives and definitions are rare. While complementary definitions, each focusing on different aspects of the phenomenon, are not necessarily an impediment in the search for theory, we still do not have a comprehensive picture of the phenomenon and absence a clear understanding of how social entrepreneurship should be studied. This article sets out to elucidate the meaning of social entrepreneurship in order to facilitate further research.

Building on established research in entrepreneurship and recent studies on social entrepreneurship, we propose a working definition of the concept. We view social entrepreneurship broadly, as a process involving the innovative use and combination of properties to pursue opportunities to catalyse social change and/or address social needs. Definitions of entrepreneurial phenomena are scarcely able to capture the whole picture. The definition offered in this article aims to reflect some of our basic assumptions. First, we view social entrepreneurship as a process of creating value by combining resources in new ways. Second, these resource mixtures are intended primarily to explore and exploit opportunities to create social value by stimulating social change or meeting social needs. And third, when viewed as a process, social entrepreneurship involves the offering of services and products but can also refer to the creation of new organizations. Prominently, social entrepreneurship, as viewed in this article, can occur equally well in a new organization or in an established organization, where it may be labelled “social intrapreneurship”. Like intrapreneurship in the business sector, social intrapreneurship can refer to either new venture creation or entrepreneurial process innovation.

The organizational context in which social entrepreneurship occurs, i.e., newly created or established organizations, sets it apart from other more loosely structured initiatives aimed at social change, such as activist movements. In the next sections, we will elaborate on the

definition put forward in this article by systematically examining the two defining terms of the concept, namely, “social” and “entrepreneurship”. This approach will allow us to capture the core of social entrepreneurship and explore potential differences between social entrepreneurship and entrepreneurship in the business sector.

Distinctive Feature of Social Entrepreneurship

Possibly, the greatest challenge in understanding social entrepreneurship lies in defining the boundaries of what we mean by social. At first glance, social entrepreneurship might be thought to differ from entrepreneurship in the business sector in that the latter is associated with the profit motive, whereas social entrepreneurship is an expression of altruism. We argue against such a dichotomous line of thinking for two reasons. First, although social entrepreneurship is often based on ethical motives and moral responsibility, the motives for social entrepreneurship can also include less altruistic reasons such as personal fulfillment. Second, and more importantly, entrepreneurship in the business sector also has a social aspect.

While early studies centred on the question of how the personality or background of the entrepreneur determines entrepreneurial behaviour today it is widely recognized that the focus of entrepreneurship research should be the entrepreneurial process or behaviour. An increasing number of researchers are studying entrepreneurial processes outside of the business sector and the role of entrepreneurship in society. Finally, although the field is still characterized by multiple paradigms, the notion of opportunities has been widely accepted as a defining element of entrepreneurship. Research on social entrepreneurship has to some extent replicated the empirical and theoretical evolution of entrepreneurship. Researchers have focused on the personality of the social entrepreneur, the particular behaviour or process involved, or the social opportunity in order to emphasize its entrepreneurial nature and thus differentiate it from other phenomena.

Perspective of Studying Social Entrepreneurship

The variegated nature and multiple expressions of social entrepreneurship make it a fascinating playground for different perspectives and literatures. A common feature of emergent fields of research is the absence of clear theoretical boundaries and the need to coalesce thinking from other disciplines. Undoubtedly, this involves the risk that social entrepreneurship “may never gain the consensus and legitimacy that academics seek and may be viewed merely as a venue in which other disciplinary perspectives may be tested.

However, that knowledge on social entrepreneurship can only be enhanced by the use of a variety of theoretical lenses and a combination of different research methods. Rather than

providing an exhaustive list of perspectives, we say that social entrepreneurship has different facets and varies according to the socioeconomic and cultural environment. Viewing social entrepreneurship as a process resulting from the continuous interaction between social entrepreneurs and the context in which they and their activities are embedded, we bring together insights from sociology, political science and organization theory to enrich our theoretical understanding of the subject

Social entrepreneurship, like entrepreneurship in the business sector, cannot be understood in a purely economic sense but needs to be examined in light of the social context, and the local environment. Thus, we see the concept of embeddedness as the nexus between the ideas and theoretical perspectives introduced in the following sections: structuration theory, institutional entrepreneurship, social capital, and social movements.

Research Methodology

The research was based on secondary data obtained from:

Books :-Social Entrepreneurship -David Bornstein

The Social Entrepreneur's Playbook- Ian C Macmilan

Ted Talk :-The Future Is Social Entrepreneurship- Kerry Krige

Articles :-The Social Entrepreneurship Zone- La Swanson

Conclusion

Social entrepreneurship is a kind of entrepreneurship whose major aim is to create social value, i.e. large-scale benefits for society that can be seen as positive externalities not (yet) taken into account by society or government. Everyone seems to agree on the fact that social entrepreneurs identify opportunities to solve new social problems, by providing new ideas, new types of services, by searching for more efficient – or new – combinations of resources. Social entrepreneurship is therefore generally associated with social innovation, even though this may not always be the case. Nevertheless, social entrepreneurship remains a controversial notion. Current debates deal with, on the one hand, the social value definition and the organisational form that social entrepreneurship will take, an issue that will be determinant for the governance structure adopted by social enterprises. On the other hand, debates concern the boundaries of these notions, between market, public policy and civil society.

The growing popularity of the social entrepreneurship notion therefore represents both a risk of dilution of third sector organisations among all forms of enterprises that make capitalism more human and an opportunity to innovate and build an alternative model. Indeed, if social entrepreneurship is seen as a private innovative solution to new societal challenges unmet by the

state nor the market through an original way of combining resources, no alternative model is emerging. But, if social entrepreneurship is led by participative and democratic governance processes that imply a diversity of stakeholders and resources, it can be seen as a building block for an alternative model. Only under these conditions, will social enterprises be part of a third sector, separate from the private capitalist and the public sectors.

Suggestion

Social entrepreneurship has emerged over the past several decades as a way to identify and bring about potentially transformative societal change. A hybrid of government intervention and pure business entrepreneurship, social ventures can address problems that are too narrow in scope to spark legislative activism or to attract private capital.

To succeed, these ventures must adhere to both social goals and stiff financial constraints. Typically, the aim is to benefit a specific group of people, permanently transforming their lives by altering a prevailing socio economic equilibrium that works to their disadvantage. Sometimes, as with environmental entrepreneurship, the benefit may be extended to a broader group once the project has provided proof of concept. But more often the benefit's target is an economically disadvantaged or marginalized segment of society that doesn't have the means to transform its social or economic prospects without help.

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6. To Study Role of Entrepreneur in Fashion Industry

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Abstract

Entrepreneurship within the style enterprise is a significant difficulty because the style enterprise panorama includes many small actors that compete at the style marketplace. On their way to an awesome role within the fabric and style world, many style layout marketers, who begin up a very own label, are faced with non-public demanding situations and a large number of outside obstacles. These businesses want a based undertaking release and sturdy enterprise foundations to continue to exist the continually tough first years of a brand-new entrepreneurial undertaking. To run a sustained undertaking in the clothing enterprise can be more complicated and annoying than one could believe. In the style area numerous ideas exist so that you can aid entrepreneurial businesses' boom. Three decided on supportive ideas obtained via way of means of style marketers at early level had been tested and analysed. The supportive fashions are enterprise incubators for innovative marketers, the partnership of a fashion dressmaker and enterprise companion and the idea of an outside expert control. Three foremost factors may be concluded. Firstly, enterprise management studies when it comes to style needs to be improved and implemented to the style enterprise. Secondly, the state of affairs at style instructional training establishments wishes to be improved; entrepreneurship needs to be visible as an included part. And thirdly, style layout marketers should be higher organized and supported within the pre-begin-up section, within the begin-up section and within the developing section. It could be fruitful to reinforce the entire fabric and clothing enterprise via way of means of making it feasible for style marketers to advantage floor and to acquire a sustained role within the style area

Introduction

The style enterprise is ruled by way of means of massive gamers of the enterprise like Dior, Prada, Gucci, H&M and Zara, populated via way of means of big-name designers like Marc Jacobs, Karl Lagerfeld or Tom Ford and motivated via way of means of style metropolises

like Paris, Milan, New York or London. All those main businesses, designers and style towns collectively pressure customer possibilities and the style machine on an international scale. Globalisation with all its by-products like increasing competition and saturated markets has modified the monetary photograph in current years. However, there may be an excellent type of smaller actors that compete with inside the style enterprise and produce a mile's brisker feeling into the enterprise – PR style agencies, consulting companies, unique clothing provider companies and small length style layout businesses. Regardless of length and structure, each agency withinside the fabric and clothing enterprise is in enterprise to generate price via way of means of offering customers with merchandise and services. Value of this admiration may also have a financially, socially or emotionally implication consistent with the numerous dreams and imaginative and prescient Ness of the enterprise proprietors. To run a sustained undertaking in the fabric and clothing enterprise can be more complicated and annoying than one could believe. The significance of entrepreneurship has been broadly diagnosed and as a result, there was an explosion of studies on entrepreneurship. It is a multidisciplinary studies discipline that has been tested carefully via means of numerous studies. This displays the importance of marketers as an impulse to monetary boom and their important contribution to the economy. Challenges and helping fashions drivers for innovation and dynamics. Fashion as one of the innovative industries has attracted the eye of coverage makers, media and academia withinside the remaining years. The innovative enterprise is a developing area and one of the engines of the European economy. It is an important supply of labour, creates entrepreneurial spirit and innovation and as a result fosters competitiveness, boom and employment.

Objectives

- To Promote an Understanding of Fashion and Textile Design in Relation
- To The Needs of Fashion Forming Networking Connections

Review of Literature

The idea of entrepreneurship has been broadly mentioned in control and economics literature and effects in an extensive quantity of version definitions. three A commonplace conceptual framework or commonly prevalent definition does now no longer exist. A technique to seize the maximum big traits of an entrepreneur is supplied via way of means of Wickham (2001), who described entrepreneurship as “a fashion of control” and marketers as a “difference among the entrepreneur as a performer of managerial tasks, as an agent of monetary alternate and

as a personality". In entrepreneurial studies marketers are described as marketplace entrants or younger companies which have currently entered the marketplace. Like in every other enterprise, entrepreneurship within the style enterprise combines the advent and control of an undertaking with the particular components of the enterprise, in this example style. As noted above, marketers make an applicable contribution to the monetary boom and the dynamics of the economy. (Davidson 2006; Zhao 2005; Parietal 2007). It is big to study the attention ratios of massive gamers and small businesses of the clothing enterprise, so that you can examine the monetary effect of small actors within the style enterprise. Especially the style enterprise is ruled via way of means of small groups. In the United Kingdom, for instance, the pinnacle 15 groups generate 25% of the final results as a percent of the overall. Compared to the variety of different industries just like the dairy enterprise, wherein the pinnacle 15 groups generate 57% of the overall final results or the pharmaceutical enterprise, right here the pinnacle 15 groups advantage 74% of the overall final results. It is seen that the clothing enterprise includes many small companies that make contributions to the enterprise output. Consequently, the small actors of the style enterprise maintain relevance in phrases in their monetary strength and dominate the style enterprise panorama. This isn't always best authentic for the United Kingdom however additionally for lots of different countries. In Germany micro groups within the layout enterprise generates 75% of the overall enterprise volume. The European Enterprise and Industry Commission defines micro groups as businesses, which hire fewer than ten people and whose annual turnover is beneath 2 million euro. Additionally, to the monetary relevance, the cultural contribution to society of the style enterprise needs to be considered. The not pricey overall performance needs to be enlarged via means of the "cultural fee of return". It is the cultural sales businesses create, which stands in assessment to the not pricey sales. Fashion layout marketers innovate internal those dimensions with creativity and regular alternatives. As Dickerson (2003) said to the point: "The regular in style is alternate." According to Schumpeter (1934) innovation is difficult to replicate and Drucker (1985) talked about the need for non-stop innovation. Both statements are authentic for style marketers who have to be constantly progressive in their sphere of activity; style may be copied however now no longer innovation. A style layout entrepreneur is the important individual that manages the entrepreneurial method and unites an enterprise to combine their layout thoughts into the marketplace.

Research Methodology

In this have a take a observe, using a combined-strategies technique changed into privileged, thinking about the studies discipline, in addition to the results acquired withinside the literature review. Moreover, the opportunity to collect effects from very one-of-a-kind views changed into critical research. For this specific observation and thinking about the sphere wherein the paintings is inserted, the selection of technique is at once associated with layout methodologies, deciding on for that matter, each quantitative and qualitative methodologies, as each can discover the information wished in a multidisciplinary discipline. To make clear the all method of research for the reason that its beginning, a determine changed into made

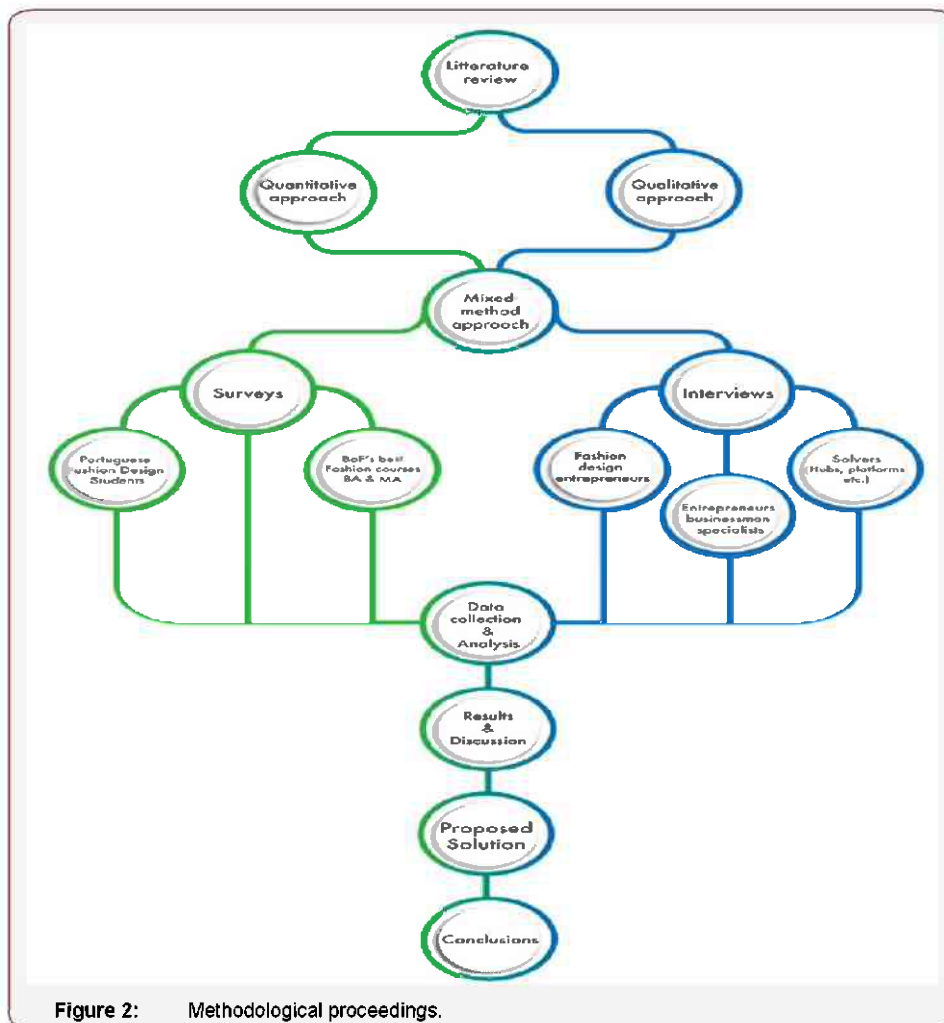


Figure 2: Methodological proceedings. Each section of the research is presented, keeping apart the primary section of research formerly proven withinside the project, earlier than the real

thesis, and the second one section of the research, given on this have a take a observe. Based on the literature review, the selection of a combined-strategies technique changed into made, reflecting each aspect of the trouble. As formerly explained, a combined technique changed into used on this has a take a observe to technique each aspect of the trouble. The first technique with secondary information evaluation changed into made, as in -depth studies changed into constructed on style layout direction curricula in Portugal and abroad, reading a complete of 9 Portuguese better training guides, and ten global establishments. As the quantitative studies targeted college students and previous college students of favour layout guides thru using surveys, one-of-a-kind businesses have been observed: the primary one specializes in Portuguese style guides and the second one explores global style guides. Table: Representation of the combined-strategies technique (primarily based totally on number one information evaluation). Passing directly to the qualitative technique, interviews have been held, specializing in 3 foremost businesses: “style layout marketers” from Portugal and abroad, “experts” and experts of the style enterprise in addition to marketers of the sphere and finally, a set of “solvers”, creators or individuals to present answers aiming to assist style layout marketers. The style of fashion dressmaker Karl Lagerfeld expressed it in this manner: “I make, I unmake, and I remake. There are different careers. You can paint on the back of a table or counter. It's a secure bet. If you need social justice, be a civil servant. Fashion is ephemeral, dangerous, thrilling and unfair.” The style enterprise is an unpredictable and hypercompetitive marketplace with brief product existence cycles. It is a subjective marketplace with the want to be present day and applicable in phrases of creativeness. Subjective withinside the feel that style is primarily based totally to an excellent quantity on character possibilities and the flavour of humans.

Tool	Quantitative Approach		Qualitative Approach		
	Questionnaire		Interviews		
Sample	International Sample	Portuguese Sample	Experts 6	Solvers 4	Fashion Design
	56 Valid Respondents	166 Valid Respondents	Interviewees	interviewees	Entrepreneurs 9 interviewees
Date	From July 13 th to September 19 th 2017		From July 19 th Of 2017 to October 4 th of 2017		
Tool Used	Google forms		Skype, Facebook Video chat, Google Hangout, Phone, E-Mail		
Data Analysis	IBM SPSS (Version 24)		QSR NVivo (Version 11)		

Main Content

The challenges of a fashion entrepreneur can be differentiated between specific industry challenges and personal challenges. The fashion design entrepreneur as the heart of the company has to balance creativity and a hard-faced managerial approach, as well as to consider industry related aspects.

The fashion industry has certain structures, mentalities and processes, which lead to specific characteristics of this sector that have an impact on fashion entrepreneurs. The variety that exists in the fashion industry has to be emphasized. There are an infinite number of different products, operation methods and individual requirements. This has of course also consequences for fashion design newcomers. According to Burke (2008) entrepreneurs do not operate in a vacuum, they work within a company, within an industry and within a particular market sector. The industry specific challenges are split into five categories: • Industry conditions • Economics of the industry • Early finance • Governmental support • Fashion clusters Industry conditions Stone (2008) wrote in her book: “Fashion is, in many ways, like a river. A river is always in motion, continuously flowing – sometimes it is slow and gentle, at other times rushing and turbulent. It is exciting and never the same. It affects those who rest on its shores. Its movement depends on the environment.

To be an entrepreneur in the fashion sector is not easy. It demands a lot from fashion start-ups, as it is hard to overview the entire industry. The fashion designer Karl Lagerfeld expressed it in this way: “I make, I unmake, and I remake. There are other careers. You can work behind a desk or counter. It's a safe bet. If you want social justice, be a civil servant. Fashion is ephemeral, dangerous, exciting and unfair.” The fashion industry is an unpredictable and hypercompetitive market with short product life cycles. It is a subjective market with the need to be cutting-edge and relevant in terms of the creativeness . Subjective in the sense that fashion is based to a great extent on individual preferences and the taste of people.

Findings

Various reasons of choosing entrepreneurship as a career by young generation:

Determination of people

Due to liberal government policies and easy availability of loans the young generation is determined to make a career in the fashion industry.

Wants to control the future.

There is a sense of pride attached to Designing and coming up with new fashion trends hence the new generation is easily attracted to making a career in the fashion industry.

There is scope of more profits

Fast Fashion Industry brands on an average comes out with a new clothing collection every month which makes the older fashion look obsolete hence there is a huge scope of making profits in this industry.

To reduce unemployment

The fashion industry employs 45 million people directly and 60 million people indirectly. The Indian textile industry contributes approximately 5% to India GDP.

Conclusion

Entrepreneurship may be visible as a regarded alternate, opportunity, danger taking, improvements and monetary boom element. Unemployment is the largest trouble of India and its fee is growing day by way of means of day. This may be dealt with via way of means of encouraging teenagers to pursue their profession as an entrepreneur. Apparel production on my own offers forty in keeping with cent of jobs, except presenting adequate possibilities to marketers. Although there have been several demanding situations confronted via way of means of marketers throughout the pandemic, however they've survived the marketplace via way of means of adopting ultra-modern technology, knowledge customer wishes and following destiny trends. The upward push in ladies' enterprise proprietors is because of the truth that ladies are higher managers than men. Proper training machine wishes to be advanced in order that enough expertise is imparted to an individual, and he does now no longer should face demanding situations afterwards. Recently the authorities have eliminated the spending regulations at the ministries of rural development, fitness and MSMEs with a view to act as a massive booster in monetary recuperation of marketers.

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7. Role of Women Entrepreneur in Start up India

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Abstract

Entrepreneurship refers to the process of creating wealth for the society with the entrepreneurial capability not only for the entrepreneur but also for the societal, government, and opportunities in a fast shifting social, political, legal and economic environment. The increasing rate of Start – ups has been registered over a couple of years and in maximum start-ups funders are male. Female entrepreneurs are now initiating and performing the digital platform. Increasing enrollment in school and higher education has contributed to innovative products and a niche market. Women play a virtual role in every sphere of life in the family and in building society as well.

As far as an entrepreneur is concerned there is insignificant participation of women entrepreneurs. In the 21st century, as women empowerment has become the main focus of discussion the government and societies have identified the potential women participation and their importance but still while creating policies women entrepreneurs are ignored. The participation of women is necessary for socio-economic progress and for the large interest of any nation. Strategy markers must understand the prerequisite for women entrepreneurs and avenues for women's economic independence.

Keyword

- Economic Impact
- Social Impact
- Individual impact
- Environmental Impact

Objectives

1. To promote women entrepreneurship in the country by empowering them through financial aid and mentoring.

2. To study the roles of women entrepreneurs in economics.
3. To create a vibrant entrepreneurial ecosystem with network industry collaborations, partnerships and mentors.
4. To know about the different government schemes for women entrepreneurs.
5. To scale up the initiative of women entrepreneurs by chalking sustainable, long term strategies for their businesses.

Introduction

The Indian economy has grown steadily over the last decade, and there has been a parallel surge in the number of start-ups and new businesses in the country. A majority of these have been founded by men. While many Indian women have ambitions towards entrepreneurship, it is often more difficult for them to succeed. In fact, India has been found to be in a group of countries where women business owners (as well as women leaders and professionals) struggle with less favourable conditions, pronounced cultural biases, and a lack of business resources such as finances, capitals, training, and development.

A society in which women cannot realise their full potential loses out on the significant potential for innovation, economic growth, and job creation.

Literature Review

Women have shown a statistic between woman woman entrepreneurship and gender equality. They have used a correlation analysis to investigate how gender related economic development and woman entrepreneurial activities are related.

Main Content

An increasing number of start-ups and new businesses have been founded in India over the last decade, the majority of them by men. There are many companies, which are handled/led by a woman or a group of women, like Kamani Tubes Limited, MyDala, ShopClues, MobiKwik, etc. Also, The Government of India forms some organizations, in which women participate and lead the people/organization like NITI Aayog (National Institution for Transforming India)

NITI Aayog has launched a Women Entrepreneurship Platform (WEP) for providing an ecosystem for budding & existing women entrepreneurs across the country. NITI Aayog. NITI Aayog has launched a Women Entrepreneurship Platform (WEP) for providing an ecosystem for budding & existing women entrepreneurs across the country. SIDBI has partnered with NITI

Aayog to assist in this initiative. As an enabling platform, WEP is built on three pillars- Iccha Shakti, Gyaan Shakti & Karma Shakti.

Iccha Shakti - represents motivating aspiring entrepreneurs to start their business

Gyaan Shakti - represents providing knowledge and ecosystem support to women entrepreneurs to help them foster entrepreneurship

Karma Shakti - represents providing hands-on support to entrepreneurs in setting-up and scaling up businesses

Kamani Tubes Limited

Kamani Tubes Limited is a 58-year-old manufacturing company that produces quality copper and copper alloy products which are widely in demand due to their usage in various electrical and electronic products. Under the careful guidance of our honoured chairperson, Padmashree awardee, Mrs. Kalpana Saroj.

Kalpana Saroj is truly a woman of substance in all senses. Today's leading business woman and winner of Padma Shri Award in the field of Trade & Industries 2013. It is hard to believe that this woman who has more than 7 Successful companies under her name with a net worth of more than 1000 crores comes from an underprivileged family from a small town called, Murtijapur in Akola district of Maharashtra

Women Entrepreneurs in India: A GLANCE AT THE FIGURES

Individual level, some women have strong entrepreneurial ambitions. On an institutional level, the government has launched several schemes to augment the entrepreneurial motivations of women and there is more noticeable political will to empower them. On an

However, looking beyond high individual and political aspirations and investigating the statistics of how many women actually own businesses shows a rather sobering balance. Literature on the subject often cites data from the Sixth Economic Census, which was conducted between January 2013 and April 2014. Out of 58.5 million businesses counted by that census, 8.05 million were owned by women, which corresponds to a rate of 13.76 percent of women among the total number of entrepreneurs in India. The World Bank Enterprise Survey, meanwhile, found that in 2014, the percentage of firms with female participation in ownership was 10.7 percent. While more recent data is not available, interview partners, as well as recent media reports, highlighted a steady rise in the number of start-ups founded by women.

The low rates of women entrepreneurship are reflected in a dismal score in the Index of Women Entrepreneurs, where India is ranked 52nd out of the 57 surveyed countries. The fact that few women own companies is part of a larger phenomenon of weak engagement of women in business. This further relates to a low female labour force participation rate as well as women having fewer opportunities to become business leaders, professionals and technical workers. Indeed, despite high economic growth rates as well as an increase in the proportion of working-age women in the population, the participation in the workforce has decreased from 35 percent in 2005 to just 14.26 percent in 2018. According to a World Bank Enterprise Survey, the percentage of women in leadership positions in 2014 was as low as nine percent.

To be sure, India is a highly diverse country, and so are the forms of entrepreneurship women engage in. The availability of microfinance has ameliorated women's empowerment and entrepreneurship and 98 percent of businesses owned by women are micro-enterprises, where approximately 90 percent of them operate in the informal sector.

Research Methodology

The research study is a study of the agenda of a Women Entrepreneurship Startup India – Startup and standup female gender, there is no difference between in male and female.

Women entrepreneurs have become an integral part of today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but also, they comprise almost half of all businesses owned.

Many women run corporate business in INDIA and the entire world and also get awards. India takes many steps to take up women. Like Bank Loan, NITI Aayog, Kamani Tube Ltd etc.

National Institution for Transforming India, better known as NITI Aayog, was formed via a resolution of the Union Cabinet on 1 January 2015. NITI Aayog is the premier policy think tank of the Government of India, providing directional and policy inputs.

There are many forms recognized by women and for women for well living, jobs and standard life. Some company and chairperson details given below.

Economic Impact: If we, as a country, accelerate our efforts towards closing the gender gap, and create a levelling field for men and women, India could gain up to 6.8% growth in our GDP, says a report by the International Monetary Fund.

Social Impact: The rise of women entrepreneurship has also led to women exploring more of the STEM-related fields of education, creating a more aware and knowledgeable society, that aids development for the whole country.

Individual Impact: Entrepreneurs own financial decisions like loans, taxes, long term financial planning and investments. Over and above, contributing to the economy, they are also forming a strong financial foundation for the family.

Environmental Impact: Women bring in a different mindset to building products and services. They are able to focus on important themes like inclusion, sustainability, empathy and influence innovation tremendously

Causes of Low Female Entrepreneurship Rates

Key challenges for startups in India include generating funding, limited understanding of customers, penetrating the market, hiring qualified employees, and the complex regulatory environment. For women entrepreneurs, however, there are additional barriers which are part of a broader and more pronounced gender gap in the male dominated Indian society.

Unconscious Gender Bias

Unconscious gender bias is defined as “unintentional and automatic mental associations based on gender, stemming from traditions, norms, values, culture and/or experience,” and has been found to be a key factor impeding the progress of women entrepreneurs. Automatic associations enable quick assessment of an individual and often feed into decision-making that is unfavourable towards women. Individuals, regardless of gender, hold unconscious biases.

Confidence in Business Skills

Frequently-repeated stereotypes enforce the notion that “business is not a woman’s world,” and the belief that men are more competent when it comes to financial matters. As such attitudes reflect in communication, women entrepreneurs are often treated with less respect and they sense doubt when interacting with business partners. Women often have lower confidence in their own business skills.

Access to Finance

While entrepreneurship is an inherently risky undertaking, women are often easily assumed to be less willing to take risks. For instance, one of India's most successful women entrepreneurs, Kiran Mazumdar-Shaw, observed a great deal of scepticism towards women

entrepreneurs and she was considered 'high-risk' by potential funders whose investment she courted for her biotechnology 27 company, Biocon.

Networks and Relationships

Not being part of such networks further impedes progress of women entrepreneurs because — as the broader study identified — in the Indian context relationships strongly matter. Women entrepreneurs miss important opportunities to mingle and connect with people in the market and thus, struggle even more than male entrepreneurs with getting access into the market.

Family Support

The other side of the “business is a man’s domain” coin is that predominant social norms expect women to first and foremost look after their home. In fact, many Indian women often do assume greater responsibility at home and spend, on average, five times as much time than men on housework, 35 household care, and other unpaid activities. As juggling between both home and company can be challenging, family support is considered a core success factor for Indian female entrepreneurs.

Finding

The woman who follows the crowd will usually go no further than the crowd. The woman who walks alone is likely to find herself in places no one has ever before. Women are now overtaking their male peers in every field. When it comes to education, having higher education degrees is one of the most significant characteristics that many successful female entrepreneurs have in common.

Despite all the problems faced by women entrepreneurs there are many promising predictions for them in the near future. Women entrepreneurs are assembling themselves into groups or confidence. The government schemes and the numerous woman entrepreneur associations like federation of Indian woman entrepreneur have been instrumental in providing an incentive as well as the resource to step into the world of entrepreneurship.

Conclusion

After searching and reading a lot of articles and news about Women Entrepreneurship Startup India. I have concluded & highlighted some of the most prominent aspects of the company.

Organizations such as NITI Aayog’s Women Entrepreneurship Platform, Catalyst for Women Entrepreneurship, and the accelerator for women in tech initiated by Zone Startups

India, provide dedicated support for women entrepreneurs. They connect them with relevant people in their industry and foster networking among the women entrepreneurs themselves, so they can learn from each other's experiences. Moreover, they assist in fundraising by teaching how to pitch and connecting them with potential investors.

Suggestion

Women Entrepreneurship Startup India aims to be stronger women and self-dependent. Open more organization opportunities for women to manage/lead and help her in all sectors, also give equal rights. Women entrepreneurs need more support from their families and social circles to pursue their entrepreneurial ambitions.

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8. To Study Rural Entrepreneurship in Urban Areas

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Abstract

Country business venture is currently a significant chance for individuals who additionally centers around the serious issues looked by the rustic business visionaries. Provincial business venture is by and large viewed as a power of progress, advancement being developed in current financial aspects.

Reason: The motivation behind this paper is to explore the way that rustic business draws in with space and spot. It investigates the idea of the country as a socio-spatial idea in provincial business and represent the significance of recognizes ideal sorts of rustic business

Discoveries: Two ideal sorts are grown, first-Entrepreneurship in the country and second-Rural business venture. The formal addresses the innovative exercises with embeddedness. In acting a benefit orientated and versatile rationale of room. The last option presents pioneering exercises that influence neighborhood assets to reconnect space to space. While both the sorts add to the nearby turn of events. The last option holds the potential for improved utilized of the assets. In the Rural region these endeavors are probably not going to move regardless of whether the financial level headedness would propose it.

Research, impediments/suggestions: The reasonable qualification takes into account connecting all the more profoundly with the variety of the innovative exercises in rustic regions. It expands how we might interpret limited pioneering processes and their effect on nearby monetary turn of events.

Keywords: Contextualizing, local economic development, significance, embeddedness

Introduction

The idea of rustic business venture: Rural business is definitely not a simple errand to some business ventures implies essential development, to others it implies hazard taking? To other market balancing out power to others still it implies beginning buying and dealing with a private company. A business visionary is an individual who either makes a blend of creation factors, for example, new strategies for the creation, new items, new market, tracks down new

cause of supply and new hierarchical structures or as a willing individual to face challenge or an individual who purchase taking advantage of market valuable open doors kills disequilibrium between total inventory and total interest or has one who claims and works the business.

Literature Review

Many examinations have been directed on IFRS. A portion of the important examinations in this setting are summed up beneath to acquire a hypothetical point of view on IFRS execution. Abhiruchi Aswal, Gaurav Agarwal and Subhajit Das inspected the effect of IFRS on Indian organizations. In their view, IFRS will essentially affect the Indian corporate, to a great extent because of the critical distinction in the Indian GAAP and IFRS. Pawan Jain attempted to examine the data accessible on IFRS reception process in India in his paper IFRS execution in India, open doors and difficulties. It likewise talks about the IFRS reception system in India and the utility for India in taking on IFRS. The paper examines the issues looked by the partners (Regulators, Accountants, Firms and so on) during the time spent reception of IFRS in India. Dr. Pran Krishansing Boolaky concentrated on issues and difficulties to the private and public area ventures in his paper 'IFRS in little island economies'. Utilizing information from Mauritius the IFRS change and execution process is explored with center around execution issues. The execution issues are communicated as far as challenges connected with the IFRSs. The paper reports that however IFRS change was smooth in Mauritius, and the transformation cost was critical. Ahirrao Jitendra. (2013), Entrepreneurship and Rural Women in India, New Century, New Delhi. | 2. Nandewar Kalpana P. (2011), Role Of Rural Entrepreneurship in Rural Development, International Referred Research Journal, ISSN-0974-2832, Vol. II, ISSUE-26, March. | 3. Saxena Sandeep. (2012), Problems Faced by Rural Entrepreneurs and Remedies to Solve It, Journal of Business and Management, ISSN 2278-487X, Vol. 3, Issue 1, July-August. | 4. Santhi N. furthermore Rajesh Kumar S. (2011), Entrepreneurship Challenges and Opportunities in India, Bon ring International Journal of Industrial Engineering and Management Science, Vol. 1, Special Issue, December. | 5. Kishor Choudhary. (2011), Effect of Globalization on Rural Entrepreneurship in India, Half Yearly Global EISSN NO. 2349-3402 VOL. 2(2),2015

Main Content

The essential standards of business person which applied the country advancement are:

Ideal usage of neighborhood assets in an enterprising

Adventure by provincial populace better dissemination of the homesteads delivered outcomes in the country success

Business person occupation rustic populace to decrease separation and giving elective occupation has the provincial movement to actuate such framework to give fundamentals six m labor, cash, material, hardware, the executives and market to the country populace.

Potential open doors for country business people's development of crashed plot for:

- Country improvement
- Nourishment for work programs
- Public rustic business program
- Local rustic improvement community
- Business improvement establishment of India
- Bank of innovation
- Rustic advancement financing
- Social Rural business

Challenges for Business People

- Development of shopping center culture
- Helpless Assistance
- Power disappointment
- Absence of specialized information
- Limit use
- Framework infection
- Monetary issues

The majority of the Rural business people neglect to get outer assets because of nonattendance of substantial security and credit on the lookout. The methodology to benefit the advance office is too tedious that it frequently disheartens the provincial business people. Absence of accessibility to country business visionary is probably the most concerning issue which rustic business person is conceived now a days particularly because of worldwide downturn. Significant challenges looked by the provincial business visionaries include: low degree of buying influence of the country customers so deals volume is deficient, absence of money to begin the business ,scaled down benefits because of rivalry, evaluating of labor and products ,budget summaries are hard to be kept up with by the rustic business visionaries, tough assessment misfortune ,Lack of assurance of raising up advances, trouble in raising capital through value, reliance on little cash, moneylenders for credits for which they charge separating loan fees and property cost. These every one of the issues make a trouble in fund-raising through advances. Property managers in Punjab end up being a significant wellspring of money for the

provincial business visionaries, serve country clients since banks are costly to be reached by rustic clients and, once came to, are regularly too poor to even think about managing the cost of bank items. Needy individuals frequently have inadequate laid out types of group lord (like actual resources) for offer, so they are regularly barred from conventional monetary market. The public authority is giving appropriations to rustic regions however because of the significant expense.

The development of rustic business people isn't extremely sound regardless of endeavors made by government because of absence of legitimate and sufficient infrastructural offices.

Rustic business visionaries experience a serious issue of absence of specialized information. Absence of preparing offices and broad administrations container an obstacle for the improvement of country business.

HR Problems

Low Skill Level of Workers

A large portion of the business visionaries of rustic regions can't track down laborers with high abilities. Turnover rates are additionally high for this situation. They must be given hands on preparing and their preparation is by and large a significant issue for the business person as they are for the most part uninformed and they must be instructed in the neighborhood language which they see without any problem. The enterprises in rustic regions are not just settled just to exploit modest work yet in addition to achieve an incorporated provincial turn of events. So rustic business visionaries ought not view at provincial region as their market, they ought to likewise see the difficulties existing in metropolitan regions and be ready for them. Country business visionaries are for the most part less creative in their reasoning. Young people in provincial regions have little choices "this is the thing they are given to accept". This is the explanation that large numbers of them either fill in as ranch or relocate to metropolitan land.

Absence of Infrastructural Facilities

Absence of Technical Knowledge

Rustic business people have less gamble bearing limit because of need

Rivalry

Rustic business visionaries face serious fruition of huge estimated associations and metropolitan business people. They bring about the significant expense of creation because of high info cost. Serious issues looked by advertisers are the issue of normalization and rivalry from enormous scope units. They deal with the issue in fixing the norms and adhering to them. Contest from enormous scope units likewise makes trouble for the endurance of new pursuits.

New pursuits have restricted monetary assets and consequently can't stand to spend more on deals advancement. These units are not having any standard brand name under which they can sell their items. New pursuits need to concoct new notice methodologies which the country individuals can without much of a stretch comprehend. The education rate among the Problems Faced by Rural Entrepreneurs and Remedies to Solve It provincial buyer is extremely low. Printed media have restricted extension in the provincial setting. The custom partner limited nature, social backwardness and social boundaries worsen correspondence. Individuals in rustic regions generally impart in their neighborhood lingos and English and Hindi are not perceived by many individuals. It has been found in the new past that disregarding sufficient food stocks with government distribution centers, individuals are passing on from starvation. This demonstrates an issue with the public appropriation framework. The makers are not aggregate in their endorsement.

Business we propose a technique of shaping a rustic business bunch and giving hand hold support through a working with foundation. Initial phase in this interaction is the arrangement of the help organization. A business opportunity which should be possible in a particular region ought to be finished. Subsequent to recognizing the business thought with a practicality study, a group ought to be shaped to deal with the different useful areas of business. There should be clear objective and activity intend to direct the association in the correct heading.

Arrangement of a Facilitating Institution

When the assistance foundation is shaped, the following significant errand is to distinguish the people who can advance into business visionaries. This interaction is done through logical strategies for examinations of their pioneering attributes. The bunch once cultivated is profoundly invigorated through a few persuasive exercises.

The individuals from the bunch are presently in a left stage and consequently the preparation should be made through experiential learning. There are three significant stages around here. Toward the finish of the third stage the rustic bunch can work actually.

Research Methodology

Because of understanding the points and targets of this review, the examination technique utilized for this current review is Data Collection. The information has been gathered from different papers, for example, monetary times, seasons of India and so on and from various articles and books. This examination alludes to the assortment of realities in regards to the Rural business.

Conclusion

This proposed idea will be effective in promotion of rural entrepreneurship as it provides sustainable solutions to the problems faced by rural entrepreneurs. From the above analysis we can conclude that Rural entrepreneurship should not only set up enterprises in rural areas but should be also using rural produce as raw material and employing rural people in their production processes. Rural entrepreneurship is, in essence, that entrepreneurship which ensures value addition to rural resources in rural areas engaging largely rural human resources. In other words, this means that finished products are produced in rural areas out of resources obtained in rural areas by largely.

Thus, the rural entrepreneurship is a vital for rural economic development. There are several reasons for the increasing interest in entrepreneurship especially in rural regions and communities. " The rural entrepreneurs play important role in driving local and national economies. The structure of rural economies is essentially composed of small enterprises, which are responsible for most of the job growth and the innovation. Moreover, small businesses represent an appropriate scale of activity for most rural economies. Traditional Approaches to recruitment and retention are just not working for most places, and states are looking for viable alternatives which mainly include entrepreneurship. Rural entrepreneurs have successfully diversified into or started new businesses in markets as diverse as agri-food, crafts, recycling, leisure and health

Suggestions

The essential region to improve ought to give work in rustic regions and working on the usefulness of the farming area. Frequently towns in our nations are not in a state of harmony with the metropolitan regions in view of awful network. In the long run, this prompts the isolation and a social split among metropolitan and the provincial regional.

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9. To Study the Effect of Skills Acquisition on Entrepreneurship Development

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Abstract

This study aims at investigating whether moderating factors such as self-motivation and social influence could hinder skill acquisition from resulting in enterprise creation. A survey, and proportionate stratified random sampling method, was adopted to collect data from a sample of Data that were analyzed using descriptive statistics and hierarchical regression methods. One of the results reveals that self-motivation moderated between skill acquisition and entrepreneurship development among the study recommends that more counseling from parents, universities, governments and other stakeholders be given to youths to engender greater interest in enterprise creation. This study examined the effects of Entrepreneurial Skills Development Structured questionnaire was used to collect data from 160 respondents through multistage sampling method which consists of stratified, purposive and random sampling. Multiple regressions were used to analyze the data collected in order to determine the effects of independent variables, entrepreneurial dimensions on dependent variable youth employment. results revealed that entrepreneurial skills dimensions have significant effects on youth employment. The study also revealed that personal and business operation skills respectively have higher beta scores than other dimensions with youth employment. The study found out that technical innovation has a significant positive influence on skills acquisition of graduates in Nigeria Universities. Creativity has a significant positive effect on skills acquisition of graduate Universities. Risk taking has a positive influence on skills acquisition of graduates in public Universities. Opportunity recognition has a significant positive effect on skill acquisition of graduates in public universities.

Key Words: Skill-acquisition, self-motivation, social influence, entrepreneurship development

Objectives

The study has both general objectives and specific objectives. The general objective or main objective of this study is to examine the effect of skill acquisition on entrepreneurship development among Nasarawa State University, Nigeria. The specific objectives are:

1. To understand the impact of skill acquisition on entrepreneurship development on the students of Nasarawa State University
2. To identify the reasons for the introduction of skill acquisition programmed in the higher institutions of learning in Nigeria
3. Investigate the influence of creativity on skill acquisition of graduates in Nigeria Universities.

Introduction

Many countries of the world have come to realize the importance of entrepreneurship in economic development through creativity, innovation, job creation and contribution to gross domestic product. It Has initiated various enterprise development programs to encourage its citizens, especially the youths, to venture into enterprise creation. Such programs include the introduction of entrepreneurship courses into the curriculum of many tertiary educational institutions in the country. This is due to the fact that skill acquisition has been proved to lead to enterprise creation in many countries of the world. This study intends to investigate, among others, factors that could be responsible for this low interest in enterprise creation among the youths. Though studies exist that measure skill acquisition and enterprise creation; however, scarcity of study exists that measures the moderating influence of self-motivation and social influence on skill acquisition and enterprise creation. Education is the process of learning and training; it is an instrument for change and development. Education is the springboard to socio-economic growth and development of every nation. It prepares an individual to live in a dynamic or constantly changing society and contribute to such changes and constantly advance the survival, growth and development of the generally, is a social process that helps to maintain a dynamic society since the creation of human beings. This study intends to investigate, among others, factors that could be responsible for this low interest in enterprise creation among the youths. Though studies exist that measure skill acquisition and enterprise creation; however, scarcity of study exists that measures the moderating influence of self-motivation and social influence on skill acquisition and enterprise creation. This is because negative self-motivation and social influence could hinder skill acquisition from resulting in enterprise creation among youths.

Literature Review

Entrepreneurship is continuous, innovative and equipped of being inspired. It plays a crucial role in the growth of the economy and brings about important changes in the business. Acquisition is a significant instrument of empowerment that endeavors to provide the individuals with various skills, vocation and enterprising capacity like bead making, cap making, sewing, fashion designing, shoe making and making workers to have more enthusiasm for their occupations while enhancing their current skills

Job Creation: The process of providing new jobs, especially for people who are unemployed The government's job creation strategy.

Skills Acquisition: The ability to learn or acquire skills. It involves the development of a new skill, practice of a way of doing things usually gained through training or experience

Theoretical Framework: Various theories on entrepreneurship have provided insight into entrepreneurial behavior. It is germane that we look at those theories in order to reconcile them. Each theory has classified entrepreneurship according to its interest in studying personal characteristics, opportunities, management or the need for adapting an existing venture and assessing personal qualities. Interaction between ability or skills, environmental possibilities and social support is likely to lead to a positive reinforcing spiral where the entrepreneur is supported and therefore can further develop his specific set of skills. Hence basic intelligence coupled with an interest in becoming an entrepreneur leads the individual to develop the skills needed to become successful. The general idea is that, individuals will activate their entrepreneurial potential if there are environmental possibilities and also if they have social support. According to empirical literature, entrepreneurial potential could be activated through entrepreneurship education because; Entrepreneurship education equips individuals with adequate skills to be successful in life.

Entrepreneurship Development: Entrepreneurial skills as knowledge or competence which is demonstrated by action. Skills are abilities to perform in a certain way. Synonymous with skills are the words competencies and abilities. Entrepreneurial skills are the basic skills required for a sound-starting, development, financing and marketing of home business enterprise. They are qualities or attributes required of a person to start and successfully manage business in a competitive environment. A literature search on skills, competencies or abilities revealed that skills can be classified into four categories namely personal, technical, business operations and management skills.

Main Content (As Per Topic)

Skill Acquisition: Corporate leaders in the industry, business and government have come to realize the importance of skill training in stimulating entrepreneurship development as well as enhancing business success. Entrepreneurial skill acquisition the ability to create something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence. Entrepreneurial skill acquisition is the ability to of an individual to exploit an idea and create an enterprise (Small or Big) not only for personal gain but also for social and developmental gain. Entrepreneurial skills acquisition as ability to have self-belief, boldness, tenacity, passionate, empathy, readiness to take expert advice, desire for immediate result, visionary and ability to recognize opportunity therefore is the rapidity, precision, expertise, dexterity and proficiency exhibited through mental and manual repetition of performance of an operation. Skill is the capacity of a person to accomplish a task within desired precision and certainty. Skill involves a practical knowledge in combination with clearness, expertise, dexterity and ability to perform a function which could be acquired or learnt in the school or training centers through learning, experience.

Self Motivation: Enterprise creation depends on one's prepared mindset or intentions, and this depends on one's personality and abilities. A positive influence between skill acquisition and enterprise creation has been established in literature. However, self motivation can hamper skill acquisition from leading to enterprise creation hence the inclusion of moderator in this study. Self-motivation moderates the relationship between skill acquisition and enterprise creation among youths.

Social Influence: Society's perception about, and attitude towards, entrepreneurship is poor whereas perceived social environment had positive impact on students' entrepreneurial intentions in China. A relation was found to exist between social norms and entrepreneurial intention. On the other hand found that social identity did not have any significant relationship with entrepreneurial intentions

Entrepreneurship Development: Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training. The main point of the development process is to strengthen and increase the number of entrepreneurs. This entrepreneur development process helps new firms or ventures get better in achieving their goals, improve business and the nation's economy. Another essential

factor of this process is to improve the capacity to manage, develop, and build a business enterprise keeping in mind the risks related to it.

Methodology

Procedures A quantitative approach with proportionate stratified random sampling, and structured mailed questionnaires, of entrepreneurship university graduates who had received skill training on business start-up was adopted. A quantitative approach with proportionate stratified random sampling, and structured mailed questionnaires, of entrepreneurship university graduates who had received skill training on business start-up was adopted. The country was stratified into three regions for this study. Then, simple random sampling was applied on each institution's sample members to select the respondents. The population for this study was the degree graduates who studied entrepreneurship from Nasarawa State University from 2006 to 2009. The benchmark of 2009 was chosen because previous studies have found that a five years period was enough for aspiring entrepreneurs to start a business after graduation or after work experience. The sample size was determined With a total population of 600 students from the three university business faculties, a sample of 240 students was chosen. However, data for 121 respondents were usable for the analysis.

Conclusion

The study found that skill acquisition has positive effect on entrepreneurship development, and that self-motivation moderates between skill acquisition and entrepreneurship development. Also, the study discovers that most of the graduates have low risk-taking propensity. Again, it is observed that some students only go to universities to acquire academic degrees but their mindsets are difficult to change Entrepreneurship education has been clearly observed here as a vehicle to ride off the endemic problem of poverty, hunger and youth empowerment. The development of Entrepreneurship education will go a long way in creating employment, give young people the opportunity to develop their enterprising skills, empowering the young to be job creators and not job seekers through the provision of necessary skills and knowledge to raise their output, income and wealth. Entrepreneurship education would also contribute to improve the image and highlight the role of entrepreneurs in the society. In line with the empirical review of the present study about Entrepreneurial Skills Development Schemes and youth employment as well as the established facts by researchers that there is positive relationship between Entrepreneurial Skills Development Schemes and youth employment. The findings of present study revealed that entrepreneurial skills dimensions (Management, Technical, Business Operation and Personal) have significant effect on youth employment.

Suggestions

Industry Oriented Planning: Although efforts are being made throughout the country for planned economic development, planning needs to be made industry oriented so that Rapid industrialization may be encouraged and national goals may also be achieved. Entrepreneurship development will become easy, by adopting the policy of industries dominated planning.

Facilities and Incentives: Adequate and proper facilities and incentives should be provided to the new entrepreneurs for establishing industries and implementing the innovations. Special concessions should be provided to the entrepreneurs occupied in research, inventions and investigation activities and executors of innovations. Preference should be given for new entrepreneurs, in granting licenses, providing finances, and in Import of machinery and implements, etc.

Formulation of Favorable Environment: Infrastructural facilities should be developed for entrepreneurship development. Land, electricity, water, and raw material should be made available to the entrepreneurs, at cheaper rates and by constructing the industrial estates. Favorable entrepreneurship environment should be also created by making improvements in the social environment.

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10. To Study on Entrepreneurship Development Process in India

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Abstract

The conception of entrepreneurial development involves equipping a person with the required information and knowledge used for enterprise structure polishing his entrepreneurial skills. These days, entrepreneurial development programmes are treated as a crucial tool of industrialisation, and a result of the severe problem of India. The present paper covers a study of the entrepreneurship development process in India, the role of entrepreneurship development programmes in the economic growth of a nation and the government of India support for innovation and entrepreneurship in India.

Keywords : Entrepreneurship, Entrepreneurship development, Entrepreneurship development programmes, Economic growth.

Introduction

Entrepreneurship development (ED) refers to “ the process of enhancing entrepreneurial chops and knowledge through structured training and institution- structure programmed”. Entrepreneurship development focuses on the existent who wishes to start or expand a business.

Entrepreneurs shape the economic destiny of nations by creating wealth and employment, offering products and services and generating taxes for the government because of which entrepreneurship has closely been linked to the economic growth of a country. Entrepreneurs convert ideas into economic opportunities through innovations which are considered to be a major source of competitiveness in an increasingly globalised world economy. Therefore, most governments in the world strive to augment the supply of competent and globally competitive entrepreneurs in their respective countries

Review of Literature

The conception of entrepreneurial development involves equipping a person with the required information and knowledge used for enterprise structure polishing his entrepreneurial skills. These days, entrepreneurial development programmes are treated as a crucial tool of industrialisation, and a result of the severe problem of India.

Objectives

- To study the Entrepreneurship development process in India
- To highlight the role of Entrepreneurship development programmes in the economic growth of a nation
- To study the Challenges faced by Indian entrepreneurs before starting up
- To study how the Government of India support innovation and entrepreneurship in India

1.2 Scope of the Study

The scope of the study is to suggest effective measures for the growth and development of the entrepreneurship process in India. The data for the study has been collected through secondary sources, which mainly include websites.

Entrepreneurship Development Process in India

Prof. David C. McClelland was the individual who interestingly completed the Kakinada preliminary on business improvement preparation during the mid-1960s. He guessed that the requirement for high accomplishment was a fundamental part of the rise of business people and that it very well may be created. He tried speculations in many preparing programs in Kakinada, Hyderabad and Bombay in India and Barcelona in Spain. The outcomes showed that it was feasible to foster for sure poor people, uneducated, oppressed and other non-business networks into business visionaries and assist them with setting up and working their undertakings with relevant preparing and encouraging intercessions. A 3-month preparation approach known as the business advancement Program (EDP) which underlined setting up a little experience overseeing it; and making gains out of it, was developed in Gujarat, during 1969-70. The program was intended for new and inclined toward business people who had inactive pioneering possibilities. This program which started as a preliminary by Gujarat State Industrial Corporation began acquiring prompting at the public situation in the mid-seventies. There was a need to spread the program to all of the fragments of Gujarat which finally provoked the creation of the Centers for

Entrepreneurship Development (CED) in Ahmedabad in 1979. It was the essential particular association of its sort in the country, fundamentally committed to the task of business headway. Stimulated and charmed by the accomplishment of CED, All India Financial Institution, viz., Industrial Development Bank of India (IDBI), Industrial Financial Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI) with the unique assistance of the Government of Gujarat, upheld a public resource affiliation, viz., Entrepreneurship Development Institute of India (EDI-I) in 1983. It was endowed with the errand of spreading and regulating ED exercises in the country. The Government of India has set up three public-position Entrepreneurship Development foundations in India. These are the National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad; the National Institute of Entrepreneurship and Small Business Development (NIESBUD) in NOIDA and the Indian Institute of Entrepreneurship (IIE) Guwahati.

Up until recently, a piece of the state lawmaking bodies, with the assistance of all Indian money related establishments moreover took action in setting up state-position Institutes of Entrepreneurship Development (IEDs), like IED Lucknow, IED Bhubaneswar (Orissa), IED Patna (Bihar) or state centres near as Maharashtra Center for Entrepreneurship Development, Bhopal, Center for Entrepreneurship Development of Karnataka, Dharwad (Karnataka) to bring the ED forming down to grassroots position. Further, to enhance the achievement pace of the EDP students in the foundation of new ventures, the Ministry has of late dispatched another plan, videlicet, Rajiv Gandhi Udyami Mitra Yojana. The fundamental thought of this plan is to give hand holding backing to original business people, through assigned lead organisations i.e., 'Udyami Mitras'. Under this scheme,' the Udyami Mitra Would give direction and support to the implied business visionaries enlisted with them, in drug of configuration report, organising finance, choice of innovation, conveying brilliant favours, concurrences and NOCs and so forth.

Role and Relevance of Entrepreneurial Development Programme in the Economic Growth of a Nation

The function and importance of the Entrepreneurial Development Program (EDP) during the time spent the monetary turn of events and development of a country are gigantic. It is the EDP through which the business people get familiar with the necessary information and expertise for running the endeavour effectively which at last contribute towards financial improvement in the accompanying ways such as:

Sets out business open doors: EDPs assist with taking care of the issue of joblessness by setting out satisfactory work open doors through the setting up of little and enormous modern units where the jobless can be retained. Different project plans like Prime Minister's Rozgar Yojana, National Rural Employment Program and Integrated Rural Development Program and so on have been started by the Government of India to take out destitution and tackle the issue of joblessness.

Helps in achieving Balanced Regional Development: Effective EDPs help with speeding up the speed of industrialisation in the retrogressive regions and help in diminishing the centralization of financial power in the possession of a person. The different concessions and sponsorships presented by the State and Central Governments provoked the business people to set up their own little and medium modern units in the agricultural and in contrast regions. Through EDPs more and more industrial units in the backward areas are set up which lead to the development of the rural sector which finally helps in achieving balanced regional development.

Hinders modern Slum: Entrepreneurial improvement programs help in the expulsion of modern ghettos as the business people are furnished with different plans, impetuses, endowments and infrastructural offices to set up their endeavours in every one of the non-industrialized regions.

Utilisation of Local Resources: Plenty of locally accessible assets remain unutilized because of the shortfall of drive and absence of satisfactory information by the business visionaries. Legitimate utilisation of these assets will assist with starving out a solid base for quick industrialisation and sound financial development. EDPs can help in the appropriate utilisation of locally accessible assets by giving legitimate preparation, direction and schooling to possible business people.

Financial Independence: The business people through EDPs can accomplish the monetary freedom of a nation by creating a wide assortment of better-quality labour and products at serious costs. The business people additionally through sending out advancement and import replacement can procure and save an urgent measure of unfamiliar trade which is fundamental for the development and improvement of any economy.

Challenges Faced by Indian Entrepreneurs before Starting up

Self-reliance to move into business: Starting your endeavour is certifiably not a simple errand. You want a great deal of mental fortitude and solidarity to leave your place of

employment and go into business. One not set in stone and sure towards his/her objectives. You want to persuade yourself that there is a requirement for such an item on the lookout and you are the best individual to fabricate it.

Raising Capital: Money is one of the greatest tests looked at by a business visionary. Presently you need to choose when, how and from whom you will raise the necessary capital. On occasion, individuals need to bootstrap their beginning up for a more drawn out period.

Recruiting the right ability: After you have chosen to begin your endeavour, you want a group. Behind each fruitful business is a fantasy group - be it observing the right prime supporter or establishing fire up the group. Getting somebody, who puts stock in your thought/adventure as much as you, to make it work is consistently troublesome, yet the most significant.

Monetary Security: For a beginning to be an effective endeavour one requirement is to address two most significant inquiries – 'Do I have sufficient reserve funds to guarantee my family's monetary security?' and 'Does the organisation have sufficient assets to guarantee no less than a year's runway?' If you realise you have sufficient investment funds for the family, then, at that point, you can undoubtedly zero in on the beginning up that you are building. Alongside it, if your beginning up has sufficient working capital, you can face greater challenges.

Confronting Failure: Not each thought of your requirements to work. With the starting of new items and scaling new business sectors comes the idea of "bombing quick". Assuming you're attempting a tonne of new things, not all things will work and you won't prevail at every one of those thoughts.

Government of India Support for Innovation and Entrepreneurship in India

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Job creation is a foremost challenge facing India. With a significant and unique demographic advantage, India, however, has immense potential to innovate, raise entrepreneurs and create jobs for the benefit of the nation and the world. In recent years, wide spectrums of new programmers and opportunities to nurture innovation have been created by the Government of India across several sectors.

From engaging with academia, industry, investors, small and big entrepreneurs, nongovernmental organisations to the most underserved sections of society. Recognizing the importance of women entrepreneurship and economic participation in enabling the country's

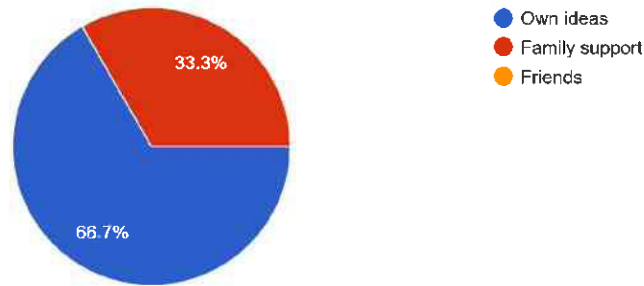
growth and prosperity, the Government of India has ensured that all policy initiatives are geared towards enabling equal opportunity for women.

The government seeks to bring women to the forefront of India’s entrepreneurial ecosystem by providing access to loans, networks, markets and training. In India, various initiatives have been taken by the government from time to time for entrepreneurship development in the country. Entrepreneurship has attracted the attention of policymakers in India. A series of high-level initiatives, including Start-up India, has been launched to promote private sector development. However, the role of entrepreneurship in development remains a mystery for many policy observers.

Data Analysis and Interpretation

How did you get your idea or concept for the business

3 responses



In the above table, 66% of entrepreneurs have started their business with their own ideas and 33% of entrepreneurs have family support for starting a business and no friend has supported their business.

How do you advertise your business?

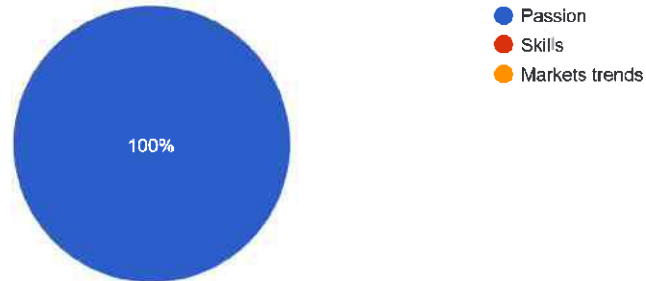
3 responses



In the above table, Social media is the main use platform to advertise a business rest television, newspaper, billboard and pamphlets are not used by today entrepreneurs.

What made you choose this type of business?

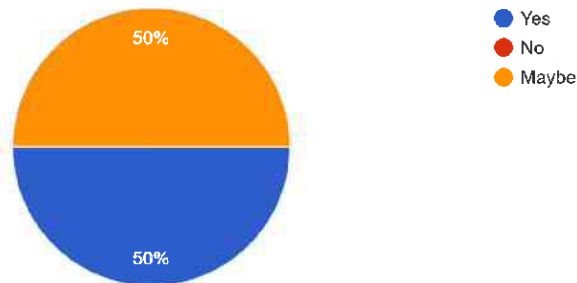
3 responses



In the above table, entrepreneurs have made their passion to choose their business, for the rest skills and market trends are not the ones which made them choose this type of business.

Does your company help the community where it is located?

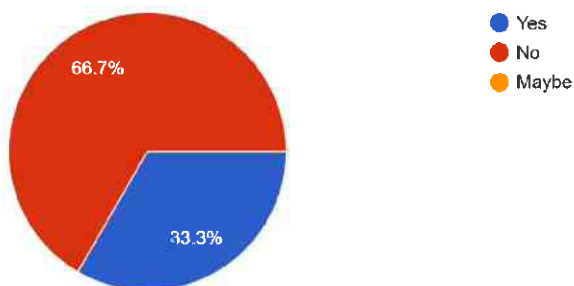
2 responses



In the above table, 50% of the company helps their community where it is located and the rest 50% feel that they are maybe helping the community. There is no one also entrepreneur who does not help the community around them.

Have you ever turned down a client?

3 responses



In the above table, 66% of entrepreneurs have not let their clients down and the rest 33% of the entrepreneurs have turned down their clients due to misunderstanding or while communicating.

Findings

- 66% of entrepreneurs have started their business with their idea
- Social media is the main use platform to advertise a business
- Entrepreneurs have made their passion to choose their business
- 50% of the company helps the community where it is located.
- 66% of entrepreneurs have not let their clients down

Conclusion

The business visionary with his vision and capacity to bear hazards can change the financial scene of the country. They assume an essential part in starting and supporting the course of financial advancement of a country. The general point of a pioneering improvement program is to invigorate an individual to embrace business as a vocation and to make him ready to recognize and take advantage of the changes effectively for new pursuits.

In India, beyond a couple of many years have seen a significant ascent in the space of Entrepreneurship. Today, India has turned into a ripe ground for rearing new business visionaries. A significant part of business in India is social business ventures. In India, where significant degrees of needless joblessness still exist, many individuals have chosen to assume control over issues, with or without the assistance of the public authority, to work for a superior tomorrow.

What we want to do is to establish a climate where business visionaries feel certain that they won't confront any snags assuming they foster plans of action to help poor people. In India, different drives have been set aside by the public authority from the effort to time for business venture advancement in the country. The business has drawn in the consideration of policymakers in India. A progression of significant level drives, including Start-up India, has been dispatched to advance private area improvement. Be that as it may, the job of the business venture being developed remains a secret for some arrangement onlookers.

Suggestion

1. Strong capital and money markets should be developed.

2. Cooperation and coordination should be developed between the public and private sectors.
3. Tax structure should be made favourable to the entrepreneurs.
4. Efforts should be made to maintain economic stability in the country.
5. Desired improvements should be incorporated into various economic policies.
6. Efforts should be made for bringing favourable social, cultural and ideological changes in society.
7. Individual properties rights of profits should be fully secured.

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11. To Study the Challenges Faced by Entrepreneurship in the Indian Financial Sector during the Pandemic

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Abstract

The covid-19 pandemic is the most serious challenges by our financial sector in nearly a century. The businesses were shutting down and were seeking more financial help. In a country like India which is already a developing country faced too many obstacles. During the pandemic the most affected people were labourers, people who had small scale businesses. Many businesses were short of cash or they had Avery little cash in hand. Banks are very important part of Indian economy since they provide funding's too corporate and individuals. The banks were highly affected during the pandemic. The Indian stock market crashes after the announcement of the lockdown in the country on 24th march 2020. RBI faced liquidity issues and reduced its repo rate since people were struggling to repay the loan.

In this research paper, we discuss various factors such as lockdown approach, Indian stock market, Loan moratorium, different impacts in banking, financial services. Further, I have given some suggestions to mitigate the situation so that the financial services can continue with the minimal negative impact which should help for better services to the people and less revenue loss to the organisations.

Keywords- finance, pandemic, lockdown approach, RBI.

Objectives

- A. To find out the policy measures Indian government and reserve bank of India
- B. To find out key challenges faced by banking sector, stock markets and the MSME sector.
- C. To know how long it will take to revive the economy.

Introduction

COvid 19 started to spread on Dec 2019 from Wuhan city in china. Now today the whole world is affected by this disease. Whole world got into a recession and in India it impacted all the sectors. Coronaviruses are a broad family of viruses that can cause everything from a normal cold to more serious illnesses like Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (SARS). In Wuhan, China, a new coronavirus (COVID-19) was discovered in 2019. However, there are already a lot of worries about the new coronavirus. Despite the fact that it appears to be transmitted to people by animals, it is critical to distinguish between specific animals and other sources, the channel of transmission, the incubation cycle, and the characteristics of the susceptible community as well as the survival rate. Despite this, there is currently very little clinical knowledge about COVID-19 disease, and details on age range, the virus's animal origin, incubation time, outbreak curve, viral spectroscopy, dissemination pathogenesis, autopsy observations, and any clinical responses to antivirals are lacking among serious cases. COVID-19 has spread to over 150 countries, including China, prompting the World Health Organization to declare the disease a global pandemic. COVID-19 instances had surpassed 18,738,58 by the 2nd week of April 2020, despite the fact that more than 1,160,45 deaths had been documented worldwide, and the United States of America had become the global epicentre of coronavirus. Outside of China, more than a third of the COVID-19 occurrences are found. It's difficult to draw a parallel between this coronavirus and previous pandemics that occurred in the last decade or so, such as bird flu, swine flu, and SARS. The table below compares coronavirus to diseases and recent pandemics that have reshaped the global community.

Literature Review

This paper examines the effect of covid-19 on Indian financial sector. Banks which were highly affected during the on-going pandemic. The decision which were takes by RBI which helped people of India as well as banks. The stock market fall during the pandemic and the recovery after the fall which was highly expected and doubled the portfolio of the investors. The exports of India were highly affected which resulted in lower foreign exchange. Petroleum products were most affected during pandemic. The MSME sector (medium and small enterprise) which contributes most to the India's GDP were highly affected.

1. Banks - The banking industry is critical to the Indian economy. In India, there are 34 banks. There are 12 public banks and 22 private banks. State Bank of India, Bank of Baroda, and Indian banks are examples of public sector banks. Banks in the private sector are those in which private shareholders own the majority of the stock or equity. There are now 22 active Private Sector Banks in India's economy. Foreign Banks- Host-countries profit in two ways: international transactions are expedited, and employment opportunities in the banking sector are expanded. Banks' largest challenge throughout the pandemic was bad debts. The firms were unable to repay their loans since they had ceased working and had no income. As results bad debts were occurred.

And next banks were heavily affected since financial instrument lost their value. There were open positions in the market and the sudden movement of the market resulted in heavy losses. The increasing demand for credit was a challenge faced by the banks. The businesses which stopped their operations required additional cash to meet their costa when there were no revenues. There were lower demands for financial services. For example, there was fewer transaction due to lower economic activity. So there were lower noninterest revenues for banks.

In the aftermath of the pandemic, the RBI made a decision.

1. Targeted long-term repo operations (TLTRO) – this decision aided banks in obtaining liquidity. Banks selected CP, investment grade corporate bonds, and non-convertible debentures as liquidity.
2. Cash reserve ratio (CRR): The RBI announced a CRR reduction of 100 basis points (bps), or 1%, to 3%. The minimum amount that commercial banks must retain as reserves with the central bank is known as the Crr.
3. Working capital interest – All lending institutions were also allowed to have a three-month interest moratorium.
4. Loan moratorium- A loan moratorium is a period during which the borrower is not compelled to make any payments. It is a period of time during which the borrower waits for the EMI of the repayment to commence. Covid is the subject of the moratorium that we are discussing in India. All commercial banks, including regional rural banks, small finance banks and local area banks, co-operative banks, all-India financial institutions, and NBFCs, including housing finance companies and micro-finance institutions, were granted permission by the RBI on March 27, 2020, to allow a

three-month moratorium on EMI payments for loans outstanding as of March 1, 2020.

The RBI has imposed a three-month lending moratorium to provide assistance to the middle class. This was applicable to all the commercial banks including the regional and small financial bank.

2. Stock markets- There are two major stock exchanges in India- Bombay stock exchange(BSE) National stock exchange (NSE) Stock market of India started to fall days before the announcement of lockdown in India. It was because of the global selling pressure in the market. During this period nifty fell up to 38% resulting 27 % loss in the stock market from beginning of this year.



The above figure is the chart of nifty during the fall.

- As the government announced lockdown, many economic activities had to stop suddenly. The financial market of India witnessed sharp volatility resulting in disruption globally.
- This spread of the COVID-19 pandemic has put the world in danger and unexpectedly changed the outlook globally.
- The stock market has responded with volatile movement and affected adversely.
- Investors were suffering sufficient losses due to fear and uncertainty.

According to my study, the nifty began to fall 2 months before the announcement of lockdown by our PM. And on the day of announcement It was closed flat and then there was no big fall. After the all there was no big fall for 6 months. During this period many people in India lost their jobs and the market was still on the bullish trend. Now the question arises how?

3. Export-Export is critical for a country's development. Foreign markets provide prospects for economies of scale and expansion when the home market is small.

Certain countries can attain export-led growth via exporting.

Why is it necessary for a country's exports to grow?

Earning Foreign Exchange- Every country in the world is attempting to gain a piece of global trade. This is owing to decreased trade barriers since the World Trade Organization (WTO) was founded, rising import bills, and increased global competition in the domestic market. In addition, most developing countries, including India, rely heavily on the World Bank and the IMF to finance their development operations and decrease their balance of payment deficits..

Reducing Foreign Loans - These loans must be repaid in full one day. Export development is critical in order to repay those foreign loans. This will increase foreign exchange, and loan repayment will be simple.

Defence-Critical War-Fighting Equipment

It is critical for the country's security. These items are imported from sophisticated countries, and exports are required to pay for them.

In terms of exports from India, the most affected commodities were petrochemicals, which saw a 32 percent drop.

In India, COVID is most prevalent in products that make up the majority of the country's exports. Textiles, Clothing, and Transportation, to name a few. India's top three exports, chemical, fuel, and glass, which account for more than 45 percent of the country's exports, have little hope. Vegetables, food goods, rubber, and other minor products that contribute little to exports faced fewer risks and losses.

MSME sector:- Most of the people in India started their own business during the pandemic since they lost their jobs or the bread winner of their families. But many small business were shut down during the pandemic. According to the study 43% of small business were shut down during the pandemic and rest were impacted negatively during the national lockdown. The MSME sector is actually the backbone of Indian economy with its far reaching network. But the pandemic brought plentiful problems in financial crisis, demand and supply. Now this sector is actually struggling for its sustainability.

From beginning of the planned economy in 1951, the MSME sector has contributed. There are over 6000 which are traditional and technologically advanced items which are manufactured in India. This sector has shown very promising. The share percentage of MSME sector in total GAV and in total GDP is continuously increasing. The micro-sector enterprises account for more than 99% of total estimated numbers within the defined sectors. And rest are just small and medium enterprises. The actual reason of the fall of MSME sector during pandemic was the size of the business, there scale of the business, limited financial resources and they can't compete this unexpected situation.

In order to stir the economy government should come up with a comprehensive policy for this very sector. It is identified that the policies made by the government are not directly targeting the MSME sector and the revival strategy made by the government for this sector are strangely limited and are not enough for the revival of this sector.

Research Methodology

My research is based upon the pandemic effects on finance sector (banks stock market, businesses etc. The most of the research done here is secondary. This research paper will be covering their effects of pandemic in finance sector of India. People's loan paying capacity got reduced and India's economic sector got lower.

Suggestions to Revive Our Indian Economy

The IMF growth forecast for India in 2021 is 12.5 percent compared to a negative 8.8 percent in 2020 and will settle at 6.9 percent in 2022. Compared to China, India seems to be better amidst this pandemic.

Now, there is still a hope for recovery of the economy .Because ,unlike the first wave of covid , we have all the equipment ,beds and the vaccines this time . It is very much expected that the speed of new cases will slow down as vaccinations and the treatments pick up. India's GDP will only pick up if the vaccinations are done on time and properly. This will help to neutralize the second and third wave. To implement this plan the government should take immediate actions and try to control this virus which is spreading rapidly all across India and the globe.

Conclusion

It is no doubt that the implications of COVID-19 on global trade will be far reaching that are predicted now, especially for the services sector. Unlike goods, services cannot be stored, and the losses once occurred will be irrecoverable. This crisis will be very devastating for the

businesses which are wholly dependent on tourism and export sector. And will be very serious situations or the hurdle for the economies. India, which is actively participating if share of services exports via digital mode, has been very much affected by the pandemic; but the impact seems to be very much lower as compared to the other sector of the economies. The immediate reversal is visible from the export data for Q1 and Q2 2020, but the improvement in exports from May is showing good results and the signs of a good recovery.

The booming online businesses are the good opportunity for India if the government takes possible measures for safety. Now the offline businesses were shut down due to this pandemic. This gives more opportunity to online business in India. If handles correctly India could get back on track in terms of economy and GDP. As a nation we should always look on a positive side of the situation. Many people who lost their jobs due to the pandemic started their own online stores which helped them earn more than their previous salary. Government should promote these types of businesses which could help the economy grow and should forget the negatives of the situation and should implement accordingly.

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12. To Study Entrepreneurship Education in India: Emerging Trends and Concerns

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Abstract

A fruitful business person can defend the few quantities of representatives and make more up to date positions in to the market. In this manner, the paper center around the need of innovative based instruction and execution of such abilities in India. Entrepreneurship has acquired a lot of noticeable quality in both created countries and emerging countries and has thus encouraged higher interest for business schooling. There is expanding accentuation on schooling as a way to kill neediness and business venture as an impetus for monetary improvement by numerous nations around the world. In This paper investigates the drives business venture schooling in different regions of the planet through content examination of diary articles and websites regarding the matter to distinguish arising patterns and concerns. it portrays tries at the national and overall levels to convey money managers and further developed business planning in countries. the Globalization is hoping for something else than what the Developing countries are wiring with cutting edge nations. The Globe is the piece of Globalization is Because of the production of Substantial positions by a business visionary.

Keyword-Keywords: Globalization, Entrepreneurial, Human Resource, Education, Entrepreneurship.

Objectives

1. To know Professional/Technological schooling be firmly labeled with entrepreneurship education.
2. To study Encouraging/nurturing of entrepreneurship education qualities need to be developed to become an entrepreneur.
3. To Awareness about entrepreneurship education to exhibit as an ultimate survival strategy and viable and realistic option for carrier development.

1. Introduction

Education has long been regarded as one of the primary Organization (ILO) Stated into productive jobs that enable them to pay taxes and support public services. This has been perceived in the article of Ehlen (2001) that a private company will make larger part of occupations contrasted with the huge business houses. In the traditional system of education, the students are inevitably stuck on the outdated method of teaching. Accordingly, understudies don't get a pioneering training and openness in the serious world. Entrepreneurship and advancement are quickly being Recognized as the important economic drivers across the globe. The word “entrepreneur” and “entrepreneurship” are Generally attributed to Richard Cantillon for coining, there is a great Concern for imparting entrepreneurship education in the Academic institutions in India Entrepreneurship was found to be Wide ranging across regions – from ‘family background’ Being the prime trigger in The most important motivator in Bangalore (26%). The NKC study found that ‘market opportunity’ has become an increasingly significant motivating trigger entrepreneurship is a multi-faceted phenomenon. Globalization has prepared for multiplication of numerous Innovative and administrative based foundations across. the globe. This has been perceived in the article of Ehlen(2001) that an independent company will make greater part of occupations Contrasted with the large business houses. In the customary Arrangement of schooling, the understudies are definitely stuck on The obsolete technique for instructing. Subsequently understudies do not get innovative training and openness in the Serious world.

Developments and innovations in the areas like advertising, finance coordinated factors are normal peculiarity across the Globe. Understudies trading programs, reception of educational program from western universities, worldwide portability of human asset and so on are the piece of globalization. Getting entrepreneurship schooling and preparing strategies are the essential conditions to turn into A fruitful business visionary. As a result of the formation of significant positions by a business visionary, there is an extraordinary Worry for bestowing business venture schooling in the scholastic foundations in India.

Literature Review

Education is a product of experience. It is a process through which the experience of race, ie. Knowledge, education is regularly viewed as learning. It Is acquired through experience of any sort-intellectual, emotional or sensor motor. Instruction continues from birth to demise and

the school is the not just office that gives education since youngster additionally gains things from different Sources like home, media, peer bunch, climate and so on life involves a constant and continuous modification of experience. The aim of education has varied from race To race and generation to generation but the primary concern Of accentuation has forever been on the mental and actual Growth of the person (Sampath ei UNESCO Inter-Regional seminar on promoting entrepreneurship education (2008) defined as “Entrepreneurship Education is made up of all kinds of experiences that give students the ability and vision of how to access and transform opportunities of It is about increasing students’ ability to anticipate and respond to societal Needs. The meaning of Entrepreneurship Education. For created nations it is an inventiveness, advancement and thinking fresh while for the emerging Nations it is a method for creating inspirational perspective towards entrepreneurship and independent work. Entrepreneurship education is education and training which allows students.

Main Topic

The following objectives

- To know entrepreneurship and business education in general.
- To study the challenges for entrepreneurship education and
- To offer some strategies to implement entrepreneur-Ship education with least barriers.

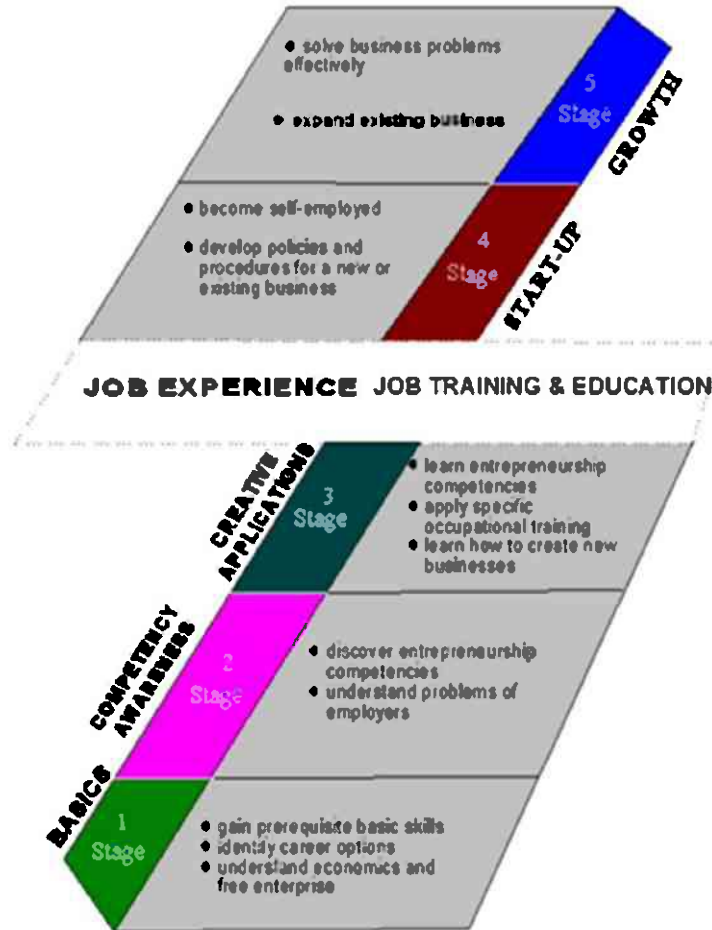
The Concept of Entrepreneurship Education:

This will be true not just for top professionals and managers but up and down the length and breadth of the workforce.

Entrepreneurship Education

Shane And Venkataramanan (2000) suggest that entrepreneurial Ventures are started by individuals with a high degree of Tolerance for ambiguity. In recent Envick, Madison Priesmeyer (2003) present a cross-course project model that employs the contents of one course to help teach the learning objectives of another course in an Mining effort to remedy the deficiencies of ‘Entrepreneurship is the professional application of knowledge, skills (distinct from seeking self-employment as in a profession or trade), thus to pursue growth while generating wealth, employment and social the entrepreneurship ‘Pyramid’ in India (in terms of sectors and numbers of people engaged) is made up of the following. Power, Gas and Water supply ∑ Level 1: Agriculture and other, Plantation, ∑ Level 2: Trading services: Wholesale and

retail trade; hotels and restaurants Σ Level 3: Old or traditional sectors: manufacturing, Σ Level 4: Emerging areas (counting information escalated areas): IT, Finance, Insurance and Business administrations, Construction, Community, and Social.

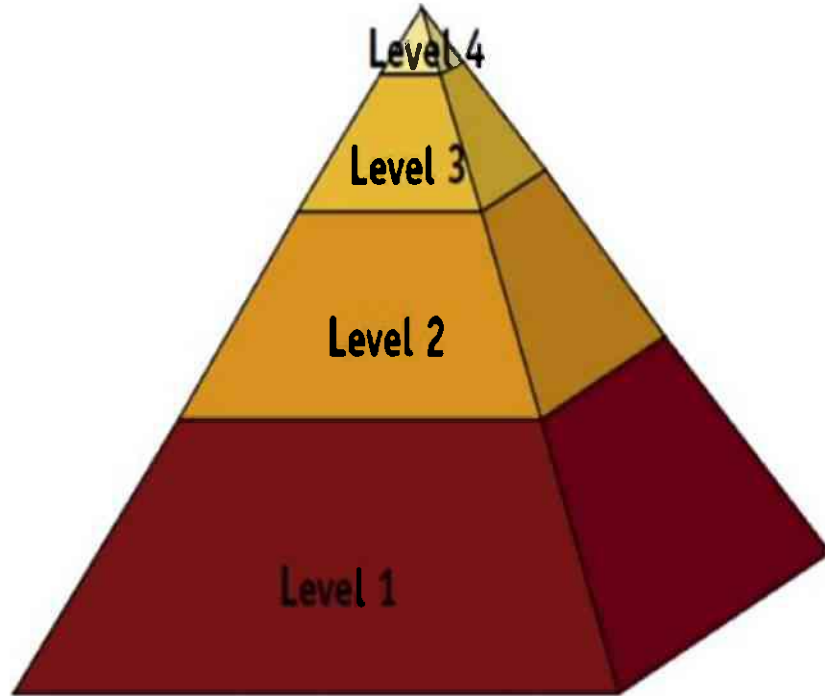


The New Commission on the Skills of the American Workforce, national centre on education and the economy 2007). Business venture education entrepreneurship is an area of study that is fixated on dealing with equivocality, vulnerability and intricacy shane And venkataramanan (2000) suggest that entrepreneurial Ventures are started by individuals with a high degree of tolerance for uncertainty. In recent envick, madison .

Research Methodology

The present study is based on journals related on entrepreneurship like journal of global entrepreneurship, journal of small business management, international journal of entrepreneurship education, entrepreneurship theory & practice, government of india’s report on

entrepreneurship. The information has also been obtained from business education and entrepreneurship Related websites through online



Conclusion

The globalization is expecting the education from the developing countries in such a way that the human resource should able to understand the concepts of business which should be easily expected the business cycles. Mass production and mass consumption Is another feature of globalization process. The International mobility of human resource with skills and knowledge is also a part of globalization. Thus, the traditional education systems of countries like India Need to be overhauled to the needs of globalization. Thus, India needs to go with entrepreneurial based education System which is an inevitable in order to create more Jobs for the growing population. The long-term impact of entrepreneurship education certainly gives fruitful Results by way of sustaining economic growth, reducing poverty and the creation of more employment. Therefore, a country like India should have an open mind in allocation of funds for entrepreneurship education, establishment of scientific and R & D institutions and developing ability to absorb the technologies offered by the countries. The educational system in 21st century is more interdisciplinary oriented and this has forced the countries like India to adopt entrepreneurship education In colleges and universities inevitably with the Objective of transforming India into a

knowledge society Following an information oriented worldview of improvement would empower india To utilize this fragment advantage In the expressions of our prime minister “The time has come to create a second wave of institution building and of excellence in The field of education, research and capability building So that we are better prepared for the 21st century. As a high-level advisory body To The Prime Minister of India, the national knowledge commission has been given an order to direct approach and direct changes, zeroing in on specific key regions, for example, Education, science and innovation, farming, industry, e-administration and so forth Simple admittance to information, creation and protection of information frameworks, spread of information and better information administrations are center worries of the commission.

Suggestions

The following suggestions have been made to improve The entrepreneurial education in India: Figure 05 states that the model of entrepreneurship Education to combat poverty reduction of economically weaker sections of the society. The first two stages disclose that, the need for harmony and coordination of School education and entrepreneurship education. This is Possible only with the support of the following elements regulatory set-up

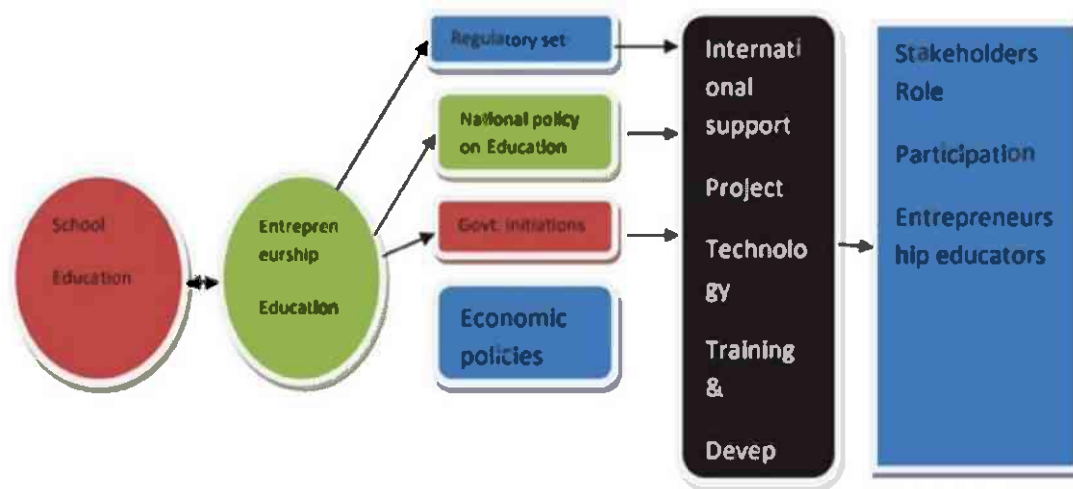
1. National policy on Education
2. Government initiation
3. Economic policy of the country
4. Stakeholders

Government should frame regulatory set-up in order to bring harmony between school education and entrepreneurship education. The national policy on Education needs to be overhauled in this direction. Moreover, the economic policies of the state governments Also focus on this issue. But, without the support and active participation of stakeholders in this saga, it is impossible To achieve this target. Sometimes, it may happen to with international support for the implementation of the project To invite technology, training and development. Figure 06. Above all, he should Have a capacity to assume the business cycles very easily.

Entrepreneurship mentors are the central organs of the entrepreneurship education. They should have entrepreneurial skills effective teaching training in entrepreneurship education. No gaps should be between theory and practice able to understand business cycles easily should motivated, leader and have knowledge and sharing person curriculum related issues. Curriculum is the base on which the entrepreneurship education is being built. While preparing the

curriculum for the entrepreneurship education, the following points should be noted down should provide long-run vision for the aspirants entrepreneurship education should be made compulsory for all the courses curriculum should be employment oriented Barriers and hurdles while framing the curriculum should be chalked out and resolved by the experts The curriculum should be modified from time to time as per the need of the business world. Entrepreneurship Mentors are the central organs of the

Entrepreneurship education. They should be effective and efficient knowledge persons in the following areas: should have entrepreneurial skills and effective teaching. Training in



entrepreneurship education no gaps should be between theory and practice able to understand business cycles easily should be motivated, leader and have knowledge and sharing person.

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13. To Study Role of Positioning in Entrepreneurship Development

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Abstract

Product or brand positioning is creating a distinctive function. This is important because in cases of low customer involvement, a positioning strategy is what helps a brand or product. When we implement a positioning strategy we should focus not only on creating a unique place in the market but also creating a unique place in the minds of customers. This means that every element and feature of a product should fit in the market and emotionally in the minds of the people. A strong positioning makes a product or a brand visible. Positioning in marketing is not easy as it seems. It requires strong dedication, time, and motivation and sometimes you might have to refuse something. Therefore it is critical because retaining your current customers, aiming at bringing new ones is not a cup of tea. If you try to attract new prospects and clients for your company then you definitely need to invest a sufficient amount of time and efforts to it. Hopefully, that is where you will need a proper positioning strategy so that you do not struggle in being consistent with your revenue streams in the long run. STP (Segmenting, targeting, positioning) approach, an approach which is the base of marketing is very important. Hence, in this research paper, we are going to focus on Positioning as a concept because it is more practical than the other two levels like segmenting and targeting

Key Words: Brand positioning, product positioning, positioning, positioning strategy, entrepreneur, brand, product, market, positioning in the market, brand differentiation, brand uniqueness.

Objectives

The objectives of this research paper are to highlight the following:

1. To understand the mindsets of current businessmen regarding positioning of their brand

2. To understand the mindsets of consumers when asked to choose one brand amongst the others

Introduction

Positioning of a product and a brand is very important for an organization. It helps in creating a unique position not only in the market but also in the minds of people. It nearly relates to the concept of individualism in which we understand how to differentiate oneself, make oneself recognizable easily in a crowd of thousands or more. In today's times, where competition is soaring every day with advancements in technology, it is essential for an entrepreneur to have a positioning strategy for long term of his business. When we talk about an entrepreneur and a businessman, there is a slight nuance to it. The word 'entrepreneur' is obtained from a French verb 'entreprendre,' translated to 'undertake' in English. When we understand this term, we acknowledge that an entrepreneur charges himself into the business with his creative mind. In addition, a businessman is a person whose business activities already exist whereas an entrepreneur is a person who commences a new business with his own ideas, his own product and with his own capital. Therefore, the significance of an entrepreneur to adapt a positioning strategy is higher.

Main Content

Segmenting, Targeting and Positioning is a broad framework of market segmentation. In the STP process, Positioning is one of the important level to acquire market knowledge. Positioning in marketing is the set of elements that will allow your company to distinguish itself on the market, to be perceived uniquely by your customers. By analyzing your market and adopting a specific marketing positioning, you can differentiate yourself from your competitors. Marketing positioning can concern an entire company or a particular product when different product lines are proposed. Market positioning is a strategic exercise we use to establish the image of a brand or product in a consumer's mind.

Research Methodology

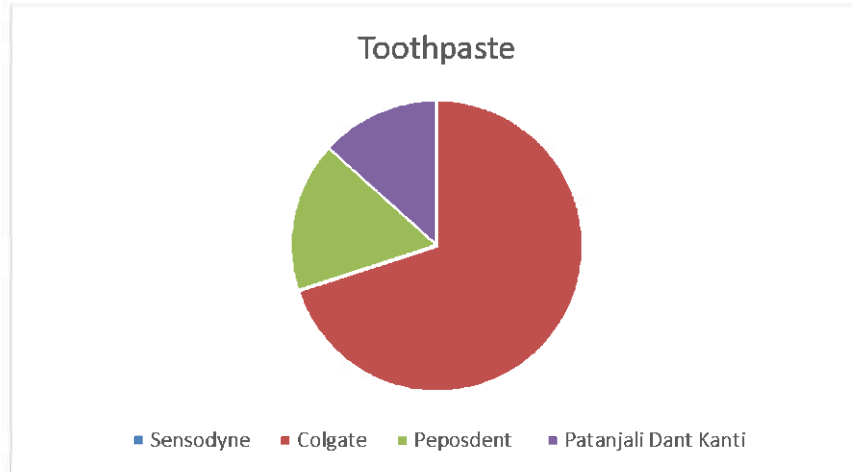
There are many brands already present in the market that have showed how their positioning strategies are proving to be excellent. The research methodology used in this research is primary data to analyze how the customers and businessmen recognize a brand. A questionnaire was shared with consumers and businessmen in which they were asked to select

one brand that came to their minds first when a particular commodity was mentioned. An established practice was followed for this research.

Findings

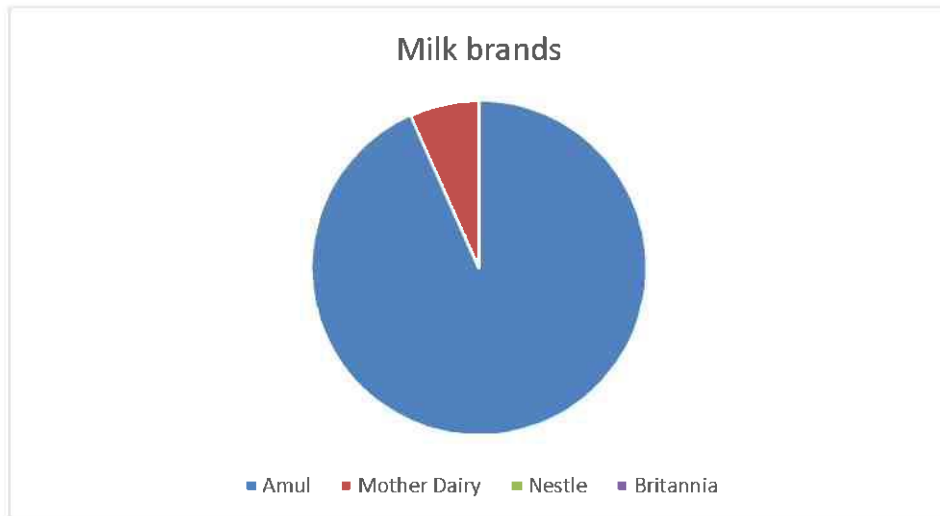
The questions of the questionnaire read as follows:

1. Which brand comes in your mind first mind when you read the word 'toothpaste?'



In this commodity, none of them thought of Sensodyne as a reflex to ‘Toothpaste,’ showing that how ‘Colgate’ has been creating its position in the market strongly. In some instances, Colgate is not just a brand of toothpaste. In fact, for most of the people Colgate is just another synonym of Toothpaste. This demonstrates a strong positioning in the market.

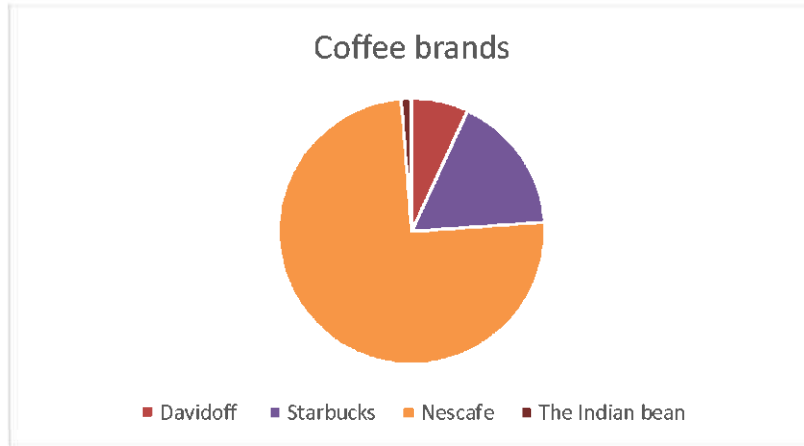
2. Which 'milk' brand comes in your mind first?



Amul stands out from the rest with the maximum responses followed by Mother Dairy milk in the second position. Hence, Amul proves their positioning in the market and also in the minds of people.

Since hundreds of years, Amul is entrusted by crores of people because of their efficiency, quality and customer involvement.

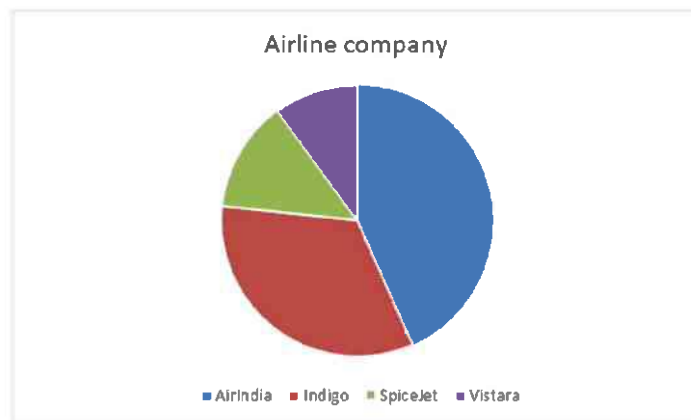
3. Which brand comes in your mind first when you read the word 'coffee?'



In this case, Nescafe occupies the highest place followed by Starbucks, Davidoff and The Indian bean in the last. Nescafe is a very popular brand in India since lots of years and it still proves to be the most preferable brand by Indians.

Even though Davidoff is a luxury coffee brand, yet it is unable to convince its utilization to Indians as they find the brand to be expensive. This is how we understand that price also makes a huge difference in the positioning of a product or brand.

4. Which 'airline company' comes in your mind first?



In airline companies, AirIndia has the maximum votes proving its excellence in airline. IndiGo, SpiceJet and Vistara are the other airline companies that follow.

Air India, is one of the trusted airline company in India as it is the flag carrier airline of India

5. When asked that from all the choices that they selected, do they think that it comes as a reflex to them because it has created USP (Unique selling proposition) in the market, the responses were as follows:



Over here, a huge response (90% of the respondents) favored that Unique selling proposition helps better in creating a position for a product/service in the market.

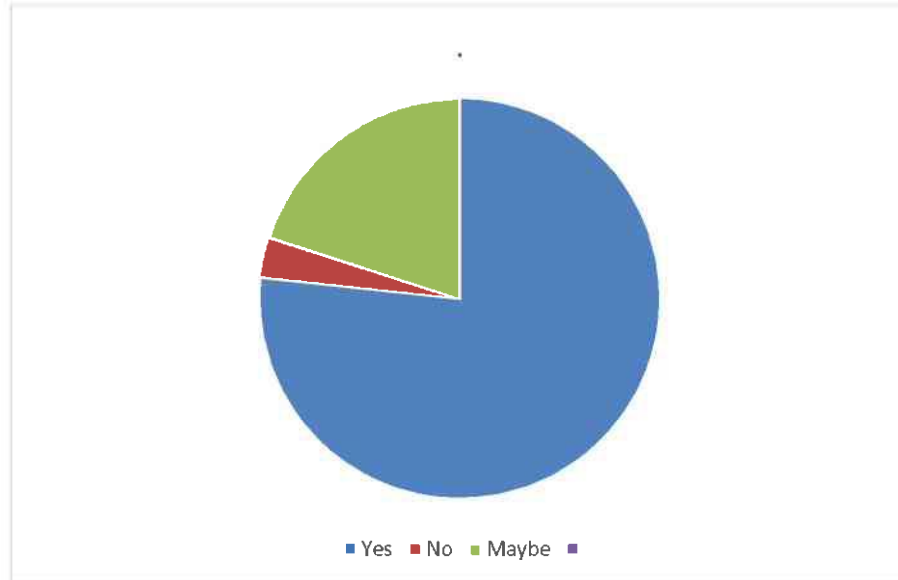
Not only businessmen and entrepreneurs but the customers too agree that USP feature of a product can make a huge difference in its perception.

6. Which element/feature of the product/service makes you buy it often?



Quality is the top most feature of a product that convinces the customers to remain loyal to a particular product time after time. Followed by a combination of quality, packaging, tagline and discounts and offers, it promises the customer to buy a product often. Packaging is the only feature that does not help in customer loyalty as per this questionnaire.

7. When asked if positioning of a product/service affects the sales and directly its profit, both negatively and positively, the response was:



Maximum people believe that positioning of a product affects the sales of a product both negatively and positively. 20% of the respondents are unsure about it while the remaining refuse to think that positioning affects sales of a product and directly its profit.

8. When asked for their opinion on the following statement, “Every entrepreneur has to create a strategy in order to position its product/services,” the response was:



Every single respondent of the given questionnaire affirms that every entrepreneur should have a positioning strategy to strive in the market not only for short term but also for long term.

Conclusion

In a market when a product is placed, it has to differentiate itself from the other products. This 'stand – out' feature is what makes a product unique amongst all competitors. This is where an entrepreneur should adapt a positioning strategy for his/ her product. A good position in the market also helps the product and the company to escape from difficult times. Lastly, a good position also helps the product to bring changes in its distribution, advertising, etc.

There are several types of positioning strategies. A few examples of positioning are as follows:

Product Characteristics

A product should have a unique feature or attribute that could add a certain value to the company.

Product Price

A brand or a product should have a competitive yet reasonable price.

Product Quality

A brand/product should be associated with high quality

Product use and Application

Proper manuals and guides should be provided so that the customers comprehend easily how the product can be used

Competitors

Your brand or product can attract customers more than anyone when you understand your competitors well. In order to attain customer loyalty, you can include discounts or offers which can increase your positioning in the market.

In the end, we could say that choosing a positioning strategy is very important for an organization. Distinction, recognisability feature of a product need not only be on the basis of packaging of a product but its performance also helps in having a concrete position in the market. It is feasible to say that at some point it is also the emotional aspect towards a product that helps customers to stick to a particular brand. Due to online business/e- business, businesses have very less personal contact with the customers. The coming world is going to be digital as we slowly adapt to new technology every day. Hence, a positioning strategy is of utmost importance. A brand/product is strong if its positioning in the market is strong. The stronger the position, the greater reputation of the product/brand in the market.

For example, in terms of fast food, McDonald's is still efficient in its activities. Their brand image is still strong in the market as they kept adapting to new technology and adapting to the region their stores are in. In foreign countries, their beef patty burgers are very famous but when they considered India's cultural backgrounds, they introduced veg burgers for the very first time so as to not hurt Indian citizens' sentiments.

Suggestions

Creating a positioning statement is as important as any activity involved in a business. A positioning statement can help in identifying the products and business' objective and an entrepreneur can also understand how his/her product is perceived by customers in the market.

Some of the basic points to understand

1. You can determine your company's uniqueness when you compare yourself with the competitors: When you undertake this step, you undergo SWOT analysis. You understand your opportunities and once it is attained, you focus on your strengths and company's interests. This way your competitors cannot hinder your weaknesses.
2. You can identify your current position in the market : Identifying your market position can help you stand-out from all your competitors which in turn will pave your way to your products' or brand's individuality.
3. Competitor positioning analysis : You can Identify the effect one competitor has on another and grab the advantage of making your brand or product even better. This analysis is an important tool in positioning
4. You develop a positioning strategy : From the above steps you get to know where your brand/company was, where it is currently and where it can go in future. A positioning strategy helps the company to understand where it can position itself in the market.

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14. To Study the Marketing Strategies for Entrepreneurship with Reference to Apple Inc

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Abstract

The current research is solely based on Apple Inc.'s market strategies. One of the many definitions of advertising is that it is a type of economic activity that aims to meet consumer requirements while also achieving the goals of the organisation. This study examines Apple Inc.'s present advertising and marketing scenario by integrating Apple's market Place discipline with an examination of the company's marketing strategy. It also outlines the issues that arise as a result of Apple's marketing strategy, which is shaped by the current market environment and is focused on long-term growth. It is critical to research Apple Inc. in order to provide marketing tactics for other collaborations.

Keywords : Apple Inc., Marketing strategy, Company, Analysis.

Objective

This research is conducted with the following objective

1. To research apple marketing
2. To Investigate the apple industry's environmental impact..

Introduction

Electronic products have become one of the most significant things in society as the economy has continued to develop. Apple is without a doubt one of the most successful corporations in the industry. It was ranked first among the top ten most valuable brands in the year 201. At the same time, its profits were eighth among the world's top ten firms this year. It is far from adequate to rely on functional aspects alone in this year of great achievement to stand out among numerous fantastic brands. To create creator attraction, two brands should be endowed with more humanised characteristics. As a result, it's critical to research Apple's marketing strategy.

In order to better compare marketing strategies with other companies, Apple is unquestionably number one in terms of electronic devices. Through the analysis of Apple, other companies can better improve their marketing strategies and better help other people who do corporate strategy analysis to come up with a new ideas.

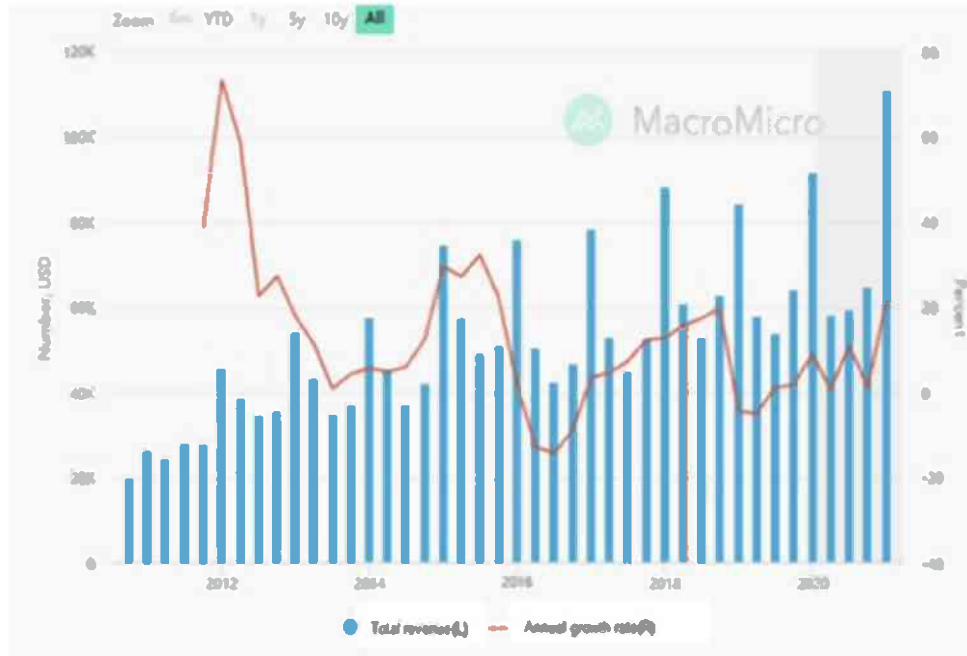


Figure 1 Apple's Revenue [3]

Literature Review

Apple's "Think Different" marketing campaign from 1997 was one of the company's most memorable. Huge black-and-white images of singers, artists, scientists, and political figures whose outlandish views later became conventional were shown on billboards and banners. Apple designs for consumers in both meanings of the word: people who spend their own money rather than that of their employers, and people who consume rather than make digital material. Apple has gained a fortune by focusing on digital consumption, but its products have deteriorated in quality, flexibility, and even reliability



1. The Swot Analysis of Apple Company

1.1. Strength

In 1984, Apple added a new sort of computer incomes where is so excessive that they made up a huge bite of Apple’s revenue. As increasingly more people realise about Apple, clients purchase a variety of this new type of computers and the good of Apple is much higher in the different brands. At the equal time it additionally invests in a wide range of marketing sources consisting of celebrity endorsements. It makes purchasers want to buy extra which can’t to simplest attract a whole lot of purchasers, but also advocate to the human beings around them so that it will significantly boom there earnings

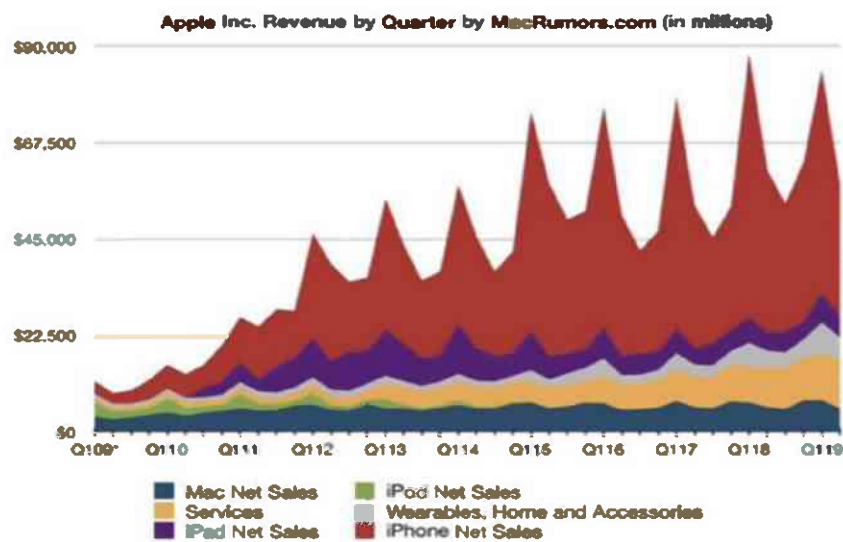


Figure 2 Apple Inc. Revenue by Quarter [3]

1.2. Weakness

Apple’s production department Is inefficient, while design and cost are both high, resulting in Apple’s lack of competitiveness in the IT business.

1.3. Opportunity

Apple has a wide range of items. Essentially, each new model has its own set of features, such as the ability to retain existing customers while constantly expanding new markets to attract new ones.

1.4. Threat

The greatest threat to a corporation like Apple is the high degree of technological competition. To develop new items, start-up funding can only endure a limited time. Android overtook iOS as the most powerful opponent, but it was up against Samsung and other companies. As a result, many Apple goods are under a lot of strain.



2. Environmental Analysis of Apple's Operations

Apple has always placed a high priority on product and market research and development in order to retain its competitive position. The demand for iPad and Mac is critical because the iPhone and iPad are the most popular Apple products, accounting for a major portion of Apple's sales.

3. Marketing Methods and Strategies of Apple

3.1. Hunger Marketing Strategy

« Hunger marketing » refers to commodity providers who are interested in a lower yield, with the idea that the more customers who buy, the better. Apple will hunger marketing strategy, which is widely applied in the marketing of iPhone and iPad, the phenomenon of lining up,

snapping up the conflicts in the process of phenomenon also occur from time to time by using new methods.

Information control is the first step in its marketing, and without it, no Apple product will be in high demand. The new products are only shown in broad strokes at press conferences, and details are rarely mentioned, which piques consumer interest and adds to the product's mystery.

3.2. Experiential Marketing Strategy

Apple Texas defines its retail outlets as product like stores, taking a gentler approach to behaviour experimental advertising and advertising. In comparison to other manufacturers of retail stores, Apple's product sales knowledge on purchase our emotions is more humanistic.

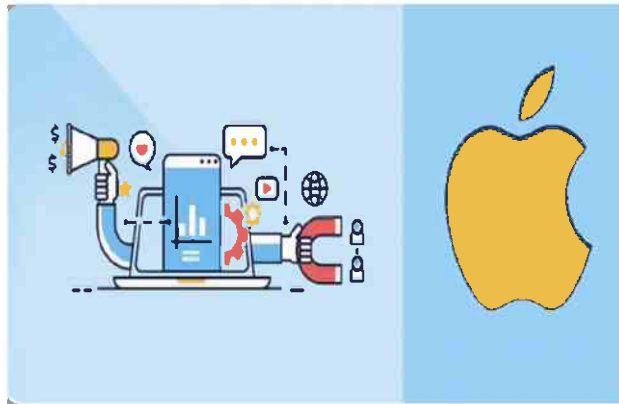
There is a digital experience area in Apple's retail stores, where products are put on the Desk so customers can easily contact the products they need to realise and attend to their usage. Consumers will no longer be concerned in Apple's retail outlets about why other earnings are sold through clerks to pitch their items.

Apple has given a new meaning to the term "store provider." They will now be satisfied as product salespeople, as they will be able to supply clients with a higher degree of product rather than simply selling to them. This greatly enhances the capital's power to persuade clients to purchase their goods.

4. Steps of Apple's Company for Marketing

Working with Wenders to sell a fresh product concept is an excellent strategy. Apple is not only capturing the potential for collaboration with operators, but it is also indirectly contributing to the development of Sabre's business in the new technology. Because many fashion logo businesses are inspired by Apple's high standards, they continue to incorporate into Apple's fashion and have released various updates on iPhone products, including mobile phone cases..

This combination is not only beneficial to the development of Apple's closed business model, but it can also provide new experiences to Apple product customers, expand the number of customers, and generate significant revenue for the company. At the same time, software development and terminal manufacture are frequently in a state of dormancy.



4.1. Making Use of Consumers' Psychology of Seeking New and Different

This technique constantly introduces new technologies and it's far useful to make bigger the market, that's in a deliberate manner of business layout and the abolition of the device for electronic merchandise. Apple's system (IOS) is the usage of artificial way to make the product in a short time to vanish the unique feature. In different phrases,

Apple has this form of gadget, which makes their marketing methods very novel. via letting Apple's machine, this means that iOS system regularly removed by means of customer companies, slowly pulling out of the market, Apple is able to make customer eyes move to the brand new merchandise.

Apple has demonstrated this approach to the most extent possible. Apple has proven that it's miles the maximum attractive method to clients and it really works. for the reason that Apple's system has new adjustments and updates yearly, purchasers want to comply with the trend and hope to have a higher gadget and appropriate APP.

So Apple has also captured this option, and follows it with each new cellphone, with the gadget continuously updating while the brand new cellphone comes out, which arises to clients' choice to buy. so that you can promote the product, Apple makes small changes every years and massive adjustments each 3 to four years.

4.2. Application of New Technologies

Through the application of latest technology, customers are willing to squander current assets and aspire greater novel stories, as a consequence winning the big marketplace of Apple merchandise.

It is beneficial to undertake viral advertising to extend patent base. Apple makes use of advertising To win customers and and construct over a protracted period of time to consumer

relationships. Establishment of three-dimensional marketing network is also necessary. There is no doubt that Apple's great success is based on its good brand influence and strong RD capabilities and accumulated a good customer reputation excellent products, good reputation and excellent after sales service attract more and more customers to become their loyal fans

Apple's marketing is not only but also through its own innovation, including manufacturers in the downstream of the industrial chain, film and television media, operators, logistics companies, Internet marketing personnel, software developers. It has formed its own marketing network, provided better services for consumers, and achieved a win-win situation in the enterprise industrial chain. To earn huge profits for yourself.

Research Methodology

This information has been taken and studied from secondary data.

Aim The research's goal is to investigate and analyse Apple's marketing strategy.

Hypothesis. Apple's marketing strategy is really well-thought-out. The commercials are quite innovative and appealing. Apple is a massive technological company in general. Everyone is aware of how quickly Apple has grown and continues to develop. « Apple represents the gleaming future of the tech industry, » according to an issue of Weird Magazine. It makes Apple items stand out because everyone thinks Apple is the way of the future.

Findings

Apple's consistent marketing excellence is built on some core disciplines, which others would benefit from learning from and applying.

Marketers who aspire to reach Apple's heights need to look closely at the reasons for Apple's consistent reign at the top. But it's not enough to simply try to copy Apple.

Apple has a legendary focus on the customer experience. Every customer touchpoint (products, the website, ads, app store, and retail store) yields a consistent Apple experience.

Apple targets four main B2B customers—education, government, SME, and enterprise.

Apple makes the most technically complex products in a straightforward form.

Apple likes to retain the complexity with the development team, while all the consumer hears, feels & sees are straight clean lines.

The classic Apple store feels like stepping into the future with its glass walls, stunning wood-based interiors, and exceptionally well-trained & passionate representatives.

Research Question

1. How did you get to know about Apple Inc. ?
2. Have you ever purchased apple product ?

3. Are you satisfied with the product?
4. Why do you Prefer apple over any other brand ?
5. Do you think apple's marketing strategy is better than comparison to others ?
6. Is Apple Store is available in your residential area ?
7. Do you prefer other company over apple ? If yes, then why ?
8. Will you buy apple products again ?

Conclusion

Technological advancements and the ever-increasing complexity of demand drive the innovation revolution, but they also result in the integration of goods and industries. In two respects, Apple is apart from its competition. Apple's continuous technological innovation keeps it on top, providing it time to cut costs and compete in the next round. Apple's constant innovation and competitive time lag also provide an opportunity to nurture its customer base and strengthen its brand . However, if Apple does not preserve its part at all times, it will most likely be in a negative position.

Suggestion

Investigate multiple retail channels to maximise potential sales and reduce risks in these rapidly expanding regions.

To make your product variety more appealing in emerging markets, pursue minimum but effective product and pricing difference.

The corporation has a premium pricing model, which makes it less appealing to consumers with moderate incomes.

When the costs of earlier iPhone models are cut three years after their launch, some customers migrate to them, reducing the market for newly announced goods.

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- <https://startuptalky.com/apples-marketing-strategy/>

15. To Study the Role of Small Scale Enterprises in Solving Unemployment Problems

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Abstract

The Jordanian economy is basically viewed as a SMEs based economy where little and medium undertakings (SMEs) contribute 98% of Jordanian ventures and their Employees address around 60% of the workforce with a complete item count around half of the GDP. SMEs area has been confronted with many difficulties that have begun with advancement occurring in Jordan into an exceptionally liberated and open market economy. The entire thing was rapidly moving and redesigning, which brought about a one-sided and an enduring impact on SMEs. Jordan began its open market strategy and liberation in 2000 and afterward Nine years after the fact the SMEs area was impacted again with the monetary calamity. SME assumes a fundamental part in further developing Jordanian business segment. This examination shows the effect of SMEs in lessening the issue of Unemployment in Jordan. It features the principle factors influencing the improvement and open positions creation. There is expanding proof that SMEs assume a fundamental part in the financial improvement in Jordan. SME's give most of new positions amazing open doors and produce a large part of the innovativeness that leads monetary advancement. SMEs is the main answer for open new position open doors to a colossal number of Jordanians. This paper features this to gauge how SMEs can decrease joblessness issue in any nation and considering Jordan as contextual investigation.

Keywords : Little medium endeavours, Unemployment, Economic turn of events, Open positions creation.

Objectives Small Enterprises

- Global Obligation to Tackle the Risk of Labour Market Exclusion
- Ensuring Basic Skills for All
- Ensuring School Completion

Introduction

Wherever all through the world more limited size, close to nothing and medium endeavors (SMEs) are considered as spine of a country's economy. They accept a critical occupation in monetary improvement and make a basic obligation to business and GDP and are fundamental allies of complete work and business creation. In Jordan SMEs contain 98.5% from the total amount of enrolled associations, and 60% of formal occupations, regardless 50% of the GDP in 2013,), and they are the engine of unwinding the joblessness, (Usher 1989). Ordinarily the most raised advancement in work creation beginning from new organizations and young firms that are five years old or less. SMEs work in diminishing money related varieties among metropolitan and rural domains by work are also a vehicle for the scattering of inventive soul, aptitudes and help to (Principles and Policy). SMEs improvement is basic to the financial and social progression of Jordan therefor it should be a requirement for the organization. Supporting SMEs to be an essential segment monetary headway and improve social government assistance and security was highlighted in the public plan, while up until this point progresses taken are so inconspicuous, while most of the organization premium is based to attract super endeavor Empowering SMEs is the principle reply for open new openings for work to a nice number of energetic showed Jordanians women furthermore men, which in any case they fight and facing joblessness regardless of all the regulative completed courses of action and public business' systems, (JSF 2018). Multiplicities ought to accept a major occupation in the turn of events and forcefulness of SMEs, a plan and a procedure framework in any case strong electronic coordination systems, between different accomplices is fundamental and should be a need to the lawmaking body as well (Usher 1989). We don't ensure provide a framework and guidance for the organization's future exercises. In any case, it's a mission to be another view point and element decidedly on issues that leads for a prevalent Jordan, in this Way we are chipping away at a long stretch dare to connect with SMEs section to make more occupations, create to lead SMEs for a greater scale undertaking or all the more all keep adding to Jordan's financial turn of events, (Principles and Policy).

Literature Review

Joblessness is considered significant requesting situation that is going through the Middle Easterner world due to the awful impact both socially and monetarily. Admonitions are ascending from wherever during the last years that thumps a caution in regards to joblessness

results at our Arab nations security, yet joblessness rate is day by day expanding seriously. Arabic reports that is distributed by Arab work Enterprises and relationship of Arab States say that there are clear manifestations indications of spreading joblessness peculiarity in our Arab nations and the absence of compelling arrangements Braised up to now, (JEDC 2013). Teens' joblessness in the Arab nations is considered the most noteworthy rate contrasted with the worldwide levels. International work Associations (ILO). The logical casing showed that the Arab upsets have revealed skewed advancement rules. Social fairness failures and north of 20 years of shoddy monetary advancement "As a locale, young people's joblessness is the best worldwide at 23.2%, in contrast with a world normal of 13.9%, and fluctuates inquisitively inside sub-regions," said "Rethinking monetary boom: towards powerful and Far reaching Arab Societies" by utilizing the worldwide difficult work manager, (JSF 2018).. This paper has a few respectable checks of the circumstance in the center East. The Bedouin region has completed close to traditional number one instructive movement from the 1970s.

Small and Medium Enterprises

Illustrating what precisely shapes the SMEs has shown to be a difficult undertaking The authority meanings of SMEs vary from country to province, have a serious wide range, will generally contrast fundamentally, and are regularly being corrected. Immediately, there are definitions for SMEs that alludes to the EU, the APEC Committee on Arrangement and Investment, the OECD and from body politic like the America and from Japanese Archipelago, (JSF 2018). A few elements, which are required for characterizing SMEs, are the phone number of role and worker (generally 25 0 or less), income figures as the yearly turnover, and a long time in the business or number of appendage or area (Amin, M 2012). In other natural concern, a little thumbs up in Japan can be thought of as an enormous one in other federation, a similar circumstance happens in the Arab nations, where the meaning of little and mass culture medium undertaking fluctuates from country to country. for instance in Yemen an undertaking is viewed as little with less than 04 laborer , medium when the assessed number of role somewhere in the range of 04 and 09 and enormous number of laborers when in excess of ten specialists, In Jordan River , the firm is thought of little when the quantity of representatives range somewhere in the range of 02 and 10 specialists, medium when the quantity of laborers ranges somewhere in the range of 10 and 25 specialists and enormous firm incorporates more than 25 laborers. ways of supporting and foster a contextual investigation of Algeria , Algiers college), (Jordan

2025). According to the Algerian service of trade, Small and Medium Enterprises is characterized paying little mind to its legitimate status in term of giving either great or administration or indeed, even both, by setting some gadget trademark which are, (JSF 2018):

1. Not in excess of 250 representatives;
2. Yearly turnover doesn't surpass 02 billion dinars or whose yearly equilibrium sheet aggregate doesn't surpass 500 million dinars;
3. It should coordinate with the rules of freedom. From the outlined definition, obviously associations ought to follow certain situation in decree to be considered as a SME, the everyday practice of populace in practically no time of working social unit (YWU), which 1 feeling of mean, the quantity of people utilized full time in one year. Low maintenance entertainer and part time employee laborers are excluded as in the yearly Work Unit,
 - Year to be considered is that of the last bookkeeping time frame.
 - Doorstep for deciding the topple or monetary record complete of those of the last monetary year finishing a year.
 - Free Company: the organization who's 25% or a greater amount of its capital claimed by one or a few endeavors falling external the meaning of SMEs. As per Act direction on the limited time material of little and medium ventures/little and medium industry in December 2001, the accompanying Arts describe the Algerian SMEs,

SMEs and Contribution to Reduce Unemployment

Little and medium organizations play a main part inside the action creation method, absorb a huge extent of the assemblage of laborers from a few levels, and therefore SMEs add to the alleviation of the joblessness inconvenience, as appropriately as ensuring the manageability of the money related advancement methodology, .This sort of foundations is viewed as a huge productive inventory in the undertaking presentation framework since it depends at the escalation of dislike gigantic organizations who require colossal capital speculations, mechanical examples which requires high capital and considerably less handwork as appropriately as particular modern specialized capacities which aren't accessible especially in creating worldwide areas, (Principles and Policy). Supply for the improvement of the abilities and manifestations, Small and medium endeavors are thought about to be the best spot to expand, make and develop as

particular examinations in this subject said that the assortment of creations that have been made by means of little and medium organizations extra than twofold those finished through enormous organizations. On apex of, SMEs gather all of the general public sections and districts to have them contribute effectively to the national-financial framework with the guide of assembling capital from people, affiliations and non-legislative bodies, which leads to decorate their saving conduct among individuals, and distinctive self-financing resources, (Al Karl 1994). On one hand the Arab work undertaking play and basic position at the difficulty of joblessness with the guide of assisting the SMEs, while the worldwide monetary foundation represents considerable authority in the financial principles to change underlying financial numerous Arab countries, explicitly the little and medium foundations portrayed via low amount of capital invested just as reliance on close by uncooked substances, . the expansion to the World Exchange Organization in April of 2000, with the mark of improving the lifestyle of Jordanian inhabitants through objective situated money related advancement at a typical pace of 6.7 %annually , and to diminish joblessness by making more openings for work for Jordanians , and the kickoff of the Jordanian market for progressively mechanical endeavors , business and distinctive organization, In like manner, to propel challenge in Jordanian market, which will prompt the lessening of significant expenses and to upgrade its things in the close by business sectors at costs that fit the Jordanian buyer. The year 1959 was the beginning of the work to finance SMEs in Jordan through the Agricultural Credit Corporation to surrender advances to agriculturists. In 1965 was this division was upheld through the underpinning of the Modern Improvement Bank, (JSF 2018). Jordan has begun its campaign to engage SMEs during the seventies, through the Five-Year Economic Development Plan (1976-1980), which upheld the social and financial improvement and the example towards little assignments that make substitutes of imported things. In 1984, Jordan Loan Guarantee Enterprise was developed with a capital of 10 million dinars, (Al-Monitor 2015). In 1986 The Union of Charities was moved toward focus on the progression of agro-adventures likewise, progression of careful work. In 1989, a monetary headway program was developed hoping to achieve monetary and cash related relentlessness , this program included monetary and social plans went for giving business open entryways for Jordanians in the field of little endeavors, and in 1998 thus as to fight desperation and joblessness, the organization through the Ministry of Planning and Universal Participation pushed a program of government backed retirement group went for improving the living

conditions of destitute individuals and to extend their productivity, (Jordan 2025). The Arab uprisings and the overall cash related crisis and world monetary log jam have conflictingly impacted the Jordanian economy and included solicitations for an progressively level monetary battleground and worth in admittance to money related and social possibilities. At this point tried in giving occupations to the more than 60,000 youth who enter the work publicize each year, Jordan has seen joblessness rising. Youthful colleagues furthermore women were the most impacted, with joblessness, accomplishing 22.8 % and 22.3 %, separately, (JSF 2018). Also, commonplace contrasts continue to introduce extra challenges. Limited private part livelihoods are available in the remote govern orates, where business relies by and large upon the normal organization also other open portion occupations. Meanwhile, the private part is hampered by challenges in the business condition what's more, inadequate admittance to back. Work creation and monetary thought are key requirements for Jordan today these targets will be advanced by upgrading admittance to back, further developing power, and developing sensible, private part determined turn of events (JSF 2018). More diminutive firms in Jordan create at speedier rates than greater ones and make all the more up to date openings for work; in any case, they are faced with different impediments. Lacking admittance to store is every so often alluded to as one of the essential prerequisites.

SME Role

Little and medium undertakings in Jordan involves more than 90% of the total ventures working in various region of the economy, where they hold around 60% of the labor force and contributes close to half of GDP. This exhibits the need to give these foundations a ton of thought and assist with overcoming the obstructions that limit their advancement to be a vital driver of the public economy improvement in various fields. The surveyed size of the outright hold given by these establishments is concerning a huge piece of a billion Jordanian dinars, added to the asset the turn of events what's more progression of 134 thousand endeavors. These endeavors have given around eighty thousand unending occupations. Since the finish of the last century, (CDPR 2011). Jordan has started to realize the public monetary change and the movement of business sectors. The vital achievements of this approach was the stamping of an coordinated trade simultaneousness with the European Association in 1997.

Research Methodology

Research design of this paper is descriptive in nature. The various roles of (SSI's) has been studied, described and analyzed. The basic focus of this paper is to know various sources of employment generation and poverty eradication through small scale industries. Sources of data collection is secondary. The secondary data is collected from various articles, research paper, books, magazines and internet etc.

Conclusion

As of recently, the public authority's endeavors to extend the SME quarter have now not been directed through a cognizant countrywide, SME inclusion structure, and there might be no basic instrument inward government for planning and following the turn of events of a comprehensive SME strategy. Rules influencing improvement of SMEs are installed in diverse inclusion structures, which incorporate the public Micro money approach, the country wide Employment technique 2011-2020, the monetary inclusion 2010-2015, theN countrywide Innovation. Joblessness rates (developing to 14% in 2013), and an all time exorbitant funds shortage, along these lines, SMEs must be upheld and engaged as the standard long time reply for a considerable length of time, and home firms ought to be capable to contend on an overall stage with the items brought into the market from other nations, and the product prospects offered through loosened economic deals. That said, a countrywide showcasing effort drove via enterprises, business organizations, colleges, public authorities, and governing bodies might need to help SMEs develop. Public pioneers across areas should be associated with increment countrywide procedures and pass on versatile models that develop on adjacent resources and tempt neighborhood resources, as by and large provincial joint effort can achieve matters which may be difficult to achieve at the far reaching stage. Pioneers need to urge inclusion producers to direct assets nearer to hyperlinks that fill holes inside the SMEs stage and course thoughts into utilization, fortifies SMEs that make occupations and instructs people to be work ready. This is really great for the monetary framework and society.

Suggestion

Build multi-sector partnerships: Multi-sector partnerships, by drawing on complementary expertise, are indispensable for implementing scalable solutions. For example, while a single business can create a partnership with a local academic institution for its own talent needs, partnerships between several businesses and academic institutions can increase the

quality of the talent pool available to all, often in a more cost-efficient way and with greater societal benefits. While potentially more complex to implement, such partnerships take into account the widest range of interests. About two-thirds of the featured case studies involve civil society organizations in their partnership model, which helped incorporate the views of students, teachers and others whose voice is important in designing sustainable solutions.

Expansion of Employment exchanges: More employment exchanges should be opened. Information regarding employment opportunities should be given to people

More Importance to Employment Programmes

In five year plans more importance should be given to employment. The programmes like irrigation, roads, flood control, power, agriculture, rural electrification can provide better employment to people.

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- <https://www.iibs.edu.in/news/the-problem-of-unemployment-and-solving-it-through-small-and-medium-scale-businesses-%7C-mba-admission-in-bangalore-496>

16. To Study the Challenges Faced by an Entrepreneur in Hotel Management

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Abstract

At its heart, hotel management is about taking responsibility and providing leadership, to ensure the hotel trades profitably while guests' expectations are exceeded. There are two key tiers of management, and at the top is the General Manager (GM). The General Manager sits at the heart of a successful hotel business. It is an elation and gratifying role, and one that is in more demand as the world's leading hotel brands accelerate the roll out of new hotels and concepts.

An internationally known hospitality degree is an ideal first stepping stone to the General Manager's office; but to reach this goal you must work your way up, gaining leadership expertise in operational departments, while also developing a sound knowledge of finance, planning and organisational development. Some aspiring General Managers opt to study a specialised as a way of accelerating their progression.

Keywords: Management, Manager, Hospitality, Leadership, Organizational Development.

Introduction

Hospitality is about serving the guests to provide them with feel good effect. The guest is treated with utmost warmth and respect and is provided the best services. Hospitality is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of accepting and amusing a guest with goodwill. The hospitality sector includes of all star hotels, motels, hostels, inns, cafes, restaurants, pubs, nightclubs, bars, airlines, cruises, amusement parks etc. The hotel industry is fundamentally dependent on metropolitan cities as 75% to 80% of the revenue comes from metropolitan cities. The mean room rate (ARR) and occupancy percentage (OP) are the two most critical factors that determine profitability. ARR depends on location, brand image, star rating, quality of facilities and services offered by the management. The occupancy percentage depends on other seasonal factors from region to region. Today, hotel industry is one of the vigorous growing industries worldwide. Today's hotel industry is globally dealing with vast set of major

challenges like fluctuations in economy, labour shortage & retaining quality personnel, rising technological demand, providing & maintaining absolute cleanliness & hygiene, providing & maintaining excellent & exceptional guest service standards, providing memorable personal experiences, sustainability, increasing competition, lack of latest & sophisticated marketing techniques, difficulties in managing energy & resources, providing impeccable safekeeping & protection & providing nutshell cyber security cum data privacy and many more.

Economic influx to a large extent is a variation challenge to the hotel industry. It causes variations in a nation's economy from time to time. When a nation's economy is high, business travel generally grows. Hotel's occupancy percentage and booking rates increase, which results in higher profit levels. Conversely, the business travel slows when the economy is low which results in decreased occupancy percentage and booking rates. The hotel industry is facing an intense challenge of labour shortage & has failed to retain good professionals. Reservation of the quality workforce through training and development in the hotel industry is a large difficulty and attrition levels are excessive. One of the reasons for this is unsightly wage packages. The hotel industry is facing the challenge of providing the latest technology to the guests & it has been observed that innovative using technology not only benefits customers but also hotels & eventually helps hotels to stand out from the competition which attracts more customers. The hotel industry has observed & grasped the challenge of providing & maintaining absolute cleanliness & hygiene inside hotel premises & strong intolerance of hotel visitors towards this. The hotel industry has recognised the summons of providing & maintaining excellent & exceptional guest service standards which has undoubtedly become significantly indispensable. The hotel industry has noticed and realised the challenge of providing meaningful & memorable customized personal experiences to hotel guests during their stay in order to secured business from them or else if the experience is not memorable the guest will never ever visit the hotel again, the hotel surely will lose not only one client but also the business & revenue provided by him in form of booking accommodation and consumption of food & beverage. Sustainability is rapidly growing with the agenda of every hotel & it is majorly driven by people's growing interest and concern for the environment in hotel management. Hotels needs to know that CR programmes can help to win customer's trust easily. The hotel industry is facing the challenge of severe competition amongst itself, there has been a noticeable emergence of all star hotels worldwide which has eventually brought down the ARR & OP considerably. Making use of latest & sophisticated marketing techniques is also a challenge that needs to be give out with in order to ensure proper brand promotion which later will enhance the percentage of room

reservations for a particular hotel. The hotel industry needs to put in & manage its resources & energy & make use of environment biodegradable products which meets the global challenge of reducing the cost of electricity and cutting down toxic carbon emissions. The hotel industry needs to provide & maintain impeccable safety & security to the hotel guests & employees respectively. The hotel industry needs to provide maximum nutshell cyber security & data privacy in order to win the trust & faith of all the hotel guests.

Objectives

1. To examine the challenges facing hospitality industry.
2. To determine the factors responsible for slow growth of hospitality industry.
3. To enhance the growth of hospitality industry we need to determine the factors.

Literature Review

Hotel is a building, symbol, company or business entity that provides services accommodation, food and beverage providers and other service facilities where all the services are deliberate for the people, whether they are staying overnight at the hotel or those who only use the facilities. According to the experts the definition of hotel:

Rumekso (2002)- states that a hotel is a building which rents rooms with facilities such as food and beverages. Sulastiyono (2007) says that hotel is an accommodation that gives the facilities like rooms, food and beverage and other supporting facilities such as sport area, laundry According to Tarmoezi and Manurung (2007) hotel is a building that provides the rooms with the supporting facilities such as the food and beverage. hotels not only sell the room but also accommodates which sell the other facilities.

Steadmon in Fatmawati also states that a hotel may be defined as an establishment whose primary business is providing lodging facilities for the general public and which furnishes.

Yoeti (1995) explains hotel must have four elements or which has main requirements. They are Physic infrastructure and facilities, quality of product and service, employees' attitude, and competitive price.

Main Content

On the main challenges businesses face, competition, insecurity, debt collection, challenges which faced micro and small businesses were because of lack of capital and power interruptions . However, in a research conducted in Nairobi, not every business reported that they were experiencing business challenges. Out of the 198 businesses that participated in the survey, 177 (89 percent) reported various business challenges. Competition was ranked as the most pressing followed by insecurity and lack of credit with 18 percent respectively .It is important to note that

competition was acknowledged by majority of respondents only 38 percent of respondents ranked it as a number one challenge. It shows that competition is not the same across the business sectors. It is also possible that entrepreneurs have accepted competition as a way of doing business since the market is liberalised. The respondents mentioned good customer service followed by discount ,use price as a competitive edge by selling more cheaply than their competitors. Selling a variety of products, offering credit facilities, selling of quality goods and services and offering customers' additional services like free training, using price to compete may mean lower profits, even if it may translate into higher volumes. This can be employed by everybody, spelling a death knell for the business given the fierce competition in the small business sector.

Poor security: Security threats pose a great challenge to businesses and many business owners and managers employ various means to help prevent. Some entrepreneurs make use of security firms or guards to safeguard their businesses in addition some close early to avoid thugs while others opt to carry their stocks home while some sleep in their business premises as a security.

Research Methodology

The present study makes use of secondary data and information from various organizations like United Nation World Tourism Organization (UNWTO) etc., Journals and Internet.

General Background of Research

A descriptive and exploratory survey was used to undertake this study. It involved 30 employees working in the hotel industry in Kericho. In addition, 10 managers/owners and 20 supervisors who are in charge of the hotel employees were inclusive of the respondents.

Challenges Faced by Employees at Work

The hotel and hospitality industry is considered labour intensive being in the service sector. Further micro Entrepreneurial Challenges Facing the Hospitality Industry in Kericho County—Kenya 1165 and small enterprises in Kenya are considered to be heavily relied on family labour and or employing less than five other employees. The challenges faced by employees in such an industry are known to directly affect their service delivery which culminates to loss of customers and in the long run loss of profits. Table 1 below shows that most of the employees experience problems with poor customer relations (26.7%), troublesome customers (16.7%) while unfair pay and financial challenges were (13.3%).

Table 1 Challenges Faced by Employees at Work

Challenge	Frequency	Percentage	Cumulative Percentage
Troublesome customers	5	16.7	16.7
Power and water shortage	3	10.0	26.7
Financial Challenges	4	13.3	40.0

Room for expansion	3	10.0	50.0
Unfair remuneration	4	13.3	63.3
Over working	3	10.0	73.3
Poor customer relations	8	26.7	100.0

Skills Needed for Effective Performance

With a mean of 3.87 and a standard deviation of 1.889, the majority of the respondents (26.7%) were of the opinion that training and good communication were the relevant skills for accomplishing tasks (Table 2). In addition the majority of employees mentioned that they have a good working relationship with customers (73%) with a mean of 1.27 and standard deviation of 0.405.

Skills Required to Accomplish Tasks

Skills required	Frequency	Percentage	Cumulative Percentage
Training	3	10.0	10.0
Financial assistance	7	23.3	33.3
Food production techniques	4	13.3	46.6
Good communication skills	3	10.0	56.6
Honesty and hard work	4	13.3	70.0
Training and good communication	8	26.7	96.7
Customer service	1	3.3	100.0

Conclusion

It is important to be ahead of the pack by tackling these major issues.

Hoteliers and hospitality managers need to keep themselves on the edge while tackling the issues.

Plan ahead to ensure that you can outwit your competition every-time.

“Failing to Plan is Planning to Fail”.

Suggestions

You’ve probably heard the saying, “A hotel is only as good as its employees.” This the reason you need skilled employees who provide exceptional customer service, otherwise, even the best hotel won’t make it.

There’s no secret that the hotel industry has a high turnover rate, in fact, this industry has an annual turnover rate of 73.8%, which is more than any industry out there.

With such statistics, it is important that management is fully suited to providing a healthy work environment that leads to engaged and motivated employees – all of which leads to happier

customers Ana helps in revenue . It is important that you remember that the buck starts and stops with you. In fact, managers are usually the direct cause for motivation or frustration.

As the manager, it's up to you to ensure your skills lead to a healthy workplace and happy employees. not everyone is outright born with managerial skills. That's why we did our homework and list 7 tips for hotel management. You're on your way to create the best hotel experience that your guests deserve.

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17. To Study the Skills Which Make an Entrepreneur Successful

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Abstract

A conceptual and empirical clarification of the extent to which the Big Five personality traits of openness to experience, extraversion, conscientiousness and agreeableness affect entrepreneurial success in an emerging country. Then also examine whether gender moderates the association between these five personality traits and entrepreneurial success. 174 Tunisian entrepreneurs were surveyed by using a questionnaire and the partial least squares method and multi-group analysis was piloted to test the six methodologies. A results clearly demonstrate that entrepreneurial personality traits that relate significantly to business characterized by high emotional stability, openness to experience, and conscientiousness. The results illustrate that gender moderates the association between personality and entrepreneurial success.

The Government agencies that promote and encourage entrepreneurs and business creation may find they presented finding useful in helping to recognize future successful entrepreneurs on the basis of their personality trait.

Keywords: Personality traits, Big Five, Entrepreneurial success, Gender, Emerging countries, Partial least square.

Objective

1. To learn about personality traits of successful entrepreneur.
2. To define what it mean to be an entrepreneur.
3. To understand the concept of entrepreneurship.
4. To learn about why people choose to be entrepreneur.

Introduction

An entrepreneur is a person who organizes a venture to benefit from an opportunity, rather than working as an employee. Entrepreneurs play a key role in any economy. The people

who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market.

The entrepreneurs who are successful taking on the risks of a startup are rewarded with profits, fame and continued growth opportunities. When fail suffer losses and become less important in the markets. Many lose money, and close the business. The entrepreneur assumes all the risks and rewards of the venture and is usually the sole proprietary partner or the owner of the majority of shares in an incorporated venture. The main decision maker the entrepreneur monitors and controls the business activities.

According to Joseph Schumpeter entrepreneurs regard profit as a standard for measuring achievement or success. The discovered that they Value self – reliance , Strive for distinction through excellence , Are highly optimistic , Favor challenges of medium risk.

Entrepreneurship is sometimes categorized among factors of production along with land/natural resources, labor and capital. The entrepreneur combines these to manufacture goods or provide services. He or she typically creates a business plan, hires labor, acquires resources and financing, and provides leadership and management for the business. Entrepreneurs commonly face many obstacles when building their companies. Given the riskiness of a new venture, the acquisition of capital funding is particularly challenging, and many entrepreneurs deal with it via bootstrapping. While some entrepreneurs are lone players struggling to get small businesses off the ground on a shoestring, others take on partners armed with greater access to capital and other resources.

Review of Literature

This study used the systematic literature review methodology. We first set out to gain an overview of the field and to define our research objectives in an inductive pre-analysis. As the number of personality traits for investigation was potentially infinite, the choice must inherently be limited. A selection of traits was obtained through an inductive pre-analysis of the commonly measured for Achievement. Innovativeness , Entrepreneurial Self-Efficacy Miao ; Newman, Locus of Control (LOC); Jennings and Zenithal, and Risk attitudes (Stewart and Roth).Based on this pre-analysis, these six most common personality traits formed the main component of our search string , which we iterated in feedback loops among our working group. As recommended by Kraus for entrepreneurship literature reviews, we restricted our search to online databases and journal articles, and excluded books, conference papers and conference proceedings.

We applied our search string and received an initial sample of publications from the Web of Science, JSTOR and Science Direct databases. A set of 37 papers was excluded because the papers were not retrievable in full text to us. Quality of the remaining papers was reviewed based on the corresponding journal rankings. For this, we applied the conversion table of academic journal ranking, and the journals with at least a C-rating in the equivalent of were included. This quality gate led to the exclusion of further 800 papers. After careful consideration, 4 papers that were lower than the defined quality threshold were included because of their importance to our research question. Personality traits in research on entrepreneurs.

Main Content

Anyone can become a successful entrepreneur. There are a few key personality traits that all (or almost all) successful entrepreneurs have in common.

1. Work Ethic: Successful entrepreneurs know a thing or three about work ethic. Many of the time they be the first to arrive at the office and the last to leave. If there's unfinished business, they'll show up at the office on weekends and holidays and work until the job is complete. These are the people who always have work on their mind, even if they're enjoying personal time.

2. Deep Passion: Work ethic and passion go hand in hand. It takes work ethic to keep the business strong, and it takes passion to feel motivated enough to maintain a good worth ethic.

They believe passion is easily the most significant personality trait any successful entrepreneur has, and for obvious reasons. The successful because they choose to do what they love. Did you ever feel so passionate about a school project that you ended up getting an A . When feeling of success is priceless, and it's how entrepreneurs feel when they see great outcomes from the effort they put into their work.

3. Creative: Companies that thrive are often built from the wild creativity of their creators. With aggressive competition these days, entrepreneurs are forced to come up with original ideas that differentiate their companies from others. Creativity can mean thinking of unique business ideas. It's can also come into play when finding a relationship between two unrelated things to solve a problem. Creative entrepreneurs consider the possibility that the traditional solution isn't good enough.

4. Motivated Self-Starters: A self-starter doesn't settle for a draining 9-to-5 job. A self-starter doesn't give up at the first sign of struggle. A self-starter doesn't hold things off until it's

too late. A self-starter is someone who does what needs to be done without being asked or encouraged to do so. Take the initiative on their own projects and lead themselves. They recognize that when things get hard, it's a challenge that helps them grow as an entrepreneur and make the business stronger.

5. Easygoing Attitude: Being all about going with the flow, taking new opportunities as they come not getting stuck in a certain mindset and being receptive to changes and even criticism. Successful entrepreneurs can take a bad situation and spin it around to their advantage.

6. Eager to Learn: No one knows everything. The new business doesn't often have staff in every department due to lack of funding. They takes time and resources to build a team. That is means entrepreneurs need to learn everything from accounting to marketing from the get-go.

This kind of experience is what makes accomplished entrepreneurs so well rounded. They've seen it, been through it and learned it all before. When you hope to become an entrepreneur are fairly new in the game or are now a seasoned entrepreneur you can become successful. Although adopting these personality traits will help you in the long run. It's likely you already possess them if you're following the entrepreneurial path.

7. Communication: All entrepreneur needs to be an effective communicator. There a person is a solo entrepreneur or runs a Fortune 500 company. They need to understand how to communicate effectively to all stakeholders and potential stakeholders that touch the business. It's imperative for an entrepreneur to be able to communicate with employees, investors, customers, creditors, peers, and mentors. If an entrepreneur cannot communicate the value of their company, it's unlikely the company will be successful.

8. Sales: They soft skill of sales goes hand-in-hand with the communication necessary to be successful. As an entrepreneur, this person needs to be able to sell anything and everything. An entrepreneur needs to sell the business idea to potential investors, the product or service to customers, and themselves to employees. An entrepreneur is able to communicate effectively. They are better equipped to sell their ideas and physical products. IN the beginning, it's natural for entrepreneurs to be the first salespeople at their respective companies.

9. Business Strategy: A successful entrepreneur has by definition built a successful company. The skills of business strategy is actually the fifth most important skill that an entrepreneur needs. Often, entrepreneurs achieve success in their businesses through their own sheer strength of will.

10. Focus: The path to successful entrepreneurship is riddled with ups and downs. There are the highs of successes and the despairs of setbacks. The successful entrepreneur needs to be able to focus so they can stay the course when the going gets Tough. This skill can also be thought of as thinking with the end in mind. No matter what struggles an entrepreneur goes through a successful entrepreneur has the focus necessary to keeping an unwavering eye on the end goal and can push himself to achieve it.

Research Methodology

The research methodology is a methodology for collecting all sorts of information and data. Research data is collected through two main sources primary data and secondary data. The data used in the study is qualitative and secondary data. The secondary data is collected with the help of books, magazines, and internet through important website related to topic.

Conclusion

A topic of personality/psychological traits of entrepreneurs is of great importance for the study of entrepreneurship in a multitude of contexts, including the examination of the determinants of occupational choice (entrepreneurship vs. paid employment), the predictors of entrepreneurial success, the evaluation of the effects of entrepreneurship policies, and the design And assessment of different approaches to entrepreneurship education. While many theories and empirical analyses have approached the concept, the literature remains arguably underdeveloped Due to the conceptual and empirical challenges faced by researchers. Our review and assessment of recent work is built with an eye to catching up on the recent literature and the outline of future opportunities for applied researchers. To be successful in sustainable business practices often requires entrepreneurship and innovation. This chapter provides an overview of entrepreneurship and innovation as it relates to sustainable business. The discussion is most relevant to sustainable businesses focused on offering new products and services in response to societal concerns. The importance of entrepreneurship and innovation also applies to companies that change how they produce products and services. The latter companies can use innovative practices and entrepreneurship to establish their brand name and to be market leaders in doing things that create shared value for society and their companies and also, over time, contribute to changes in practices in their industry.

Suggestion

1. Dare to dream. These tips to develop your personality and be like an entrepreneur will help your dream.
2. SWOT yourself.
3. Percept away.
4. Keep those guts, razor sharp.
5. Master that self.
6. Passionately proactive.

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18. To Study the Strategies for Improving Small Scale Enterprises in India

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Abstract and Figures

In the present scenario of e-globalization, small scale industries are considered engine for economic growth all over the market. After marketing globalization are facing many pressures and constraints to sustain their competitiveness. A purpose of this paper is to examine various issues in context of Indian such as nature of pressures and constraints, competitive priorities, competencies development, areas of investment and their relationship with performance and individual. Therefore, it is felt that this study can be further explored by considering other aspects of strategy development such as human resource, vendor development, organization culture, etc. The Originality-value Findings and issues of the paper will be highly useful for and in framing their strategies and academia for further research in the context of changing market scenario.

Keywords

- Small enterprises
- Competitive-strategy
- Business development
- Product management.

Objectives

- To study the provide benefits.
- To study the facilitate better use of economies of scale in terms of production and sales.
- To study the enable sick enterprises to merger into the healthy ones.

Introduction

In 95 India percent of industrial units are in small-scale sector with 40% value addition in the manufacturing sector and 6% contribution in India. Also gross domestic product, small scale industries are defined in terms of number of employees whereas in India, investment in plant and machinery is the criteria for defining. In India, the size of defined the current issue and full text archive of this journal is available with performance.

Ngai and argue that globalization and information technology changing the face of business and organization. Therefore, IT has become the major facilitator of business activities today. The management activities which were time consuming earlier are taking far less time and effort in IT-enabled globalization. A presence of IT tools deemed the geography and physical distance of no importance. This IT-enabled globalization is called as e-globalization adorns the phenomenon related to the establishment of commercial and cultural contact between people. Now being used in all aspects of business activities including sales and marketing, purchasing, financial transaction, accounting, production, and planning. Even market has many dimensions in the companion has also become the essential tool for managing the supply chains management. Information is improving the speed and reliability with which information is passed not only within organization but also around the globe. E-globalization is creating new for customers, suppliers and business partners. Now markets have been come more transparently.

Litrature Review

In the Today's intense competition requires that firms excel simultaneously in several areas without trade-off, including innovativeness and responsiveness to their customers. Rising in global competition has the firms to increase performance standards. Also in many dimensions such as quality cost productivity, product introduction time, and smooth flowing operations, etc. Different pressures on small enterprises are conformance to quality low-defect rates; product features or attributes competitive price and performance Corbett and Campbell hunt. Capacity of a firm to maintain reliable and continuously improving business and manufacturing to be a key condition for ensuring its competitiveness in the long run. In this complex business environment, small firms must develop themselves strategically in order to remain competitive, grow, and prosperity .Moreover, they must not only develop new product/market strategies, but also based on value chain integration and cooperation with key business partners.

Also, it has being wonderful collection in box-office More and Man ring , networked provide much financial and organizational efficiency that enable development of technologies and markets essential to achieve sustainable development. It has commonly been categorized to be component manufacturers for larger companies where they operate in the make to order or rather the engineer to order approach. It imposes rigid constraints on meeting changes in requirements at short notice. Often are oriented towards serving local niches or developing specializations. The may have constraints due to the scarcity of resources flat organizational structure, lack of technical expertise, paucity of innovation, occurrence of knowledge. The flat structure of can often situation frustrated because they are often unable to realize their short and mid-term career goals. That is why may find it difficult to employ and their families high-caliber staff and to retain them. Major constraints on small firms in meeting the challenges of competitiveness are:

- Information gap between marketing and production functions as well as lack of funds for implementing expensive software such as system 2006 and 2007
- Shortage of qualified human resources is also considered a critical bottleneck in SMEs businesses Korea and Federation of small.
- Problems in Y of the innovation and protection of intellectual property.

Main Content

The sustaining their competition under pressures of e-globalization, strategy should match to organization resources, changing environment and in particular markets and customers wants. According to Kerr, SMEs should develop strategies that incorporate sustainable development, and that the resulting skills would guide them to act in a sustainable way. Organizations must continuously review their configuration manufacturing strategies the aspects of market priority, product structure, manufacturing configuration, and investment and their body. The Improvement programs should also match operational goals and objectives. Building core competencies are comes essential for long-term competitive advantage because advantages emanating from the product-price-performance-tradeoffs are almost short term and they have. It is observed that the areas of competence concerned with new product development, human resource management practices, organizational productivity and the management of quality and information such a challenging environment, the capacity of a firm to maintain reliable improving business and manufacturing processes appears to be a for ensuring its

sustainability in the long run (Denis and our gault, has observed that managers of small-scale firms have poor skills in reflecting upon their companies strategies. Which link operations to their business strategies, outperform the competition. According to Corbett and Campbell-Hunt the strategies to sustain in companies should focus their energy and resources on innovative product and its niche. As SSIs are faced with unfamiliar products and processes on a fairly regular basis, they must develop innovative strategies to meet the changing customer expectations.

According to on and jolly, global competitive strategies are increasingly becoming technology driven in the context of extremely dynamic environments. The technology operates on competitiveness in two ways first by altering the price structure through the development of more efficient and flexible processes and second by enabling it creation of better products of greater quality and better design after sales service and short delivery periods. Also it has being some several issues in the market strategies to compare to global market.

Research and Methodology

Research Objectives and Methodology

Three dimensions of performance have been explored in the presented in the market. These are subjective and objective. Subjective performance will try to compare the performance of organization with respect to national standards whereas objective performance will measure the average growth on certain financial parameters. In the era of e-globalization, markets have become extremely dynamic and turbulent. Competitiveness has become technology driven. To update their technology, need to invest their resources judiciously. Therefore, the phenomenon it is expected that competitiveness of the organizations and development will depend on investment in different areas/technology. This leads proposition:

P1. The subjective and objective performances are positively correlated with competitiveness.

P2. The subjective performance is correlated with objective performance.

Conclusion

Objectives of this study were to business environment and strategies for making investments by Indian in globalized market. Major findings of this study are:

- Indian have cost advantage in comparison to their global competitors;
- Cost, quality, and to reduce delivery time to time are the main pressures on.

- The considering lack of growth conducive environment, inadequate government support/incentives and poor infrastructure for training as.
- India research, welfare of employees, and research and development are.

Researching of the study is many crucial implications for and academia. Major implication is that should develop their strategies effectively after business environment. They should develop competencies for continuously, improvement of product quality, and ability to reduce delivery lead time. They should improve devote their resources for IT applications, training of employees, and research and development to improve their competitiveness at global level. At the same time, negative coefficients for some of the variables in regression model also imply that should take help from consultants while investing in the areas such as automation of process, market research, and advertisement. Another implication is from government perspective. Government should create growth conducive environment, necessary infrastructural support, and provide incentives to make them for sustainable growth. As the condition of in developing Asian countries such as Pakistan, Bangladesh, and Sri Lanka is quite similar to India. Therefore, these findings will be of great value for from these developing countries in formulating their long-term strategies also available in the local market.

Suggestions

To analysis is used to check the scales for internal consistency or reliability. Cronbach's coefficient is calculated for each scale, as recommended for empirical research in operations management (Flynn et al., 1990). Summary statistics is given in Table I the following is the greatest it has also maintain with the company manager and should made proper planning accordingly. The coefficients of Cronbach' for all constructs were in range from 0.688 to 0.9035. These values exceed the minimum requirements of 0.5 for an exploratory study such as this one and one. Data acquired from survey of Indian SSIs are by statistical tests such as one sample t-test, paired sample t-test (PST), correlation and regression analysis in following sections are the enflame services.

1. Environment

The general terms, the business environment consists of the forces which are beyond the control of management in the short run. Growth-conducive business environment plays significant role in the performance of organizations. Although business environment consist of many dimensions but present study focus on business cost elements, from market and major

constraints. Level of these attributes may vary from country to country. For example, labor cost in the USA or Singapore will be higher than in India.

2. Business Cost.

In the business cost includes cost of labor, material, energy, packaging, transportation, warehousing, and distribution. Respondents were asked to indicate the degrees to which the above elements are of concern for their company's competitiveness on Likert scale of results of this analysis are given in Table II. It is observed that rising material cost is of highest concern for Indian competitiveness. Also the brother's creation is the entertainment channel in the world, after this, transportation and distribution cost is considered as most important cost elements. Respondents were also asked to compare these components of cost with respect to their global competitors on the basis of their perception on Likert scale of 1-5 and power. It is observed that for Indian SSIs, most of the cost components are very less in comparison to global competitors. It implies that Indian has cost advantage in comparison to their global competitors and they should take leverage of this asset and liability.

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19. To Study the Strategies for Improving Small Scale Enterprises in India

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Abstract

Reason - In the current situation of e-globalisation, limited scope ventures (SSIs) are viewed as motor for financial development from one side of the planet to the other. SSIs are confronting many tensions and requirements to support their seriousness. The motivation behind this paper is to look at different issues in setting of Indian SSIs like nature of tensions and imperatives, serious needs, skills improvement, areas of venture, and their relationship with execution. **Plan/system/approach** - For gathering information, a poll based review was led. Altogether, 75 legitimate reactions were gotten. Factual investigation of information obtained from review is finished by dependability test, t-test and others.

Discoveries - Cost decrease, quality improvement, and conveyance in time have arisen as a significant difficulty for SSIs. Statistical surveying, government assistance of representatives, and innovative work are found as significant regions for venture. Utilisation of data innovation, preparing of workers, and innovative work has huge relationship with execution. **Research impediments/suggestions** - Organisation sought to foster their procedures later breaking down business climate and SSIs ought to use their assets prudently. Nonetheless, it is felt that this study can be additionally investigated by considering different parts of system advancement, for example, human asset, seller improvement, association culture, and so forth **Creativity/esteem** - Findings and issues of the paper will be profoundly valuable for SSIs in outlining their procedures, and the scholarly world for additional examination with regards to changing business sector situation.

Keywords

- India Small Enterprises
- Competitive strategies

- Business development
- Product Management
- Paper type research paper.

Objectives

- To know about various issues connected with business climate, technique advancement, and execution of Small Scale Enterprises in India
- To know the level of accentuation on the basis of Abstract execution model and Objective execution model.
- To indemnify and find corrective measures for the issues of Small Scale Enterprises in India.

Introduction

In India, 95% of modern units are in limited scope area with 40% worth expansion in the assembling area and 6.29 percent commitment to the Indian total national output (Singh et al., 2008b). In the vast majority of the nations, limited scope enterprises (SSIs) are characterised as far as number of workers though in India, interest in plant and apparatus is the measures for characterising SSIs. They are likewise thankful for industry experts and respondents for taking an interest in the review's businesses having interest in plant and hardware not as much as Rs 50 million (US\$ 1/4 Rs 50) and for medium-scale ventures this breaking point is Rs 100 million (SIDO,2005). In India, associations having speculation up to 100 million rupees are additionally usually alluded as little and medium ventures (SMEs). As venture limit doesn't vary altogether in this way they have very comparative attributes. The significant test for SSIs is to consistently give creative and redone items utilising the best accessible cycle advances. Enhancements in contenders' abilities have abbreviated item life cycles, raised item intricacy, and extended openness to new specialised leap forwards. Consequently, association's seriousness will rely upon its capacity to give labor and products more effectively than others engaged with the commercial centre. IT has turned into the significant facilitator of business exercises today. The executive exercises, which were tedious prior, are taking undeniably less time and exertion in IT-empowered globalisation. Data is working on the speed and dependability with which data is passed inside the singular association as well as around the globe. E-globalisation is making new brand encounters for clients, providers and colleagues. Presently advertises have become more straightforward.

Literature Review

The present exceptional contest requires that firms dominate all the while in a few regions without compromise, including imaginativeness and responsiveness to their clients. Ascend in worldwide contest has constrained the firms to build execution norms in many aspects, for example, quality, cost, usefulness, item presentation time, and smooth flowing tasks. Various tensions on little ventures are conformance to quality, for example low-imperfection rates, item highlights or traits, cutthroat cost and execution (Corbett and Campbell-Hunt, 2002). SSI might think that it is hard to utilise great staff and even harder to hold them. Significant requirements on little firms in gathering the difficulties of intensity are:

-asset shortage can effect on the capacity of more modest firms to enter trade the markets (Mon, 1999); -time and work to fuse broadcast communications in their business as head boundaries to reception of IT (Chappell and Feint, 2000); -need ability, time, cash, and backing to update their present assembling tasks (Gunasekara et al., 2001); exorbitant expense of item improvement projects (March-Chord-an et al., 2002)

Main Content

With the solid influxes of globalisation and advancement across the world, IT is accepted to be the most expense effective device to assist organisations with acquiring greater business sectors and the capacity to contend with bigger associations in drawing in clients to their items, administrations and data (Tan et al., 2009). Fabricating execution of SMEs can be improved by the utilisation of the most suitable IT instruments in various assembling activities (Singh et al., 2008b).

A few investigations (Lal, 2004; Hodgkin-child and McPhee, 2002) have found that clients of cutting edge e-business innovation perform better compared to non-client in the product market. Notwithstanding, interests in e-business innovation alone are not adequate to further develop business execution, particularly on the off chance that they are not intelligible with the business climate and vital goals of SMEs. To this end, these ventures should further develop their innovation the board capacity, and consequently they should get support from specialists and information move specialists (Morgan et al., 2006; Raymond and Bergeron, 2008). Different areas of venture might be innovative work, mechanisation of cycles, preparing of representatives, and statistical surveying (Singh et al., 2008a). Globalisation has brought about the quick inflow of unfamiliar direct venture across the globe, especially into recently industrialised nations (UNCTAD, 2005). It has offered great chances for little firms to be essential for worldwide organisation and cooperate with bigger

organisations. To benefit these open doors, SSIs need to additionally reinforce their assets of adaptability, ingenuity, multi skilling, and so on.

Present review being an experimental review for SSIs has its own significance in improving the information on methodology improvement. This paper tries to resolve issues connected with business climate, technique advancement, and execution of Indian SSIs. Under business climate, it will attempt to recognise significant tensions and requirements on SSI to support their seriousness. In technique improvement, creators have attempted to recognise serious needs, areas of abilities advancement and significant areas of venture. Two components of execution have been investigated in the current review. These are abstract and objective. Abstract execution will attempt to think about the presentation of association regarding public principles though level headed execution will gauge the normal development on specific monetary boundaries (Singh et al., 2007). In the period of e-globalisation, markets have become incredibly unique and tempestuous. Seriousness has become innovation driven. To refresh their innovation, SSIs need to contribute their assets wisely. Consequently, it is normal that seriousness of the associations will rely upon interest in various regions/innovation. This prompts following recommendation:

The level of accentuation that SSIs put on various areas of venture is decidedly related with their presentation and seriousness. In this review, execution of associations has been estimated on two models, for example abstract and objective. Abstract execution depends on examination of 12 unique measures like assembling cost, level of stock, adaptability in creation, and so on with public principles. Objective execution depend overall development of monetary measures, for example, benefit, deals turnover, portion of the overall industry, return on venture, and commodity. It is normal that assuming association performs better compared to public principles then, at that point, its true exhibition will be additionally great. Both of these exhibitions will likewise prompt seriousness of association. Consequently, following recommendations can be proposed:

Emotional and objective exhibitions are emphatically connected with intensity. Abstract execution is related with true execution. To concentrate on various issues like business climate, methodology advancement and execution of SSIs in Indian setting, creators fostered a system as displayed in Figure 1. As indicated by this system, based on business climate, SSIs would form their methodologies. Business climate will rely upon nature of tensions, imperatives, and cost of various sources of info like unrefined components, work, power, and so forth On the premise of market tensions and business climate, SSIs need to foster procedure for choosing their cutthroat needs and

abilities. In light of these needs, ventures will be made on various regions like innovative work, computerisation of cycles, preparing of representatives, and so on. As SSIs need monetary assets and fundamental foundation, determination of these needs and powerful use of restricted assets is vital for further developing execution and intensity of SSIs.

To test research recommendations and for examination of various issues related with intensity, a review instrument was created. Study was done among Indian SSIs from various areas, for example, auto part, plastic and hardware from June 2008 to March 2009. Greater part of it was situated in semi-metropolitan region. Every one of them was having interest in plant and hardware not as much as Rs 50 million according to meaning of SSIs in setting of India.

Research and Methodology

The Data gathered for the research is collected through secondary data collection. Present review being an observational review for SSIs has its own significance in improving the information on methodology improvement. This research paper tries to resolve issues connected with business climate, technique improvement, and execution of Indian SSIs. Under business climate, it will attempt to distinguish significant tensions and imperatives on SSI to support their seriousness. In methodology improvement, creators have attempted to distinguish cutthroat needs, areas of abilities advancement and significant areas of venture. Two components of execution have been investigated in the current review. These are emotional and objective. Emotional execution will attempt to contrast the presentation of association and regard to public principles while true execution will quantify the normal development on specific monetary boundaries (Singh et al., 2007).

In the period of e-globalisation, markets have become very unique and tempestuous. Seriousness has become innovation driven. To refresh their innovation, SSIs need to contribute their assets reasonably. Hence, it is normal that intensity of the associations will rely upon interest in various regions/innovation.

Findings

Discoveries of the review have numerous pivotal ramifications for SSIs and the scholarly community. Significant Ramifications is that SSIs ought to foster their procedures viably in the wake of dissecting business climate. They ought to foster abilities for nonstop expense decrease, improvement of item quality, and capacity to lessen conveyance lead time. They ought to give their assets for IT applications, preparing of workers, and innovative work to work on their seriousness at worldwide level. Simultaneously, negative coefficients for a portion of the factors in relapse model

additionally infer that SSIs should take help from experts while putting resources into the areas, for example, statistical surveying, and advertisement. Another ramification is according to government viewpoint, Government ought to establish development favourable climate, important infrastructural support, and give motivators to make them all around the world serious for manageable development. As the state of SSIs in non-industrial Asian nations like Pakistan, Bangladesh, and Sri Lanka is very like India. Subsequently, these discoveries will be of extraordinary incentive for SSIs from these non-industrial nations in figuring out their drawn out systems.

After progression of economy, market situation is changing extremely, item lifecycle is diminishing and innovation is evolving. Under such conditions, discoveries of this review and its suggestions for creating different capabilities and for settling on speculation choices will help SSIs in creating systems for long haul intensity.

Conclusion

Objective of this study was to break down business climate and methodologies for making ventures by Indian SSIs in globalised market. Significant discoveries of this study are:

- Indian SSIs enjoy money saving advantage in contrast with their worldwide rivals;
- Cost, quality, and to decrease conveyance time are the primary tensions on SSIs;
- SSIs are thinking about absence of development favourable climate, deficient government support/motivators and helpless foundation for preparing as significant limitations;
- Statistical surveying, government assistance of workers, and innovative work are highest level regions for making ventures;
- Utilisation of data to improve choices, to characterise quality norms, and advancement of work space are principle areas of capability improvement;
- Use of IT, preparing of representatives, and innovative work are essentially associated with seriousness; and SSIs have most elevated intensity at nearby level and least seriousness at International level.

Suggestions

- Indian SSIs enjoy money saving advantage in contrast with their worldwide rivals;
- Cost, quality, and to diminish conveyance time are the fundamental tensions on SSIs;
- SSI's are thinking about absence of development helpful climate, deficient government support/impetuses and helpless framework for preparing as major-requirements;

- Statistical surveying, government assistance of workers, and innovative work are highest level regions for making ventures;
- Utilisation of data to advance choices, to characterise quality guidelines, and enhancement of workplace are fundamental areas of capability improvement.

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20. To Study the Measures for the Development of Rural Entrepreneurship

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Abstract

Defining rural entrepreneurship is not a easy task as we think. Every nation's growth strongly depends upon the development in different sector. Need of innovation is very important in business. Rural entrepreneurship has major opportunity for the people who migrate from rural areas or sometimes semi urban areas to Urban areas. It is a fact that majority of the rural entrepreneurship is having many problems due to not availability of primary amenities in the rural areas of the developing countries. To accelerate economic development in rural areas it is necessary to increase the supply of the entrepreneurs. Rural entrepreneurship is not only important in means of generating employment opportunities in rural areas with a low capital cost and the raising real income of people, it also contributes to the development of urban industries and agriculture. Rural entrepreneurship can be considered as the solution to reduce economic disparity and poverty in the rural areas.

Keywords: Rural Entrepreneurship, Challenges, Opportunity, Rural Areas..

Objectives

The following are some points covered in this article:

- To identify the problem faced by rural entrepreneurship
- To identify Measures for the development of rural entrepreneurship.
- To study the Opportunities for rural entrepreneurship.

Introduction

An entrepreneur is a person who creates new combinations of production factor such as new methods of markets products etc. Entrepreneurs are the ones who create and grow enterprises. Entrepreneurship development refers to the infrastructure of the private policies or public policies and practices that foster the support entrepreneurship. Entrepreneurship has wide range of the meanings. On the other side entrepreneur is the person of very high aptitude who pioneers change. The possessing characteristics was found only in a very small fraction of the

population. On the other hand the extreme of definition is anyone who wants to work for themselves is considered to be an entrepreneur. Entrepreneur was originated from the French word *entrepreneur* which means to undertake. It means to start a business. The main problem is lop sided development which is a development of one area at the cost of development of some other place. The government have tried out various schemes for generating the income at the rural areas such as the government initiatives have not stopped people from moving out of a village to city. Rural entrepreneurship can create new methods of production, employment opportunities by ensuring the regular rural development. Rural entrepreneurship is the solution for eradication of poverty, economic disparity etc. According to Mahatma Gandhi India lives in villages and its true spirits lives in rural areas. Rural entrepreneurship is synonymous of rural Industrialisation. Rural entrepreneurship is now a days a major opportunity for people who migrate from rural areas or semi urban areas to urban areas.

Review of Literature

Entrepreneurship plays an eminent function in creating the avenue of employment for rural committees and providing self employment for those who have started up business of their own and enhancing the economic status of the rural sector. Entrepreneurship has formed many entrepreneurs into successful businessmen person and generated income for rural committees.

Entrepreneur in rural areas have transformed their vicinity into trading hubs thus enabling them to become urbanised areas.

Problems of Rural Entrepreneurship

Rural entrepreneurship faces a lot of problems and one of the major problems in the developing entrepreneurship in rural areas is lack of awareness and knowledge. Lack of communication facility, Lack of infrastructure facility and lack of storage and ware facilities. The major problems faced in the developing entrepreneurship in rural areas are

- Problem of electricity
- Inadequate credit flow
- Poor quality standards
- Lack of road facilities
- Skilled labour
- Lack of labour material
- Lack of infrastructural factors

Measures for Development of Rural Entrepreneurship

Establishing an industry by an single person is an difficult task as the developing entrepreneurship cannot be a one man activity.Rural industries are facing serious problems.Therefore to overcome all the problems following measures need to be suggested for development of rural entrepreneurship in India.

Provision for adequate infrastructural facilities: The government should make adequate provision for build up and for developing the infrastructural facilities in rural areas for the proper movement and marketing of rural industrial products.

Provision for credit facilities: The banks and financial institutions should come forward to provide credit to rural industries at concessional and they should also subsidies the rate on a easier terms and conditions

Creation of strong raw material base: Raw materials are very important for any industry.Although rural industries face tough problems in storing and procuring of the raw materials. Therefore urgent policy is called for the strength then raw material as the base in rural sector on the priority basis.

Provision for entrepreneurial training Most of the rural entrepreneur join their entrepreneurial career not by choice but buy chance so training is very important for the development of rural entrepreneurship.It is a need to develop entrepreneurial aptitude and competencies among prospective of the entrepreneurs through the training.Rural industries need extra training labelling packing and also in marketing areas.

Creation of awareness of various facilities amongst the rural people:In rural areas rural people are unaware of the facilities that are available in setting up the rural industries.There is the need to disseminate information on what is available through the vocational training, entrepreneur development programs audio visual films on various rural related to the enterprises etc.And this will expose them to the modern facilities and amenities available in rural sector so they can start their enterprises.

Opportunities for Rural Entrepreneurship

Support and motivation to local people: Rural entrepreneur get a lot of support from the rural people.They always encourage and they give the motivation to the entrepreneurs.

Low establishment cost: As compared to the urban areas,rural entrepreneurs business establishments cost are very low .They no need to construct or facilities huge infrastructure and the building.

Availability of labour : In India 70% of the people are living in rural areas. Agriculture is done by majority of the people in rural areas. Agriculture work is not available throughout the entire year. Therefore rural entrepreneur have a competitive advantage in acquiring easily the semiskilled and unskilled labour.

Government policies and subsidies: Government of India has been continuously monitoring and introducing the new policies for encouraging the rural entrepreneurship. The policies are very innovative, flexible and liberalized and they give continuous support to the entrepreneurs. The government has announced huge subsidies for promoting the rural entrepreneurship.

Availability of raw material : Sometime the rural entrepreneur are depending upon the farm based products like raw material which are there through out the entire year. The raw material are available in the rural areas and there is no cost flotation and transportation cost.

Cost of production: The cost of product in rural areas are very low as compared to the urban areas and therefore the rural entrepreneur sell their goods and service with a cheaper cost.

Optimum Utilisation of production: Farm produces are only available in rural entrepreneurship. Rural entrepreneurship are dependent upon the farm produces as the raw material.

Employment generation for rural youth: Rural youth are getting 100% job opportunities by rural entrepreneurs and if rural entrepreneurs get succeeded in this activity then the migration of people to urban areas from urban areas will be immediately stopped on maximum extent.

Promotion Cost: Rural entrepreneur does not have any promotional cost and they don't need to advertise or to promotional activities for their products.

Potential customer: In the era of 21 century the rural areas are economically strong and heavily populated. They can be converted as potential and that's why MNCs are concentrated in rural villages for the potentiality.

Main Content

The rural industry helps to protect and promote the art of creativity. The development in the rural area industries helps to build up villages republics. The industries encourage dispersal of the economic activities in the rural areas and thus they promote balanced regional development. The rural industries are labour intensive they generate high employment possibilities which acts in corrective measures number of problem causing unemployment stemming in the rural areas. Rural industries have comparatively a very high potential of generating the income which reduces disparities amidst income which is earned by people of

both urban and rural areas. It stimulates the dissemination of the economic activities in rural areas which tends to balance the regional development. It promotes art and culture i.e. varied heritage of the particular region. Due to industries set up in rural area it helps in reducing the migration of the villagers. Unequal growth in urban area tends to decrease development of the slums, environment pollution etc

- It creates employment opportunities equally.
- Stops the migration from rural areas.

Types of Rural Entrepreneurship

A. Individual entrepreneurship-It is the type of the entrepreneurship where the single entrepreneur is the owner or the sole proprietor. The entrepreneur bears the whole risk and is solely responsible for the business decisions.

Group entrepreneurship – It is mainly classified into 3 types as follows

1. Private limited company- In this case minimum 2 members are required and maximum members are 50. The financial capital is divided into shares and shares are not sold to the general public. Therefore such companies are generally small in size and are owned by the families. Liability of the shareholder is limited in such companies.
2. Public limited company-In such companies' minimum 7 members are required and there is no maximum limit. Being a public limited it can raise money from the general public. There is a separation between the control and ownership. Shareholders are the owners but they do not take active participation in the running of the business. The control of the business is in the hands of board of directors.
3. Partnership- In this case there is no individual owner and the business is handled by the partner. For the partnership mutual trust is must and all the partners should complement each other for common goals and objectives. Partnership companies are easier to form and to provide large resources but it has unlimited liability on the partners.

C. Farm entrepreneurs -Farm entrepreneurs are people whose main occupation is farming. Their source of livelihood is agriculture. It includes the people who have no land of their own but they are willing to stay in villages and aid agriculture. The people possessing large piece of land in the village but they are staying in towns are excluded from the category.

D. Merchant and Traders – It includes business man those who commercialize the various products which are mainly needed by local population of the village. They may produce goods by themselves or acting as a middlemen.

E. Service oriented entrepreneur-It includes those people whose service some kind of services to the people.

Advantages of Rural Entrepreneurship

Abundance of Resources : Rural areas have abundant natural resources including land, water minerals and solar power and also wind power. Moreover land is easily available at cheap rates.

Easy availability of labour : Semi skilled and unskilled labour is easily available and low wage rates increases the vulnerability of rural areas for industrialization.

Tax advantage : Tax burden in rural areas is low , which increases competitive strength of rural industry.

Low investment: Rural industries can be started with low investment and production can be done at a less cost due to availability of resources.

Scope of Rural Entrepreneurship

Rural entrepreneurship is very active and it is opening new scopes for the entrepreneurs. Rural area has the capacity of the small medium enterprises and they act as the economy builder by generating the employment and income for the poor and the unemployed people.

- **Scarcity of fund**- Rural entrepreneurs find it tough to get external funds due to risk involved in rural industries. However the procedure to avoid the loan facility is too long and it is the postponement and sometimes it disappoints the agricultural entrepreneurs.
- **Competition** – Rural entrepreneurs faces difficulties from the large scale industries and the urban entrepreneurs to as there cost of production is very high.
- **Middle man**- There is a small market available for rural entrepreneur as they are heavily depended on the middle man for the marketing of the product and therefore middle men exploit rural entrepreneur.
- **Legal formalities** – The rural entrepreneurs are illiterate and they are ignorant in order so that they find it extremely difficult to the various legal formalities in obtaining the license. Therefore the legal formalities are very complex and they are time consuming that it becomes tough for the entrepreneur.

Research Methodology

Data collection the collection of data is crucial part of every research, to collect the specific data. The study is based on extensive review of the different reports research article policy papers and the comparative analysis of the statistical data from the government database. The data is mostly collected from the published and unpublished works on the related topics.

And the major sources of the secondary information were the annual report of MSME AND KVIC the reports of NSS 73rd round of NSSO economic survey websites and journals etc.

Conclusion

Rural entrepreneurship plays a very important role in the economic development of India specially in rural economy. it creates employment opportunities in rural areas with local capital, reducing poverty and economic disparity, unemployment etc .The government should do appraisals of the rural entrepreneurship development programmes and schemes so that they can uplift the rural area.Rural entrepreneurship is the best way to remove rural poverty in India.

Suggestion

Instead of doing the things in effectively government should start encouraging private organisations and associations to play a vital role in technological enhancement and the other related areas of rural entrepreneurship.

There should be proper cooperation among different institutions i.e NABARD, SIDBI NSIC and KVIC etc for providing the various categories of assistance on the line .

To overcome the biggest fear special cells must be created for providing concessional and easy finance to rural entrepreneurs.

In order with social and economic background of rural entrepreneur training programmes should be more structural.

Proper encouragement and assistance should be provided for rural entrepreneurs.

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21. To Study the Role of Rural Entrepreneurship in Economic Development in India

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Abstract

Entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, Innovator, risk taker, continues learner, decision maker & most important is to implement these qualities into the work. There are also a lot of examples of the entrepreneurs in North East India who are now called synonymous with 'Success'. They saw the bigger picture but wisely started their business as a very small unit. Entrepreneurs set the example of turning their dream into reality. And the story behind to achieve their dreams into reality is to set massive goals for themselves and stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal. It looks fascinating, attractive and motivating after listening stories of the entrepreneurs, but success is not as easy as it always looks. There are some obstacles which we call the challenges to overcome by looking forward the prospects of being a successful entrepreneur.

Keywords: "Success" of Entrepreneurship, Rural industries, Economic development.

Objective

1. To know the Provision for incentives and support to small-scale industries.
2. To help Providing factoring services and facility of discounting bills to solve financial problems of small industries.
3. To analyse Promotion and up gradation of technology in small sector

Introduction

Rural entrepreneurs play a crucial in the overall economic development progress of the country. The growth and development of rural industries facilitate self-employment, result in wider dispersal of economic and industries activities and helps in the maximum utilization of locally available raw materials and labour. Rural entrepreneurship is defined as entrepreneurship whose roots lie in the rural areas but has a lot of potential to drive various endeavors in business,

industry and agriculture, etc. and contribute to the economics development of the country. This leads to migration of people from rural to urban areas. As entrepreneurship emerging in rural areas is called as rural entrepreneurship. According to Khadi's and villages industries commission . Rural industry means an industry located in rural areas population of which does not exceed 10,000 or such other figure which produces any goods or renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a thousand money.

Literature Review

The word entrepreneur is derived from french word and if briefly translated means to undertake. There are various sources and definition to extrapolate the meaning of entrepreneurship. One of them is defined by Joseph Schumpeter in his seminal book the "Theory of entrepreneurship". According to his theory an entrepreneur is someone who emerges from new combinations and brings about a freshness and dynamic transformation to the economy. Such transformations are emerged and visualized in practice in the form of new ideas, thoughts, policies, products as well as new creative ways of carrying out and running a business. According to, based on the theory of economic development, an entrepreneur is the fundamental building block of economic development driven by innovative minds as well as facilitates in the form of mentorship and guidance for those who need to be trained in terms of business skills and training and providing physical resources like market requirement and infrastructure there are still constraints to these ventures in terms of poor human.

Main Content

The entrepreneurs with ability to scan, the analysis and identify opportunities in the environment transform them into business proposition through creation of economic entities. Through efficient and effective utilization of national resources, they act as catalysts for economic development and agents of social transformation and change. According to Meir and Baldwin, development does not occur spontaneously as a natural consequence when economic conditions in some senses are right. A catalyst is needed which results in entrepreneurial activity to the considerable extent. The diversity of activities that characterizes rich countries can be attributed the supply of entrepreneurs. They play a vital role for the economic development of a country in the following ways.

- **Balanced Regional Development:** The entrepreneurs always lookout for opportunities in the market. They capitalize on the opportunities of governmental concessions, subsidies and facilities to set up their enterprises in undeveloped areas. The setting up of still plant at

Tata Nagar(jharkhand), Reliance Petrochemicals at Jamnagr (Gujarat) have resulted in the development of Good Township and peripheral regional development. Thus, entrepreneurs reduce the imbalances and disparities in development among regions.

- **General Employment:** This is the real charm of being an entrepreneur. They are not job seekers but job creators and job providers. With the globalization process the government jobs are shrinking leaving many unemployed. In the circumstances, the entrepreneurs and their enterprises are the only hope and source of direct and indirect employment generation. Employment is generated directly by the requirement of the large enterprises and indirectly by acceleration and consequential development activities.
- **Planned Production:** Entrepreneurs are considered as economic agents since they unite all means of production. All the factors of production i.e., land, labour, Capital and enterprise are brought together to get the desired production. This will help to make use all the factors of production with proper judgment, perseverance and knowledge of the world of business. The least combination of factors is possible avoiding unnecessary wastages of resources.
- **Equitable Distribution Economic Power:** The modern world is dominated by economic power. Economic power is the natural outcome of industrial and business activity. Industrial development may lead to concentration of economic power in few hands which results in the growth of monopolies. The increasing number of entrepreneurs helps in dispersal of economic power into the hands of many efficient managers of new enterprises. Hence setting up of a large number of enterprises helps in weakening the evil effects of monopolies. Thus, the entrepreneurs are key to the creation of new enterprises
- **Formation of Capital:** Entrepreneurs by placing profitable business proposition attract investment to ensure private participation in the industrialization process. The otherwise idle savings are channelized for investment in business ventures which in turn provides return. Again, the savings are invested giving a multiplier effect to the process of capital formation.
- **That energises the economy and rejuvenates the established enterprises that make up the economic structure.** Benefits from Rural Entrepreneurship.
- **Provide employment opportunities:** Rural entrepreneurship is labor intensive and provides a clear solution to the growing problem of unemployment. Development of

industrial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

- **Balanced regional growth:** Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.
- **Promotion of artistic activities:** The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship. **Check on social evils:** The growth of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities etc.
- **Improved standard of living:** Rural entrepreneurship will also increase the literacy rate of rural population. Their education and self-employment will prosper the community, thus increasing their standard of living. **Challenges of Rural Entrepreneurship:** Entrepreneurs are playing very important role in the development of economy. They face various problems in day-to-day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under. **Financial Problems.**
- **Paucity of capital:** Most of the rural entrepreneurs fail to get external funds due to absence of tangible security and credit in the market. The procedure to avail the loan facility is too time-consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is one of the biggest problems which rural entrepreneurs are bearing nowadays especially due to global recession. Lack of infrastructural facilities. The growth of rural entrepreneurs is not very healthy in spite of efforts made by government due to lack of proper and adequate infrastructural facilities. **Risk element** Rural entrepreneurs have less fear posture capacity due to lack of financial resources and external support.

Research Methodology

The data required for the present study are collected from Secondary sources. Secondary data have been collected through website, journals and newspapers. Moreover, The present study is descriptive in nature.

Conclusion

The rural entrepreneur is a key side for any under progressing to developed countries as per the latest economic figure. Rural entrepreneurship is one the best tools used by any NGO's and GO's for the change of developing to developed level. Non-urban grew up in socio-economic is the solution for recovering poverty in any countries. Hence any individual or

citizens of India must buy/sell any Indian products. Therefore, there should be less stress on the integration of rural as well as the development of the economic status of each stakeholder. The most hectic issues are the participation of youth and curriculum in an institution should mould the students/faculty to speak about the importance of running a business rather than an employee of any organization. On the Government side, more quality support like schema definition, standardization, Quality Assurance (QA), financial agencies, NGOs, Media, will make more contribution to the youth in the business environment.

Suggestion

- The government of India or any developing country should create autonomous bodies like Election Commission for rural business people funding agencies.
- Rural entrepreneurs are always engaged with the latest trends and technologies via television, mobile, or internet to improve their needs and progress with local as well as global necessity.
- State & Central Government must initiate more awareness and special training programs like MSME throughout the calendar.
- Rural entrepreneurs are always engaged with the latest trends and technologies via television, mobile, or internet to upgrade their needs and progress with local as well as global requirements.

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22. A Study on Women Entrepreneurship Opportunities and Challenges Face in India

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Abstract

Jawaharlal Nehru said that “You can tell the state of a nation by viewing the standard of the women. “Women are one in every of the foremost relevant assets if you state entrepreneurship. Feminine entrepreneurs gaining attention and importance in light-weight proof of the importance of latest business creation for economic process and development. Entrepreneurs are chargeable for shaping the economy and that they facilitate the creation of latest Wealth and new jobs by innovating new product, method and services. Women entrepreneurship is predicated on girls Participation in equity and employment of a business Enterprise/management.

According to metropolis Reagan “a women is like tea bag—only in predicament u realized however robust extremely she is”. During this paper we have a tendency to are planning to centered light-weight on opportunities and challenges baby-faced by them

Keywords : Challenges, Economic development, economic process, Economy, Entrepreneurship, Opportunities of women entrepreneurship, strong, Woman.

Objective to Study

1. To study opportunity given by Indian government to women entrepreneur in restaurant industry
2. To know and understand about challenges faced by women entrepreneur
3. To understand creation of entrepreneurial ecosystem with new industry network, partnerships and mentors
4. To study about women empowerment and employment scheme

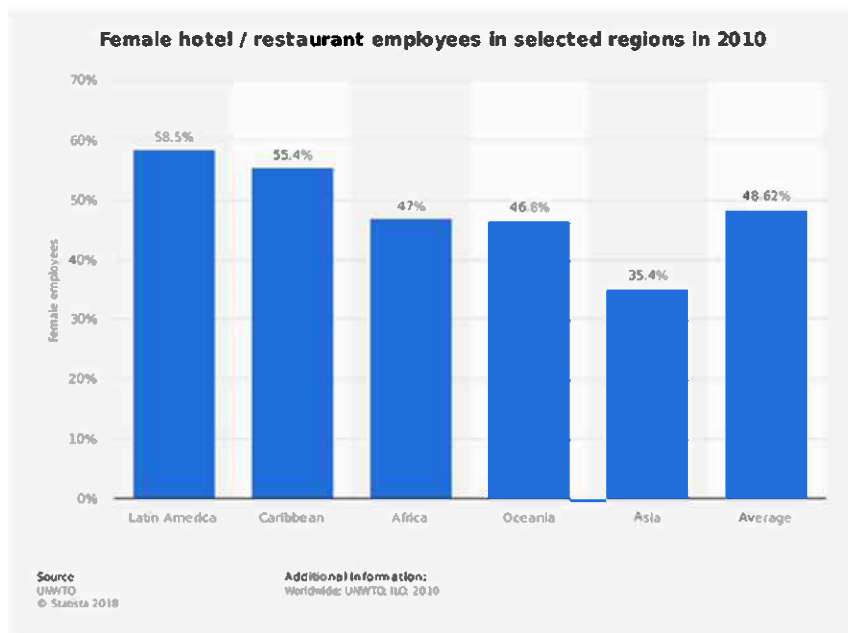
Introduction

Women entrepreneurs can be defined as the women or a group of women who take step, organize and manage a business company. Women are believe to make something new, follow or take on economic activity to be know as women entrepreneurship. The Government of India

have focused their light on women entrepreneurs as a crucial and important topic for upcoming years. Mostly we have seen that there are men working in restaurant industry that can be in terms of stewardess or a head chef. Basically restaurant line or industry is said to be male dominant. Most shows on food channels are hosted and judged by men.

However, in past decades the table have turned once we take a glance at skilled kitchens and restaurants women are ready to enter the business now. Usually the females were not allowed much to follow their dreams but with increase in education rate people as well as government are supporting women for new enterprise or helping them by providing funds. Restaurant trade has become the most important leader of women within the current date. consistent with analysis and a report revealed by Times of India (dated February twenty three, 2013) in south India and West Bengal, 55- sixty percent of the workers in hotels are women whereas in the geographical area , Old Delhi the figure is forty to fifty percent . The proportion is lowest in Jammu and Kashmir, UP and other provinces. With Bombay being the monetary hub of it's not that easy to come out with a proper figure of women employment in hotel/restaurant industry

The restaurant is quite incomplete, without the smile, posture of women and their grace. In fact, it might solely be honest to mention that the trade these days holds additional potential for females than ever before. Therefore women become Associate in nursing equal partner. We've got 30-40 % of women men in Asian country,” says Smita Jatia, manager Mc Donald’s Asian country (West and south).



A report revealed says “Overall, additional women are coming into the task market. Our team of managers that we have tend to approached make sure that the expansion in share of ladies managers/employees in their company has accrued over the past five years.

Literature Review

Though there is a lot more to understand about the challenges and opportunities every women in every sector have faced some or the other problems with respect to the hospitality or food industry there has been lot of issues regarding the safety as well as backup to them the field here man making food is consider as something unique a women being masteries have to face lot of domination. As we know that there has being increased in growth of women empowerment some of the barriers have already broken down. Empowering women entrepreneurs is consider as an important goals of sustainable development and narrowing the obstacles. Increase in women empowerment must enable full participation in the business. Promoting entrepreneurship among Indian women is a short step towards rapid economic growth and development. Let us try to remove all kinds of gender differentiate and thus allow ‘women’ to be a great entrepreneur together with me

Research Methodology

Primary data and secondary data was collected on the premise of;

Google form

Web search.

Newspaper articles etc.

Opportunities by Indian Government

Recent Government Initiatives

Make in India campaign of Indian government, has prioritized the food process sector additionally, the govt. has established eighteen mega food parks and 134 cold chain comes to develop the food process provide chain. These initiatives have boost food process firms.

Introduction of GIS One District One Product Digital Map in India:

On Nov eighteen, 2020, the Ministry of Food process launched the capability building part of the Pradhan Mantri rationalization of small Food process Enterprises theme (PM-FME Scheme)

The Minister for Food process Industries, Mr. Narendra Singh Tomar, stressed on forming/creating an area price chain and providing coaching to food process entrepreneurs through the PM-FME theme. These coaching sessions aimed the good thing about eight large integer SME beneficiaries; are conducted through on-line lectures and demonstrations. Further,

on Nov twenty one, 2020, the govt. approved grant of Rs. 107.42 large integer (US\$ fourteen.52 million) to implement twenty eight food process comes.

New Cold Chain comes to scale back refuse and Boost Exports:

In September 2020, the Ministry of Food process Industries (MOFPI) approved twenty eight new native cold chain infrastructure comes to spice up the export potential of the native agro-food sector and cut back refuse. There are twenty eight comes represent the 'Pradhan Mantri Kisan SAMPADA Yojana' (PMKSY) theme, with Rs. 2.08 billion received from the central government.

Additional Food Process Projects

On Nov twenty five, 2020, the govt. approved seven food process comes price Rs. 234 large integer (US\$ thirty one.63 million), as well as grant received of Rs. 60.87 large integer (US\$ eight.23 million) in Meghalaya, Gujarat, Madhya Pradesh, state and geographical area. MOFPI aforesaid that these comes can finance non-public investments of Rs. 173.81 large integer (US\$ twenty three.49 million) and expected to come up with 7750 jobs

Challenges Faced by Them

Balancing Responsibilities

A large range of ladies don't seem to be simply entrepreneurs or career people— they have families, spouses, and different responsibilities. Demands from personal and skilled commitments will pressure women to abandon either her business or family. The family expects to be a mother and spouse, whereas the business needs to be the leader and show commitment.

Inadequate Backup

What would ladies come through if that they had an ideal web? Troubled or failing in business might be the results of a scarcity of adequate support system. In business, no man's associate island. Ladies tend to face the best challenges in obtaining support, from lacking the relevant affiliation to needing money access and emotional support. They additionally want mentors and sponsors to guide them during this new path. The web is expensive, forcing ladies to delay popping out their businesses.

Gender Difference

Laws, cultures, religion, and politics square measure designed upon a paternal foundation. Women should work their far within the masculine world whereas facing several discrimination. Though laws and policies have tried to make a good business surroundings for everybody, the particular changes haven't nevertheless been enforced.

No Bussiness Networks

According to a survey, women’s weren't a neighborhood of business networks which might facilitate them build networks to grow their business, realize customers, partners, suppliers, build connections, and additional that return typically naturally to male entrepreneurs wherever as ladies don't belong to those networks.

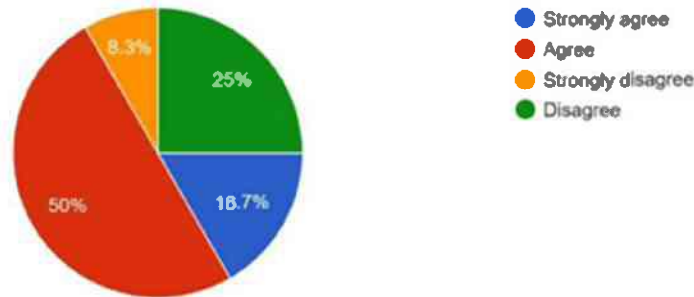
Social Expectation

In a society females who are stereotypical and square measure meant to remain at their home and place all their attention on their family, it typically looked down upon for them to take step out of the family and make their own career and follow their dream. Not simply that, even once establishing their business they typically take longer than their male counterparts to achieve trust and recognition from the general public.

Findings

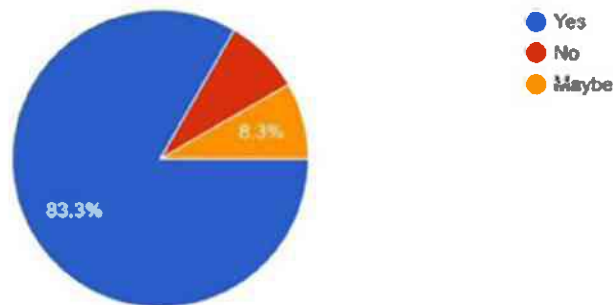
To what extent do you agree or disagree the statement that women are dominating in restaurant industry.

12 responses



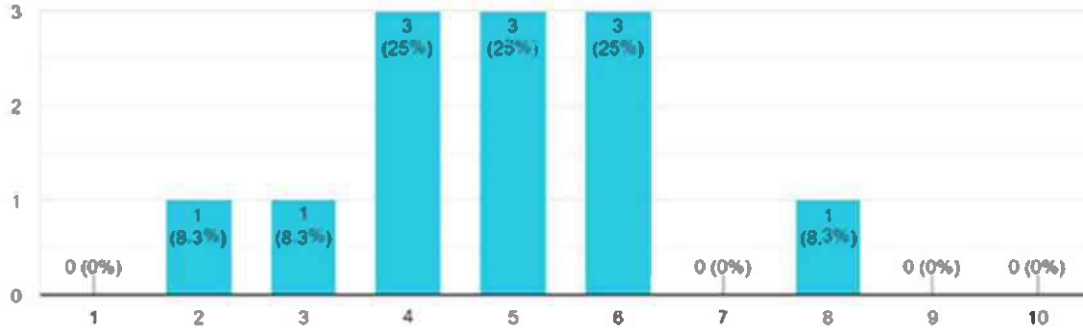
Can women empowerment increase the growth of economy?

12 responses



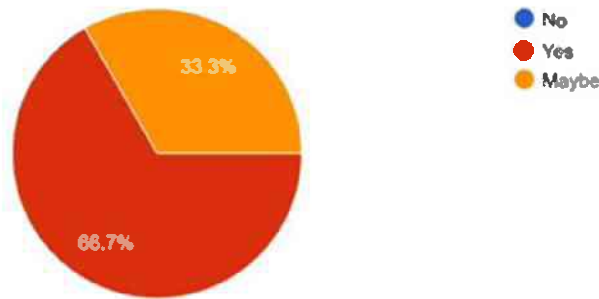
How much percentage of women are seen in restaurant industry/line?

12 responses



Do u think family responsibilities/culture /society are reason for less participation of women in restaurant industry.

12 responses



Conclusion

While some subsectors of the food industry are performing relatively well in hiring and promoting women, there are still much more room to be improved. Even many campiness have different challenges, the levers that drive impact toward gender equality across other industries are likely to also have an impact in the food industry. Looking to the future, the food industry has an opportunity to generate leader in gender diversity—one that other industries can look to for best practices and that women could see as an upcoming, unique and different place to construct their own career

Suggestion

According to information we have collected it seems like there is a less support to the women entrepreneur compare to man .it’s said that women can’t handle the network of markets which should be change .there should be equal opportunity for both men and women to prove

them. Moving ahead to the research there have been many women who have overcome the barriers came forward to achieve dreams. Avni Biyani, Pankaj Bhadouria, Pallavi Jayswal. Eating out is the most famous relive time activity on weekends among the youth and even families. Cafes and restaurants clubs bars are booming these days. It is great business opportunities in the food industry. With each and every step of a women brings other women forward it inspire many women's to achieve what they want it can be said that not only in restaurant line a small step in empowerment creates a great difference for future generation. More over the food and beverage industry in India has identify the hidden potentials of women transforming their basic duty bound trained in kitchen roles to much more wide scale professional and formal food business functions. Knowing that the Food and beverage industry is one among the major engines of developing for the country's economy, absorbing the information that women get to play an important role in the same only mark the further growth via revolutionary approaches to enhancing the performance of the whole industry.

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