

XITE COLLEGE, GAMHARIA

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PROCEEDINGS



Organised by



TWO DAY
NATIONAL
CONFERENCE

On

ENTREPRENEURSHIP
IN INDIA
- ISSUES AND CHALLENGES
(Volume I)

30th September'23 & 1st October'23



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Proceedings

ICSSR-ERC SPONSORED TWO DAY NATIONAL CONFERENCE

ON

ENTREPRENEURSHIP IN INDIA – ISSUES AND CHALLENGES

(Volume I)

30TH September & 1ST October 2023

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Principal's Message

It is with immense pleasure and a sense of academic fulfillment that I introduce these proceedings of the "ICSSR-ERC Sponsored Conference on Entrepreneurship in India: Issues and Challenges," organized by XITE College. This compilation is a testament to the remarkable efforts and contributions of scholars and researchers who participated in the conference, which sought to unravel the multifaceted landscape of entrepreneurship in India.

Entrepreneurship, as a subject of study and a driving force behind economic growth and social change, has garnered increasing attention worldwide. In the Indian context, it holds even greater significance, given the country's rich entrepreneurial history and its potential to reshape the nation's future. This conference, sponsored by the Indian Council of Social Science Research (ICSSR), provided an intellectual arena where experts and enthusiasts alike converged to explore, debate, and dissect the issues and challenges confronting entrepreneurship in India.

The papers within these proceedings offer a comprehensive and insightful analysis of various facets of Indian entrepreneurship. They delve into the policy frameworks that shape the entrepreneurial ecosystem, examine the access to finance and funding opportunities, explore the role of innovation and technology, and shed light on the influence of social and cultural factors on entrepreneurial decisions. Moreover, they focus on the crucial themes of sustainability, social entrepreneurship, and women entrepreneurship, recognizing that entrepreneurship is not only about economic success but also about creating a more equitable and sustainable society.

The case studies and success stories featured in this volume provide concrete examples of individuals and enterprises that have overcome obstacles and achieved remarkable feats in the entrepreneurial arena. These stories serve as inspiration and models for aspiring entrepreneurs and policy-makers alike. I must commend the contributors for their rigorous research, critical analysis, and thought-provoking insights. Their commitment to advancing our understanding of entrepreneurship in India is evident throughout the pages of this book.

I would also like to extend my gratitude to the Indian Council of Social Science Research (ICSSR)-ERC for their unwavering support and sponsorship of the conference. Their dedication to fostering social science research in India has been instrumental in bringing this work to fruition.

In conclusion, "ICSSR-ERC Sponsored Conference on Entrepreneurship in India: Issues and Challenges" is not merely a collection of academic papers; it is a testament to the power of collective wisdom and collaboration. It is my hope that the knowledge and insights shared within these pages will serve as a valuable resource for scholars, policymakers, entrepreneurs, and all those interested in the growth and development of entrepreneurship in India.

I encourage readers to engage with these chapters, to question assumptions, and to seek innovative solutions to the challenges that lie ahead. In doing so, we can collectively contribute to a vibrant and thriving entrepreneurial landscape in India.

Once again, thank you, Dr (Fr.) Mukti Clarence and Prof. Sushmita Choudhury Sen, for your outstanding contributions and dedication making the conference a successful one. Your hard work and leadership have brought great honor to our college, and we are proud to have you as part of our academic family. Your roles as the Convener and Co-Convener were pivotal in shaping the conference into a platform for scholarly discourse and collaboration. Your meticulous planning, unwavering commitment, and attention to detail were evident throughout the entire process, from conceptualization to execution.

A handwritten signature in blue ink, appearing to read 'E. A. Francis SJ', is centered on the page.

Dr (Fr) E. A. Francis SJ

Principal, XITE College

From Conference Convener's Desk

It is with great pleasure and a profound sense of purpose that I welcome you to the ICSSR-ERC Sponsored Conference on "Entrepreneurship in India: Issues and Challenges," hosted by the XITE College. As the Convener of this conference, I am honored to introduce the theme that has brought us all together for this intellectually stimulating and impactful event.

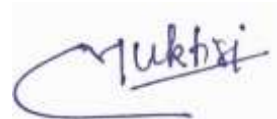
This conference serves as a platform for us to delve into these multifaceted aspects of entrepreneurship in India. Our discussions will encompass a wide array of topics, including policy frameworks, innovation, social entrepreneurship, women entrepreneurship, and the impact of technology. We aim not only to identify challenges but also to seek innovative solutions and approaches that can help nurture and promote entrepreneurship in our country.

The proceedings you hold in your hands encapsulates the essence of our conference. Within its pages, you will find research papers by both established and budding scholars. It is meant to be your guide as we embark on this intellectual journey together. I would like to extend my deepest appreciation to the Indian Council of Social Science Research (ICSSR-ERC) for their generous sponsorship, which has made this event possible. Their commitment to promoting research and scholarship in the social sciences is commendable.

I would also like to acknowledge the hard work and dedication of our organizing committee, faculty members, and students of XITE who have put in countless hours to ensure the success of this conference. Your unwavering support and enthusiasm have been instrumental.

To our esteemed participants, I encourage you to engage actively in the discussions, share your insights, and foster collaborations. It is through our collective efforts that we can make a lasting impact on the entrepreneurial landscape of India. As we embark on this academic endeavor, let us remember the Jesuit tradition of excellence in education and our commitment to service and social justice. May our deliberations during this conference contribute not only to the growth of knowledge but also to the betterment of our society.

I look forward to enriching discussions, new connections, and the collective pursuit of solutions to the challenges of entrepreneurship in India. Let us make this conference a memorable and transformative experience.



Dr (Fr) Mukti Clarence, S.J.

Vice Principal, XITE College

Chief Petron

Sri Manoj Kumar
Vice Chancellor, Kolhan University, Chaibasa

Petron

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Performance Evaluation of Selected SBI Equity Mutual Funds: A Study on India's Largest Mutual Fund House

Ajay Kumar

Research Scholar,
Department of Commerce and Business Management,
Ranchi University,
Ranchi.

Abstract:

Mutual funds play a crucial role in achieving portfolio diversification and mitigating relative risk by pooling funds from households and investing them in both stock and debt markets. In the context of India, fixed income funds, also referred to as debt funds or income funds, are a specific category of mutual funds that primarily invest in debt securities issued by corporations, banks, and governmental entities. This study aims to assess the performance of a select set of SBI equity mutual funds through the application of diverse statistical measures. In India, mutual fund schemes are ranked based on their Net Asset Value (NAV). The landscape offers an array of equity funds, spanning from diversified options to thematic and sector-specific choices. SBI Mutual Fund stands out as the largest mutual fund house in India in terms of asset size. As of the fiscal quarter ending in March 2023, the fund manager oversaw assets totaling ₹714,518 crore in Assets under Management (AUM), reflecting a 17.35% growth from the previous quarter's figure in February 2023. With nearly three-decade tenure, the fund manager brings extensive experience to the table.

Keywords:

Equity fund, Performance Evaluation, Mutual fund

Introduction:

A mutual fund is like a bridge or a financial medium. This attracts investors to achieve their objectives. They invest in specific securities (stocks or brands) through fund managers. Investing in mutual funds is easy. In this, you can do trending stocks with very little cost. It works as a trust or investment company which attracts thousands of investors. Mutual fund is acting as a financial institution. So that various investors can be mobilized to invest in financial assets, necessary resources, time, knowledge and expertise. It bridges the savings of investors. By which many objectives are achieved.

An important principle of capital market investing is that not all eggs are in the same basket. Rather than diversifying it i.e., different stocks or brands or invest in mutual funds.

Mutual funds can be categorized according to their nature: -

(a) Equity Fund:

Equity Fund Mutual Fund invests the amount deposited in the shares of public companies. Equity fund managers apply different stock picking styles when they make investment decisions for their portfolios. Some fund managers use a fundamentals approach to stocks that looks for stocks that are undervalued compared to other companies, i.e. growth. That is, fund managers build a portfolio of both growth and value stocks.

(b) Debt Fund:

Debt Mutual is such a fund which is specially designed for low-risk investors. It is also called income fund. Because doing this gives good return along with capital. This is better for those investors who want to earn regularly with less risk.

Debt fund can give: -

- Capital appreciation
- Regular income

(C) Balance Fund: -

As the name suggests, Balance Fund i.e., Equity and Debt is a mixture of both. It invests in both equity and debt, in which the equity part provides growth and the growth part provides. Provides regular return on debt due to market downturns usually a balance fund has a fixed ratio of equity to debt. Like 60-70% is invested in equity and 30-40% in debt.

Parameters to choose mutual fund for investing:

It is not enough to just look at the performance of the past years and say that there will be good returns in the future, but investors should also look at some normative measures to evaluate which fund is a good fit for them.

(a) Expense Ratio: - The amount charged by the fund manager in a mutual fund is called expense ratio, it is the annual fee charged. The expenses ratio is charged annually. The expense ratio does not have to be paid separately to the mutual fund. It is deducted while working out the Net Asset Value. The expense ratio includes fund management fees, marketing and distribution expenses, legal and audited expenses, etc. And it is not so. That if the expense ratio of a mutual fund is low then that is good. A good fund is the one which gives good returns with minimum expenses.

(b) Standard Deviation: - Standard Deviation tells that how volatile or risky our fund or investment is, Standard Deviation tells the stability of the mutual fund. The standard Deviation of a stable fund such as a debt fund is less as compared to equity fund which is a growth fund in which the standard Deviation is also high, so we can say here that the high

standard Deviation is not bad. If the performance of a debt fund is stable, the standard Deviation may be zero (0) as well. That is, when we are doing standard Deviation comparison, then the category of many should be the same because many different risks are also different.

(c) Sharpe Ratio: - The Sharpe ratio shows the correlation of risk and returns in a mutual fund. It tells us the Sharpe ratio, how much it is returning by taking the risk of one-unit, high Sharpe ratio is good. The Sharpe ratio is used to compare two funds or to compare the fund and the benchmark.

If a mutual fund manager adds any asset to his portfolio, he can know with the help of the Sharpe ratio whether it is providing any benefit to the asset return or not.

(d) Beta: - By knowing the beta value of a mutual fund, the return of that fund can be estimated from the fluctuations of the index. That is, if you want to estimate the return of a mutual fund on the basis of beta value, then you have to take recourse to the fluctuations of the index.

Each mutual fund has a different benchmark (index which is declared by the mutual fund itself. does. As per our investment strategy when we talk about index in terms of beta if you do, then it is the benchmark index itself.

(e) Jensen's Alpha: - Jensen's Alpha is a measure used to evaluate how well a manager, whether for an investment fund or a company's stock, performs in relation to the risk they take. It reflects their ability to add value beyond what would be expected from simply taking on risk. If an investment fund's positive alpha is higher than 1.0, it means the fund has outperformed its benchmark index by at least 1%. On the other hand, if the alpha is negative and of the same magnitude (1%), it indicates that the fund or stock has underperformed by 1%. In essence, alpha helps us understand whether a manager's skills have led to better or worse performance compared to a benchmark.

Objective of the Study:

The objectives of this study are:

- To study the performance of top 5 SBI equity mutual fund schemes.
- To study the best mutual fund house in Equity Mutual Fund category
- To compare the performance of top 5 equity mutual fund schemes according to the performance parameters

Review literature:

(Sapar & Madava, 2003) Uses a sample of 269 open ended schemes to assess the performance of Indian mutual funds in a bear market using the relative performance index, risk-return analysis, Treynor's ratio, Sharp's ratio, Sharp's measure, Jensen's measure, and Fama's measure (out of total schemes of 433). The performance measures' findings imply that the majority of the 58 mutual fund schemes in the sample were able to meet investors'

expectations by generating excess returns over those anticipated based on both the premium for systematic risk and overall risk.

(Rao, 2006) Evaluated the financial performance of a few open-ended equity mutual fund schemes for the period of 1 April 2005 to 31 March 2006 with regard to the two most popular investment approaches, and investigated if there were statistically significant differences in performance. Growth plans have produced larger returns than dividend plans, but at a higher risk, according to the analysis, which divided the 419 open-ended equity mutual fund schemes into six different investment types.

(Debasish, 2009) Studied the performance of the fund manager after the liberalization and privatization of the Indian mutual fund business by using 23 mutual fund schemes from six private and three public sector mutual funds. The research was conducted between April 1996 and March 2009. According to the data, Birla Sun Life, HDFC, and LIC mutual funds performed poorly, while Franklin Templeton and UTI performed better. Chopra (2011) discovered that just 11 out of the 37 funds had effective selection skills, and that no fund had effective market timing skills.

(Agarwal, 2011) Reviewed the Indian Mutual Fund Industry and note that it has experienced phenomenal growth, drawing substantial investments from both domestic and overseas investors. More investors are turning to mutual fund investments as a result of the enormous growth in the number of AMCs offering a wealth of opportunities to investors in the form of safety, hedging, arbitrage, restricted risk, and superior returns than any other long-term assets.

(Sundaram,2012) Conducted descriptive study on the mutual fund market in Brazil, Russia, China, and India. It was discovered that the mutual fund industry, distribution methods, costs, etc., were all different in BRIC. Reliance Mutual Fund had the highest Average AUM in India. There are no entry fees in India, and since 2009, the AUM of the mutual fund industry has decreased.

(Patel & Patel, 2012) Evaluated the success of 43 companies' diversified equity growth plans from 2003 to 2010 using Jensen's alpha, Treynor's measure, and Sharpe's measure. Analysis based on the 43 companies' monthly NAV for the years 2003 to 2010. Given that Treynor's and Sharpe's measures get the same result, but Jensen's Alpha measures yield a different result, it was determined that there was rank conflict.

(Zabiulla,2014) Examined to see if Indian fund managers use an active portfolio management approach. According to the report, the fund manager makes poor stock choices and doesn't show much market timing.

Research Methodology:

The present study is based secondary data. The secondary data collected from the relevant publications and records of State Bank of India funds Management Private Limited, RBI bulletin, Internet, books, magazines, Journals. Publications of various research agencies like AMFI, SEBI Handbook, RBI Report, UTI Annual Report, etc.

Selection of Data:

To conduct this analysis, daily NAV of each mutual fund scheme along with their benchmark values, for the period of June 2017 to June 2022 is considered.

Net assets value – Just as investment companies pool assets of individual investors, they also need to divide claims to those assets among those investors. Investment companies issue units to the investors in accordance with the amount of money invested by the investor. Investors of mutual funds are known as unit holders. The value of each unit is called the Net Asset Value per unit (NAV).

Net Asset Value/unit (NAV) = Assets – Liabilities /Number of units outstanding

Statistical Tools:

Various statistical tools are used like Standard Deviation, Beta, Sharpe ratio, R- Square are used. All the calculations are done in excel sheet.

Performance Parameters:

(a) Standard Deviation: - The total risk (market risk protection specific risk and portfolio risk) of a mutual fund is measured by the standard deviation (SD).

(b) Sharpe Ratio: - it is also an important measure which evaluates the return which a fund has generated relative to the risk. This risk is measured by the standard deviation (SD).

Formula to calculate Sharpe ratio is:

$$\text{Sharpe Ratio} = \frac{r_p - r_f}{\sigma_p}$$

Where,

r_p = Mean rate of return on NVA of MF

r_f = Risk-free rate of return

σ_p = standard deviation of MF

(c) Beta: Beta is a measure of the volatility of a fund relative to the market as a whole. That is, to what extent the fund is affected by the factors in the market. Regression analysis is used to calculate beta.

Formula to calculate Beta is: $Y = a + \beta x$

(d) Jensen's Alpha: - Jensen's Alpha is a metric for the risk-adjusted return that a manager (in the case of an investment fund) or management (in the case of a company or stock) is able to provide based on their expertise and value-added contribution. A fund has exceeded its benchmark index by 1% if its positive alpha is greater than 1.0. Likewise, a negative alpha of the same magnitude would denote a 1% underperformance.

(e) Data Collection: - Data collection is an important task for any research. Wrong data collection if done, it affects the results of the research and the results are wrong. Only a secondary method is involved in data collection. And it is collected from the websites of the company and the fund.

The data of the selected SBI mutual fund: -

SBI Equity Funds:

01. SBI Magnum Midcap Fund.
02. SBI Magnum Multicap Fund
03. SBI Blue-chip fund
04. SBI Magnum Equity ESG Fund
05. SBI Large & Midcap Fund

Analysis of Data:

Analysis data is a process of observing, cleaning, transforming and modelling data with the goal of uncovering useful information, suggesting conclusions, and committing to decision-making.

Data analysis: The no. of top five mutual fund of SBI scheme a has been collected.

Equity Mutual Fund: Most of its money is invested in equities so there is more risk involved. Only occurs.

SBI Magnum Midcap Fund:

Fund Objective:

The objective of the scheme is to provide investors with the liquidity as well as long-term growth in capital of an open-end scheme by investing primarily in a well-diversified basket of equity shares of midcap companies.

Fund feature:

Type of scheme:	Open added	Face value(₹/unit)	10
Fund manager:	Sohini Andani	Fund size (₹.cr)	11,808.91 as on June 30, 2023
Inception date:	29-03-2005	Nature:	Equity
Benchmark:	Nifty midcap 150 TRI	Portfolio turnover Ratio (%)	25

Performance Parameters:

Returns:

Table I: -Return of SBI magnum midcap fund

3-year CGAR	5 Year CAGR
31.99%	17.70%

This shows that the returns from NAV are positive and are more than last 3 years. Around 32% for last 3 years and 18% in 5 years.

R-square and beta:

Table 2: - Value of beta and Jensen's Alpha of SBI magnum midcap fund.

Beta	0.86	0.93
Jensen's Alpha	4.47	-0.59

Because the beta of this fund is less than one, it indicates that it is less volatile than the benchmark. Furthermore, Jensen's Alpha of 4.47, indicating it has performed well above expectations after considering market risk.

(2) Other parameters.

Table 3: - value of other parameters of SBI Magnum midcap fund.

Sharpe ratio	1.87
standard deviation	14.83
expenses ratio	1.83

According to the Sharpe Ratio, the fund provides a return of 1.87 on per unit of risk, which is good and positive. The risk is indicated by the standard deviation of 14.83. The expense ratio is 1.83%, which is low and acceptable. Other selected funds are evaluated on a similar basis, and various ratios are calculated. The table below summarizes all of the mutual funds chosen and their calculated performance ratios.

Comparison:

Sr. No.	Mutual fund scheme	3-Yr CAGR	5-Yr CAGR	Beta	Jensen's Alpha	Expense ratio (%)	Standard Deviation	Sharpe Ratio
1	SBI Magnum midcap fund	31.99%	17.70%	0.86	4.47	1.83	14.83	1.87
2	SBI Magnum Multicap fund	20.42%	11.42%	0.90	0.53	1.74	13.43	1.34
3	SBI Bluechip fund	20.86%	12.07%	0.99	0.64	1.60	14.33	1.28
4	SBI Magnum equity ESG fund	18.99%	11.55%	0.92	-0.71	1.98	13.71	1.16
5	SBI Large & Midcap fund	26.26%	15.08%	0.89	6.43	1.81	13.93	1.65

After comparing all of the above SBI mutual fund schemes, we can see that SBI Large & Midcap fund and SBI magnum midcap fund are the clear winners among all other SBI mutual fund schemes in terms of all performance parameters considered.

Recommendations and Conclusion:

Based on the analysis of various types of SBI equity mutual funds, the following conclusion can be reached. When the 3-year and 5-year CAGRs of all SBI equity mutual funds are compared, it is discovered that SBI magnum midcap Fund and SBI Large & Midcap Fund are the best mutual fund schemes.

However, when compared to all other SBI mutual fund schemes, SBI Magnum midcap Fund and SBI Magnum equity ESG Fund have the highest expense ratio of 1.83 and 1.98. And the SBI Magnum Multicap fund has the lowest expense ratio, which is 1.74.

However, when their standard deviations are compared, SBI Magnum Multicap fund has a lower risk associated with it, which is 13.43. In both cases, Beta and R square are nearly identical. As a result, we can conclude that SBI magnum midcap Fund and SBI Large & Midcap Fund are the best mutual fund schemes among all.

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ग्रामीण क्षेत्र में कुटीर उद्योग के बेहतर विकल्प

Alpana Sharma

Research Scholar,
Kolhan University,
Chaibasa.

शोध विधि - प्रस्तुत शोध आलेख विश्लेषणात्मक एवं वर्णनात्मक प्रकृति का है शोध कार्यो के लिए प्रकाशित ग्रंथ,पत्र पत्रिकाएं में छपे विवरण को अध्ययन का आधार बनाया गया है।

भूमिका - दो भागों से मिलकर बना हमारा देश विभिन्नता में एकता का प्रतीक है। जैसे एक सिक्के के दो पहलू होते हैं, वैसे ही हमारे देश के दो पहलू हैं, ग्रामीण और शहरी क्षेत्र। इन्हीं दोनों पहलुओं से देश की पहचान है। दोनों ही देश के आधार हैं और इनके साथ मिलकर चलने से ही देश की अर्थव्यस्था और उद्योग जगत में उन्नति होती है। यदि हम इनमें से किसी भी एक हिस्से को कमजोर बनाते हैं, तो देश का समन्वय बिगड़ जायेगा और उसका असर प्रत्येक व्यक्ति पर पड़ेगा। शहरी क्षेत्र में कोई उद्योग शुरू करने के कई विकल्प होते हैं परन्तु ग्रामीण क्षेत्रों में उद्योग शुरू करने से पहले व्यक्ति को बहुत सोच-विचार करना पड़ता है। क्योंकि उद्योग को केवल शुरू करना ही काफी नहीं होता है, उस व्यापार के लिए सही बाज़ार का मिलना भी आवश्यक होता है। यही कारण है कि ग्रामीण क्षेत्रों में कौन सा उद्योग शुरू किया जाये यह एक बड़ा प्रश्न है। परन्तु यदि हम इस पर विचार करें कि कौन सा उद्योग ग्रामीण क्षेत्र में सफल होगा, कौन से उद्योग की ग्रामीण क्षेत्रों में ज्यादा मांग है, कौन से उद्योग ग्रामीण क्षेत्र को शहरी उद्योग से जोड़ेंगे? कौन से उद्योग को सुचारु रूप से पर्याप्त मात्रा में बाज़ार मिल जायेगा। यदि इन बातों पर विचार करें तो ऐसे कई काम हमें नज़र आएंगे जिन्हें हम ग्रामीण इलाकों में शुरू कर सकते हैं।

कम पूँजी से शुरू होता कुटीर उद्योग

कुटीर उद्योग छोटे स्तर पर शुरू किये जाने वाले वह व्यवसाय होते हैं, जिनमें कम पूँजी लगाकर घर से या अपने घर के आस-पास से ही उद्योग को शुरू किया जाय। इसमें अधिक लोगों की भागेदारी नहीं रहती है। इसमें एक ही घर के लोग शामिल होते हैं या फिर आस-पास रहने वाले लोग। ग्रामीण क्षेत्रों में कुटीर उद्योगों की अधिकता है। ग्रामीण क्षेत्रों में रहने वाले कई व्यक्तियों ने ऐसे कुटीर उद्योगों को चुना और इस क्षेत्र में कदम रखा, जिनके कारण आज वह एक सफल उद्योगपति हैं। और जिनसे वह उस क्षेत्र में रहने वाले को भी काम देते हैं जिनके पास रोजगार का जरिया नहीं है।

अगरबत्ती बनाना, कुटीर उद्योग को बढ़ाना

अगरबत्ती बनाने का काम ग्रामीण इलाकों में शुरू करना एक अच्छा विकल्प है। इस उद्योग में अच्छी बात यह है कि इसमें इस्तेमाल होने वाले सामान ग्रामीण इलाकों में सस्ते दामों पर मिल जाते हैं, इसके लिए लोगों को कहीं और से कच्चा माल नहीं मंगाना पड़ता है। इस उत्पाद की खपत पूरी दुनिया में रहती है। छोटे स्तर पर शुरू किये गए इस कुटीर उद्योग को विश्व भर में पहचान मिलेगी।

मुर्गी और मछली पालन कुटीर उद्योग का अच्छा उदाहरण

मुर्गी पालन ऐसा कुटीर उद्योग है, जिसकी खपत बाजार में प्रत्येक समय रहती है। कुछ नस्ल की मुर्गियों की बाज़ार में कुछ ज्यादा ही फरमाइश की जाती है। देशी मुर्गियां तो ज्यादा ही महँगी बिकती हैं। 20,000-30,000 रूपये की पूँजी के साथ यह काम शुरू करने के बाद आप धीरे-धीरे इसका क्षेत्रफल बढ़ा सकते हैं। इस उद्योग में आपको कभी नुकसान नहीं होगा।

पापड़ बनाने का उद्योग

खाने में यदि पापड़ हो तो हमारे लिए खाना और स्वादिष्ट हो जाता है। पापड़ एक कैसा उत्पाद है, जिसे घर में बड़ी आसानी से बनाया जा सकता है। इसको बनाने में उपयोग में लायी जाने वाली सामग्री भी कृषि के माध्यम से ही उत्पादित की जाती है। इस कारण ग्रामीण क्षेत्रों में पापड़ बनाने का उद्योग शुरू करना किसी भी व्यक्ति लिए सही फैसला साबित हो सकता है।

अचार बनाने का उद्योग

खाने में यदि अचार ना हो तो खाने का स्वाद कुछ अधूरा लगता है। अचार वह उत्पाद है जो अक्सर ही खाने में इस्तेमाल किया जाता है। ग्रामीण क्षेत्रों में अचार को उद्योग के विकल्प के रूप में चुनना इसलिए सही है, क्योंकि ग्रामीण इलाकों में ऐसे फलों के पौधों की अधिकता रहती है, जिन्हें अचार बनाने में इस्तेमाल किया जाता है। इसमें आप तरह-तरह के अचार बनाने का काम कर सकते हैं। इसमें बहुत कम लागत और थोड़ी मेहनत के साथ अच्छा पैसा कमाया जा सकता है।

नमकीन बनाने का उद्योग

नमकीन का उपयोग तो हर घर में किया जाता है। अब तो लोग घर की बनी नमकीन को बाज़ार से ज्यादा खरीदने लगे हैं। ऐसे में घर पर नमकीन बनाकर बेचना गाँव में रहने वाले लोगों के लिए यह सफल व्यवसाय बन सकता है। घर पर ही कई तरह की नमकीन बनाकर आप उसे बेच सकते हैं। चटपटी, मीठी, नमकीन लोगों को स्वादानुसार बनाकर मुनाफा कमा सकते हैं।

सिलाई करने का उद्योग

गाँव में रहने वाली महिलाओं के लिए यह बहुत ही अच्छा व्यवसाय और आत्मनिर्भर होने के लिए अच्छा विकल्प है। कपड़ों को आकार सिलाई के माध्यम से ही दिया जाता है।

ऐसे में इसे उद्योग के रूप में चुनकर खुद को उद्योग क्षेत्र में एक सफल महिला के रूप में स्थापित कर सकती हैं। जिसके अंदर सिलाई करने का गुण है वह सिलाई उद्योग का चुनाव कर सकता है।

मसालों में ग्रामीण उद्योग

खाने में मसालों का उपयोग हमेशा किया जाता है। मसालों को घर पर बनाया जा सकता है। जैसे कि धनिया पाउडर, हल्दी पाउडर, मिर्ची पाउडर और गरम मसाला। यह सब घर पर आसानी से बनाकर

बाज़ार में बेचे जा सकते हैं। मसाले महंगे दामों में बिकते हैं, परन्तु इसमें लागत बहुत कम लगती है। इसलिए यह कुटीर उद्योग के लिए सही चुनाव है।

दोना-पत्तल बनाने का काम

दोना-पत्तल का व्यवसाय तो ग्रामीण इलाकों में सबसे कम लागत में शुरू किया जाने वाला उद्योग है। परन्तु इसकी खपत अधिक रहती है। एक मशीन के माध्यम से आप एक बार में कई पत्तल और दोना बना सकते हैं। कुटीर उद्योग को शुरू करने के लिए हम सरकारी स्कीम का सहारा ले सकते हैं। कुटीर उद्योग शुरू करने के लिए आप पहले अपना रजिस्ट्रेशन करा लें। इससे यदि आप अपने व्यवसाय के लिए लोन लेना चाहते हैं तो बैंक द्वारा आपको लोन आसानी से मिल जायेगा, आप अपने घर पर रहकर ही अपना खुद का व्यवसाय कर सकेंगे।

निष्कर्ष :- कुटीर उद्योग श्रम प्रधान होते हैं कुटीर उद्योग के माध्यम से हम भारत के दूरदराज के क्षेत्रों में रोजगार सृजित कर सकते हैं संतुलित क्षेत्रीय विकास के लक्ष्य को भी साध सकते हैं हवा अंततः प्रति व्यक्ति आय में वृद्धि कर सकते हैं गांव तक कुटीर उद्योग के प्रसार से हमारे अनुपयुक्त संसाधनों का भी अनुकूल तम उपयोग संभव हो पाएगा अतः हमें आवश्यकता है कि विभिन्न छात्रों की आवश्यकता एवं संसाधनों को ध्यान में रखते हुए संबंधित उद्योग को विकसित किया जाए तथा सरकार द्वारा चलाई गई स्किल इंडिया मुहिम को इससे जोड़ा जाए तक की आवश्यक मानव संसाधन तैयार हूँ अपने गृह क्षेत्र में लोगों को रोजगार मिल जाये अपने ग्रामीण इलाकों में रोजगार की प्राप्ति हो सके।

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उद्यमिता विकास में आर्थिक पर्यावरण की भूमिका

डॉ० अंजु बाला खाखा

अर्थशास्त्र विभाग,
महिला कॉलेज चाईबासा.

उद्यमिता नये संगठन आरम्भ करने की भावना को कहते हैं। किसी वर्तमान या भावी अवसर का पूर्वदर्शन करके मुख्यतः कोई व्यवसायिक संगठन प्रारंभ करना उद्यमिता का मुख्य पहलू है। उद्यमिता में एक तरफ भरपूर लाभ कमाने की संभावना होती है। तो दूसरी तरफ जोखिम अनिश्चितता और अन्य खतरे की भी प्रबल संभावना होती है। ऐसे व्यक्ति को उद्यमी माना जाता है। जो न केवल अपने लिए कार्य एवं जीविका का सृजन करते हैं बल्कि अन्य बहुत से व्यक्तियों के लिए कार्य की व्यवस्था करते हैं। ऐसे कुछ व्यक्तियों में टाटा, बिरला, रूंगटा, आदि जो प्रवर्तक तथा कार्य की व्यवस्था करने वाले तथा उत्पादक दोनों हैं। इन व्यक्तियों को उद्यमी कहा जा सकता है।

उद्यमिता का अर्थ :- उद्यम करना एक उद्यमी का काम है जिसकी परिभाषा इस प्रकार है :-
“एक ऐसा व्यक्ति जो नवीन खोज करता है, बिक्री और व्यवसाय चतुरता के प्रयास से नवीन खोज को आर्थिक माल में बदलता है। जिसका परिणाम एक नया संगठन या एक परिपक्व संगठन का ज्ञात सुअवसर और अनुभव के आधार पर पुनः निर्माण करना है। उद्यम की सबसे अधिक स्पष्ट स्थिति एक नए व्यवसाय की शुरुआत करना है। सक्षमता, इच्छाशक्ति से कार्य करने का विचार संगठन प्रबंधन की साहसिक उत्पादक कार्यों व सभी जोखिमों को उठाना तथा लाभ की प्रतिफल के रूप में प्राप्त करना है।”

उद्यमी मौलिक सृजनात्मक चिंतक होता है वह एक नव प्रवर्तक है जो पूंजी लगाता है और जोखिम उठाने के लिए आगे आता है इस प्रक्रिया में वह रोजगार का सृजन करता है। समस्याओं को सुलझाता है गुणवत्ता में दृष्टि करता है तथा श्रेष्ठता की ओर दृष्टि रखता है।

हम कह सकते हैं उद्यमिता वह है जिसमें निरंतर विष्वास तथा श्रेष्ठता के विषय में सोचने की व्यक्ति एवं गुण होते हैं तथा वह उनको व्यवहार में लाता है। किसी विचार, उद्देश्य, उत्पाद अथवा सेवा, का आविष्कार करने और उसे सामाजिक लाभ के लिए प्रयोग में लाने से ही यह होता है। एक उद्यमी बनने के लिए कुछ गुण होने चाहिए। लेकिन उद्यम शब्द का अर्थ कैरियर बनाने वाला उद्देश्यपूर्ण कार्य भी है जिसको सीखा जा सकता है। उद्यमशीलता नये विचारों को पहचानने विकसित करने एवं उन्हें वास्तविक स्वरूप प्रदान करने की किया है। देश के आर्थिक विकास के अर्थ में उद्यमशीलता केवल बड़े व्यवसायों तक सीमित नहीं। इसमें लघु उद्यमों को सम्मिलित करना भी समान रूप से महत्वपूर्ण है। वास्तव में बहुत से विकसित तथा समृद्धि एवं सम्पन्नता लघु उद्यमों के आविर्भाव का परिणाम है।

उद्यमिता या साहसोद्यम शब्द अंग्रेजी भाषा के **Entrepreneurship** तथा उद्यमी शब्द अंग्रेजी भाषा के “**Entrepreneur**” शब्द का हिन्दी रूपान्तरण है। अर्थशास्त्र में उद्यमी का अर्थ होता है एक ऐसा आर्थिक नेता जो नई वस्तुओं नई तकनीकों तथा पूर्ति नए स्रोतों को सफलतापूर्वक

प्रचलित करने के सुअवसर पहचानने की योग्यता रखता हो और जो आवश्यक संयंत्र तथा साधन प्रबंध और श्रम शक्ति को एकत्रित करने और उन्हें संगठित कर कारोबार चलाने की क्षमता रखता हो। देश के आर्थिक तथा राजनीतिक ढाँचे का स्वरूप चाहे जो भी हो परन्तु, आर्थिक विकास के लिए उद्यमवृत्ति बिलकुल आवश्यक अथवा अनिवार्य है। समाजवादी अर्थव्यवस्था में जो राज्य स्वयं ही उद्यमकर्ता होता है। अल्पविकसित देशों में भी यही स्थिति होती जा रही है। क्योंकि वहाँ निजी उद्यमवृत्ति उन जोखिमों को उठाने सक्षम नहीं होती जो नए उद्यमों से संबद्ध रखती है। परन्तु उन्नत पूंजीवादी समाजों में निजी उद्यमियों ने उन समाजों के विकास में महत्वपूर्ण योगदान किया है।

उद्यमिता औद्योगिक, आर्थिक एवं सामाजिक प्रगति का आधारस्तम्भ है। उद्यमिता के सृजनशील विचार द्वारा ही राष्ट्र की निर्धनता, बेरोजगारी, निम्न उत्पादकता, एवं आर्थिक असमानता आदि का निवारण संभव है, इस दृष्टि से उद्यमिता अग्रणी भूमिका निभाती है। अल्फ्रेड नार्थ व्हाइटहैड के अनुसार “महान समाज वह समाज होता है जिसमें संबंधित व्यक्ति उद्यमिता का चिंतन और व्यवहार करता है।” वास्तव में उद्यमिता आर्थिक प्रगति का अग्रदूत एवं कार्यविधि एवं भावना का समन्वय है।

यह मात्र जीविकोपार्जन का साधन ही नहीं वरण – कौशल एवं व्यक्तित्व का विकास की प्रभावी तकनीक है। राष्ट्र का सामाजिक एवं आर्थिक विकास उद्यमिता का ही परिणाम है।

उद्यमिता एक कौशल, दृष्टिकोण, चिंतन, तकनीक एवं कार्यपद्धति है। आर्थिक क्षेत्र में परम्परागत रूप में उद्यमिता का अर्थ व्यवसाय एवं उद्योग में निहित विभिन्न अनिश्चितताओं एवं जोखित उठाने की योग्यता एवं प्रवृत्ति से होता है। जो व्यक्ति जोखिम सहन करते हैं। उनको साहसी अथवा उद्यमी कहते हैं। सामाजिक, मनोविज्ञान एवं सैन्य अभियान्त्रिकी के क्षेत्र में उद्यमिता का प्रयोग प्राचीन काल से होता आ रहा है आर्थिक क्षेत्र में इसका विचार 18वीं शताब्दी के प्रारम्भ से माना जाता है। क्योंकि विभिन्न क्षेत्रों में उद्यमिता के विचार का प्रयोग होता है। अतः इसक अर्थ के बारे में विचारक एकमत नहीं है। इसी कारण से विलियम बोमॉल ने कहा है कि “उद्यमिता का अर्थ सैद्धान्तिक रूप में भ्रम उत्पन्न करने वाला रहा है।”

आधुनिक अर्थ में उद्यमिता का अर्थ गतिषक्ति आर्थिक वातावरण में सृजनात्मक एवं नवप्रणर्तनकारी योजनाओं एवं विचारों को क्रियान्वित करने की योग्यता है। उद्यमिता एक विज्ञान, व्यवहार, अवसर के साथ-साथ कर्म दृष्टि एवं दृष्टिकोण भी है। उद्यमी नवीन उपक्रम की स्थापना, नियंत्रण एवं निर्देशन करने के साथ-साथ, परिवर्तन एवं नवप्रणर्तन भी करता है। उद्यमीता, उद्यमशीलता, उद्यम, साहसिकता आदि शब्दों का प्रयोग उद्यमिता के पर्यायवाची के रूप में होता है। उद्यमिता को विभिन्न विचारधाराओं के अनुसार इसकी परिभाषा को निम्न तीन श्रेणियों में बाँटा जा सकता है :-

(1) प्राचीन मत्त की परिभाषा (2) नव-प्राचीन मत्त की परिभाषा (3) आधुनिक मत्त की परिभाषा।

(1) प्राचीन मत्त की परिभाषाओं में विचारकों ने उद्यमिता को व्यवसाय एवं उद्योग के प्रवर्तन, संगठन तथा जोखिम वहन करने की क्षमता से संबंधित है।

हिंसिस के अनुसार – उद्यमिता विनियोग एवं उत्पादन के अवसरों को देखने, नई उत्पादन प्रक्रिया को प्रारम्भ करने हेतु साधनों को संगठित करने, पूंजी लाभ, श्रम को नियुक्त करने, कच्चे माल की व्यवस्था करने, संयंत्र का स्थान ढूँढने, नई वस्तुओं व तकलीफ को अपनाने, कच्ची सामग्री के नए स्रोतों का पता लगाने तथा उपक्रम के दैनिक संचालन हेतु उच्च प्रबंधकों को चयन करने का कार्य है।”

पीटर किलबाई के अनुसार – “उद्यमी व्यापक क्रियाओं का समिश्रण है। इसमें विभिन्न क्रियाओं के साथ-साथ बाजार अवसरों का ज्ञान प्राप्त करना, उत्पादन के साधनों का संयोजन एवं प्रबंध करना तथा उत्पादन तकनीक एवं वस्तुओं को अपनाना सम्मिलित है।”

नव प्रचीन मत की परिभाषा में विचारकों ने उद्यमिता को प्रबंधकीय कौशल एवं नव प्रवर्तन के संदर्भ में परिभाषित किया है।

पीटर एफ ड्रकर के अनुसार :- “व्यवसाय में अवसरों को अधिकाधिक करना अर्थपूर्ण है, वास्तव में उद्यमिता की यही सही परिभाषा है।”

एच. डब्ल्यू जानसूत्र के अनुसार – “उद्यमिता तीन आधारभूत तत्वों का जोड़ है – अन्वेषण, नवप्रवर्तन, अनुकूलन।”

जोसेफ युम्पीटर के अनुसार – “उद्यमिता एक नवप्रवर्तनकारी कार्य है। यह स्वामित्व की अपेक्षा एवं नेतृत्व का कार्य है।”

आधुनिक मत की परिभाषा में विचार को ने उद्यमिता की सामाजिक नवप्रवर्तन एवं गतिशील नेतृत्व से संबंधित किया है। उनके अनुसार उद्यमिता व्यवसाय, समाज तथा वातावरण को जोड़ने का कार्य करती है। वस्तुतः इस वर्ग में उद्यमिता को व्यवहारिक दृष्टिकोण परिभाषित किया गया है।

लाक्स से अनुसार “उद्यमिता जोखिम उठाने की इच्छा, आय एवं प्रतिष्ठा की चाह तथा स्वअभिव्यक्ति, सृजनात्मक एवं स्वतंत्रता की अभिलाषा का मिश्रण है। यह दांव लगाने की भावना का उत्साह तथा सम्भवतः सूक्ष्म मनोवैज्ञानिक तत्व है।”

राबर्ट लैम्ब के अनुसार “उद्यमिता सामाजिक निर्णयन का वह स्वरूप है जो आर्थिक नवप्रवर्तनों द्वारा सम्पादित किया जाता है।

रिचमेन तथा कोपेने के अनुसार “उद्यमिता किसी सृजनात्मक वाहय अथवा खुली प्रणाली की ओर संकेत करती है। यह नवप्रवर्तन, जोखिम वहन तथा गतिशील नेतृत्व का कार्य है।

उद्यमिता विकास में आर्थिक पर्यावरण की भूमिका :-

उद्यमीयता विकास में सामाजिक एवं आर्थिक पर्यावरण का अनूठा महत्व माना जाता है। आधुनिक उद्यमों को सामाजिक एवं आर्थिक संस्थान माना जाता है यही कारण है कि उनकी वृद्धि व विकास सामाजिक व आर्थिक घटकों से अत्याधिक प्रभावित होता है। सामाजिक और

आर्थिक पर्यावरण के अन्तर्गत औद्योगिक नीति, लाइसेन्स नीति, विदेशी विनिमय नीति, बैंकिंग नीति, तकनीकी विकास, सामाजिक परिवर्तन एक ढाँजा तैय्यार करते हैं जिनके अन्तर्गत उद्यम अपना कार्य करते हैं। जिसके फलस्वरूप होने वाली उद्यमीय वृद्धि सामाजिक – आर्थिक पर्यावरण के योगदान की भूमिका को स्पष्ट करती है। आर्थिक पर्यावरण का योगदान के अन्तर्गत:-

1. **आर्थिक प्रणाली** – समाजवादी, पूंजीवादी या मिश्रित (2) आर्थिक नीतियाँ सम्मिलित की जाती है। किसी भी व्यवसाय की सफलता मुख्य रूप से आर्थिक पर्यावरण पर निर्भर करती है। हम इन पर्यावरण क घटकों को एवं उसके उद्यमिता विकास पर प्रभाव को निम्न प्रकार से स्पष्ट कर सकते हैं जिससे उद्यमिता विकास में आर्थिक पर्यावरण का योगदान और अधिक स्पष्ट होता है।
2. **औद्योगिक नीति** – भारत में 1948, 1956, 1973, 1977, 1980, 1985, 1990, 1991 में औद्योगिक नीतियों की घोषणा की गई। जो कि उद्योगों के विकास के लिए घोषित सरकार की नीतियों की व्यवस्था करती है। 1991 की नई औद्योगिक नीति में लघु क्षेत्रों में विकास तथा ग्रामीण क्षेत्रों में रोजगार आदि पर विशेष बल दिया गया। फलतः छोटे-छोटे उद्यमों क विकास और स्थापना को काफी बल मिला।
3. **औद्योगिक लाइसेन्स प्रणाली** – सरकार द्वारा औद्योगिक विकास के लिए औद्योगिक लाइसेंसिंग प्रणाली को अपनाया जाता रहा है। जिसके द्वारा सरकार नवीन उद्योगों के स्थापना एवं विद्यमान उपक्रमों की क्षमता में वृद्धि को नियंत्रित करती है। 1991 की नई औद्योगिक नीति में लाइसेंसिंग प्रक्रिया की बहुत उदार बनाया गया जिससे उद्यमियों के विकास को बहुत प्रोत्साहन मिला।
4. **सरकार की आर्थिक एवं व्यावसायिक नीतियाँ** – उद्यमियों के विकास हेतु हमारे देश में समय-समय पर व्यावसायिक नीतियों की घोषणा की जाती है। केन्द्र सरकार ने उद्यमियों को बढ़ावा देने हेतु समय-समय पर विभिन्न नीतियों जैसे – कर नीति, मूल्य नीति, आयात- निर्यात, लाइसेंस नीति आदि की घोषणा की है।
5. **बाजार नियंत्रण** – उद्योगों के विकास हेतु पूंजी बाजार को मजबूत बनाने के लिए केन्द्र सरकार द्वारा प्रत्येक वर्ष घोषित अपने बजट के अन्तर्गत समय-समय पर अनेक राजकोषीय प्रोत्साहनों की घोषणा की गई है। जिससे उद्यमियों को पूंजी जुटाने में सहायता मिलती है।
6. **विदेशी निवेश नीति** – सरकार ने इन नीति के अन्तर्गत कुछ उद्योगों को छोड़कर सभी उद्योगों के लिए विदेशी प्रत्यक्ष निवेश की अनुमति दे दी है।
7. **बैंकिंग नीति** – सरकार और रिजर्व बैंक द्वारा समय-समय पर बैंकिंग नीतियों के अन्तर्गत उद्योगों के विकास हेतु प्रावधान को सदैव स्थान देने का प्रयास किया गया है। बैंकों तथा वित्तीय संस्थाओं द्वारा निरपेक्ष रूप से अदा किये जाने वाले ब्याज को न्यूनतम कर दिया गया है। इससे उद्यमों को पूंजी की उपलब्धता आसानी से हो सकेगी।
8. **विभिन्न समितियों का गठन** – केन्द्र सरकार ने निजी उद्यमियों की समस्याओं का अध्ययन की दृष्टि से समय-समय पर विभिन्न समितियों का गठन किया है। इन समितियों व दलों के सुझाव से औद्योगिक उद्यमिता के विकास को महत्वपूर्ण बल मिला है।
9. **पंचवर्षीय योजनाएँ** – सरकार ने पंचवर्षीय योजनाओं में समय-समय पर उद्यमियों के लिए विभिन्न सहायताएँ, सुविधाएँ, प्रेरणाएँ उपलब्ध करायी है। विशेषकर द्वितीय पंचवर्षीय योजना

में ज्यादा ही। इनमें औद्योगिक व्ययों में लगातार बढ़ोत्तरी की गई जो उद्योगों के संतुलित और समन्वित विकास के लिए लाभकारी रहा।

10. अन्य योगदान—

- (i) **प्रेरणात्मक कर नीति**— सरकार उद्योगों के विकास के लिए कई कर रियायतों की घोषणा एवं छूट देती है।
- (ii) **महिला उद्यमियों को बढ़ावा** — महिलाओं में साहसिक प्रवृत्ति जागृत करने के लिए सरकार ने कई प्रयास किये हैं इस संबंध में महिलाओं को तकनीकी एवं प्रबंधकीय शिक्षा के लिए आकर्षित कर जिला उद्योग केन्द्रों के माध्यम से कई वित्तीय एवं प्रबंधकीय सुविधाएँ मुहैया की जाती है।
- (iii) **ब्याज उपसहायता परियोजनाएँ** — इस योजना का उद्देश्य स्वरोजगार देना, गुणवत्ता नियंत्रण उपायों को ग्रहण करना उपलब्ध देशी प्रौद्योगिकी को काम में लाना आदि है। यदि बेरोजगार युवा या महिला उद्यमी अपने उद्यम के लिए बैंक से वित्तीय सहायता लेते हैं तो अपनी योजनाओं को पूरा करने के लिए बैंक ऋणों पर भारतीय औद्योगिक वित्त निगम द्वारा प्रदत्त ब्याज उपसहायता प्राप्त कर सकते हैं।
- (iv) **औद्योगिक मानचित्रों का निर्माण — जिला**— औद्योगिक केन्द्र एवं उद्योग निदेशालय सर्वेक्षण द्वारा प्रत्येक जिले का औद्योगिक नक्शा तैयार करते हैं। विभिन्न आँकड़ों को एकत्र करते हैं तथा उस जिले में उद्योगों की संरचनाओं का पता लगाकर उद्यमियों को विकसित कर रहे हैं।
- (v) **साहस सहायता ईकाई की स्थापना** — इस इकाई की स्थापना सरकार द्वारा औद्योगिक विकास विभाग के अन्तर्गत की गई है। यह इकाई उद्यमियों के प्रार्थना — पत्रों पर की गई कार्यवाही से अवगत कराती है। यह इकाई उद्यमियों की विदेशी सहयोग व पूंजीगत माल के आयात के संबंध में सहायता करती है तथा उद्यमियों की समस्याओं को दूर कराने की प्रयास भी करती है।
- (vi) **सरकारी अनुदान** — सरकार पिछड़े पर्वतीय क्षेत्रों एवं रेगिस्तानी इलाकों में उद्योगों की स्थापना को प्रोत्साहन देने, कुछ उद्योगों में पूंजी लागत को कम करने तथा निर्यात को प्रोत्साहित करने के लिए उद्योगों को अनुदानों के रूप में अधिक सहायता प्रदान करती है।
- (vii) **तकनीकी एवं व्यवसायिक शिक्षा का विकास** — उद्यमियों को तकनीकी एवं व्यवसायिक शिक्षा प्रदान करने के उद्देश्य से सरकार ने तकनीकी एवं व्यवसायिक शिक्षा संस्थाओं की स्थापना की है।

(viii) निर्मित एवं अर्द्धनिर्मित माल के क्रय की नीति – सरकार पिछड़े क्षेत्रों में स्थापित होने वाले उद्यमों को यह आश्वासन देती है कि उनके द्वारा निर्मित तथा अर्द्धनिर्मित माल को एक निश्चित अवधि तक निर्धारित मूल्यों पर क्रय करती रहेगी।

(ix) विचार गोष्ठियों एवं कार्यशालाओं का आयोजन – उद्यमिता के विकास एवं उसकी समस्याओं पर विचार-विमर्श करने हेतु समय-समय पर विचार गोष्ठियों एवं कार्यशालाओं को आयोजन के अन्तर्राष्ट्रीय सम्मेलनों एवं विचार – गोष्ठियों के लिए वित्तीय सहायता प्रदान करता है।

निष्कर्षतः- उद्यमिता को विकास में आर्थिक पर्यावरण का महत्वपूर्ण योगदान है, यह उपयुक्त आर्थिक पर्यावरण ही है जो उद्यमी को आवश्यक संसाधन उपलब्ध करवाता है जैसे- सामग्री- पूंजी, मानवशक्ति, यंत्र, भवन, भूमि, तकनीकी ज्ञान, बाजार, विनियोजन के सुअवसर, आदि। उदाहरण के लिए उद्यमी का तकनीकी ज्ञान जितना अधिक विकसित होगा, उत्पादन उतना ही अधिक श्रेष्ठ एवं मितव्ययी होगा उसके विक्रय बाजार का क्षेत्र उतना ही अधिक व्यापक होगा, उत्पादन लागत में पर्याप्त कमी आयेगी। परिणाम स्वरूप लाभों में वृद्धि होगी यही नहीं देश में विद्यमान आर्थिक स्थिरता, स्वस्थ प्रतिस्पर्धा, श्रेष्ठ कार्य दशाएँ, कुशल श्रम की उपलब्धता, व्यापारिक चक्रों की स्थिति, स्वस्थ विनियोजन व बचत का पर्यावरण, कीमत व आय का स्तर आदि से भी उद्यमिता का विकास प्रभावित होता है। बैंक व वित्तीय संस्थाएँ भी रियायती दरों पर पर्याप्त मात्रा में धन उपलब्ध कराकर एवं सुलभ ऋण देकर उद्यमिता को प्रोत्साहित करती है।

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भारतीय अर्थव्यवस्था में उद्यमिता शिक्षा का योगदान

अर्चना कुमारी

सहायक प्राध्यापिका,
डीबीएमएस कॉलेज ऑफ़ एजुकेशन,
कदमा, जमशेदपुर

शोध सारांश

भारतीय अर्थव्यवस्था को मजबूती प्रदान करने के लिए उद्यमों का विकास अत्यंत आवश्यक है। उद्यम के विकास में उद्यमिता शिक्षा महत्वपूर्ण भूमिका निभाती है। यह नवीन प्रतिभाओं को विकसित करती है, रचनात्मकता और कौशल को बढ़ावा देने से संबंधित है। कौशल क्षमता का विकास होने से नवाचार और विकास प्रेरित होता है। छात्रों में राजनीतिक कौशल का विकास होता है, बाजार में व्याप्त संभावनाओं को पहचानने में सहायता मिलती है। यह देखा जा रहा है कि कंपनियां नए व्यक्तियों को काम पर रखते वक्त इस चीज का ध्यान रखते हैं कि उनमें रचनात्मक कौशल अत्यधिक हो। यह कठिन गुणों में से एक है। रचनात्मक व्यक्तित्व वाले छात्र जटिल समस्याओं का समाधान आसानी से प्राप्त कर लेते हैं। समस्या को प्रभावी ढंग से पहचानने की शक्ति उनमें अत्यधिक होती है जिससे समस्या का समाधान भी भली प्रकार से कर पाते हैं। उद्यमिता शिक्षा के द्वारा नेतृत्व क्षमता का भी विकास किया जाता है। यह एक संस्थापक के लिए महान कौशल है। यह भविष्य के नियोक्ता के लिए आवश्यक है। दुनिया को बेहतरी के लिए बदलना आवश्यक होता है।

इस शोध पत्र का उद्देश्य यह है कि शोध के माध्यम से उद्यमिता शिक्षा के बारे में जन जागरूकता फैलाना। वर्तमान समय में हमारा देश अत्यधिक जनसंख्या के बोझ के कारण युवाओं को उनकी योग्यता के अनुसार नौकरी प्रदान नहीं कर पा रहा है। यदि छात्र विद्यालय शिक्षा के दौरान ही व्यावसायिक शिक्षा को प्राप्त करते हैं तो वह अपने मन मुताबिक काम को कर सकते हैं। उनके अंदर उद्यमिता का दृष्टिकोण विकसित हो चुका होता है, तकनीकी रूप से भी सक्षम होते हैं। महिला उद्यमिता को बढ़ावा देने से देश की अर्थव्यवस्था को और अधिक मजबूती मिलेगी। विभिन्न संस्थाओं में उद्यमिता शिक्षा का प्रावधान किया गया है, यहां अध्ययन कर मनुष्य अपने कौशल का विकास करेंगे और स्टार्टअप शुरू कर सकते हैं, देश विदेश में नौकरी भी प्राप्त कर सकते हैं। इस प्रकार से सभी लोग चाहे वह स्त्री हो या पुरुष अपने जीवन में प्रगति कर सकते हैं और अपना मनचाहा काम कर सकते हैं साथ ही साथ भारतीय अर्थव्यवस्था को उन्नत बनाने में अपना भरपूर योगदान दे सकते हैं।

बीज शब्द: उद्यमिता शिक्षा, भारतीय अर्थव्यवस्था, राजनीतिक कौशल, नेतृत्वकर्ता, व्यावसायिक कौशल।

प्रस्तावना

उद्यमिता शिक्षा नवीन प्रतिभाओं को विकसित करती है। जो भविष्य के विकास के लिए एक महत्वपूर्ण प्रेरक शक्ति है। उद्यमिता शिक्षा रचनात्मकता और कौशल को बढ़ावा देने से संबंधित है।

जिसे नवाचार का समर्थन करने वाली प्रथम शिक्षा और वातावरण में लागू किया जा सकता है। कौशल एक विशेष क्षमता है जो नवाचार और विकास को प्रेरित करती है। उद्यमिता में अत्यधिक विकसित राजनीतिक कौशल छात्रों को गतिशील और जटिल सामाजिक वातावरण में प्रभावी संसाधनों को सटीक रूप से पहचानने और प्राप्त करने में मदद कर सकते हैं। उद्यमिता एक आर्थिक क्रिया है जो बाजार में व्याप्त संभावनाओं को पहचानने की प्रक्रिया है। किसी भी व्यवसाय का उद्देश्य लाभ कमाना होता है, परंतु लाभ कमाने के साथ-साथ जब व्यवसायी किसी उद्योग को चलाने के लिए नए तरीके से उपलब्ध संसाधनों को एकत्रित करता है और साथ में जोखिम उठाता है, ऐसी क्रिया को उद्यमिता कहते हैं। भारत जैसे विशाल आबादी वाले देश में यदि स्कूली स्तर से ही छात्रों को उनकी रूचि के अनुसार प्रशिक्षित किया जाए तो बड़े होने पर उन्हें नौकरी के पीछे भागना नहीं पड़ेगा। अपने कौशल की बदौलत उन्हें नौकरी मिल सकती है और अपना काम शुरू करने की चाहत होने पर वह अपने कदम उद्यमिता की ओर बढ़ा सकते हैं। वैसे तो स्किल इंडिया मिशन को आगे बढ़ाने के क्रम में नेशनल स्किल डेवलपमेंट कॉरपोरेशन देश भर में अपने केंद्रों और सहभागी संस्थानों के जरिए विभिन्न कोर्स संचालित कर रहा है। लेकिन वक्त की जरूरत को देखते हुए अब हर संस्थान में ऐसे उपयोगी व्यावहारिक केंद्रों की जरूरत है। युवाओं को हुनरमंद बनाने के लिए अध्यापकों की सोच में भी बदलाव लाना आवश्यक है उन्हें समझना होगा कि शिक्षा संस्थान से जुड़कर वे सिर्फ नौकरी नहीं कर रहे हैं, उनके ऊपर छात्रों को तराशने निखारने की बड़ी जिम्मेदारी है। एक अध्यापक अपने जीवन में हजारों छात्रों को पढ़ाता और आगे बढ़ने का रास्ता दिखाता है। वह सिर्फ परीक्षा पास कराने के लिए ही जिम्मेदार नहीं होता बल्कि उसके ऊपर ऐसे युवावर्ग की जिम्मेदारी होती है जो देश और समाज को आगे ले जा सकते हैं। राष्ट्रीय शिक्षा नीति 2020 में भी व्यावसायिक शिक्षा पर अत्यधिक जोर दिया गया है। छात्रों को कक्षा 6 से ही व्यवसायिक शिक्षा देने की तैयारी चल रही है। यह छात्रों के लिए अत्यंत आवश्यक भी है। उनके अंदर कौशल का निर्माण करना और जीवन में वे अपनी पसंद का काम कर पाए इसके लिए उन्हें तैयार करना अत्यंत आवश्यक है। आज हम देख रहे हैं कि यदि सरकार एक छोटी सी नौकरी के लिए आवेदन मंगाती है, तो उच्च डिग्री धारी लोग भी उस नौकरी के लिए आवेदन करते हैं जैसे उत्तर प्रदेश में चंपरासी की नौकरी का विज्ञापन निकाला गया और उसके लिए योग्यता पांचवी क्लास रखी गई, सीटों की संख्या भी 400 से कम ही थी, परंतु आवेदनों की संख्या लाखों में थी और आवेदक उच्च से उच्च डिग्री प्राप्त लोग भी थे जैसे पीएचडी, स्नाकोत्तर, स्नातक आदि। जिसके कारण इसके लिए लिखित परीक्षा का भी आयोजन किया जा रहा है। इस प्रकार हम देखते हैं कि छोटी सी नौकरी के लिए भी लोग परेशान होते हैं क्योंकि उनके पास कोई काम नहीं है और यदि वे कोई काम कर भी रहे हैं तो उसमें तनख्वाह इतनी कम है जिससे उनका गुजर बसर करना अत्यंत कठिन हो रहा है। इन समस्याओं के निवारण के लिए यह अत्यंत आवश्यक है कि हम छात्रों में कौशल का विकास करें।

उद्यमिता विकास कार्यक्रम एक ऐसा कार्यक्रम है जो कि किसी व्यक्ति के चातुर्य, अभिप्रेरणा तथा क्षमताओं के विकास के लिए तैयार किया जाता है। ताकि वह व्यक्ति उद्यमिता की भूमिका को प्रभावी ढंग से निभा सके।

प्रोफेसर एन पी सिंह कहते हैं, उद्यमिता विकास कार्यक्रम एक प्रक्रिया है जिसमें निम्न क्रियाएं संपन्न होती हैं

1. संभावित उद्यमियों में उद्यमिता की प्रेरणा जागृत करना।
2. उद्यमिय गुणों एवं कौशल का विकास करना।

3. दैनिक क्रिया में उद्यमिय व्यवहार उत्पन्न करना।
4. उद्यमिय कार्यों के द्वारा उन्हें अपना उपक्रम स्थापित /विकसित करने में सहयोग प्रदान करना।

उद्यमी के व्यक्तिगत उद्देश्य

उद्यमी के व्यक्तिगत उद्देश्य वे उद्देश्य हैं जो नेतृत्व की स्थिति में कोई व्यक्ति संगठन में अपनी भूमिका के संबंध में अपने लिए निर्धारित करता है

- एक अच्छा उदाहरण स्थापित करना
- एक सकारात्मक संगठनात्मक संस्कृति का विकास करना
- एक टीम/संगठन का निर्माण
- एक कुशल संगठनात्मक संरचना बनाना
- एक प्रभावी नेता होना

उद्यमी के व्यावसायिक उद्देश्य

संगठन से संबंधित व्यावसायिक उद्देश्य निर्धारित करना भी महत्वपूर्ण है। इसमें शामिल है लाभ/ बिक्री बढ़ाना या लागत कम करना, बाजार हिस्सेदारी में वृद्धि, ग्राहक संतुष्टि, उत्पाद में सुधार, प्रतिधारण, सकारात्मक कार्य वातावरण बढ़ाना।

उद्यमियों को कुछ गुणों और कौशलों, व्यावसायिक कौशल और वित्तीय साक्षरता के साथ-साथ उद्यमशीलता की मानसिकता की आवश्यकता होती है। महत्वाकांक्षी उद्यमी को वास्तव में क्या सीखने की जरूरत है और वह सफलता के लिए अपना रास्ता कैसे तय कर सकते हैं।

लक्ष्य 1- उद्यमिता के लिए आवश्यक लक्षण और कौशल विकसित करना

उद्यमिता शिक्षा कार्यक्रम उद्यमिता की नींव बनाने के लिए कुछ लक्षणों और कौशलों को पढ़ाना जरूर चाहिए जैसे रचनात्मकता, जिज्ञासा, आउटगोइंग स्वभाव, धैर्य, लचीलापन, जोखिम, सहनशीलता।

लक्ष्य 2- व्यावसायिक कौशल और वित्तीय साक्षरता वितरित करना

उद्यमियों में यह समझ विकसित करना अत्यंत आवश्यक है कि व्यवसाय और वित्त कैसे काम करते हैं। यही कारण है कि उद्यमिता शिक्षा का एक अन्य लक्ष्य इच्छुक उद्यमियों को व्यवसाय की दुनिया में नेविगेट करने के लिए ज्ञान और समझ से लैस करना है।

प्रासंगिक व्यावसायिक कौशल कारकों में शामिल है -

- नेतृत्व कौशल
- वित्तीय कौशल
- विपणन कौशल
- संचार कौशल

- विश्लेषणात्मक कौशल

लक्ष्य3: उद्यमशील मानसिकता विकसित करना

उद्यमी सारा ब्लैक्ली के अनुसार, उद्यमशीलता मानसिकता की चार आवश्यक विशेषताओं है आत्म संदेश, जवाबदेही, लचीलापन और प्रयोग करने की इच्छा का सामना करने की क्षमता। उद्यमिता शिक्षा और थोड़े से अनुभव के माध्यम से इन विशेषताओं को उन अन्य कौशलों और लक्षणों की तरह विकसित किया जा सकता है।

- लक्ष्य निर्धारित करें
- निर्णायक बनने का अभ्यास करें
- विफलता को पुनः परिभाषित करें
- अपने डरो का सामना करें
- जिज्ञासु बने रहे।

नवाचार पर उद्यमिता शिक्षा का प्रभाव-

उद्यमिता शिक्षा के माध्यम से नवाचार को बढ़ावा देना विश्वविद्यालय का प्राथमिक कार्य है। विश्वविद्यालय की शैक्षिक प्रणाली को एक शैक्षणिक वातावरण प्रदान करना होगा जो उच्च प्रौद्योगिकी स्टार्टअप के लिए उत्प्रेरक के रूप में काम कर सके। यदि शिक्षार्थियों को अपनी सामग्री ज्ञान का विस्तार करने के लिए लगातार चुनौती दी जाती है तो वह अपने संज्ञानात्मक स्तर को व्यापक बनाने के लिए प्रेरित होंगे। किसी नई व्यावसायिक उद्यम के लिए आवश्यक ज्ञान और कौशल प्रदान करके उद्यमी बनाए जाते हैं, पैदा नहीं होते। छात्र उद्योगों की क्षमता को आकार देने की प्रक्रिया एक सामाजिक संपर्क प्रक्रिया है। जिसमें सूचना संसाधनों को उद्यमिता शिक्षा में अवलोकन या प्रत्यक्ष भागीदारी के रूप में अर्जित और परिवर्तित किया जाता है। इस प्रक्रिया में अनुभव को रूपांतरित करके और ज्ञान को व्यवहार में लाकर नया ज्ञान उत्पन्न करना भी शामिल है। उद्यमिता शिक्षा एक छात्र के उद्यमिता के प्रति दृष्टिकोण को बदल सकती है साथ ही उद्यमिता शिक्षा छात्र उद्यमियों को आवश्यक जानकारी, ज्ञान और अन्य संसाधन प्रदान करती है। जिससे नवाचार और उद्यमिता का एक मजबूत माहौल बनता है, पर्यावरणीय अनिश्चित कम होती है और नवाचार और विकास के लिए एक अच्छा वातावरण तैयार होता है। शिक्षा के माध्यम से छात्र उद्यमी एक व्यापक शैक्षिक प्रबंधन सीखते हैं। जो उन्हें सही मूल्य और संज्ञानात्मक प्रणालियों को स्थापित करने, नवाचार के बारे में उनकी धारणाओं को बढ़ाने और लगातार एक मृत करने और उनकी नवीन क्षमता और व्यक्तित्व को आकार देने के लिए नए ज्ञान को संचित करने में मदद करता है।

उद्यमिता शिक्षा का महत्व

चार्ल्स डी क्लोज स्कूल ऑफ एंटरप्रेन्योरशिप के राइजिंग स्टार्स समर कैंप में था कि स्थापित करने में मदद करते हैं जिससे उन्हें न केवल कक्षा में लाभ होगा बल्कि जीवन में भी लाभ हुए, कॉलेज जाए या कार्यबल में प्रवेश करें, प्रौद्योगिकी में निरंतर प्रगति, नई नौकरियां सृजन में और आगे बढ़ाने के लिए लगातार नव परिवर्तन की आवश्यकता के साथ, छात्रों के लिए कक्षा के अंदर और बाहर अपनी उद्यमशीलता कौशल का लाभ उठाने के बहुत सारे अवसर हैं।

उन्हें यह दिखाना आवश्यक है की अपनी उद्यमशीलता की मानसिकता को कैसे काम में लाया जाए, बेहतर बनाने में मदद करने की दिशा में यह पहला कदम है। कौशल कैसी है जब तक प्राप्त करते हैं जब उन्हें 1 दिन की तरह सोचना दिखाया जाए

रचनात्मक और सहयोग

रचनात्मक एक उद्यमी को अलग तरीके से सोचने, नए विचारों के साथ आने, परिवर्तन और दूरी बनाना जारी रखने की अनुमति देता है। कंपनियां नए व्यक्तियों को काम पर रखते वक्त इस चीज का ध्यान रखती है कि उनमें रचनात्मक कौशल अत्यधिक हो, यह कठिन गुणों में से एक है। उद्यमी की तरह सोच रखने वाले छात्र जटिल समस्याओं के लिए रचनात्मक समाधान विकसित करना शुरू कर देते हैं, जो रचनात्मक होते हैं वह अक्सर काम को अलग तरीके से देखते हैं। जिससे उन्हें अपने साथियों की तुलना में अलग समाधान तक पहुंचने का मौका मिलता है। रचनात्मकता और सहयोग युवाओं के लिए महत्वपूर्ण लक्षण हैं।

समस्या समाधान एवं पहचान कौशल

समस्याओं को प्रभावी ढंग से पहचानना और उनका समाधान करना सीखना, एक प्रमुख उद्यमशीलता कौशल है। जो प्रत्येक छात्र के पास होना चाहिए। छात्रों को समस्याओं को खाली करना सिखाने से पहले उन्हें पहचानने में सक्षम होना चाहिए। एक उद्यमी की तरह सोचना सीखने से छात्रों को नए विचार विकसित करने में मदद देता है और जिससे समस्या का समाधान भली प्रकार से कर पाते हैं।

नेतृत्वकर्ता बनाना

उद्यमी अक्सर स्वाभाविक नेता होते हैं क्योंकि सर्वप्रथम वे एक विचार लेते हैं तत्पश्चात एक समूह में कार्य करते हैं और अपने व्यवसाय को आगे बढ़ाते हैं। सिर्फ अपने दम पर सफलता पाना कठिन होता है सामान्यतः टीमवर्क के परिणाम स्वरूप सफलता मिलती है। लेकिन एक महान टीम को एक साथ रखने के लिए एक महान नेता की आवश्यकता होती है। नेतृत्व निश्चित रूप से एक संस्थापक के लिए एक महान कौशल है। यह भविष्य के नियोक्ताओं के लिए आवश्यक है।

दुनिया को बेहतरी के लिए बदलना

दुनिया में वास्तविक बदलाव लाने की चाहत रखने वाले उद्यमियों को सांसारिक अनुभवों के माध्यम से सीखने और सामाजिक उद्यमिता के क्षेत्र में नेताओं से सुनने की आवश्यकता होती है। छात्र अपने विचारों और भविष्य के नेताओं और उद्यमियों के रूप में सफल होने के लिए आवश्यक ज्ञान को प्रस्तुत करने के आत्मविश्वास के साथ काम करने का कौशल विकसित करना आवश्यक है। जिसे दुनिया की बेहतरी के लिए बदला जा सके।

उद्यमिता के विकास में योगदान देने वाले घटक

प्रोफेसर उदय पारीक एवं मनोहर नाडकर्णी के अनुसार, "व्यावहारिक दृष्टिकोण उद्यमिता के विकास से आशय उद्यमियों के विकास तथा साहसिक श्रेणी में व्यक्तियों के प्रवाह को प्रोत्साहित करने से है"

उद्यमिता के विकास में योगदान देने वाले घटकों की व्याख्या निम्नलिखित वर्गों के आधार पर की जा सकती है

1. व्यक्तिगत घटक

उद्यमिता का महत्वपूर्ण घटक व्यक्ति है क्योंकि व्यक्ति के द्वारा ही उद्यमी क्रियाओं की पहल की जाती है व्यक्ति की साहसी भूमिका को निम्न तत्व प्रभावित करते हैं

i) अभिप्रेरणा घटक

अभिप्रेरणा के अभाव में व्यक्ति साहसिक कार्यों की तरफ अग्रसर नहीं हो सकता है। उद्यमिता के संबंध में अभिप्रेरणा के निम्न तीन तत्व अति महत्वपूर्ण है

- साहसिक अभिप्रेरणा
- संघर्ष क्षमता
- प्रभावोत्पादकता

ii) साहसी कौशल- उद्यम की सफलता में विभिन्न कौशल अत्यंत महत्वपूर्ण भूमिका निभाते हैं अतः उद्यमियों में आवश्यक कौशल को विकसित करके उद्यमिता को प्रोत्साहित किया जा सकता है निम्न तीन प्रकार के कौशल अति महत्वपूर्ण है

- परियोजना विकास
- उपक्रम निर्माण
- उपक्रम प्रबंधन

iii) साहसी ज्ञान- उद्यमिता का विकास काफी सीमा तक उद्यमियों के ज्ञान पर निर्भर करता है। विभिन्न क्षेत्रों में समुचित ज्ञान के द्वारा अपने कौशल को प्रभावी बनाया जा सकता है। उद्यमियों को निम्न क्षेत्रों का ज्ञान अवश्य होना चाहिए

- वातावरण
- उद्योग
- प्रौद्योगिकी

2. सामाजिक एवं सांस्कृतिक घटक -

उद्यमिता के विकास में योगदान देने वाले सामाजिक एवं सांस्कृतिक घटक निम्नलिखित हैं

i) आदर्श व्यवहार- आदर्श व्यवहार के निम्न पहलू अत्यंत प्रासंगिक है

- पारिवारिक आकांक्षाएं एवं दबाव
- आत्मनिर्भरता
- जोखिम वहन

ii) समाजीकरण - विभिन्न सामाजिक संस्थाओं जैसे घर, स्कूल, धार्मिक संगठन, राजनीतिक दल, अनौपचारिक समूह आदि का उद्यमिता के विकास पर काफी प्रभाव है समाजीकरण से नवयुवकों में साहसी मनोवृत्ति, उपलब्धि भाव और रचनात्मक चिंतन को प्रोत्साहन मिलता है यदि बच्चों को अत्यधिक सुरक्षा और मार्गदर्शन दिया जाता है तो वह स्वतंत्र रूप से कार्य करने में रुचि नहीं लेते हैं अतः सामाजिक प्रशिक्षण प्रारंभ से ही दिया जाना चाहिए

3. वातावरण संबंधी घटक-

उद्यमिता के विकास में वातावरण संबंधी घटक निम्नलिखित है

i) नियम एवं कानून- व्यवसाय के लिए सरकार व्यवहारिक एवं लाभप्रद कानूनों और नियमों का निर्माण कर के औद्योगिक क्रियाओं को प्रोत्साहन दे सकती है

ii) आर्थिक एवं व्यवसायिक वातावरण- हमारे देश में विद्यमान प्रतिस्पर्धा, आर्थिक स्थिरता, श्रम दशाएं, कीमत एवं वह आम स्तर, व्यापारिक चक्र की स्थिति का भी उद्यमिता के विकास पर काफी प्रभाव पड़ता है

iii) सरकारी नीतियां एवं प्रेरणाय- उद्योगों के संबंध में सरकार विभिन्न नीतियों जैसे औद्योगिक नीति, लाइसेंस नीति, आयात निर्यात आदि का निर्माण करके उद्यमिता विकास को प्रोत्साहित कर सकती है

iv) राजनीतिक एवं प्रशासनिक प्रणाली- उद्यमिता का विकास देश के राजनीतिक ढांचे, प्रशासनिक चिंतन, सरकारी मशीनरी, नौकरशाही, राजनेताओं की विचारधारा आदि का काफी गहरा प्रभाव पड़ता है

v) तकनीकी विकास- देश में उपलब्ध प्रौद्योगिकी, वैज्ञानिक क्रियो, तकनीकी अनुसंधान आदि का भी उद्यमिता के विकास में काफी योगदान होता है

vi) बड़े उद्यमियों का दृष्टिकोण -बड़े उद्योगों का छोटे उद्योगों के प्रति सकारात्मक दृष्टिकोण भी लघु उद्योगों को काफी प्रोत्साहित कर सकता है बड़े उद्यमी लघु उद्योगों को का विभिन्न प्रकार की सुविधाएं जैसे मशीन कच्चा माल यंत्र की भवन परामर्श आदि आसानी से उपलब्ध करा सकते हैं यह दृष्टिकोण उद्यमिता के विकास में काफी सहायक होता है

4. सहायता प्रणाली-

उद्यमिता के विकास के लिए सहायता प्रणाली निम्नलिखित है -

i) आधारभूत सुविधाएं- सरकार औद्योगिक वस्तु बस्तियों का निर्माण कच्चे माल तथा शक्ति के संसाधनों की आपूर्ति आपूर्ति बीमा एवं वित्तीय सुविधाएं परिवहन आदि उपलब्ध कराकर उद्यमिता के विकास में गति प्रदान कर सकती है।

ii) साहस अभीमुखी शिक्षा पद्धति- नव युवकों में शिक्षण संस्थानों के द्वारा साहसी प्रवृत्तियों का विकास किया जा सकता है। संस्थानों में विभिन्न व्यावसायिक एवं उद्यम अभिमुख पाठ्यक्रमों का संचालन किया जा सकता है।

iii) सहायक संस्थान- सहायक संस्थानों का मुख्य कार्य प्रशिक्षण, तकनीकी प्रबंध, आधुनिकीकरण, विपणन, यंत्र, कच्चा माल आदि के संबंध में सुविधाएं प्रदान करना होता है। इन संस्थानों के द्वारा साहस के विकास के लिए कई योजनाओं का आयोजन किया जाता है।

iv) बैंकों व वित्तीय संस्थानों की भूमिका- बैंक और वित्तीय संस्थान रुग्ण इकाइयों को विशेष ऋण सुविधाएं, पुनर्वित्त, आवश्यक परामर्श प्रदान करके उद्यमिता के विकास में योगदान दे सकते हैं।

v) प्रशिक्षण सुविधाएं- विभिन्न प्रशिक्षण कार्यक्रमों के द्वारा ही व्यक्तियों में योग्यता और क्षमताओं का विकास किया जा सकता है। हमारे देश में राष्ट्रीय साहस एवं लघु विकास संस्थान प्रशिक्षण के कई पाठ्यक्रम संचालित करता है।

vi) शोध एवं साहित्य -उद्यमिता के विकास में शोध संस्थान भी महत्वपूर्ण भूमिका निभाते हैं साहित्य और अनुसंधान उद्यमियों को उपक्रम स्थापना में उचित मार्गदर्शन देते हैं।

महिला उद्यमिता

महिला उद्यमिता देश को आत्मनिर्भर बनाने का सबसे महत्वपूर्ण पहलू है। इससे ना सिर्फ आर्थिक क्रियाएं तेज होंगे बल्कि अधिक समावेशी आर्थिक सामाजिक वातावरण भी तैयार होगा। हाल के वर्षों में महिला उद्यमियों की संख्या में तेजी से वृद्धि हुई है और विभिन्न क्षेत्रों में उन्हें पहचान और मान्यता मिली है। राष्ट्रीय नमूना सर्वेक्षण के अनुसार देश के कुल उद्यमियों में महिला उद्यमियों की का प्रतिशत 14 है इनमें से अधिकांश स्ववित्त पोषित हैं और छोटे आकार के हैं।

भारत सरकार ने अपना उद्यम प्रारंभ करने वाली महिलाओं के लिए कई प्रकार के प्रशिक्षण कार्यक्रम, रोजगार कार्यक्रम चलाए हैं। इसी के साथ निम्न प्रयास भी किए जा रहे हैं –

विशेष लक्षित समूह (महिला केंद्रित) का गठन करना और सहयोग देना।

ऐसे उपकरण/तकनीकी विकसित करना जो महिलाओं के लिए सरल, सहज और उपयोगी हो।

हाट व्यवस्था में सहायता प्रदान करना ताकि महिला उद्यमी अपने प्रोडक्ट को आसानी से लोगों के सामने रख पाए। महिला उद्यमिता मंच का तेजी से विकास करना।

प्रधानमंत्री मुद्रा योजना के तहत महिलाओं की ऋण तक पहुंच सुनिश्चित करना।

स्त्री शक्ति ऋण कार्यक्रम के तहत एसबीआई द्वारा महिलाओं के लिए ऋण उपलब्ध करवाना।

भारत में महिला उद्यमिता के समक्ष चुनौतियां-

महिला उद्यमियों के लिए वित्त की व्यवस्था करना, विपणन करना, सरकारी समर्थन प्राप्त करना, उद्यम में भौतिकता लाना, नए विचार अपनाना, पुरुष उद्यमियों की तुलना में बहुत कठिन है। घरेलू काम और प्रतिबद्धताओं का दबाव उनकी उद्यमिता को प्रभावित करता है। महिला उद्यमियों में असफलता का भय ज्यादा है क्योंकि बाजार अभी भी जेंडर बॉयस है। पुरुष प्रधान समाज में उन्हें कई तरह के भेदभाव और सामाजिक लांछन का सामना करना पड़ता है। महिला उद्यमी व्यापार नेटवर्क का विकसित ना होना उनके डगर को और कठिन बनाता है। पूंजी/ संपत्ति पर मालिकाना हक पुरुष का होने के कारण आसानी से ऋण उपलब्ध नहीं हो पाता है। महिला उद्यमियों की छमता को कम करके देखा जाता है। व्यावसायिक ट्रेनिंग में महिलाओं की हिस्सेदारी कम है। वंश बढ़ाने की जिम्मेदारी और उससे उपजी अन्य चुनौतियां अत्यधिक हैं।

निष्कर्ष

विश्व की सबसे बड़ी युवा आबादी भारत में है। भारत की अर्थव्यवस्था का विस्तार और विकास युवा जनसंख्या की संरचना करने पर है युवाओं का योगदान उनके कौशल विकास, नौकरी बाजार के विस्तार और उनके लिए वैश्विक बाजार तक आसान पहुंच के साथ कई गुना बढ़ रहा है। सरकार द्वारा स्टार्टअप का पोषण करने वाले मजबूत पारिस्थितिकी तंत्र बनाए जाने से युवाओं में उद्यमशीलता की भावना को प्रोत्साहन मिल रहा है। राष्ट्रीय शिक्षा नीति 2020 में भारत के युवाओं के समग्र विकास की परिकल्पना की गई है। कौशल विकास पर विशेष जोर दिया गया है। माध्यमिक स्तर के विद्यार्थियों को बढ़ाई का काम, प्लंबर, बिजली के सामान की मरम्मत, बागवानी, मिट्टी के बर्तन का काम, कढ़ाई जैसे कौशलों में व्यावहारिक प्रशिक्षण दिया जाएगा। विकास के लिए महत्वपूर्ण पहलुओं जैसे टीम भावना, मानसिक और शारीरिक आरोग्यता को प्रभावी ढंग से बढ़ाने के लिए खेल शक्ति का भी लाभ उठाया जा रहा है। भारतीय युवा शक्ति की मूल प्रतिभा को नई दिशा देकर आगे बढ़ाने के काम में मदद के लिए देशभर में राष्ट्रीय कौशल प्रशिक्षण संस्थान, भारतीय कौशल संस्थान, अनेक आईआईटी, आईआईएम और आईटीआई विकसित किए जा रहे हैं। आज भारत विश्व स्तर पर स्टार्टअप के लिए तीसरा सबसे बड़ा तंत्र बन चुका है, 656 जिलों में 84400 मान्यता प्राप्त स्टार्टअपस है, 105 से अधिक यूनिवर्सिटी हैं, भारतीय यूनिवर्सिटी मूल्यांकन की 332.7 अरब डॉलर है। इस प्रकार से उद्यमिता शिक्षा भारतवर्ष के विकास में महत्वपूर्ण योगदान दे सकता है।

संदर्भ सूची

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योजना पत्रिका: दिसंबर 2021, फरवरी 2023

Role of Kerala Startup Mission (KSUM) in the development of Business Startup Eco System in Kerala

Dr. Ashitha M. K.

Assistant Professor,
Department of Business Management
St. Joseph's College (Autonomous) Devagiri
Calicut, Kerala.

Sudheesh C.

Assistant Professor,
Department of Commerce and Management,
KR's Sree Narayana College Valanchery.

Abstract:

The research paper investigates the pivotal role played by the Kerala Startup Mission (KSUM) in shaping and advancing the business ecosystem within the state of Kerala. The findings underscore KSUM's significance as a catalyst for entrepreneurship, highlighting its role in bridging the gap between aspiring entrepreneurs and the necessary resources, mentorship, funding, and networking opportunities.

Through fostering an inclusive environment that nurtures innovation, supports social impact initiatives, and encourages collaboration between startups, industry, and academia, KSUM emerges as a driving force in transforming Kerala into a thriving hub for entrepreneurship and technological advancement. The research paper's conclusions shed light on the broader implications of KSUM's strategies, offering insights for policymakers, stakeholders, and researchers interested in fostering robust business ecosystems in similar regional contexts.

Keywords:

KSUM, Startup, Business Incubation

Introduction:

Business incubation is a strategic approach designed to nurture the growth and development of startup and early-stage business. Young entrepreneurs get physical space, lab facilities, technical assistance and other financial assistance during the initial stage. Business incubation plays a crucial role as it generate large scale job opportunities and create innovative solution to challenging issues there by helps in the economic development of a country (Jyotsna Thomas, 2020)

India is one of the countries having well developed startup eco system. India has the third largest eco system in the world. To boost up the startup eco system prime minister introduced startup India initiative in 16th January 2016 with the objective of supporting entrepreneurs, build a robust startup eco system and transforming India in to a country of job creators instead of job seekers (startup india.gov.in) The concept has more prominence in a state like Kerala, where majority of job seekers are well educated. Increased supply of educated youth in the labor market and insufficient number of employment opportunities led to the problem of unemployment. According to survey of center for development studies out of 100 households 29.1 were international emigrants, 18.4 were interstate emigrants in the year. Out of which 85 percent emigrants are within the age group 20-40 (Kumari, D.2022)

The business startup eco system in Kerala has gathered significant attention in recent years, driven by government initiative, cultural dynamics, funding opportunities and technological advancements. Kerala startup eco system has been nurtured by government led initiative, prominently through Kerala Startup Mission (KSUM). KSUM started in 2006 and formerly known as Techno-Park Technology business incubator (T-TBI). Beside KSUM, Government has taken many other initiatives like ‘student entrepreneurship policy’ in 2012 for the development of entrepreneurship skills among student and Kerala technology startup in 2014 for the empowerment of young entrepreneurs. This study aims to study the role of Kerala startup Mission in the development of Business Startup eco system in Kerala

Objectives:

- To analyze the functioning of Kerala Startup mission
- To study the role of Kerala startup mission in the development business startup eco system

Statement of the Problem

Young entrepreneurs face many challenges for setting up the business from idea generation till the commencement of the business. Both the central and state government has to take measures for empowering the youngsters and also for the development of investment friendly atmosphere within the country. Kerala startup mission is a dream project of government of Kerala. Understanding how Kerala startup mission contributes to the growth of the startup eco system in Kerala is an important question. The study attempt to find out how the effort of Kerala startup mission impact the success and growth of new business in the state. This helps to see whether the support they provide like mentorship and resources is making a real difference. By studying this, it is possible to learn how to make startup environment in Kerala even better and help more new business thrive.

Significance of the study

The study holds significance as it explores the impact of KSUM in fostering economic growth within the state of Kerala. By understanding how KSUM's initiatives have contributed to the growth of business startups, policymakers and stakeholders can make informed decisions to further promote economic development.

Research Methodology

The research methodology employed in this study facilitated a comprehensive exploration of the role of KSUM in the development of the startup ecosystem in Kerala. By using secondary data, a nuanced understanding of KSUM's contributions and challenges was achieved, providing valuable insights for policy makers, entrepreneurs, and researchers.

KERALA STARTUP MISSION (KSUM)

The Kerala Startup Mission (KSUM) was established in the year 2006 with the primary objective of fostering an environment conducive to the growth and development of startups in the state of Kerala, India.

Its fundamental mission is to facilitate and nurture entrepreneurship, innovation, and technological advancements within the region. KSUM aims to provide startups with comprehensive support systems, including mentorship, access to funding, resources, training, and networking opportunities.

Additionally, KSUM seeks to create an ecosystem that encourages collaboration between startups, industry experts, research institutions, and government bodies, thereby fostering sustainable economic growth and technological innovation. Through its initiatives, KSUM endeavors to position Kerala as a thriving hub for startups, attracting talent, investments, and fostering an environment where innovative ideas can flourish.

The startup ecosystem in Kerala, underpinned by the concerted efforts of entities like the Kerala Startup Mission (KSUM), has emerged as a dynamic and vibrant landscape fostering innovation and entrepreneurship. This ecosystem comprises a diverse array of interconnected elements that collectively catalyze the growth of startups. Incubators and accelerators, strategically positioned across the state, provide startups with nurturing environments, mentorship, and infrastructure.

The financial support mechanisms offered by KSUM and other stakeholders infuse startups with essential capital to fuel their ventures. Mentorship programs bridge the experience gap by connecting startups with seasoned professionals, enabling knowledge transfer and strategic guidance. Workshops, training sessions, and networking events hone the skills of entrepreneurs and facilitate meaningful connections. Innovation hubs and collaborative spaces facilitate the exchange of ideas and resources.

Furthermore, the ecosystem encourages collaboration with research institutions and industry experts, fostering technological innovation. Government initiatives and policies, influenced by KSUM's advocacy, create an enabling environment for startups. The ecosystem's vibrancy is amplified by startup events, competitions, and international linkages, positioning Kerala as a burgeoning hub for innovation-driven enterprises.

In essence, the startup ecosystem in Kerala, with KSUM as a linchpin, embodies a harmonious convergence of resources, support, and opportunities that empower startups to thrive and contribute to the economic and technological advancement of the region.

Present status of Kerala Startup Ecosystem



(Source: <https://startupmission.kerala.gov.in>)

Role of Kerala Startup Mission in the development of Business startup Eco system:

The Kerala Startup Mission (KSUM) has assumed a pivotal role in sculpting and fortifying the business startup ecosystem within the state of Kerala. Through a comprehensive and strategic approach, KSUM has harnessed the potential of innovation, entrepreneurship, and collaboration to shape an ecosystem that nurtures startups and fosters economic growth. By acting as a facilitator, KSUM has orchestrated an array of initiatives that address critical aspects of the startup journey.

From providing startups with access to funding, mentorship, and networking opportunities to creating a platform for innovative ideas to flourish, KSUM has acted as a driving force behind the evolution of the ecosystem. Its engagement extends to advocating for startups in policy dialogues and fostering ties between startups, academia, industry, and investors. KSUM's efforts resonate through its success stories, which encompass not only economic growth but also social impact. In essence, KSUM has effectively carved a pathway for startups to thrive, thereby enriching Kerala's entrepreneurial landscape and contributing to the overall development of the region.

➤ **KSUM, The Bridge Between Entrepreneurs and Ecosystem Enablers**

The Kerala Startup Mission (KSUM) serves as a bridge, effectively bridging the gap between entrepreneurs and ecosystem enablers within the startup landscape of Kerala. Through its strategic initiatives and collaborative approach, KSUM facilitates seamless interaction, communication, and cooperation between these two crucial components of the startup ecosystem

The Kerala Startup Mission (KSUM) serves as a vital bridge, effectively closing the gap that often separates entrepreneurs from the ecosystem enablers within Kerala's burgeoning

startup landscape. Through its strategic initiatives and collaborative endeavors, KSUM acts as a conduit that seamlessly connects these two integral components.

By facilitating transparent lines of communication, fostering meaningful engagement, and encouraging productive collaboration, KSUM plays a pivotal role in nurturing a symbiotic relationship that propels the growth and prosperity of startups.

KSUM's primary function is to cultivate a heightened understanding of the distinct roles and contributions of various enablers such as investors, mentors, industry experts, and governmental bodies among entrepreneurs.

Through carefully curated networking events, workshops, and platforms for interaction, KSUM creates invaluable opportunities for entrepreneurs to directly engage with these enablers, allowing for the exchange of ideas, expertise, and crucial resources.

Mentorship stands as a cornerstone of KSUM's bridge-building efforts. By identifying seasoned mentors from diverse sectors, KSUM connects them with startups seeking guidance. This mentorship dynamic effectively bridges the gap between accumulated experience and novel innovation, providing entrepreneurs with invaluable insights, practical guidance, and a well-defined pathway for navigating the intricate challenges of entrepreneurship.

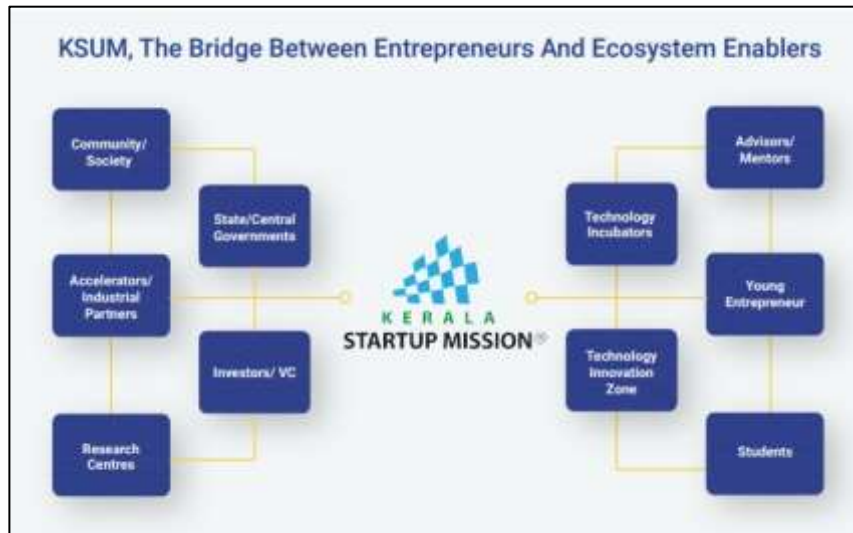
In addition, KSUM assumes a pivotal role as an adept matchmaker between startups and potential investors. By orchestrating introductions and offering startups a platform for exposure to investors, KSUM efficiently facilitates access to the funding that is quintessential for driving startup growth. This strategic matchmaking simplifies the process for startups seeking investment and investors scouting for promising opportunities.

Furthermore, KSUM's offerings extend beyond introductions, encompassing the provisioning of essential resources. Whether it's providing access to co-working spaces, research facilities, or industry affiliations, these resources empower startups to not only refine their concepts but also to effectively translate ideas into tangible actions, thus bridging the gap between conceptualization and execution.

Beyond these immediate interactions, KSUM extends its influence to advocate for startups on a broader scale. By articulating their interests during deliberations with policymakers and regulatory entities, KSUM ensures that the startup ecosystem remains conducive to fostering innovation and sustainable growth.

In summation, the Kerala Startup Mission stands as the embodiment of the bridge that spans the divide separating entrepreneurs and ecosystem enablers. Through strategic networking, judicious matchmaking, mentorship initiatives, resource provisioning, and policy advocacy, KSUM's concerted efforts bear witness to its commitment to cultivating a thriving and interconnected startup ecosystem in Kerala.

This approach not only accelerates the trajectory of startups but also nurtures an environment ripe for innovation, collaboration, and holistic growth.



(Source: <https://startupmission.kerala.gov.in>)

➤ KSUM Support System

The Kerala Startup Mission (KSUM) operates as a robust and multifaceted support system that has been instrumental in nurturing and propelling the growth of startups in the region. With a well-structured array of initiatives and services, KSUM provides startups with the essential resources, guidance, and avenues to navigate the intricate landscape of entrepreneurship.

This support system encompasses a spectrum of vital components. KSUM's network of incubators and accelerators furnishes startups with a nurturing environment, replete with mentorship, workspace, and technological infrastructure. Financial support mechanisms, including seed funding and access to investment networks, provide crucial capital injections that fuel early-stage growth. The mentorship and guidance offered by KSUM link startups with experienced mentors and industry experts, imparting invaluable insights and strategic direction.

Workshops, training programs, and knowledge-sharing sessions equip startups with practical skills and domain expertise. KSUM's role extends to fostering networking opportunities, connecting startups with potential clients, partners, and investors, thereby amplifying their market reach.

Innovation challenges and competitions facilitate the spotlighting of innovative ideas and solutions, contributing to start-ups visibility. By offering legal and regulatory assistance, KSUM aids startups in navigating compliance complexities.

The mission's global outreach initiatives expose startups to international markets, knowledge, and opportunities. KSUM also forges partnerships between startups and research institutions, propelling technological advancements.

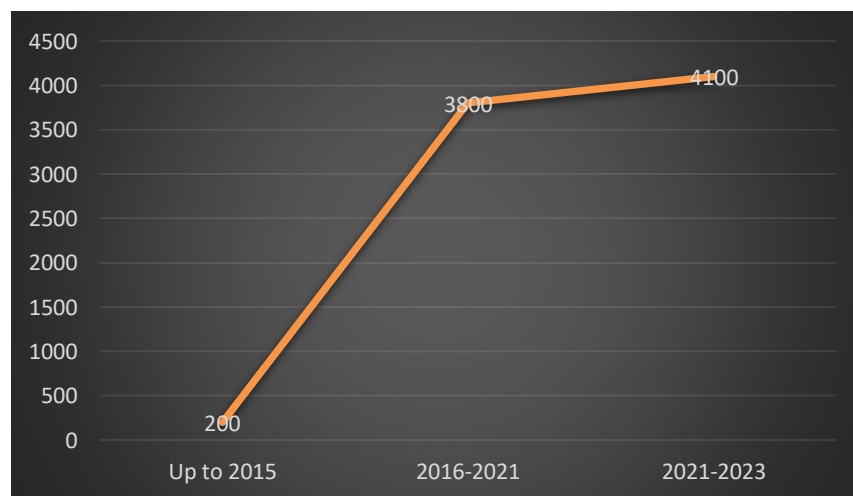
Overall, the comprehensive support system orchestrated by KSUM encapsulates diverse elements critical for nurturing startups' growth and success in Kerala's dynamic entrepreneurial ecosystem. The main aim of KSUM is the development of holistic eco system. For this it provides special subsidies and investment like innovation Grant, Research and Development Grant and technology commercialization support. In the 360-degree government support system, KSUM provide assistance from incubation to business generation to all stake holders specially student and women entrepreneurs.



(Source: <https://startupmission.kerala.gov.in>)

Achievements over years

Growth of Starup under KSUM

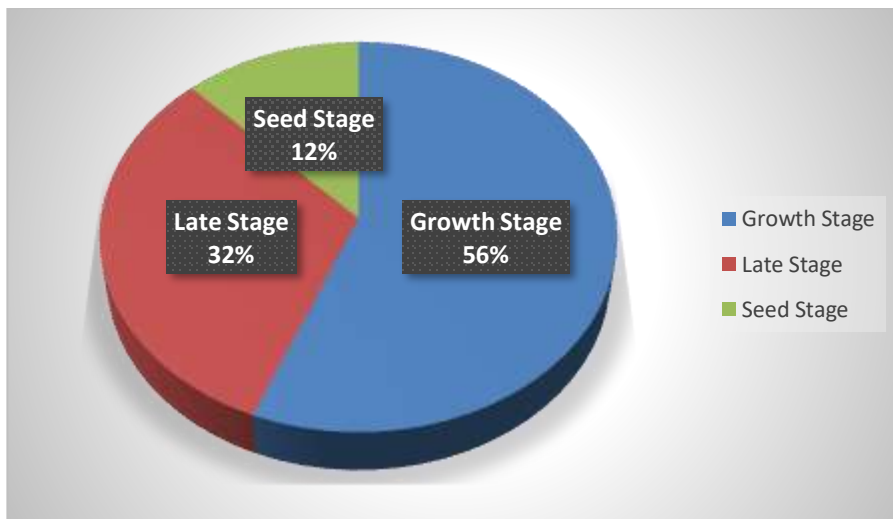


(Source: <https://startupmission.kerala.gov.in>)

Role of Kerala Startup Mission (KSUM) in the development of Business Startup Eco System in Kerala

4100 startups get benefited through KSUM till 2023. Startup growth rate shows an upward trend during 2016-2021. Almost 95% startups are commenced in 2016-2021. After 2021 the growth rate showed a downward trend due to pandemic condition and subsequent economic slowdown.

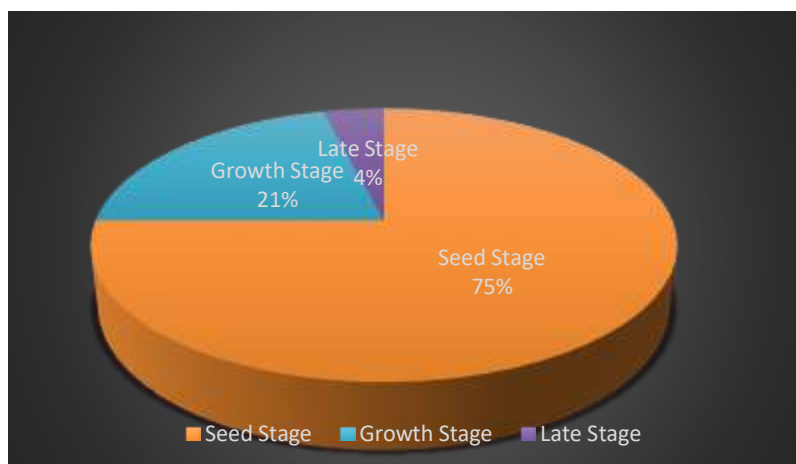
Venture Capital Investments



(Source: <https://startupmission.kerala.gov.in>)

Venture capital investment under KSUM shows rising investor confidence in Kerala based startup scaling potential. Out of total funding 56.1% capital is provided to startup in growth stage, 31.7% for last stage startups and 12.2% capital is given to companies in seed stage.

Future Funding Deals



(Source: <https://startupmission.kerala.gov.in>)

Out of 109 total funding deals in future 75% is for startup in seed stage, 21% for growth stage startups. Only 4% of future funding is for startups in late stage.

The role of the Kerala Startup Mission (KSUM) in shaping and advancing the business ecosystem in Kerala is undeniably profound. This research paper has provided comprehensive insights into the multifaceted contributions of KSUM towards fostering entrepreneurship, innovation, and economic growth within the region. Through an array of strategic initiatives, KSUM has successfully bridged critical gaps that traditionally hindered the growth of startups. By providing essential resources, funding opportunities, mentorship, and a collaborative network, KSUM has empowered aspiring entrepreneurs to transform their innovative ideas into sustainable businesses. The mission's efforts in building a supportive ecosystem that encourages partnerships among startups, academia, industry, and investors have been crucial in nurturing a culture of innovation and entrepreneurship. Moreover, KSUM's advocacy for favorable policies and its commitment to inclusivity and sustainability further underline its far-reaching impact.

Conclusion

As Kerala looks ahead to a future marked by innovation, economic diversification, and sustainable development, the insights garnered from this research paper emphasize the pivotal role that KSUM continues to play.

The success stories, collaborative partnerships, and transformative impact achieved by KSUM are testaments to the potential of strategic interventions in nurturing an entrepreneurial landscape. As stakeholders reflect on the findings of this study, there is a clear imperative to sustain and amplify the initiatives spearheaded by KSUM, with a view to further elevating Kerala's position on the global innovation map. In essence, the Kerala Startup Mission stands as a beacon of inspiration for regions aspiring to foster innovation and entrepreneurship, and its journey serves as a roadmap for nurturing a thriving business ecosystem.

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<https://www.startupindia.gov.in/>

<https://startupmission.kerala.gov.in>

Women Entrepreneurship in the Digital Era: Overcoming Gender Barriers

Binita Kumari

Research Scholar,
Department of Commerce & Business Management,
Kolhan University,
Chaibasa.

Dr. Sangeeta Birua

Assistant Professor,
Department of Commerce
The Graduate school college for women,
Kolhan University,
Chaibasa.

Abstract:

Today's global landscape is rapidly progressing towards an age of globalization. Nations are transitioning from command economies to demand-driven ones, dictatorships are evolving into democracies, and monarchies are establishing new civil institutions. These transformations in both developed and developing economies have unveiled fresh economic and entrepreneurial prospects for women. Women, long considered an essential yet underutilized resource, are now presented with opportunities to operate and own businesses. With women constituting roughly half of the world's population and being integral to society, traditional confines that once relegated them to domestic spheres are being shattered. Gender equality and evolving societal attitudes have bestowed women with equal rights to partake and excel in nearly every sector of the economy. However, despite their undeniable contributions in reshaping economies and mindsets, the advancement of women in our nation remains constrained. This can be attributed to various factors, including competition with their male counterparts and the numerous challenges inherent to a highly competitive global environment. On one hand, women have been discouraged from stepping forward alongside their male peers, and on the other, governmental rhetoric highlights support and financial aid for their integration into the competitive realm. This paper delves into the contemporary state of female entrepreneurs in India, shedding light on the obstacles they encounter when initiating and managing businesses within an exceedingly competitive landscape.

Introduction:

Women entrepreneurship in India has emerged as a significant and transformative force in recent years. As the landscape of business and economic activities evolves, women are playing an increasingly vital role in shaping the entrepreneurial ecosystem of the country. This trend is fueled by a combination of factors, including changing societal norms,

advancements in technology, and increasing access to resources and opportunities. In this context, exploring the background, significance, and the intersection of women entrepreneurship with the digital era becomes essential. Historically, women in India were largely confined to traditional roles within the household.

However, over the past few decades, there has been a noticeable shift as women break away from these conventional roles to become active participants in the business world. This change has been propelled by various factors such as education, urbanization, policy initiatives, and a growing awareness of gender equality.

Literature review

Numerous research studies have focused on women entrepreneurs in India and their experiences within the digital era. These studies highlight various gender-specific barriers that women face in the digital landscape, which affect their participation, growth, and success in entrepreneurship. The following literature review summarizes some key findings from existing research:

Greene and colleagues (2003) conducted an examination of research and surveys pertaining to women's entrepreneurship. Their study involved categorizing journals and research according to distinct parameters, including discrimination, business units, financing challenges, personal attributes, and more.

Singh (2008) conducted an analysis addressing the factors that influence women's engagement in the entrepreneurial sphere. The author explored the attributes of businesses owned by women and the challenges they encounter. Singh highlighted several significant barriers experienced by women entrepreneurs. These encompass the absence of prominent female role models and fellow entrepreneurs, societal reluctance to embrace women in entrepreneurship, familial responsibilities, gender-based discrimination, deficient networking opportunities, and reduced willingness among financial institutions to grant loans to women entrepreneurs. Singh also proposed potential solutions, including strategies like promoting micro-enterprises through targeted marketing efforts.

This research aimed to discern variations among different sets of individuals concerning vital elements associated with women's entrepreneurial opportunities. The study identified issues through an examination of various relevant literature. The factors considered for the research have displayed variability across different studies, reflecting the importance of women's entrepreneurship for overall economic growth.

Joshi and colleagues (2015), when women opt for roles traditionally dominated by men, they often encounter incongruence with expectations, potentially leading to biases. Such biases might manifest as perceptions of lower competence (e.g., diminished leadership skills) or reduced effectiveness compared to their male counterparts. Furthermore, colleagues or supervisors might impede women's diligent efforts. In their extensive cross-industry and cross-occupation research, Joshi and her team identified that gender-related differences in organizational rewards were nearly twice as significant as gender-based contrasts in performance evaluations.

An additional perspective put forth is the notion that the conventional belief of women being more risk-averse than men could result in women who take on challenges being either disregarded or negatively labeled as "overconfident" (Jewell, 2011). Considering the insights from Jewell (2011) and Joshi et al. (2015), it is argued that women occupying esteemed positions within organizations hold substantial value as role models, thereby serving as potent sources of inspiration for other women.

In research conducted by **Parul Malik in 2017**, it is argued that women face challenges in their journey of innovation, even within the expanding digital landscape. The author emphasizes the need to formulate strategies that facilitate practices encouraging women to pursue careers as digital entrepreneurs.

According to **Gundry, Ben, and Posig (2002)**, their research revealed that a significant challenge confronting women entrepreneurs is the lack of adequate funds to initiate their ventures. The primary obstacles for women in entrepreneurship pertain to deficient startup capital and insufficient revenues. In a study by Link (2017), numerous researchers have attempted to provide a deeper comprehension of the difficulties encountered by women when establishing and growing a business. Meanwhile, Adema et al. (2014) reported that women express a lesser desire than men to become entrepreneurs. Additionally, Fairlie and Robb (2009) identified that the constraints faced by women in initiating new ventures are associated with various factors, including lower experience and a reduced inclination for risk. Thébaud (2015) pointed out the lack of accessible opportunities and institutional support. This is compounded by the limited access women entrepreneurs have to the financial capital required for identifying and pursuing market opportunities.

According to a study conducted by **Latha et al. (2010)**, the author proposed that women entrepreneurs deserve recognition for their increased adoption of contemporary technology, expansion into new business sectors, identification of export market opportunities, and the creation of substantial employment opportunities for others. They are also establishing a pathway for other female entrepreneurs in organized sectors. Despite their demonstrated potential, female entrepreneurs have the capacity to contribute even more than they currently are.

Research Methodology

This paper is structured with a conceptual framework, drawing from secondary sources such as published reports, articles, and research papers. The primary focus of this study revolves around the unique challenges confronted by women entrepreneurs, especially in the contemporary digital age. Furthermore, it sheds light on the various hurdles women have encountered on their path towards achieving entrepreneurial success.

Study Objectives:

To comprehensively examine the complexities experienced by women entrepreneurs.

To identify notable instances of successful women entrepreneurs in India.

To analyze the government initiatives and schemes aimed at supporting women entrepreneurs.

Digital Era and its Impact on Business Opportunities:

The digital era, characterized by rapid technological advancements and the widespread adoption of digital tools and platforms, has dramatically transformed the business landscape. The proliferation of smartphones, internet connectivity, and digital platforms has created new avenues for business growth and innovation.

For women entrepreneurs in India, the digital era has provided several crucial advantages:

Access to Markets: Digital platforms enable businesses to transcend geographical boundaries and access a global customer base. This is particularly advantageous for women who might face constraints in physical mobility.

E-Commerce and Online Marketplaces: The rise of e-commerce has democratized access to markets. Women entrepreneurs can set up online stores, reaching customers directly without the need for a physical storefront.

Networking and Collaboration: Digital platforms facilitate networking and collaboration, allowing women entrepreneurs to connect with mentors, peers, investors, and potential partners. This breaks down traditional barriers to entry and opens doors to valuable resources and support.

Marketing and Branding: Digital marketing tools, including social media and search engine optimization, offer cost-effective ways for businesses to promote their products and services, creating a level playing field for smaller enterprises.

Skill Development and Learning: Online resources, courses, and webinars provide opportunities for continuous learning and skill development, empowering women entrepreneurs to stay updated on industry trends and best practices.

Financial Inclusion: Digital banking and fintech solutions have improved access to financial services, enabling smoother business transactions, access to credit, and better financial management.

Significance of Women Entrepreneurship

The significance of women entrepreneurship lies not only in its contribution to economic growth but also in its potential to empower women socially and economically. Women-led businesses bring diversity of thought, innovation, and new perspectives to industries, fostering a more inclusive and dynamic business environment. Moreover, these businesses often prioritize issues that are important to women, thus catering to unmet needs in the market.

Challenges and Problem faced by Women Entrepreneurship:

The primary hurdle that obstructs their progress is the simple fact of their gender, existing within a society heavily skewed toward male dominance, where men are consistently favored over women, particularly in business matters.

- Financial institutions often exhibit heightened scepticism towards women entrepreneurs, challenging their ability to manage businesses. Consequently, securing financial support for their entrepreneurial ventures becomes a more arduous task for women.
- The absence of tangible assets like property registered under their names makes it difficult for women to provide collateral, as these assets are typically owned by male family members.
- Within the context of a country like India, societal perceptions play a significant role. The notion of women engaging in business and competition is often met with disapproval in many segments of the society.
- From a young age, women are conditioned to rely on male family members, which hampers the development of their self-confidence and their belief in their own capabilities. Business responsibilities are often perceived as exclusively male domains, leaving women feeling incapable and overwhelmed.
- Women's participation in business is often influenced by the educational level and family background of their husbands.
- A lack of accessible institutions providing guidance and training in entrepreneurship for women.
- The demanding pace of digitalization, coupled with the responsibilities of being a secondary breadwinner and caregiver, becomes a significant challenge for many women.
- Risk aversion and limited knowledge also impede women's progress in entrepreneurship.
- Women's mobility remains restricted in the country, with societal biases hampering their growth.

Findings and Discussions

This paper adopts a conceptual framework to center on the difficulties and obstacles that confront women entrepreneurs as they embark on launching and navigating their ventures within the contemporary competitive and digital landscape.

Women's involvement in entrepreneurship has dramatically evolved over the years. In the past, societal norms confined them to domestic roles, focusing on household chores within a predominantly male-dominated culture. However, the present reality sees women transcending these limitations. They engage in diverse fields and often excel, not only in academics but also in politics, social work, and business management. These multifaceted endeavors coexist with their manifold family responsibilities. Within a country like India, female entrepreneurs play a pivotal role in national development.

Women's entrepreneurship is regarded as a significant driver for progress and economic advancement. Through initiating their own ventures, they create job opportunities and serve as inspirations for fellow women.

Although women's involvement in entrepreneurship isn't a recent development, two decades ago, a gradual transition began. Initially, women started shifting from domestic tasks like cooking and childcare to activities such as producing papads and pickles, thereby earning their own income. With the advent of technology and digitalization, their scope expanded to engineering, electronics, and energy sectors. Today's women harness technology to a greater extent, establishing entire online businesses. This digital shift enables them to reach a vast global clientele and expand their products and services significantly.

Importance of Women Entrepreneurship

- The elevation of women entrepreneurship holds critical importance for economic advancement, as evident through the following factors:
- India's female workforce engagement ranks among the lowest worldwide and continues to decline.
- Fostering women entrepreneurship will enhance workforce retention. Women won't have to forsake their employment due to the rise of digitization and automation that affects traditional job roles.
- This transformation could reshape India's small and medium-sized enterprise (SME) sector. With heightened female involvement, industries could expand, generating more job opportunities.

Conclusion:

Embarking on an entrepreneurial journey is a path riddled with challenges, particularly for women, and even more so within the context of India's societal tendencies to criticize rather than motivate, often undermining and discouraging their efforts. Nonetheless, women today are embracing these challenges head-on, relentlessly striving to prove themselves at every juncture and working tirelessly towards their dreams. A growing number of women are venturing into entrepreneurship, not only achieving personal success but also becoming empowering examples for upcoming generations of aspiring female business owners.

The government has introduced various schemes to bolster women's entrepreneurship. However, the lack of awareness, especially in rural areas, hinders many women from seizing these opportunities.

Women hold a significant stake in propelling the nation's economic development. Despite substantial obstacles, contemporary women are increasingly venturing into business ownership, innovating with products and services that contribute to societal advancement. Previously, the perception prevailed that women-initiated business ventures out of necessity due to factors such as poverty or loss of a husband. Today, the motivation lies in their creative ideas, innovation, and the willingness to take risks. In 2016, the Indian Government unveiled the "Startup India" initiative, designed to foster entrepreneurship within the nation and encourage women to embark on entrepreneurial ventures.

While the government has played a role in aiding the growth of women entrepreneurs, the key factors of awareness and motivation are essential to empower women to reach new heights.

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A Study on Identification of Skills and their development for Women Entrepreneurship in SME

Dimple Aind

Research Scholar,
Department of Commerce and Business Management,
Ranchi University,
Ranchi.

Abstract:

Entrepreneurship is a creative, inventive and stimulating response in any field of social, business, agriculture, education and others. Women entrepreneurship has been recognized as a crucial tool for attaining equity. In addition to gaining financial independence, female entrepreneurship transforms a woman's status in the family, community, and society. The present paper focuses on identifying of skills required for women and also the factor affecting their development. The present paper also attempts to establish a platform for skill development for women entrepreneurship. The Ministry of Skill development and Entrepreneurship and National Skill Development Mission are found involved in the physical and financial development of women entrepreneurs. Policies and Schemes governing SMEs for Women Entrepreneurs in India includes National Awards for Entrepreneurial Development (Quality Products) and Trade Related Entrepreneurship Assistance and Development (TREAD) Programme for women are related to entrepreneurship/skill development training programmes. Entrepreneurs need to have a wide variety of skills to run a successful business which includes problem-solving skills, team building skills, leadership skills, communication skills, marketing skills, planning skills, decision-making skills and planning skills. The process of developing all these skills are being done. In India, the Ministry of Micro, Small and Medium Enterprises (MSME) is implementing various promotional and developmental schemes for the expansion of micro, small and medium enterprises. According to World Bank report 2005, women entrepreneurs in SMEs are a valuable link in global supply chains and help the economic growth through participation in the global marketplace. Through this paper an attempt has been made, whether identification of skills and their development will make a women true entrepreneur or not.

Keywords:

Women Entrepreneurship, Skill Development, Small and Medium Enterprises

Introduction:

Entrepreneurship is regarded as the engine which drives the economic development of a nation and entrepreneurs are the drivers of this engine, also regarded as the fourth factor of production (Marshall 1890).

The dynamism of entrepreneurship is believed to be able to play a vital role to meet the new challenges in the economic, social and environmental areas that is predominant due to increasing uncertainty in the world economy created by changes in technology and globalization. Entrepreneurship is a creative, inventive and stimulating response in any field of social, business, agriculture, education and others. Entrepreneurship is a thought-provoking concept, which stimulate everyone towards creating something new with or without any help. Innovation is the first criteria for entrepreneurship.

Women entrepreneurship has been recognized as a crucial tool for attaining equity. In addition to gaining financial independence, female entrepreneurship transforms a woman's status in the family, community, and society (Shah 2013). Women Entrepreneur is a person who captures the prevailing opportunities to become economically independent and accepts challenging roles to meet her personal needs. Today's entrepreneurial woman has an intrinsic quality of doing something positive in contributing values to both family and society. With the advent of media, women are aware of their own qualities, privileges and also the work conditions. The challenges and opportunities provided to the women are growing rapidly in such a way that the women are turning into job creators rather than job seekers.

The present paper focuses on identifying of skills required for women and also the factor affecting their development. The present paper also attempts to establish a platform for skill development for women entrepreneurship.

Role of SMEs in Indian Economy

In India, Small and Medium Enterprises (SMEs) play a significant role in the national economic development of any country which is evident all over the world. They provide maximum number of new jobs and produce much of the creativity and innovation that energizes the economic progress of any country. The industrial growth over the past several years throughout the developed and developing countries has been due to the growth of SMEs. In India, the Ministry of Micro, Small and Medium Enterprises (MSME) is implementing various promotional and developmental schemes for the expansion of micro, small and medium enterprises. The schemes and programmes are individual beneficiary-oriented and also focuses on the capacity building in states and regions.

Women entrepreneurs in SMEs

Women Entrepreneurs in SMEs play a significant role in the economic development of all economies in the world. In the case of developing countries especially to those with major employment and income distribution challenges, they contribute significantly to aggregate savings and investment of those economies.

According to World Bank report 2005, women entrepreneurs in SMEs are a valuable link in global supply chains and help the economic growth through participation in the global marketplace. They are considered to be engines of growth, important for competitive market, essential for poverty reduction and play an important role in developing countries.

Women entrepreneurs in SMEs plays a crucial role in alleviating poverty, increasing employment and providing economical items thus developing a sector and an economy of any country as a whole. Within the last few years many developed and developing countries have realized the importance of the sector.

Policies and Schemes governing SMEs for Women Entrepreneurs in India includes National Awards for Entrepreneurial Development (Quality Products) and Trade Related Entrepreneurship Assistance and Development (TREAD) Programme for women are related to entrepreneurship/skill development training programmes. Similarly, Rural Employment Generation Programme (REGP) and Prime Minister 's Rozgar Yojana (PMRY) are related to employment generation programmes being implemented by the Ministry of Rural Development. Besides, the Coir Board is implementing the Mahila Coir Yojana, which is a women-oriented self-employment programme.

Cluster Development Programme: For the last few years, the Government has been focusing on the strategy of Cluster Development for development of the MSEs - through which different clusters and concentrations of enterprises are given the benefit of a whole variety of interventions ranging from exposure to skill development, from credit to marketing and from technological improvements to better designs and products. About 412 clusters have been approved for interventions under the scheme (including 50 clusters for hard interventions, 152 clusters for soft interventions and 210 clusters for diagnostic studies).

Enhanced Credit Flow to the MSE Sector: For strengthening the delivery of credit to the MSEs, the Government announced a Policy Package for Stepping up Credit to Small and Medium Enterprises (SME) in August 2005 for doubling the credit flow to this sector within a period of five years. This has resulted in a significant increase in the credit flow from Public Sector Banks (PSBs) to the micro and small enterprises (MSE) sector — with the outstanding credit of public sector banks increasing from Rs.58, 278 crore at the end of March 2004 to Rs.1,48, 651 crore at the end of March 2008.

Indian Skill Development Ecosystem: Institutional Setting

A. Skill Training Ecosystem of Ministry of Skill Development and Entrepreneurship

Ministry of Skill development and Entrepreneurship was established in the year 2014. It was envisioned that skill development alone is not going to boost economy of the country it should be complemented by creation of jobs by promoting entrepreneurship which are labor intensive and not merely capital intensive, and technology driven.

B. National Skill Development Mission

The National Skill Development Mission (NSDM) was launched by the Prime Minister of India on World Youth Skills Day on 15th July 2015 along with the NPSDE. The Mission consists of three tier institutional framework which consists of Governing Council, Steering Committee, and the Mission Directorate.

The functions 20 of these bodies include providing policy directives and guidance, reviewing, and monitoring overall progress and actual implementation.

C. National Skill Development Fund

The National Skill Development Fund (NSDF) was set up in 2009 by the Government of India for raising funds for the skill development of the country. The Fund is managed and operated by a Board of Trustees, set up the Government of India. Till 22 December 2018, NSDF released over `4800 cr. to National Skill Development Council (NSDC) towards skill development programmes like STAR, PMKVY etc. The NSDF Trust is registered under sec 80 G of Income Tax, allowing tax incentives to the donors of funds.

D. National Skill Development Corporation (NSDC)

National Skill Development Corporation (NSDC) is Public Private Partnership (PPP) and not-for-profit company set up by the Ministry of Finance. The Government of India through its Ministry of Skill Development and Entrepreneurship holds 49% of its stake out of the total equity base of `10 cr. The NSDC plays three pivotal roles: Funding and incentivizing the skill training ecosystem.

These includes schemes as Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Pradhan Mantri Kaushal Kendra (PMKK), and National Apprenticeship Promotion Scheme (NAPS); enabling support services such as curriculum, faculty training standards, quality assurance, technology platforms, etc.; Shaping/creating by proactively providing momentum and promoting participation by the private players.

Literature Review

Lalitha Rani (2006) studied women entrepreneurs in the city of Visakhapatnam. The findings of the study shows that different women have different attitudes towards entrepreneurship and the growth profitability and survival of the enterprise depend on this attitude or view towards entrepreneurship.

Saffu and Takyiwaa Manu (2004) demonstrated that commonality between entrepreneurs is the study of psychological characteristics, indicating that entrepreneurship is related to the behavioral and personality traits of the individual entrepreneur.

Birley found the female entrepreneurs to be the first born; from a middle- or upper-class family; the daughter of a self-employed father; educated to degree level; married with children; forty to forty-five at start-up; and with relevant experience.

According to Mattis et al., (2004) an entrepreneurial family background is a strong influence on female entrepreneurship.

Tondon (1994) in her study on women entrepreneurs observed that motivational factors consisted of need fulfillment, utilization of leisure time, self-satisfaction and utilization of knowledge.

Objective of the study

The objective of the study is: -

- (a) To study the socio-economic factors of women entrepreneurs.
- (b) Identify skills-set for women entrepreneurship in micro-enterprises.
- (c) Identify factors influencing the development of skills-set of women micro-entrepreneurs.
- (d) To study the impact of problems encountered by women entrepreneurs.
- (e) To study the personality traits of women for success of women entrepreneurship.

Research Methodology

For this study data and information can be collected through primary and secondary source.

Secondary Data: - There are several documentary sources of secondary data. This paper is also based on secondary data collection from various articles, journals, relevant books, census report, previous research works etc. Secondary data are also being available through electronic media like internet sources.

Primary Data: - To maintain the reliability and accuracy of research only secondary source are not sufficient and thus primary source of data will be used for collection of data.

Among all Primary sources the following two methods will be suitable for research work:

(A) Interview and Focus Group Discussion: - Through interview and focus group discussion method primary data can be collected.

(B) Questionnaire Method: - Since research area is spread in vast geographical area so it will be easy to conduct research work by using the questionnaire method and will be more convenient, economic, time saving and reliable method of data collection.

Sampling Plan: -

Sample Size: - In this study, i will take Sample Size of 200 respondents, as a representation of population.

Sampling Area: - The sampling area for this study consist of places in Jharkhand.

Sampling Technique: - The present study is based on non-Probability sampling Technique which involves Convenient sampling & Snowball sampling.

A convenient sampling method was selected because of the knowledge and expertise of the respondents making them suitable for the study. This method of sampling allows the researcher to select subjects who are relevant to the research.

With convenient sampling method, collecting data is not complicated because it eliminates the respondents who do not meet the requirements or are not relevant to the study.

The method is less time consuming and requires less research costs. However, using convenient sampling has its drawbacks. For instance, the method is subjective which makes the researcher to choose as per convenience. Additionally, convenient sampling creates bias because the researcher is independent to select certain individuals within the quotas.

Snowball sampling (or chain sampling, chain-referral sampling, referral sampling) is a non-probability sampling technique where existing respondents recruit future respondents from among their acquaintances. Thus, the sample group appears to grow like a rolling snowball. As the sample builds up, enough data are gathered to be useful for research. With snowball sampling, data collection is very easy because it provides reliable references from the existing sample respondents.

Research Design

The research design employed in this study includes the combination of historical research design, field research design and descriptive research design methods to analyze the women entrepreneurship development. Historical research design was employed because using past data helped the researcher to gain more knowledge on the subject and it prevented the researcher in making any errors. Most importantly, field research design method was used because the data collected was recent and it assisted the researcher to have direct observation to give complete snapshot of the study. Descriptive or survey research design was employed to collect qualitative information from women entrepreneurs in SMEs.

Data Analysis

In this part, the data collected in answering the basic questions will be presented and analyzed. A total of 200 usable of responses will be collected. The analysis will be done on the basis of primary data that is questionnaire. The respondents will be given the questionnaire to fill it up and help us in the survey.

Conclusion

If women contribute equally to the economic activity, then it can tremendously enhance India's economic development. There is immense possibility for growth of women if they are empowered economically. Women entrepreneurship offers women the needed flexibility in work as well as it holds the potential to provide opportunities to women to grow economically. The number of women entrepreneurs is still too little in India. There is a great scope for women entrepreneurship development. Also, the Government of India is focusing on skill development and entrepreneurship promotion as evident from its latest initiatives. Identification of skills for entrepreneurship which are most relevant for women microentrepreneurs is particularly important for promoting women entrepreneurship as well as identifying the factors that support skill development or hinder its growth can help in channelizing the stakeholder's energy in the right direction can greatly enhance women empowerment.

Suggestion

The study establishes that support of government and educational institutions has the maximum impact on the development of skill-set of women entrepreneurs for entrepreneurship. Therefore, government in collaboration with educational institutions should develop various long-term and short-term courses which emphasise on imparting skill development among women-micro entrepreneurs.

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Marrison and etal., (2007) observed that female entrepreneurs are the fastest growing segment of the small business population.

Status of Women Entrepreneurship in India: Issues and Challenges

Ms. Disha

Research Scholar,
University Department of Economics
Ranchi University,
Ranchi.

Ms. Jimmy Gupta

Research Scholar,
University Department of Economics
Ranchi University,
Ranchi.

Abstract:

It has been acknowledged that women entrepreneurs are a significant driver of economic growth. Women entrepreneurs generate new employment opportunities for themselves and others, as well as offer society different perspectives to organizational, management, and business issues. They still make up a small portion of all entrepreneurs. Every country needs the contributions of female entrepreneurs. Men and women should participate in all activities equally if we wish to compete with other developed countries.

Women should succeed in business since men perform well in that regard. Although there has been significant development in the position of women entrepreneurs during a period of time, there are still many challenges and obstacles such as gender discrimination, lack of financial accessibility, male dominated society and other social barriers, etcetera to be resolved. The government ought to implement programmes that help women become more successful business owners.

Keywords:

Entrepreneur. Women Entrepreneur. Union Territory. Finance.

Introduction:

Entrepreneurship is a type of economic activity that has a significant impact on economic growth. The dynamic process of seeking out novel opportunities, assembling resources, and taking calculated risks in order to launch and operate a new business is known as entrepreneurship. Entrepreneurs are those who establish their own enterprises. Entrepreneurs are innovative, driven, and persistent, always looking for ways to expand and add value. They welcome ambiguity and take lessons from both achievements and mistakes.

They promote economic advancement, the production of jobs, and societal advancement through their business endeavors. Their pursuit of innovation and disruption promotes a culture of advancement and encourages others to start their own businesses.

Women entrepreneurs are defined as single women or groups of women who launch and run a business. A woman entrepreneur serves many purposes. They should investigate the possibilities for starting a new business; taking risks; introducing innovations; coordinating, managing, and managing the business; and giving excellent leadership in all business elements. According to the definition of Government of India, "A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women."

Despite making up nearly half of the population, women are underrepresented in economic activities compared to men. Women inherently have a lower standing in the family and community because traditional Indian society is predominately male. Women's lives undoubtedly alter as they achieve economic freedom. Women's entrepreneurship is a sign of financial independence. Women's business ownership in the nation aids economic development, encourages industrial development, and addresses the unemployment issue. Women's responsibilities today are much more varied than they formerly were and are no longer limited to the classic ones of housewife or mother. Women entrepreneurs started their own businesses as a result of push or pull elements that support their aspirations for an independent and prestigious existence today. Entrepreneurship presents a challenge, a desire to try something new, and a desire to improve society. The development of female entrepreneurs can be viewed from two angles: first, by creating the conducive environment required for entrepreneurship, and second, by planning more motivational campaigns for women entrepreneurs who take on challenging roles and wish to modify their needs in terms of personality, family, social life, and financial independence (Patil and Deshpande, 2018). Women are starting more businesses in India's economy, and their efforts shouldn't be overlooked. By creating jobs, advancing development, and promoting wealth, these female entrepreneurs play a big and vital role in the Indian economy. According to recent statistics, women make up 14% of all entrepreneurs in India, or 8 million people. Additionally, 10% of all formal businesses are held by women (2020).

Review of Literature:

Kaushik (2013) analyses the importance of women entrepreneurship in India and also identify the challenges faced by the women entrepreneurs. It is essential to support the women entrepreneurs in order to develop any country. According to the survey in the paper, the majority of women entrepreneurs are 36 years or older making of 53% of the total. Women aged 26 to 35 account for 26%. The paper highlighted that women who want to start their own business are not influenced by their educational background. The paper also highlighted the challenges faced by women entrepreneurs. **Rao and Mohan (2016)** highlighted that women's participation in entrepreneurship is growing today. The Indian economy is taking steps to provide equal opportunities to women in all aspects of life, including politics, education, and employment. Laws have been passed to ensure equal rights for women in these areas.

The paper identifies the gender gap in education, heavy household responsibilities, a lack of family support, low self-confidence, and conflicts between job and domestic commitments as some of the major obstacles that women entrepreneurs face.

Kumar (2015) examined the role of women entrepreneurship in the Indian economy. Female entrepreneurs have a notable impact by creating jobs, stimulating growth and promoting prosperity. Apart from the effort of the state to promote women entrepreneurs, they have to face issues related to lack of a clear plan for life, an imbalance between women's obligations to their families and careers, a low level of financial freedom for women, a lack of direct property ownership for women, a discrepancy between the entrepreneurial potential and financial resources of economically wealthy and poor girls, a lack of awareness of one's own abilities, a low capacity for taking risks, problems at work with male employees, and financial negligence.

Nandy and Kumar (2014) have highlighted that to develop women entrepreneurs and increase their involvement in entrepreneurial activities, the right initiatives are needed. For women entrepreneurs to escape their absurdities, assurance, freedom, and mobility are necessary. The government has taken the initiative to encourage numerous programmes for the growth of women entrepreneurs despite the fact that the majority of women reside in semi-urban and rural areas. **Sharma (2013)** highlighted the many issues encountered by women entrepreneurs which includes a lack of education, social hurdles, regulatory requirements, high manufacturing costs, a male-dominated society, insufficient managerial skills, a lack of self-confidence, etc. Numerous elements, including Pull and Push forces, have an impact on female entrepreneurs. Indian businesswomen of success and influence. In the seventh, eighth, and ninth five-year plans, the government implements a number of initiatives aimed at promoting women entrepreneurs. It is important to eliminate the idea that women can't work productively. It is possible to motivate them to launch small- and medium-sized businesses on their own. An essential component of India's economic success is the empowerment of women in business. For a variety of reasons, women entrepreneurs' contributions to the nation's economic development must be taken into account. The last ten years have seen a rise in the recognition of women entrepreneurs as a significant untapped source of economic growth. Women entrepreneurs create new jobs for themselves and for others, and since they are unique, they offer society unique answers to managerial, organisational, and business difficulties as well as to the exploitation of women's entrepreneurial prospects. **(Singh and Raina 2013)**. **Gautam and Mishra (2016)** study the problem issues and challenges faced by women entrepreneurs in rural areas. The finding of the study reviews that women lack a healthy balance between their family and career responsibilities, lack of direct ownership, have an inadequate degree of financial freedom, lack of entrepreneurial skills and financial freedom, lack of technical knowledge. They also highlight that women lack education, awareness of their capabilities and capacities and self-confidence and have limited managerial skills.

Objectives of the Study:

1. To analyse the status of women entrepreneurs in India.
2. To identify the issues and challenges faced by women entrepreneurs.
3. To study the various government initiatives, policies and programmes aimed to encourage women entrepreneurs.

Research Methodology

The data for this present study has been collected primarily from secondary sources. The secondary data were collected from the All-India Report of Sixth Economic Census, Government of India, 2016 and various other articles, websites and journals. The data has been analysed by using descriptive statistical tools such as tables, charts, graphs etc.

Data Analysis

The overall number of enterprises owned by women entrepreneurs was 8,050,819, out of which 2,807,775 (34.88%) were in urban regions and 5,243,044 or around 65.12% of the total enterprises were located in rural areas.

Additionally, 1,353,465 establishments (16.31%) and 6,697,354 establishments (83.19%) operated with hired workers respectively. In rural areas, there were 86.85% of businesses without employees, compared to 76.33% in urban areas. 2,761,767 women-owned enterprises engaged in agricultural operations were present, making up 34.3% of all female-owned enterprises.

Table 1: State/UTs in Women Establishments

State / UTs	No. of Establishments	Percentage (%) share of the establishments
Tamil Nadu	1087609	13.51%
Kerela	913917	11.35%
Andhra Pradesh	849912	10.56%
West Bengal	831337	10.33%
Maharashtra	664300	8.25%
Daman and Diu	805	0.01%
Dadar and Nagar Haveli	1304	0.02%
Andaman and Nicobar Island	2513	0.03%
Sikkim	5304	0.07%
Chandigarh	5783	0.07%

Source: All India Report of Sixth Economic Census, Government of India, 2016

The table 1 represents top five and bottom five states and Union territories in term of number of Women Establishments. Tamil Nadu has the highest number of women establishments with 13.51% share of establishments in India. Kerala (11.35%), Andhra Pradesh (10.56%), West Bengal (10.33%), and Maharashtra (8.25%) are the next states in line.

Daman and Diu have the lowest number of women establishments with 0.01% share of establishments in India. It is followed by Dadar and Nagar Haveli (0.02%), Andaman and Nicobar Island (0.03%), Sikkim (0.07%) and Chandigarh (0.07%). In terms of women establishments the performance of union territories is not satisfactory as compared to the states.

Table 2: Total number of persons employed and percentage share in total employment under women establishments

State/ UTs	Total number of persons employed	Percentage share in total employment
Tamil Nadu	1856686	13.81%
Kerela	1147025	8.53%
Andhra Pradesh	1325009	9.85%
West Bengal	1372730	10.21%
Maharashtra	1097876	8.16%
Daman and Diu	1923	0.01%
Dadar and Nagar Haveli	4419	0.03%
Andaman and Nicobar Island	4981	0.04%
Sikkim	9066	0.07%
Chandigarh	10361	0.085

Source: All India Report of Sixth Economic Census, Government of India, 2016

The table 2 shows the total number of persons employed as well as percentage share in employment under women establishment. Tamil Nadu has highest number of persons employed under women establishment with 13.81% share in total employment. It is followed by West Bengal (10.21%), Andhra Pradesh (9.85%), Kerala (8.53%) and Maharashtra (8.16%). Daman and Diu have the lowest number of persons employed under women establishment with 0.01% share in total employment. It is followed by Dadar and Nagar Haveli (0.03%), Andaman and Nicobar Island (0.04%), Sikkim (0.07%) and Chandigarh (0.085%).

Table 3: Total number of establishments under women entrepreneurs by major source of finance in India

Source of Finance	Total Finance
Self-finance	6365447 79.07
Financial Assistance by Government Source	270978 3.37
Borrowing from Financial Institutions	86789 1.08
Borrowing from Non-Institutions/ Money Lenders	67525 0.84

Source of Finance	Total Finance
Loan from Self-Help Groups	80660 1
Donations/ Transfer from other agencies	1179420 14.65
Total	8050819 100

Source: All India Report of Sixth Economic Census, Government of India, 2016

The table 3 represents various sources of finance for women establishment in India. The above table shows the absolute amount of finance as well as parentheses show the percentage of different sources of finance for women establishment. The most of the women establishment are self-financed, whereas Donations/ Transfer from other agencies are the second important source of finance for women establishment. This is followed by Financial Assistance by Government Source, Borrowing from Financial Institutions, Loan from Self-Help Groups and Borrowing from Non-Institutions/ Money Lenders. 79.07% of women establishment are self-financed. The role of government sources is not very satisfactory, only 3.37% of finance of women establishment are taken by government sources.

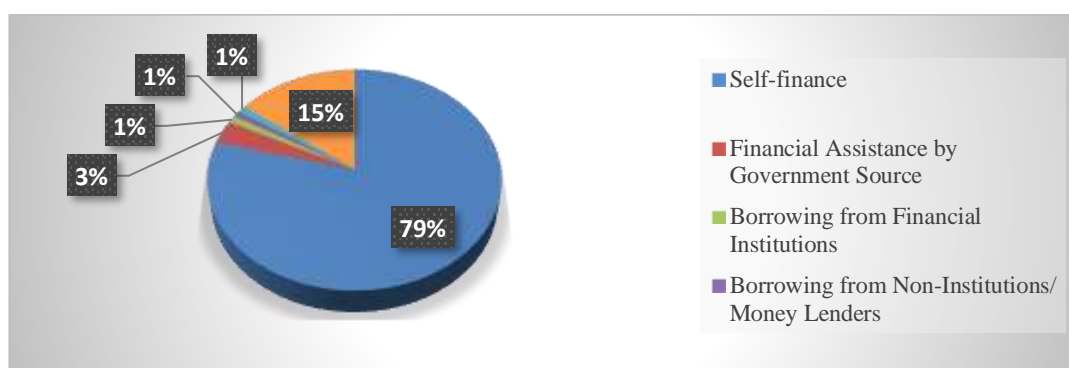


Figure 1: major sources of finance for women establishment

The above figure shows the percentage of different sources of finance for women establishment. The majority number of the women establishment are self-financed with approximate 79% of total finance, while financial assistance by government sources has not very much significance for women establishment. Financial institutions, non-financial institutions and self-help groups are some minor sources of finances for women establishment.

It is very important that the government should provide more finance for women establishment so that the number of women establishment and women entrepreneurs may increase more significantly.

Issues and Challenges faced by Women Entrepreneurs

On their road to success, female entrepreneurs frequently encounter a number of obstacles, such as restricted access to capital and investment options, gender bias and discrimination, a lack of mentorship and networking opportunities, difficulties juggling work and family obligations, and social expectations. These challenges may obstruct its development and commercial success.

1. **Finance issue:** Due to their lower credit worthiness and higher risk of failure, women business owners have a harder time raising and meeting their company's financial needs. As a result, banks, creditors, and financial institutions are reluctant to help women borrowers. Additionally, they have financial issues as a result of blocked cash in raw materials, incomplete finished goods, and late payments from clients.
2. **Lack of Confidence:** As a result of cultural pressures and gender stereotypes, female business owners may experience self-doubt and lack of confidence in their talents. Women entrepreneurs are greatly hampered by a lack of confidence in a number of ways. It may cause individuals to question their own judgement and ability, which might limit their desire to take chances and work towards challenging objectives. Their capacity to bargain, network, and effectively advertise their firms may also be hampered by this self-doubt.
3. **Lack of Role Models:** The confidence and motivation of ambitious women entrepreneurs may be hampered by the dearth of prominent female role models in the business sphere. For those pursuing careers in entrepreneurship and other sectors, role models are essential for giving motivation, direction, and a feeling of community.
4. **Company concept stereotypes:** The potential for innovation and growth of women's company ideas may be restricted by their undervaluation or pigeonholing into specific industries. When it comes to their company concepts, female entrepreneurs frequently encounter stereotypes in a variety of ways. Additionally, they might not be given the same respect or attention as their male colleagues for their ideas.
5. **Gender Bias and Discrimination:** Stereotypes and prejudices can result in gender-based discrimination in business contacts, which can have an impact on how women are treated and given chances. Women in entrepreneurship face considerable challenges due to prejudice and gender bias. Women are not given the same rights as males. The family patriarch must give his or her consent before they may start a business. Entrepreneurship has historically been associated with men. They may result in unfair chances, restricted access to resources, and skewed opinions about women's talents.
6. **Networking Obstacles:** It might be challenging for female entrepreneurs to establish reliable professional networks in settings where networking is predominately conducted by males.
7. **Social barriers:** The traditions and practises that still rule Indian society towards women might occasionally stand in the way of their development and prosperity. Religions and castes coexist to the detriment of women business owners. In rural areas, they experience greater social challenges. They are always viewed with suspicion.

Government Initiatives aimed to encourage Women Entrepreneurs

The Indian government views women entrepreneurs as key contributors to economic growth, innovation, and job creation. The government recognizes the importance of empowering women economically and promoting gender equality in the entrepreneurial ecosystem. As a significant driver of economic expansion, women's entrepreneurship has received recognition. Women entrepreneurs generate new employment opportunities for themselves and others, as well as offer society various answers to organisational, management, and business issues. Through a number of programmes and regulations meant to encourage women entrepreneurs' growth and success in the commercial sphere, the government plays a crucial role in empowering and supporting them.

1. **Mahila Coir Yojana:** This programme offers financial support to women in the coir industry so they may start coir-related companies.
2. **Stand Up India:** In 2016, Stand Up India was introduced. By offering loans and other types of financial support, this effort seeks to assist women and members of underrepresented groups in starting new businesses in the manufacturing, service, or trading sectors.
3. **Dena shakti scheme:** Dena Bank offers this programme to female business owners in the sectors of agriculture and related industries, retail trade, microcredit, education, housing, and small and retail businesses. There is a 0.25% rate of interest concession. The programme gives loans up to Rs 20 lakhs for retail enterprise, Rs 20 lakhs for housing. The programme gives loans up to Rs 20,000 in the retail trade category, Rs 20,000 in the education and housing category, and Rs 50,000 in the micro credit category.
4. **Stree shakti Package:** Women who own 50% or more of a company or enterprise and have participated in the Entrepreneurship Development Programmes (EDP) conducted by state agencies are eligible for this package. If the loan amount exceeds Rs. 2 lakh, the programme additionally provides a 0.5% interest rate rebate. Loans up to Rs. 5 lakhs for small enterprises are available without a security deposit.
5. **Udyogini scheme:** Women entrepreneurs operating small enterprises in agriculture, retail, and related industries who are between the ages of 18 and 45 are eligible for loans up to \$16,000 under this programme. In order to qualify for this loan, her family's yearly income must be no more than 45,000. For widowed, poor, or handicapped women, there is an exemption. A subsidy of 30% of the loan, up to Rs 10,000, is given to widowed, impoverished, or disabled women from SC/ST categories, while a subsidy of 20% of the loan, or Rs. 7,500, whichever is less, is given to women in the general category. This loan is being provided by KSWDC, Sind Bank, and Punjab.

Conclusion

Women entrepreneurs are a significant driver of economic growth. Women entrepreneurs generate new employment opportunities for themselves and others, as well as offer society different perspectives to organisational, management, and business issues. Tamil Nadu has the highest number of women establishments with 13.51% share of establishments whereas Daman and Diu have the lowest number of women establishments with 0.01% share in India.

In regards to employment Tamil Nadu has highest number of persons employed (13.81%) and Daman and Diu have the lowest number of persons employed (0.01%) under women establishment. Although there has been significant development in the position of women entrepreneurs during a period of time, there are still many challenges and obstacles to be resolved. Their development is nevertheless hampered by discrimination based on gender, accessibility to finance, financial problems, a lack of confidence, and social barriers. The most of the women establishment are self-financed. The role of government sources is not very satisfactory, only 3.37% of finance of women establishment are taken by government sources. However, governments have undertaken a number of programmes to support women entrepreneurs because they acknowledge the significance of entrepreneurship.

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Entrepreneurial Opportunities Identification through Design Thinking: Undergraduate Students Approach to Learning

Dr. A Jolly Devi

Assistant Professor
Department of FRM,
Central Agricultural University (I)
Tura, Meghalaya.

Abstract:

Design thinking (DT) has a potential in promoting entrepreneurship in many contexts. It is an effective methodology for identifying entrepreneurial opportunities and the students also appraised the technique of DT process. They expressed the DT, very useful in terms of skills enhancement especially entrepreneurial skills, cognitive ability, creativity, empathy etc. 70 students who attended the workshop of design thinking and ideation competition were purposively studied. The data collected and results showed that DT is an important methodology for identifying entrepreneurial opportunity in the North Eastern Region of India and practically can be implemented across courses and discipline in the curriculum.

Keywords:

Design Thinking, Entrepreneurial idea, Ideation Competition, Learning approach

Introduction:

The entrepreneurs look for opportunities to either revolutionize an existing business idea or change product's attributes. They are the ones to perceive opportunities ahead of others by providing the felt needs. Entrepreneurial opportunity recognition contributed significantly to individual-level innovation performance (Yu Lin Wang and et al, 2013). Opportunity is a chance to do something new or it may be a job or a admission to a school/college, or it may be getting something for nothing.

It is a process of perceiving the needs and problems of people and society and coming at creative solutions. Entrepreneurial opportunity is the point at which identifiable consumer demand meets the supply from manufacturer for satisfying the requested product or service.

Identification of opportunities is the first step in the entrepreneurial process. Without spotting opportunity, no entrepreneurial action can take place. Opportunities objectively exist in the market, irrespective of the entrepreneur. Rather, the entrepreneur's task is to find these opportunities and exploit them (Matthias Filser and et al, 2020). Knowingly or unknowingly some process of design thinking took place in search of the gap. Here, Design thinking comes out to be very effective in realizing the felt needs of the people.

Design Thinking (D T) can be defined as an analytical and creative process that involves a person in opportunities to experiment create, and prototype, as well as gain feedback and redesign (**Luis F. L.V. and et al, 2022**). Many research and literature mentioned that DT is being used as a tool to create a product and applied in the diverse discipline.

The practical implications of D T have been codified as D T for creative problem solving, where the innovation process starts with user involvement and a deep diving into the human-related problems (**Gianluca Carella and et al, 2022**).

It can be applied not only in business but also in personal, social and others' problems. The D T process makes the person involved wholeheartedly into the problems by digging the answer of 'why' which really need lot of effort and patience.

The education system especially in India needs to be more practical and skill oriented. Some researchers suggested that introduction of D T from primary and secondary school children onwards benefits for their future success. (**Lesley-Ann Noel and Tsai Lu Liub 2017**) mentioned that exposure to design education at primary school could lay a solid foundation that would not only benefit children who go on to become creative professionals (**Nur Hafizah Razali and et al, 2022**) as well as enhances the curriculum.

Using design thinking for entrepreneurship education also shifts the center of attention away from the teacher and more to a student-centered learning (**Gabriel Linton and Markus Klinton, 2019**).

Education is not just getting a mark, degree and job, it is about the behavioral changes in positive way. D T makes the learner to learn in a creative and interesting way for solving a problem or coming up with the idea. (**Yeping Li and et al, 2019**) mentioned that D T is important for every student to develop and have in the twenty-first century and (**Danah Henriksen and et al, 2017; Javier De La Fuente and et al, 2019; Sharon Guaman-Quintanilla, 2022**) encourages creativity and overall quality of student's skill design work.

The development of D T as a practical tool is primarily due to research at Stanford University (**Varianytsia Liudmyla and et al, 2022**). Universities and graduate schools across the globe are beginning to incorporate design thinking in education (**Toshiaki Kurokawa, 2013**) and is adopted as a fundamental and integrative strategy to address the wicked and inaccurate problems (**Joana Cerejo and Alvaro Barbosa 2012; Rama Krishna Reddy Kummitha, 2018**).

Design thinking as a structured process involved a series of steps that requires (**Rim Razzouk and Valerie J. Shute, 2012; Martina Baricevic and Ljerka Luic, 2023**) thinking critically before taking up the decision. The process of design thinking is presented in figure 1.

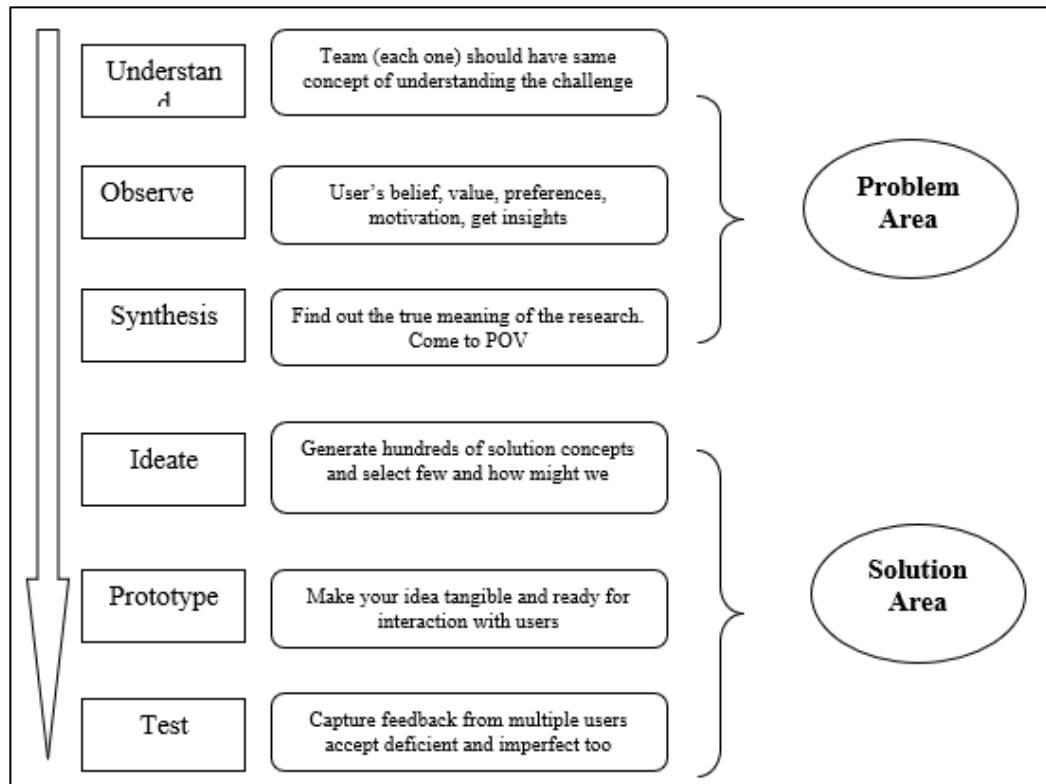


Fig: 1 Design Thinking Steps

The design thinking process is characterized by creative and innovative solutions to problems or challenges. It is sequential activities, if systematically done one would be able to find the proper solution of the challenges or problem. Challenge could be misleading, unfocused, not clear. The team or students has to come to a common ground of understanding, which is the first step in D T process. While trying to understand, empathy is required because it helps in coming up with solution. Engaging with people directly reveals a tremendous amount about the way they think and the values they hold. (Andrea Alessandro Gasparini, 2015; Adila Md Hashim and et al, 2019) all the participants in a design team need to be empathic with the users they are designing for in order to create relevant solutions because it is a vital skill. (P Deepa, 2020) Empathy allows you to set aside your own assumptions about the world and gain real insight into users and their needs.

The second steps i.e., observe in D T process means to deeply understand the users. User's belief, value, preferences, motivation should be collected to get an insight by talking, interviewing, observing etc. In order to come up with one Point of View (POV), team/student have to observe the users, their needs and the information they have. (Manuel Caeiro and et al, 2019) POV is a meaningful and actionable problem definition that will allow generating ideas targeting the stated objectives of the project.

Synthesis is the third and crucial step in D T in order to find out the true meaning of the research. The final POV should be powerful stance and deliverables.

It is user centered statement. In the process of synthesis, one needs to recount empathy work, identified the pain points. It is a convergent step in D T.

Ideation is about producing several ideas and concepts using tools suitable for the stated phase (Thammanoon Buphate and Reuben H. Estebanb et al, 2022). Ideation is to turn the insights gained into tangible ideas and the solution is created in this phase (Alexander Boakye Marful and et al, 2022; Emily Rose Skywark and et al, 2022). The fourth step in design thinking process, ideation leads the way towards a solution, it is a kind of decision making from various possible and feasible alternatives.

Prototype is the fifth step in D T process where a mini or simulation of the selected idea is made into a model which will act as a final product which explains the idea in a tangible way. A prototype may be anything a user can interact with, such as a wall of post-it notes, a device you built, a role-playing game, or simply a storyboard (**Vikas T N and et al, 2022**). A prototype should make the idea tangible and ready for interaction with the customer/user.

Testing is the sixth step which tests the developed prototype to the end users. Every product has a target audience and is designed to solve their problems in some way. One has to approach testing with openness, humility, respect and intention. The process of prototype testing and looping in feedback also provides continuity to create a seamless way forward in the human centered design (**Fanke Peng, 2022**). In the process one has to capture feedback from multiple users about the developed prototypes and capture notes/comments during testing. It is always advisable to accept showing something imperfect, and even deficient in the developed prototype for future redesigning and minor changes if required.

Design thinking is thought of as a structured process to achieve creative and user-oriented solutions (**Frode Heldal, 2021**). In design thinking students were provided with the opportunities to interact with the users, environment, think critically, creative and innovative idea by having brainstorming session, group discussion etc. Such an interactive and interesting exercise is not found usually in four wall corner classrooms. If we are serious about preparing students to succeed in the world, we should not require that they memorize facts and repeat them on demand; rather, we should provide them with opportunities to interact with content, think critically about it, and use it to create new information (**Rim Razzouk and Valerie J. Shute et al, 2012**). Students can use the five stages of Design Thinking to carefully analyze the problem and think critically to find the best solution (**Nguyen Thi-Huyen and et al, 2021**).

Methodology:

The data were collected from B.Sc. students who are majored in Community Science and attended the design thinking ideation competition. They were taught about the design thinking process in a workshop and provided with a mentor for each team/group. Each team comprised of four to seven students. They have applied the process of design thinking namely- Understand, Observe, Synthesis, Ideate, Prototype and Test. After the workshop a week time is provided to work on their respective idea. The data were collected through google form because it was convenient for the sample since they are in B.Sc. graduate level. The questionnaire schedule consisted of closed and open-ended qualitative question.

Data was collected after a month of intervention program. As many researchers talked about the effectiveness of introducing design thinking at the college and university level for entrepreneurship project, DT was applied. In this study, DT was used to identify the entrepreneurial opportunity in the North Eastern Region of India as well as exploring learning approach of the students towards D T. The sample student belongs to the states of NER. The method of sampling undertaken for the study was based on purposive sampling, here who has attended the design thinking process and ideation competition. A total of 70 samples (female, because girls' college) were taken for the study.

The collected qualitative data were coded and tabulated and analysis was done. Statistical test such as frequency and percentage were used to analyze the findings. Data analysis was done by using M S Excel.

Result and Discussion:

The result of the study is given in Table No. 1 and the discussion is as follows.

Usefulness of D T (P 1)

All the sample respondents (100%) mentioned that the ideation competition was of great help for their future career. The finding is in aligned with **(Guilherme Victorino and et al, 2023)** where students found the D T course relevant and valuable for their future career paths. It is a very useful tool for finding out the solution. The spirit of competitions enhances more zeal in completing the assigned task. In D T the exercise of learning by doing is a learner centered approach.

Team work (P 2)

Each team consisted of four or seven students and one mentor. They got the opportunity to work closely with their senior as well as junior. 89% of the sample students expressed that participated with lot of enthusiasm and cooperation and they learnt how to have team building and team spirit. A study by **Sharon Guaman-Quintanilla and et al, 2022** also found that design thinking intervention improved their teamwork skills during the semester. 11% of the respondents expressed that D T is totally new concept, so they struggled to connect with the group activity. **(Shelley Goldman, and et al, 2014)** in their study also found that groups struggled for sustained and focused talk and activity relating to their assigned tasks, yet ultimately, established ways to communicate and accomplish assigned tasks.

Fun, interesting (P 3)

100% of the respondents said that application of DT in finding out the entrepreneurial opportunity in the NER is interesting. The DT itself is a learner-oriented approach where lots of participation is expected from the students. They (74%) liked the prototype development the most and 26% enjoyed the role play performed by them. **(Ester Val and et al, 2019)** Design Thinking provides an enjoyable Educational Programme that facilitates student engagement.

Creative and innovative (P 4)

All (100%) the respondents agreed that DT is itself a creative process. (**Javier De La Fuente, 2019**) expressed that framework such as Design Thinking Project-Based Learning encourages creativity and overall quality of student's design work. Such an intervention boosts the creativity skills among the student, who need to transform their novel idea in innovative ways. This is confirmed with the studies by (**Roy Glen and et al, 2015; Thea J. Tselepis and Carol A. Lavelle, 2020; Lilian Danil, 2021**) Design Thinking skills are beneficial for future that needs to transform their novel ideas in a creative and innovative ways. **Pinaki Nandan Pattnaik and et al, 2020** also stated that Design thinking is effectively a support process, representing greater integration for success of startups, at both back end and front-end of innovation.

Cognitive ability (P 5)

During the study it was found that 97% of the student felt that their mental and thinking ability develops. (**Jui Che Tu and et al, 2018**) also found that the design thinking method can enhance students' class participation, create a favorable class atmosphere, and foster effective interaction and efficient communication between students and teachers. (**Kristiana Roth and et al 2020**) Design thinking affects project performance through psychological empowerment. (**Nico Florian Klenner and et al, 2021**) Use design thinking practices to enact the cognitive principles of effectuation.

Interest to learn (P 6)

Design thinking process is very important methodology to identify entrepreneurial opportunities in the NER. NER has immense potential which has to be tapped to create enterprise by the entrepreneurs. Students are pillars for future growth and development of the economy. During the study it was observed that many respondents (57%) have attended the workshop because of interest to learn and self-confidence. 39% of the sample respondents mentioned that they have idea of designing a product and wants to tap the resources of the NER which are being underutilized. Remaining 4% of the sample didn't comment on this particular statement.

Overall, they have gained the knowledge of applying D T in identifying entrepreneurial opportunity. The methodology is quite helpful in pursuing their future career too. **Sachin Kamble and et al, 2023** expressed that D T helps develop and manage digital capabilities efficiently and effectively and improved performance and create interest.

Empathy (P 7)

In D T, empathy is the most important aspect, where the concerns for challenges and problems find its way in a right direction. (**Saddam Khalid and Tomoki Sekiguchi, 2018; Aparna Lahiri and et al, 2021**) Employing design thinking competencies such as empathizing with customers can help alleviate some issues and increases the ability of opportunity recognition.

Another study by **(Dykhnych Liudmyla and et al, 2022)** concluded that the group benefited from the inspiration of D T's basic components of design thinking, empathy.

Most of the studied sample (87%) learnt that empathy and feeling the pain and putting oneself in the problem and imagining the challenges will bring solution to the problem i.e. idea. While generating this idea they have done many surveys, data collection (both secondary and primary), accessibility, viability, feasibility study too. 13% of the respondents have not commented on the particular answer and they mostly belong to B.Sc. first year.

Entrepreneurial knowledge (P 8)

Schools and Colleges have introduced Entrepreneurship as a subject in many disciplines. Related to this course many policies and programs are framed by the concerned government. DT and entrepreneurship may be considered as two sides of the same coin because methodology of DT is always applied in entrepreneurship education in minute details. **(Jacqueline E McLaughlin and et al, 2022)** DT helps to generate trust across collaborators, fosters the motivation needed to sustain problem-solving efforts, and increases the quality of solutions generated. This study demonstrated the validity of DT across disciplines and universities

All the studied respondents (100%) agreed that they have gain some practical knowledge regarding entrepreneurship development in DT intervention program and ideation competition. It is beneficial for the course such as Community Science, formerly Home Science because there are many prospects for entrepreneurial development in the said course. The National Education Policy 2020 also stressed on skill development of the students for entrepreneurship development.

Inclusion of DT in Semester (P 9)

Many respondent (73%) students suggested that DT should be introduced in curriculum but in third year or final year of graduation. 11% mentioned that it can be introduced in first year itself and 16% suggested that it should be introduced in second year. **(Karolina Dukala and et al, 2023)** suggested that DT method can be used for all types of problems. It can serve as a tool for developing new products, services, or processes. No prior expertise in DT is required from participants.

It can be used by teams working either online or offline. **(Hessam Sarooghi and et al, 2019)** Entrepreneurship education has embraced a design thinking and **(Fazlyn Petersen and Monique Philander, 2022)** the results demonstrated that students had a positive experience when using design thinking process.

They learnt the methodology of DT hand in hand and this learning approach would be quite feasible for inclusion in syllabi across disciplines.

Table No: 1 Distribution of Items measured for the study

Sl. No.	Item no.	Percentage	Frequency (n=70)	Particulars
1	P 1	100	70	D T is Useful
2	P 2	89	62	Enjoyed Team work, cooperated
		11	8	Totally new so bit bored
3	P 3	100	70	DT was Fun and Interesting
4	P 4	100	70	DT is creative and innovative
5	P 5	97	68	Enhances Cognitive Ability
		3	2	No comment
6	P 6	57	40	Interest to learn
		39	27	Interest in developing new product
		4	3	No comment
7	P 7	87	61	Empathy
		13	9	No comment
8	P 8	100	70	Entrepreneurial knowledge
9	P 9	73	51	Inclusion in curriculum in Third Year
		16	11	Inclusion in curriculum in Second Year
		11	8	Inclusion in curriculum in First Year

Conclusion:

This paper explored the effects of learning the design thinking process and the application of its steps in identifying entrepreneurial opportunities in NER. This approach to learning was applied in order to influence the development of creative and innovative ideas among the undergraduate students. The usefulness of design thinking in the course and the applicability of DT in identifying entrepreneurial opportunities in NER were studied.

Upon analyzing the results, the conclusion was drawn that DT as a methodology is very useful technique to be incorporated in the learning process especially in graduate level across subjects. Learning the DT showed clear effectiveness and affects critical thinking and enhances the skills of the students.

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A Recent Cognizant Based Study on Employee Exit Management Practices in Reputed Large Scale Government Manufacturing Industry in Tiruchirappalli

Dr. P. Ramesh

Asst. Professor & Research Supervisor,
Department of Management Studies & Research,
Bon Secours College for Women,
Vilar Road, Thanjavur, Tamilnadu.

Abstract:

Cognitive based Employee exit Management authorized about formalities of alternative individual performance Practices when an employee leaves the organization, for which has previously serviced within the period of work service as per the mutual agreement norms. It is deals for the formal Practices for the purpose of effecting mode on around the employee's exit from an organization either through voluntary relieving. As per management disciplinary actions, those employees' who will terminate or suspended. The cognizant based employees exit management study was conducted in Baharat Heavy Electricals Limited, Tiruchirappalli in Tamil Nadu. The total number of samples is 100. The research data was collected from the BHEL employees, those who are leaving the organization and in during notice period.

Keywords:

Corporate Strategic Management, Exit Management concept, Human resource Management, Manufacturing Industrial Employee and Government Visions for Exit Management

Introduction:

The manufacturing industrial employee exit management making the reputed Practices within the organization. It is based on the cognitive pattern for exit management. The exit management mostly based on the internal environment of the organization and sometimes, it is consisting of outside of the organization (Marketing, PRO and Technological). This is management Practices dealing with the termination of the employee employment.

It applies for every manufacturing industry all the types of environments. It is consisting of those employees, who have resigned and voluntarily.

Those employees, who have been terminated by the manufacturing industry through the disciplinary action for dismissals.

It is focused for during the employee terminate sessions, what are things to be considered and the decision Practices based on the norms, procedure and what are the things to be handled with the right concept of professional basis in order to clear the end relationship between manufacturing industry and employee. Every manufacturing industry, legally have more responsibility to the workers which may extend the extendable grace period of employment.

Exit Practices:

Event 1: The management seeking the resignation letter from employees, those who need to resign.

Event 2: The reputed organization from their employee expected notice period before exit the Organization.

Event 3: The Management will conduct the exit interview on the occasion of last working day.

Event 4: After complete this interview Practices, that employee documents are Forwarded to the HR Head and also the prepare for the clearance of the final settlements. The Management need to collect the relieving letter.

Procedures for Employee Exit Management:

Meeting: The Meeting have with agenda and prepare the letter for the final conversation and discussions with the mode of face –face.

Agenda: The employer through from agenda, a prepared letter will send and clearly explain about the Situation along with formal.

Verdict: The employer should then write to you their expressions and final decisions through from letter.

Appeal: Every Employees having rights to appeal for every employer’s decision. **Review of Literature**

According to Casey Williams (2019) stated are:

Every organization conducting the exit interviews for gathering the data for improving the organization and finding the underlying reasons for employee turnover. The exit interview helps the organization to retain the valuable employees. The research methodology prescribing and research method was supported to conduct the employees working in the product of “**ESSO**”.

According to Hendry sheroth (2018) stated for employee’s wrathful voice values and powers for strategically.

The strategy mostly pronounce about the use of instruments for at the time of exit interviews and reveals through exit interview. The exit interview information hope on basis of leads and expected the positive results. The study was based on different categories. On the basis of small- and large-scale patterns. Through from this strategy the inventions and outcomes measures should be tracked over time. To give more importance for their requirements, exit interview should incorporate employee voice and be aligned with other human resource Practices. This research was describing a three-step approach to the straight strategic use of interviews.

Objectives of the Study:

To study the Exit Management Practices in selected large scale Government Manufacturing Industry in Tiruchirappalli.

To understand the affected factors towards the employee Exit Management Practices in selected large scale Government Manufacturing Industry in Tiruchirappalli.

To analyses the various factors to be considered about Present and future upgrading implications about overall government industries in Tamilnadu.

Statement of the Problem:

The problems of the statement shout be variant for two dimensions. The first and almost important category is to be considered for the employee's compensation & Benefits. When those employees who are planned to exit from organization, they have faced several types of problem. While the employment, during their period is to be acknowledge the experience and upgrading the mode of promotion for various levels and categories are obeyed or not or getting advancement opportunities at the presence (eg. Work with higher position – chief manager, expectations of board).

Scope of the Study:

Every Research work should be warmed from the research scope. In this study having many scopes about the employee exit practices. The study is conducted in selected large scale Government Manufacturing Industry in Tiruchirappalli. I t is covered by the employee's belongingness to various segmented factors. Mostly the fundamentals of the research works done by the employee's basic requirements like i.e., Food, Shelter, Dress and Sex. This study approaches one more event for their requirements and satisfaction about safety & Safety Precaution during or before exit of the organization. In this study mainly focused about right relationship between employer and Employee and also mainly identify the employee's levels, salary, benefits, facilities, future benefits, Retirement Benefits from the end stage. It is planned from appointing period, whenever employees will seek the details about the following facilities and benefits, we have to brief about the time, stage or situation. At another mode, the employee, whenever entered into the dissatisfaction mode, at the time organization will face some problems, confusions, acknowledgement of the identification on unauthorized events.

The employer and employee relationship, whenever affected, at this stage need to find the reasons for change. Once the various levels of employee's reasons are identified, it would be possible and help to necessary actions and reduce exit levels.

Research Methodology:

Research Instrument used in the study through questionnaire. The sources of research data have been taken from Primary mode. The primary data is collected through from primary sources. The sources of primary data have to gather from 100 samples from the employees of the government manufacturing industry in Tiruchirappalli. The above said that 100 samples through structures questionnaire. During this session, unexpectedly met some higher officials and got their opinions through direct observation mode. This study convenience the sampling method is used to collect the data. In this research need to use the tool with help of calculations under the Chi – Square percentage method was used in the analyses of data. The study was conducted in the month of July-2023.

Limitations of the Study

The survey only held in Selected Government Manufacturing Industry in Tiruchirappalli.

This study only for Selected Government Manufacturing Industry in Tiruchirappalli employees

are considered.

The Manufacturing Government Industry Having lot of Departments, Units and Sections. The Employees working in various Departments, Units and Sections. This study process and gathered a survey and opinions from several department for Government Manufacturing Industry in Tiruchirappalli.

The time period taken to complete the survey is 12 days from online and direct events.

Research Analysis and Inter Perception:

Table No.1: Gender Sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Male	64	64	The survey took from only on the basis of on rolled employees.
02	Female	36	36	
03	Transgender	00	00	
	Total	100	100	

Data Measurement and Interpretation: From this research, it is observed that 64% of the male employees and 36% of the female employees are working in selected Government Manufacturing industry in Tiruchirappalli.

Table No.2: Position Sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Manager	04	04	The survey understands about Promotion process. Most of the employee's upgrade from various level to current position.
02	Executive	06	06	
03	Officer	10	10	
04	Engineer	30	30	
05	Technician	50	50	
	Total	100	100	

Data Measurement and Interpretation: It is observed from this research, **50%** of the employees from technician category and 30% of the manpower from Engineer Level. The engineer level is very important for this organization operations. The engineers and technicians having a good communication and understanding relationship. They having teamwork and innovative thinking concept. The remaining 10% of the employees from officers, 06% of the employees are upgrade from lower level management to executive level. The 04% of the employees is a manager category.

Table No.3: Reasons for Relieving Sources: Primary Data

Sr. No	Particulars	Respondent Details	Percentage	Remarks
01	Personal Reason	12	12	The survey understands through from direct observation and questionnaire.
02	New Environment	06	06	
03	Lack of facilities	00	00	
04	New Opportunities	20	20	
05	Retirement	62	62	
	Total	100	100	

Data Measurement and Interpretation: It is observed from this research, **62%** of the employees are exit the organization through retirement and Voluntary retirement basis and 20% of the employees for the purpose take new opportunities from reputed organization in india and overseas for higher category through this industry experience.

Most of the employees says from this industry is comfortable for facilities and safety precautions. The 06% of the employees need a new environment for freshness.

Then the remaining 12% of the employees say, due to their family and personal problem, they plan to relieve from this organization.

Table No.4: Individual Professional Growth of this organization Sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	As Pay Scale Norms	70	70	As per 7 th pay commission norms will be considered for all the regular categories of the employees.
02	Performance based Allowances	25	25	
03	Target Based Incentives	00	00	
04	No Comments	05	05	
	Total	100	100	

Data Measurement and Interpretation:

It is recognized from this research, 70% of the employees are getting their professional growth as per the norms of pay commission, 25% of the employees track their records, sometimes any important events are there, at the time only management would like to consider the performance-based allowances and 5% of the respondents are no idea to give any valuable comments.

Table No.5: Employees welfare Management During service Sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Hospital Facilities	20	20	The survey understands through from direct observation and questionnaire.
02	Canteen Facilities	60	60	
03	Loan Facilities	10	10	
04	Transport Facilities and Recreation	10	10	
	Total	100	100	

Data Measurement and Interpretation:

It is understood from this survey, 20% of the employees are highly satisfied about their hospital facilities and overall, 60% of the employees are strongly agreed the hygiene food-based canteen facilities, 10% of the employees only agreed the loan facilities from management and remaining 10% of the employees sometimes only they have to use the company transport and recreation centers.

Table No.6: The several issues prompted to seek an alternative employment through from sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Family issues	40	40	Most of the employees working in long years, so they need to get new environment.
02	Health issues	35	35	
03	Work climate	05	05	
04	Target & Multi Work	00	00	
05	Superior control	05	05	
06	Overseas opportunity	15	15	

Data Measurement and Interpretation: 40% of the employees are exit for their family issues and 35% of the employees are faced several types of health issues and 15% of the employees after getting overseas employment, remaining 05% of the employees say the work climate problem and 05% of the employees apply the exit process for superior forceful orders.

Table No.7: Comfortable working environment for employees Sources: Primary Data

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Excellent	22	22	The employees working environment, facility management and co-workers' relations are good.
02	Very Good	52	52	
03	Satisfied	10	10	
04	Average	16	16	
05	Disagree	00	00	
06	Highly Dissatisfied	00	00	

Data Measurement and Interpretation: During this research observed and analyzed about employees working environment is comfortable or not. 52% of the employees upgraded about their working environment is very good and 22% of the employees are agreed with excellent mode.

The 16% of the employees pertain their 16% is average and 10% employees are satisfying their working environment.

Table No.8: Do you think the company policies were adequate? If not, do you want to suggest changes to the company policy **Sources: Primary Data**

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Need not be Change	90	90	Most of the employees agreed the company policy.
02	Need to Change	10	10	
03	No Comments	00	00	

Data Measurement and Interpretation: 90% of the employees are highly satisfied about company policy and 10% of the employees only requested to change or update the policy.

Table No.9: Do you feel you were sufficiently trained to perform well in your role? It is not, how could be it have been better? **Sources: Primary Data**

S.No	Particulars	Respondent Details	Percentage	Remarks
01	Yes	82	82	Most of the employees highly satisfied about their training program.
02	In-Sufficient	16	16	
03	Dissatisfied	02	02	

Data Measurement and Interpretation: The industry management only provide the on-the-job based training mode. During this training programme, most of the employees would like to improve their skills. 82% of the employees are stated about their training is enough and 16% of the respondents need more and updated recent pattern trainings and 2% of the employees are dissatisfied.

Table No.19: What specific suggestions would you give the organization to manage the crisis better in the future? **Sources: Primary Data**

S.No	Particulars	Respondent Details	Percentage	Remarks
01	To be Honest	50	50	Most of the employees suggested about the organizational future.
02	Don't Look at Bright of issues	30	30	
03	Make Comfortable	20	20	

Data Measurement and Interpretation: Through from opinion survey and feedback, the industry employees mostly their thinking concept is honest and it will be happened anything, plan to solve non-bias mode. Gently stated 50% of the employees to be honest,

30% of the employee's advice their futurists are don't look at bright of issues and 20% employees suggested to make comfortable.

Hypothesis Testing:

Ha: Personal & family and Refreshment of New Environment are reasons for employees to leave the organization.

Ho: Personal & family and Refreshment of New Environment are not a reason for employees to leave

the organization.

O	E	(O-E)	(O-E) ^2/E
06	14	-8	8.56
60	36	36	36
30	30	10	2
04	20	-16	12.55
Total			59.11

Sources: Table No 8:

- Degree of Comfortable working environment = $n-1 = 4-1=3$
- Significance = 0.1
- Chi-Square Table Value = 8.56
- Chi-Square Calculate Value = 59.11

Chi-Square table value is lesser than calculate value, Hence Ho is rejected.

i.e., Personal & family and Refreshment of New Environment are reasons for employees to leave the organization.

Findings:

It is observed that 64% of male employees and 36% of the female employees in the organization.

- ❖ It is observed that 50% of the employees are technician in the organization.
- ❖ It is observed that 40% of the employees say that there are family issues for leaving this company.
- ❖ It is observed 52% of the employees say that working environment is comfortable with the employer's working environment.

- ❖ It is observed that 90% of the employees would like this organizational policy is comfortable.
- ❖ It is observed that 82% of the employees are highly satisfied about organizational training and safety programmers.
- ❖ It is observed that 50% of the employees are suggested to their junior's, face the crises to be honest.

Suggestions:

- Through this process observed and analysis there is employees exit to the organization, but permanently and improve some counselling process have to be taken.
- Employees training and satisfaction survey should be conducted. Employee motivation and suggestions survey should be conducted.
- Facilities and reward system should be reviewed and developed. Promotion, Recognition, Expectations be studied and then only be transformed into policy.

Conclusion:

- Overall, attitude of most people leaving the company remain positive towards the organization, with comfortable environment, with co-workers and managers both being rated particularly to be honest by leavers. The company's working culture/ work life balance, job security and the company's benefits were also rated highly. Leavers would recommend the company as an employer.

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Women Entrepreneurs Shaping the Future of India

Dr. Sushila Susaren Hansda

Asst. Professor,
Department of Commerce,
The Graduate School College for Women Sakchi,
Jamshedpur.

Abstract:

The world is now an 8-billion-strong community, with India having the second-largest population after China. A salient feature in India's population story is the unique advantage of a demographic dividend. This dividend, if utilized effectively, can fuel the country to become a global powerhouse. However, India's growth story, by and large, has been male-dominated. Unfortunately, the job creation rate has outpaced the population growth rate, resulting in widespread unemployment and underemployment. Entrepreneurship is a viable solution to bridge this gap since it generates livelihood for the youth and contributes to economic development. Women run 14% of Indian businesses, most of them self-financed. India ranks 29th out of 31 countries in a report on women entrepreneurs. This paper explores the different Role of women's entrepreneurs in India economy and the different programs initiative by the Indian Government to promote women entrepreneurs.

Keywords:

self-employment, women entrepreneurs, Economy, self-financed.

1. Introduction:

In India's economy, women entrepreneurs are growing more substantial, and their contributions shouldn't be undervalued. These female entrepreneurs play a crucial role in the Indian economy and have a significant effect on it by generating employment, accelerating development, and fostering prosperity. As per recent figures, women comprise 14 per cent of the total entrepreneurs in India, which works out to 8 million. Also, 10 per cent of all formal enterprises are owned by women.

About 20.37 per cent of the MSME industry in India is made up of women-led businesses, which also employ about 23.3 per cent of the labor population. Between 13.5 and 15.7 million businesses are owned by women, who also hire between 22 and 27 million individuals. They are thought of as the economic foundation of India.

Not only can women's employment opportunities be expanded, but also the strain of working two shifts per week for women can be lessened. All areas of legislation must adopt the 3Rs approach, which involves Recognizing, Reducing, and Redistributing unpaid care work provided by women.

The inclusion of women in the workforce has created jobs and assisted millions of families in escaping destitution. Because of their superior leadership abilities and higher levels of output, women predominate in new-age sectors where they make up a sizable portion of the workforce. This work ethic and admirable business acumen have also highlighted the significance of women in the contemporary workforce.

2. Literature Review:

Manu Awasthy, CEO and founder, Centricity Wealthtech, said, “Women entrepreneurs and their increasing presence in India have significantly influenced the social and economic demographics of the country. Women entrepreneurs are empowering 50 per cent of India’s start-up ecosystem, driven by Recognition, Results, Fulfilling unmet needs and Education.

According to a survey by Bain & Company, more than 45per cent of Indian women in rural areas were driven to start a business to gain recognition and Women-led start-ups provide 35 per cent higher ROI compared to those led by men. The inherent need in women to provide for the family is a key factor. As they make 85 per cent of purchase decisions, the need to provide a better lifestyle motivates women.

With up to 40 per cent of women finishing in the area of science and technology, India is among the top countries in the world for creating these professionals. Businesses that have women at the helm are considered to run very efficiently because businesses led by women require less investment but generate higher net revenue, women are great multi-taskers, women entrepreneurs are known to take more risks and Women have a dynamic ability to adapt.”

3. Objective of the study:

- A. To study the role of women entrepreneurs in India economy.
- B. To study the problem faced by them
- C. To study the different programs initiative by the Indian Government to promote women entrepreneurs

4. Hypotheses:

H1- There is a positive impact of women's entrepreneurs’ growth and Indian economy growth.

HO- There is no relation between women entrepreneurs’ growth and Indian economy growth.

5. Research Methodology:

This research paper based on secondary data sources. Specially the Data are collected from official website of the Indian Government and also collected from different published government journals and Newspaper articles on this regard.

6. Data analysis and Findings:

Indian women entrepreneurs are playing a crucial role in driving the country's economy forward by creating job opportunities, innovating in various sectors, driving growth in key industries, and overcoming social and cultural biases. They are particularly active in sectors such as e-commerce, fashion, education, healthcare, and technology.

Women entrepreneurs are bringing new ideas and approaches to traditional industries, as well as creating new products and services. Despite facing numerous challenges, such as lack of access to capital and limited opportunities for skill development, their resilience, and determination are helping to change attitudes towards women in business. In summary, Indian women entrepreneurs are making significant contributions to the economy and are helping to build a more inclusive and equitable society.”

In every country of the world, women play a vital role in keeping the family stable and prosperous. Every task she embarks on and every piece of work she completes depend heavily on this special quality of hers. Educating a man would indeed educate that man as a person, but educating a woman is like educating the entire family and the country at large. Every person's existence must include education, but when females are educated the nations are strengthened and prosper. More than 163 million women began businesses globally in 2016, and another 111 million women were already operating their businesses, according to information provided by Franchise India. Women can prove their worth in any field by demonstrating their expertise, talent for creation, innovative mindset, and inclination to care for and protect."

According to the Ministry of Statistics and Programme, women make up 8.05 million or 13.76 percent of India's 58.5 million entrepreneurs. In shark tank season 2, 40 per cent of the businesses being pitched were owned by women. The increasing number of women entrepreneurs and business owners is not only creating more job opportunities but also challenging deep-rooted gender norms and stereotypes and they are acting as role models for other young women. This will lead to a large-scale societal mindset shift. Today, you find women entrepreneurs in every walk of life, from the health industry to nutrition, to social causes, branding, handicraft, to e-commerce, to name it. Not only have they provided stability to their own families, by way of a second income, but are providing employment and growth opportunities across urban and rural India to other women, today's youth."

Women are expected to dominate employment in India over the next few decades, helping to shape and improve the nation's future. By 2030, it is predicted that 150–170 million employments will be generated by an additional over 30 million women-owned companies. This might alter everything and make the economy's future more promising than ever. The prosperity of the nation could expand much more quickly if there were more women in employment.

Women currently make up 22 per cent of India's GDP, which is lower than the global average of 45 per cent. Women's business is a strong economic development driver. Even though entrepreneurship projects have their own set of difficulties, a supportive atmosphere will make this field extremely profitable and crucial to the development of the country.

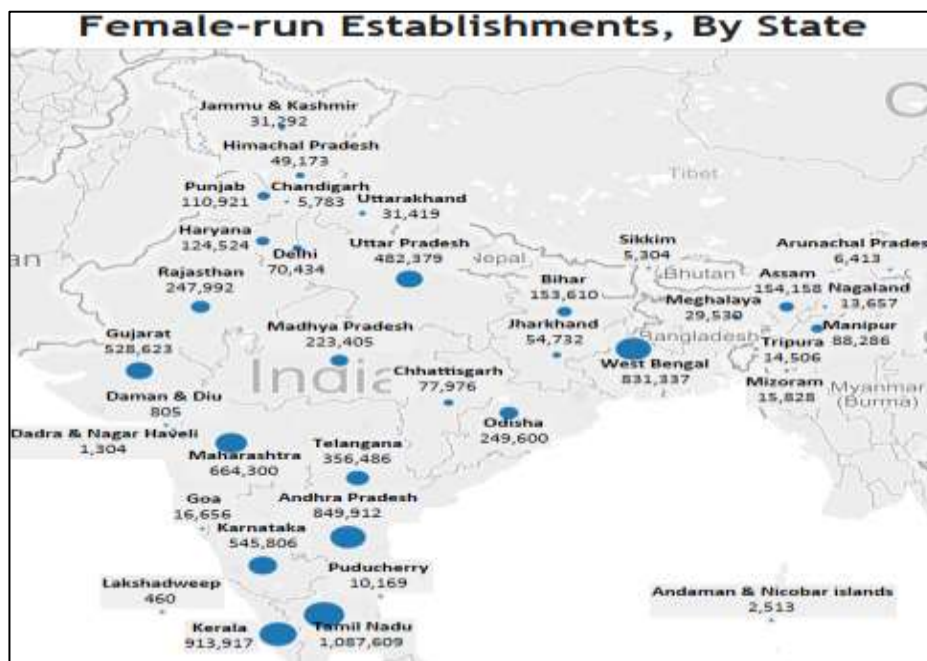
We have laid a strong focus on creating a gender-inclusive workplace. To achieve this, we have hired over three thousand two hundred women employees during the year, taking the overall number of women in its workforce to over one-third. The company's equitable and inclusive policies and initiatives have been lauded by the industry. As an organization, our clear focus in the past years has been to make our organization gender diverse and inclusive. Our strong belief is that a collaboration of unique individuals creates **inventive** solutions."

Richa Dubey's profession – running an online retail business that connects artisans with consumers – may not appear unusual for a modern Indian woman, but newly released data indicate just how much women lag men. No more than 14% of business establishments in India are run by female entrepreneurs, according to the Sixth Economic Census by the National Sample Survey Organization. There are 58.5 million businesses in India, of which 8.05 million are managed by women, employing over 13.48 million people. These enterprises range from corner shops to venture-funded startups.

India ranked 29th of 31 countries in the 2015 Global Women Entrepreneurs Leader report by ACG Inc, a consultancy, above only Pakistan and Bangladesh. With 17 points of a possible 100, India fared worse than countries such as Nigeria, Uganda and Ghana.

The report observed that in India and other low-ranked countries, unequal inheritance rights for women and work restrictions limited their access to startup capital and collateral.

As many as 13.5% of female-run establishments (1.08 million) are based in Tamil Nadu, more than any other state, followed by Kerala (0.91 million) and Andhra Pradesh (0.56 million).



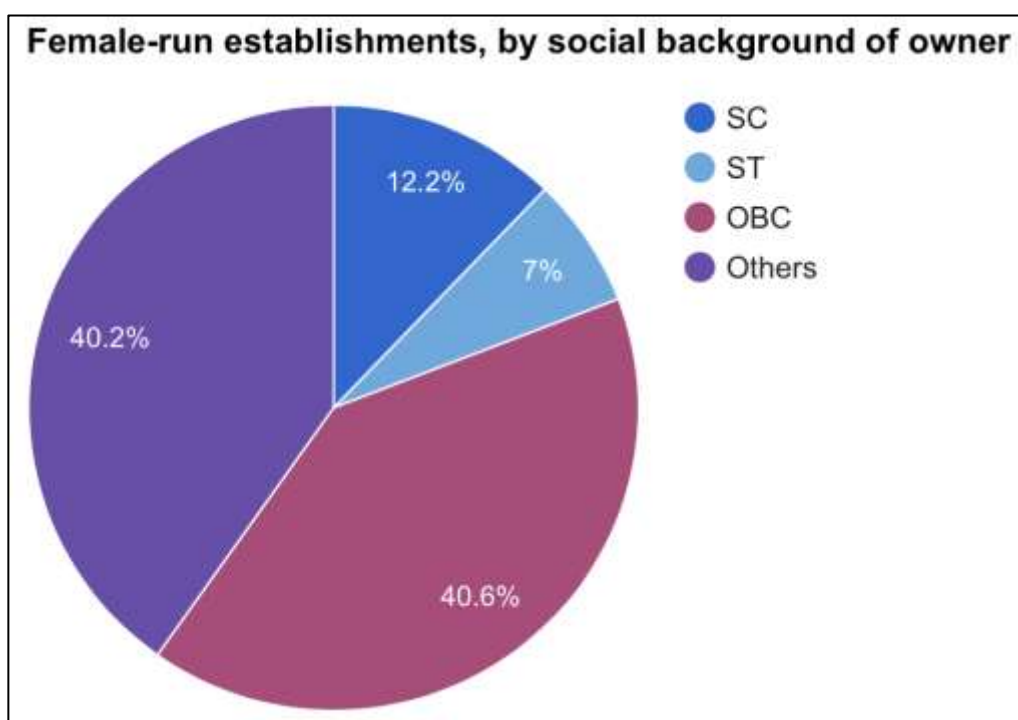
Source: Census 2011

Most companies run by women are small-scale; 79% are self-financed

There are three major challenges faced by women entrepreneurs

1. Having to work doubly hard to be taken seriously as an entrepreneur;
2. Lack of female mentors and role models;
3. Restrictive gender roles, revealed by funding patterns of investors and the 14% statistic.

As many as 79% of enterprises run by women are self-financed; only 4.4% have borrowed money from a financial institution or received assistance from the government. 60% of female entrepreneurs are from disadvantaged communities as many as 4.81 million establishments are led by women (60%) from scheduled castes, schedules tribes or other backward classes, indicating they work because they must.



Earlier this month, Prime Minister Narendra Modi launched the Stand-Up India scheme, under which banks will give loans of up to Rs 1 crore to SCs, STs and female entrepreneurs, who will be given a RuPay Debit Card and other support, such as pre-loan and marketing training.

Government introduced certain supportive measures under the different five-year plans. They took up the responsibility to play a supportive role to promote women entrepreneurs like arranging vocational training facilities according to their needs. Providing marketing assistance to women entrepreneurs and giving suggestions in decision making process. They launched PMRY AND EDP programs to help develop the entrepreneurial ability in rural women.

Agricultural scheme was also introduced for women farmers and apart from these co-operative schemes were also introduced where full financial support was given to help women working in agro based industries like dairy farming, poultry and animal husbandries etc. Under the Ninth Five Year Plan, they launched (TREAD)- Trade Related Entrepreneurship Assistance and Development, to assist women entrepreneurs in semi urban and urban areas and also (SJGSY) –Swara Jayanti Sehkari Rozgar Yojana which provide reservations for women to start their own businesses. Training programmes like STEP –Support for training and Employment Programmes for women and DWCRA-Development of Women and Children in Rural areas was also introduced. Apart from this some of the schemes introduced by Government are listed below.

- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- SBI Stree Sakthi Scheme
- Annapurna Scheme
- Udyogini Scheme
- SIDBI's Mahila Udyam Nidhi
- Mahila Samiti Yojana
- Dena Sakti Scheme
- Mahila Vikas Nidhi
- Entrepreneurial Development Program (EDP'S)
- Assistance to Rural Women in Non-Farm Development Scheme (ARVIND)
- Indira Mahila Kendra
- Integrated Rural Development Program (IRDP)
- Khadi and Village Industries Commission (KVIC)
- Management Development Program
- Women Development Corporation (WDC)
- Micro Credit Scheme
- NGO'S credit Scheme
- National Bank for Agriculture and Rural Development Scheme
- Priyadarshini Project
- Prime Minister Rojgar Yojana (PMRY)
- Working Women's Forum
- Rashtriya Mahila Kosh
- TRYSEM –Training of Rural Youth for Self-Employment

7. Conclusion:

Women entrepreneurs and their increasing presence in India have significantly influenced the social and economic demographics of the country. The participation of women in the labor force has helped millions of families to pull out of poverty and has led to job creation. Women are well known for their leadership skills and hence dominate in new-age industries such as electronic manufacturing, where more than 50% of the employees are women because of their high-precision work and better productivity levels. This attitude towards work and commendable business skills have also emphasized the importance of women in the modern workforce. Women-led businesses provide a great impetus to the economy.

India has 432 million working-age women and 13.5 –15.7 million women-owned businesses that provide direct employment to 22–27 million people. In addition, a number of businesses are being controlled by women. Indian women are independent and have a strong motivation to start their own business. According to Boston Consulting Group, start-ups founded or co-founded by women generate 10% more cumulative revenue over a five-year period. These start-ups have a more inclusive work culture and employ 3x more women than men. Moreover, women-led businesses are estimated to grow 90% in the next five years.

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Corporate Social Responsibility: Role in Digitalizing India

Dr. Sneha Suman

Post Doctoral Fellow,
MICHR, Mediterranean University of Reggio Calabria,
Italy.

Abstract:

The onset of the digital era has resulted in changes to corporate social responsibility. This study investigates current digital innovations and trends as well as those we might anticipate for the future. This essay covers the current trends and cutting-edge growth in CSR on the digital front. It also draws attention to the CSR-related technology gaps that still need to be solved. The benefits of CSR communication in the digital age and its difficulties have been attempted to highlight.

Keywords:

Corporate social responsibility (CSR), Digitization, Comparison, Digital Literacy.

Introduction:

The primary duties of companies in the realm of business have historically been to generate revenue and raise shareholder value. However, in this era of globalization, businesses priorities making a positive impact on a better society and the environment.

With increasing media consideration and burden from non-governmental organizations, there is rising public demand—from consumers to governments—for businesses to utilize sustainable business practices. “Corporate Social Responsibility” (CSR), which has been in use since the 1970s, is the term used to describe how a company responds to social issues. Among other nations, India has one of the most extensive histories of “corporate social responsibility” (CSR).

Corporate Social Responsibility: What Is It?

Business social responsibility (CSR) is a self-regulating corporate strategy that enables a company to be socially accountable to its stakeholders, including its clients, workers, and employees' families.

By practicing corporate social responsibility, sometimes referred to as corporate citizenship, businesses may become conscious of how their actions affect the economic, social, and environmental elements of society.

When a business engages in “corporate social responsibility” (CSR), it implies that it conducts its business in a way that enhances rather than degrades society and the environment. CSR is defined as “the continued commitment of business to contribute to economic progress while improving the quality of life of the employees and their families as well as of the community and society at large” by the “**World Business Council for Sustainable Development (WBCSD).**”

According to the European Commission (2001), “CSR is a concept whereby businesses incorporate social and environmental issues in their business operations and their contact with their stakeholders voluntarily.”

Evaluation of Literature:

The goal of **Tiwari, Bindu, and Kumar, Dr Naveen's (2018)** study was to determine how digital marketing affected a company's CSR performance. This study provided insight into how to use digital resources efficiently to maximize CSR investments. In addition, the essay emphasizes how CSR aids in the marketing of various products and services. Secondary data is used in research. The article made an effort to identify strategies for sustainability and exposure while upholding the organization's goodwill. It is now simpler to start and spread CSR initiatives because of digitization.

In his research, **Borger (2006)** talks about how integrating technology development is a goal in CSR activities that might impact the business. “De Nadai Alimentos, a catering company, DaimlerChrysler Ltd., a vehicle company, and Natura Cosmetics, a cosmetics firm”, were the three Brazilian businesses chosen to take part in this study.

Before incorporating technology into its CSR model, also known as its “Social Environmental Responsibility” (SER) model, and after incorporating technology into its CSR model, the companies were divided into two time periods (SER model). The dependent variable is “Enterprise dynamics,” which includes Organizational climate, Enterprise's operational and environmental performance, and Innovation capacity. The independent variable is “Strategy,” which includes leadership, policies, top management support, and procedures related to the SER model.

Here, “Context,” which includes the industry, the number of employees, sales, the country of origin of the owners, and the age of the businessperson, is the intervening variable. This study was conducted in two stages: the first involved reviewing the relevant literature for comparable cases, and the second involved gathering primary data from the management of the companies through in-depth interviews. The primary data were then subjected to regression analysis. The study's findings demonstrate that the SER model's inclusion of technological innovation has a favorable impact on the organization's enterprise dynamics.

Research Objectives:

1. To know how “corporate social responsibility” works towards the digitization of India.
2. To know how “corporate social responsibility” helps in the digital literacy of India and the betterment of lives of people associated with them.

Research Methodology:

The review of web resources and numerous other secondary sources of material will serve as the foundation for this essay. The results of this essay are backed by several works, including books, published journal articles, international papers, research papers, scholarly pieces, Google sites, periodicals, and many more. As a result, the approach utilized to get the conclusion for the goals specified was based on secondary, trustworthy sources of information, all of which are provided in references.

Analysis of Digitization of India:

In emerging nations like India, corporate social responsibility is firmly entrenched. Community organizations, customers, investors, civil society, and other players have greatly raised the pressure on business CEOs to follow social and environmental norms. In 2013, the Indian parliament enacted a landmark law requiring CSR.

Areas that can be covered under CSR for promoting digital literacy are:

1. The Digital Saksharta Abhiyan (DISHA):

The ability of people and groups to comprehend and apply digital technology for worthwhile actions in their lives is the best definition of digital literacy. One of the biggest digital literacy initiatives in the world is called DISHA. Every rural area is protected under the programmed. This was introduced under the "Skill India" programmed. Our finance minister, Mr Arun Jaitely, made this declaration in the federal budget for 2016–17 on February 1st, 2017. DISHA defines digital literacy as the capacity of individuals and groups to perceive and use digital technology for substantive actions in real-world contexts. The project's budget is Rs. 2351.38 crores, which will be used to promote digital literacy in rural India through March 2019.

Under this scheme, the following candidates will be trained in the following years

Financial year	Number of candidates to be trained
2016-17	25 lakhs
2017-18	275 lakhs
2018-19	300 lakhs

To ensure equitable geographic coverage, each of the 2,50,000 Gram Panchayats would be required to register an average of 200–300 candidates. These are the requirements for entry:

1. The Beneficiary ought to be computer literate.
2. Per qualifying household, only one individual would be considered for training.
3. 14 to 60 years old.

1. National digital literacy mission (NDLM):

The goal of this programme is to make digital literacy accessible to every Indian. These days, the Prime Minister's goal of a "Digital India" is becoming more significant.

The Government of India's National Digital Literacy Mission, which aims to make one member of every family digitally literate, is one of the National Level Certifying Agencies.

One of the key elements of the prime minister's agenda is to ensure that every family has one financially literate member. One of the authorised Training Centers for administering the NDLM scheme in the states of Kerala and Karnataka is NIELIT Calicut.

Levels of training under the above scheme:

The program has two levels of IT training to accomplish the following broad goals.

1. Level 1 – To develop IT skills so that the individual can use digital services, such as phones, laptops, etc., and can send and receive mails, and conduct online research.
2. Level 2 - In addition to receiving training in IT literacy at a higher level, individuals would also receive instruction on how to effectively utilise the many e-government services that the government and several other organisations offer to the public.

➤ **Eligibility criteria:**

There are two levels one for the non-IT literate persons who are passed up to 7th standard and another level for the ones who are non-IT literate with at least 8th passed. Their age groups must be between 14 to 60 years.

➤ **Role of training centres:**

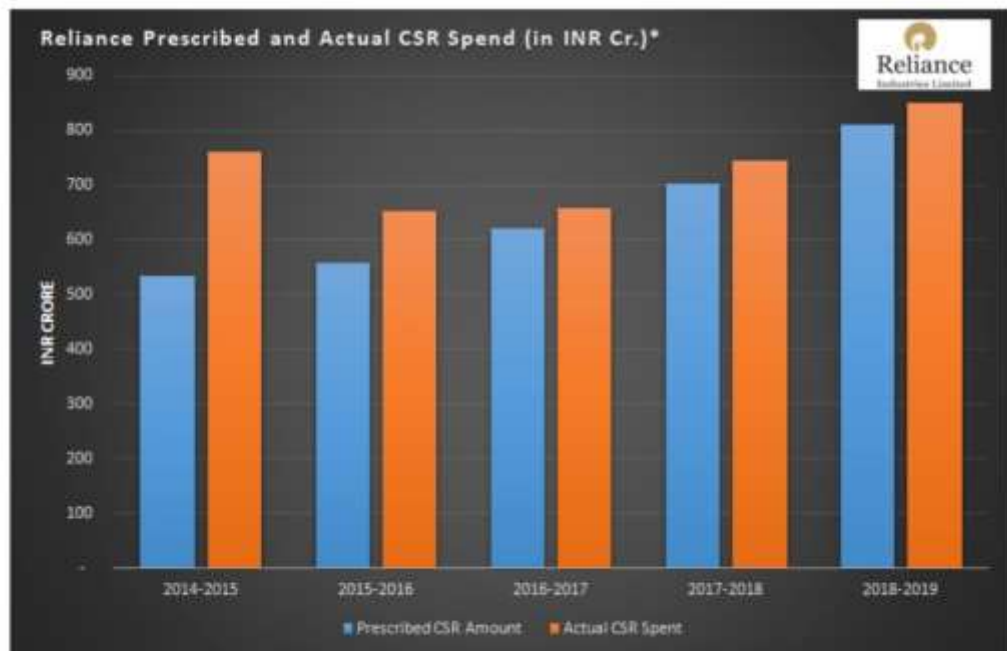
Training centres should conduct surveys and digitization of data and then select the beneficiaries who are eligible under the project for enrolling them.

1. Corporate social responsibility practices in the Indian economy:

Corporate social responsibilities help to provide all sorts of better services to enhance economic growth.

Additionally, corporate social responsibility (CSR) played a significant part in the historical period since, in the past, businesses suffered significant losses due to low demand and ineffective marketing techniques (Chakraborty et al. 2019).

In addition to that at that time, the activities of corporate social responsibilities implemented some advanced strategies and their changing practices leads to a great impact on the economic growth rate of the organizations.



The Graph shows the mandatory CSR Budget vs. CSR spend by RIL Ltd in the last five years

The above figure represents the CSR expenditure of Reliance company that helps to enhance the financial growth rate in an organization based from 2014 to 2019. Furthermore, the more the company earn more it will spend on CSR and this is visible from the data that the company is spending more each year as compared to the previous year which is a clear indicator of the growth of the company.

Thus, the practice of “Corporate social responsibility” helps to enhance the strategies and that leads to a great impact to increase the economic growth rate of the organization.

1. A new CSR effort in Maharashtra will digitise the rural ecosystem, providing 10 lakh farmers with benefits:

BASIX a Social Enterprise Group and Mastercard broadcast the inaugural of “BASIX Farmers' Market (BFM)”, an agritech platform. The partnership supports the Indian government's goal of integrating farmers into the digital economy.

For the benefit of small and marginal farmers, BFM will make use of Mastercard's technological capabilities and BASIX's extensive industry knowledge in the field of agriculture. By solving the core issues with price discovery, market reach, payments, and credit availability, this will be accomplished.

Over 600 Farmer Producer Organizations (FPOs) are supported nationally by BASIX, which has been working with farmers for 26 years. Too far, 1 lakh farmers from five districts in Maharashtra's Vidarbha region have enrolled on the BFM platform.

The target market for BASIX and Mastercard's BFM project is over 10 lac (one million) farmers, including the 200 new Farmer Producer Organizations (FPO) being pushed under the SMART Project as part of their collaboration with the Maharashtra State Rural Livelihood Mission.

1. Benefits of associating digital literacy with CSR:

The potential of the digital age is enormous for all communities. Online access may provide access to a wealth of useful information, new interactive learning opportunities, engaging life experiences, and significant cross-cultural contact.

Although a digital future may seem promising, barely half of the world's population uses the internet, and there is a stark gap in this area. Less likely to have access to the internet at home are disadvantaged children, girls from underprivileged neighborhoods, and members of racial and ethnic minorities.

This "digital gap" emphasizes disparities and solidifies precarious circumstances, lagging behind youngsters who do not have access to the internet. Because of the growing quantity of electronic content and the crucial incorporation of technology into educational programs.

The subsequent data is provided by a report on digital literacy released by UNICEF and a few key aspects regarding India and its current demographic situation, and its level of digital literacy:

- The vast majority of India's 1.25 billion residents, or we can say 80% of the population, reside in villages and small towns. More than 50% of Indians are under the age of 25, and more than 65% are under the age of 35.
- India ranks 120th in the world in terms of personal technology usage, which highlights the need to advance digital literacy.

All of these arguments support the notion that a higher emphasis should be placed on digital literacy since it may result in a transformation for the nation's development and government assistance through CSR may help turn India into the world's capital of digital literacy. Because India is now in a race with other affluent countries to become a global leader.

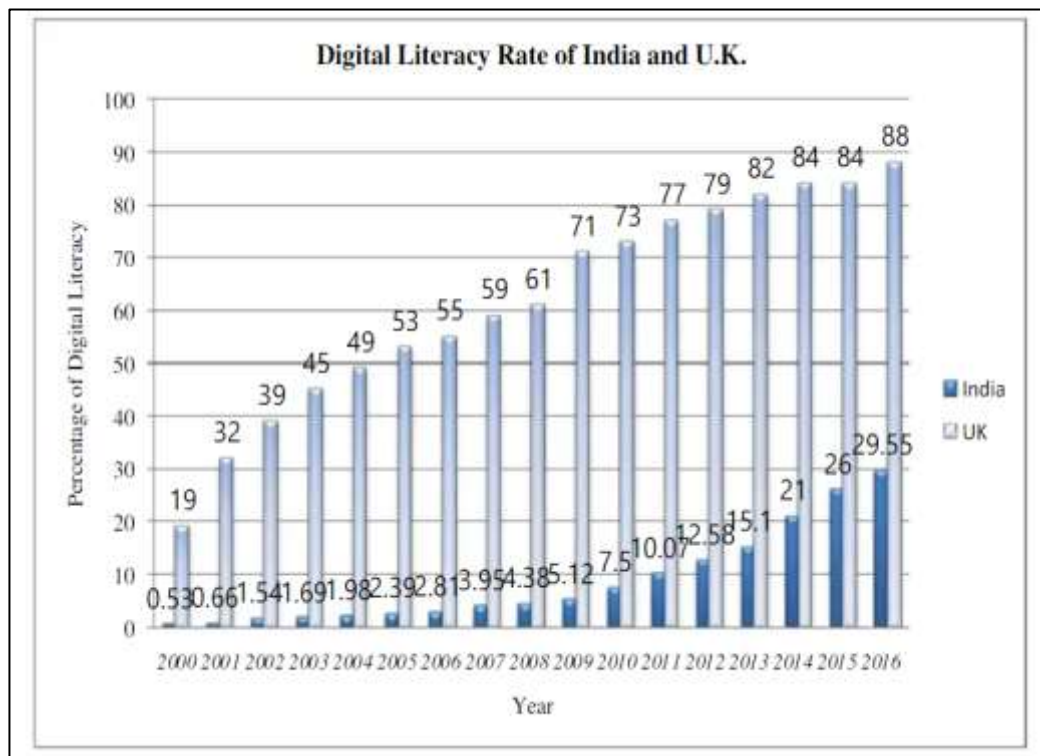
If the government demands that businesses spend on educating the poor segment of society, whether they are men, women, children, adults, or particularly abled people, this might result in a significant increase in the number of digitally literate people. India and the United Kingdom have been used as a comparison to demonstrate this concept as India now outpaces virtually all emerging countries in terms of growth.

It would thus not come as a surprise if it were compared to any other industrialized nation. In this study, the level of digital literacy in India and the United Kingdom are compared to determine how much each country's degree of digital literacy has increased between 2001 and 2016.

THE PERCENTAGE OF DIGITAL LITERACY LEVEL OF INDIA AND U.K.:

Year	Percentage of Digital literacy		Growth in digital literacy level	
	India	UK	India	UK
2000	0.53	19	-	-
2001	0.66	32	0.13	13
2002	1.54	39	0.88	7
2003	1.69	45	0.15	6
2004	1.98	49	0.29	4
2005	2.39	53	0.41	4
2006	2.81	55	0.42	2
2007	3.95	59	1.14	4
2008	4.38	61	0.43	2
2009	5.12	71	0.74	10
2010	7.5	73	2.38	2
2011	10.07	77	2.57	4
2012	12.58	79	2.51	2
2013	15.1	82	2.52	3
2014	21	84	5.9	2
2015	26	84	5	0
2016	29.55	88	3.55	4

Source: The Statistics Data



Source: Office for National Statistics, UK

According to the aforementioned statistics, just 0.53% of the nation's overall population was digitally literate in 2000, compared to 19% in the U.K. at the same time. The number of digitally literate people is rising every year, but a noticeable rise has been seen in recent years when the percentage has reached double digits.

Survey and Analysis:

Descriptive Analysis:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Role of CSR in digitization of nation	97	1	3	1.41	.682
Contribution to farmer's & rural India's development	97	1	3	1.33	.932
Help in green transformation of companies	97	1	3	1.47	.834
Effect of digital transformation of value chains	97	1	4	1.39	.983
Digitization during & after COVID 19	97	1	3	1.41	.876
Social Media's role in improving CSR	97	1	4	1.33	.689
Valid N (listwise)	97				

This is a descriptive statistical analysis of the effect of CSR on digitalization in India. It is clearly observed through this data that the most importance is vested in the help in green transformation of where the highest value is 1.47.

The lowest value is 1.33 in social media's role in improving CSR. To sum up there is clear evidence of CSR contributing to digitalization in the Indian context.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Role of CSR in digitization of nation	Between Groups	59.869	2	32.345	365.456	.000
	Within Groups	13.974	110	0.078		
	Total	71.978	109			
Contribution to farmer's & rural India's development	Between Groups	26.423	2	16.464	367.345	.000
	Within Groups	4.793	107	.041		
	Total	34.345	116			
Help in green transformation of companies	Between Groups	54.456	2	28.456	251.343	.000
	Within Groups	13.345	107	.103		
	Total	63.345	101			
Effect of digital transformation of value chains	Between Groups	36.345	3	18.345	296.355	.000
	Within Groups	7.345	106	0.067		
	Total	37.345	112			
Digitization during & after COVID 19	Between Groups	47.345	2	26.354	229.345	.000
	Within Groups	13.234	112	0.096		
	Total	61.345	109			
Social Media's role in improving CSR	Between Groups	43.345	2	25.345	344.455	.000

	Within Groups	8.345	109	0.063		
	Total	56.456	111			
Social Media's role in improving CSR	Between Groups	52.234	2	27.345	277.435	.000
	Within Groups	11.345	113	.098		
	Total	64.456	114			

As per the ANOVA analysis of the data collected through the survey, the dependent variable are questions like – age, gender, impact of CSR on digitization of India, green transformation of companies and digitization during COVID 19 etc. The significant value of all the dependent variable is 0.00. The highest value is 367.345, and the lowest value is 229.345 in contribution to farmer's income and digitization during COVID 19 respectively.

Reliability:

Reliability Statistics	
Cronbach's Alpha	N of Items
.895	6

The Statistics of "Reliability" table indicates the value of .895 as per the calculation on the basis of 6 specific points. These points are relevant to analyses the impact of CSR in digitization in India over the years.

Conclusion:

India is going through a significant technical and demographic shift. By the end of the next 20 years, the nation is anticipated to have the greatest working-age population in the whole globe. To meet the growing need for jobs, it must embrace digital literacy. Both inclusive growth and productivity will benefit from it. To create a communal and sustainable Digital India, there is a significant need for collaborative approaches.

The missions like NDLM, BASIX, DISHA and various other programs helped in developing the digital literacy of the country. In this article detailed description of "corporate social responsibility" (CSR) has been discussed in terms of its impact on the digitization of India.

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Theme: An analysis of Indian Startups

Sub - Theme: Innovation and Start-ups

Harshita Gupta

Assistant Professor,
Department of Commerce,
Kashi Sahu College,
Seraikella.

Abstract:

India which is said to be known as “Poster child of emerging markets “is said so because now is the time when India even needs to have their own Google, Face book. The world is looking towards India with an expectation and beliefs for the startup and production.

Start-up India Programme launched as on 16 th of January 2016 by Honorable Prime Minister Sri Narendra Modi with an aim to build strong ecosystem for nurturing Innovation and start up in country has been really aspiring for youth. Seven years on and India has transformed into a big startup ecosystem in the world. The three C’s –Capital, Courage and connections which are main prerequisite for startups as per the prime minister, needs to be looked up by the entrepreneurs. Today youngsters are more job creators than job seekers because they have the urge to develop something new.

In this article and study the researcher with an access and scrutinizing various secondary source and data, aims to show a picture of the Innovation and startup developed and emerged in India after covid shock. The paper also depicts and discusses about the drawbacks and hurdles which many of the young CEO’s are facing in their startups which they have shared through different channels. The Paper is followed by the suggestions that should be kept in mind before a new innovation and beginning of any startup while you and I may think to be the next founder of a company .as it is well said quote that, ‘Seize the day then let it go “.

Keywords:

Start-ups, Entrepreneur, Innovation, company.

Introduction:

From starting of our syllabus or book we have all come across a traditional definition of Business that involves an activity to earn profit or maximize profit. Whether a person opens a tea stall or he or she is owner of a multinational company, the Balance sheet justifies everything about the company financial position.

But since decade there has been change in the concept of business ecosystem. Now, the focus from profit and value creation is shifted to creation of valuation that is start up.

The startup ecosystem is established with the helping groups. A good startup ecosystem includes all such as ideas, research creativity, entrepreneurs at different stage, business angels, investors, business consultants, marketing experts, coworking space, incubators, accelerators, mentors, social media experts etc.

Paytm, Swiggy, zomato, flipkart, byjus and many more, everyone wants to go to a social platform as shark tank and pitch their own ideas be it an elderly man or a school student.

India has showed up as the third largest start up ecosystem in the world after Cahina and USA and the speed of growth is not indicating any sign of slow down.

Due to continuous Government efforts in this direction have resulted in increasing the number of recognized Startups from 452 in 2016 to 84,012 in 2022 (as on 30th November 2022), Minister of State for Commerce and Industry, Shri Som Parkash said in reply to a parliamentary question today.

The Government with an intent to build a strong ecosystem for nurturing innovation and startups in the country launched Startup India initiative on 16th January 2016.

In order to meet the objectives of the initiative, the Government formulated an Action Plan for Startup India that helps to lead the foundation of Government support, schemes and incentives envisaged to develop a vibrant startup ecosystem in the country.

Intent of the Study

- To know about the recent trends of startup in India as after the launch of Programme of 2016
- To analyses the progress of different stated in India with regard to startup.
- To depict and match the Start-up India programme progress with new startup.
- To depict the percentage of distribution of startup in development of country.
- To analyses the true reasons behind the failure and list the suggestions which can help young owners of startups.

Programs Launched under Startup India initiative

The details of various programs undertaken by the Government to promote startups under Startup India initiative across the country are as under:

1. **Startup India Action Plan:** An Action Plan for Startup India was introduced on 16th January 2016. The Action Plan consists of 19 action items spanning across areas such as “Simplification of the process”, “Fund support and benefits” and “Industry-academia partnership and incubation”. The Action Plan will create a foundation of a vibrant startup ecosystem in the country.
2. **Fund of Funds for Startups (FFS) Scheme:** The Government has established FFS with corpus of Rs. 10,000 crores, to meet the funding needs of startups. DPIIT is the monitoring agency and Small Industries Development Bank of India (SIDBI) is the

operating agency for FFS. The total corpus of Rs. 10,000 crore is envisaged to be provided over the 14th and 15th Finance Commission cycles based on progress of the scheme and availability of funds. It has not only made capital available for startups at early stage, seed stage and growth stage but also played a catalytic role in terms of facilitating raising of domestic capital, reducing dependence on foreign capital and encouraging home grown and new venture capital funds.

3. **Credit Guarantee Scheme for Startups (CGSS):** Credit Guarantee Scheme for Startups has been started by government for providing credit guarantees to loans extended to DPIIT recognized startups by Scheduled Commercial Banks, Non-Banking Financial Companies (NBFCs) and Venture Debt Funds (VDFs) under SEBI registered Alternative Investment Funds.
4. **Regulatory Reforms:** More than above 50 regulatory reforms and actions have been undertaken by the Government since year 2016 to promote the ease of doing business, simplify raising of capital and reduce compliance hurdles for the startup ecosystem.
5. **Ease of Procurement:** To enable easy availability of procurement, Central Ministries/ Departments are directed to relax conditions of prior turnover and prior experience in public procurement for all DPIIT recognised startups with regard to quality of meeting and technical knowledge. Further, Government e-Marketplace (GeM) Startup Runway has been developed which is a dedicated a setup for startups to sell products and services directly to the Government.
6. **Support for Intellectual Property Protection:** Startups are eligible for fast-tracked patent application examination and disposal. The Government launched Start-ups Intellectual Property Protection (SIPP) which will help the startups to file applications for designs, trademarks and patents through registered facilitators in appropriate IP offices by paying only the statutory fees. Facilitators under this Scheme are responsible for providing general advisory on different IPRs, and information on protecting and promoting IPRs in other countries. The Government pays the entire fees of the facilitators for any number of patents, trademark or designs, and startups only bear the cost of the statutory fees payable. Startups are provided with an 80% rebate in filing of patents and 50% rebate in filling of trademark vis-a-vis other companies.
7. **Self-Certification under Labour and Environmental laws:** Startups are allowed for self-certification of their compliance under 9 Labour and 3 Environment laws for a period of 3 to 5 years from the date of incorporation.
8. **Income Tax Exemption for 3 years:** Startups incorporated on or after 1st April 2016 can apply for income tax exemption.
9. **International Market Access to Indian Startups:** One of the main objectives under the Startup India initiative is to assist and connect Indian startup ecosystem to global startup ecosystems through various engagement techniques. This has been done through international Government to Government partnerships, participation in international forums and hosting of global events. Startup India has launched bridges with over 15 countries (Brazil, Sweden, Russia, Portugal, UK, Finland, Netherlands, Singapore, Israel, Japan, South Korea, Canada, Croatia, Qatar and UAE) that provides a soft-landing station for startups from the member nations and aid in promoting cross collaboration.
10. **Faster Exit for Startups:** The Government has notified Startups as ‘fast track firms’ enabling them to wind up operations within 90 days vis-a-vis 180 days for other companies.

11. **Startup India Hub:** The Government launched a Startup India Online Hub on 19th June 2017 which is a kind of online facility for all stakeholders of the entrepreneurial ecosystem in India to discover, connect and engage with each other.
12. **Exemption for the Purpose of Clause (VII)(b) of Sub-section (2) of Section 56 of the Act (2019):** A DPIIT recognized startup is suitable for exemption from the provisions of section 56(2) (viib) of the Income Tax Act.
13. **Startup India Showcase:** Startup India Showcase is an online platform for the most p startups of the country selected through various programs for startups exhibited in a form of virtual profiles. The startups on the platform have distinctly emerged as the best in their fields. These innovations span across various cutting-edge sectors such as Fintech, Enterprise Tech, Social Impact, Health Tech, Ed Tech, among others. These startups are solving critical problems.
14. **National Startup Advisory Council:** The Government in January 2020 notified to advise the Government on measures needed to build a strong ecosystem for nurturing innovation and startups in the country and to drive sustainable economic progress and generate large scale employment opportunities.
15. **Startup India: The Way Ahead:** Startup India: The Way Ahead at 5 years celebration of Startup India was introduced on 16th January 2021 which includes actionable plans for promotion of ease of doing business for startups, greater role of technology in executing various reforms, building capacities of stakeholders and building a digital Aatmanirbhar Bharat.
16. **Startup India Seed Fund Scheme (SISFS):** Quick availability of capital is essential for entrepreneurs at the early stages of growth of an enterprise. The capital required at this stage often presents a do or die situation for startups with good business ideas. The Scheme aims to provide financial help to startups for proof of concept, prototype development, market entry and commercialization. Rs. 945 crores have been sanctioned under the SISFS Scheme for period of 4 years starting from 2021-22.
17. **National Startup Awards (NSA):** National Startup Awards is an initiative to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact.
18. **States' Startup Ranking Framework (SRF):** This is a unique initiative to improve strength of competitive federalism and create a flourishing startup ecosystem in the country. The major objectives are facilitating states to identify, learn and replace good practices, highlighting the policy intervention by states for promoting startup ecosystem and competitiveness among states.
19. **Startup Champions on Doordarshan:** Startup Champions program on Doordarshan is a one-hour weekly program covering stories of award winning/ nationally recognised startups. It is telecasted in both Hindi and English across Doordarshan network channels.
20. **Startup India Innovation Week:** The Government organises Startup India Innovation week around the National Startup Day i.e., 16th January, with the primary goal was to bring together the country's key startups, entrepreneurs, investors, incubators, funding entities, banks, policymakers, and other national/international stakeholders to celebrate entrepreneurship and promote innovation.

(Source: Minister of State for Commerce and Industry)

REPORT AND ANALYSIS OF THE STUDY:

The state wise number of startups recognition by the DPIIT from the date of commencement of the startup India initiative as on 30th November is as under:

States	2016	2017	2018	2019	2020	2021	2022	Total
Andaman and Nicobar Islands		1	2	8	5	13	9	38
Andhra Pradesh	4	97	158	174	231	296	340	1,300
Arunachal Pradesh			2	2		4	8	16
Assam	9	34	67	67	119	187	245	728
Bihar	1	46	145	154	258	390	469	1,463
Chandigarh	8	21	25	39	53	69	73	288
Chhattisgarh	11	56	118	158	153	165	210	871
Dadra and Nagar Haveli and Daman and Diu		4	1	3	5	12	12	37
Delhi	62	713	1,147	1,371	1,765	2,178	2,352	9,588
Goa	2	19	43	41	67	80	99	351
Gujarat	24	278	434	591	878	1,709	1,963	5,877
Haryana	25	253	474	694	806	1,060	1,199	4,511
Himachal Pradesh		9	16	28	41	56	103	253
Jammu and Kashmir	2	13	43	37	64	132	159	450
Jharkhand	2	35	85	88	163	191	208	772
Karnataka	58	828	1,172	1,659	1,729	2,141	2,317	9,904
Kerala	24	158	320	647	699	919	997	3,764
Ladakh					1		4	5
Lakshadweep					1			1
Madhya Pradesh	7	101	287	327	423	557	813	2,515
Maharashtra	86	1,047	1,607	2,118	2,671	3,703	4,339	15,571
Manipur		3	7	6	12	37	30	95
Meghalaya			2	5		9	10	26
Mizoram			2	1	1	2	6	12
Nagaland	1	4	2	2	5	7	7	28
Odisha	4	105	163	184	277	389	400	1,522
Puducherry		3	15	10	13	17	29	87
Punjab	7	28	63	92	146	240	263	839
Rajasthan	13	137	241	349	493	619	879	2,731
Sikkim		1		2	1	3	2	9
Tamil Nadu	43	252	448	602	755	1,103	1,501	4,704
Telangana	20	303	496	592	798	980	1,237	4,426
Tripura			2	7	23	11	26	69

States	2016	2017	2018	2019	2020	2021	2022	Total
Uttar Pradesh	27	385	764	873	1,370	1,966	2,334	7,719
Uttarakhand	4	43	69	97	114	162	214	703
West Bengal	8	170	269	300	394	682	916	2,739
Grand Total	452	5,147	8,689	11,328	14,534	20,089	23,773	84,012

(Source: Minister of State for Commerce and Industry)

- ✓ As per a report published by the times of India, September 3 2021, India has emerged the third largest start-up ecosystem in the world after USA and China and the pace of progress is not showing any sign to further reduce.
- ✓ According to report, the second highest number of the unicorns in the world is being showed by the county India with over 3 which was added in the year 2022.
- ✓ As per report of march 2023, published in Inc 42, out of the 74 unicorns,55 of them analysed by INC42, incurred a loss of 5.9 billion dollar in financial year 2022.
- ✓ India is witnessing a start-up bubble witness as they are depended on cash burn by venture capitalist.
- ✓ There were 452 recognised start-ups in 2016 which increased to 84012 in December 2022 as per economic survey 2022-2023 recognised by DPIIT.
- ✓ As per recorded data of financial year 2022, Flipkart,meesho,udaan,unacademy,pharmeasy,phonepay has registered loss.
- ✓ Zoho zerodha,bill desk,dream11,physics wallah have earned profit .
- ✓ As per report of INC 42 from year 2022, there has been mass layoff around 25000 employees by leading unicorns eg.ola, byjus, meesho, vedantu, unacademy, dunzo, cars24.

Indian Startups That Entered the Unicorn Club In 2022

- Fractal
- LEAD
- DarwinBox
- DealShare
- ElasticRun
- Livspace
- Xpressbees
- Uniphore
- Hasura
- CredAvenue
- Amagi
- Oxyzo
- Games24*7
- Open
- PhysicsWallah
- Purple
- LeadSquared
- OneCard

- 5ire
- Shiprocket
- Tata1mg

India has over 61,400 startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT), with at least 14,000 recognised during fiscal 2022, according to the Economic Survey 2021-22. India has over 61,400 startups that is recognised by the Department for Promotion of Industry and Internal Trade (DPIIT), with at least 14,000 recognised during fiscal 2022, according to the Economic Survey 2021-22.

"Startups in India have improved with growth of remarkably over the last six years. The number of new recognised startups has increased to over 14,000 in 2021-22 from only 733 in 2016-17," the survey said.

India has become the third-largest **startup ecosystem** in the world after the US and China, it said. A record 44 **Indian startups** achieved unicorn status in 2021, taking the overall tally of startup unicorns in India to 83, with most in the services sector, the survey showed.

The survey also highlighted the string of IPOs by new-age companies. "In April-November 2021, Rs 89,066 crore was raised through 75 IPO issues, much higher than in any year in the last decade," it said.

The survey also pointed to the growth of **space tech startups** in India. The number of startups in the sector has risen from 11 in 2019 to 47 in 2021, according to the survey. In recent years, Delhi has replaced Bengaluru city as the startup capital of India. Over 5,000 recognised startups were added in Delhi while 4,514 startups were added in Bengaluru between April 2019 and December 2021. Maharashtra has the highest number of recognised startups with 11,308, the survey said.

Indian startups snagged record investments of up to \$3.5 billion across 130 deals through January, marking a decadal high amid a downturn in global markets and signalling sustained investor interest, ET **reported** earlier on Monday. The total value of disclosed deals in January is six times higher than in the same month last year, which saw 75 deals worth \$600 million. In January 2020, Indian startups sealed 65 deals with disclosed value of \$1 billion, the data showed.

(Source: Economic Survey 2022)

Facilities provided to the entrepreneurs under Startup India Programme

- Exemption from Income tax on profits earned by entrepreneurs for first three years.
- After investment, sale of property to be exempted from capital gains tax of 20 percent.
- Provision for a liberal patent for new enterprises.
- Reduction in patent registration fee by 80 percent.
- 90-day period for entrepreneur wanting to leave the business.
- Different innovation and skill courses for students under the programme.
- Scope of startup has been widened.

- Includes scalable business model with high potential of employment generation.
- No letter of recommendation needed from incubators /industry association shall be required for recognition or tax benefits.
- Relaxed norms of public procurement for MSME.
- Compliance norms eased to reduce regulatory burden on startups.

Qualities that an entrepreneur should inherit before a startup Idea.

- A strong leadership skill and culture.
- Experience in the field and mentorship quality.
- Knowledge and aideas about similar companies.
- Strong Technological aspect.
- Fund availability.
- Patience even at the time of failure and slow progress
- Regulatory environment and support of the Government.

REASONS AS WHY ARE INDIAN STARTUP FAILING?

- ✓ Lack of Innovation
- ✓ Inappropriate business model
- ✓ Regulatory and legal aspect as challenge.
- ✓ Lack of a harmonised work group and members.
- ✓ Inappropriate managing of Funds.
- ✓ Inadequate sales and marketing strategy.
- ✓ Lack of passion
- ✓ Strong competition
- ✓ Absence of demand in market.

RECOMMENDATIONS AND SUGGESTIONS OF THE STUDY

- ❖ A proper layout and structure of Business plan needs to be built
- ❖ Hiring right people as a team member for work.
- ❖ Thorough study and Market research of product needs.
- ❖ Entrepreneurs are required for more highlights and active on social media.
- ❖ An eye on competitors.
- ❖ Avail the advantages of government scheme.
- ❖ More focus should be made always to retain customers.
- ❖ Founder needs to pay more attention to bring product to market and value building rather than ecessive spending on branding.
- ❖ Product should be quickly brought into the market for users so that customer can share their feedback and chance of improvement can be done.
- ❖ Proper allocation of funds.

CONCLUSION OF THE STUDY

As per the whole study and examination done by me, start up for country as a whole is good as it helps in the country efficiency and living standard of people has also improvised due to it. Perhaps, established business have suffered from it in some cases with regard to the small retailers.

Startup is all about the passion to do something unique which has not been thought earlier by anyone .It is about creating solution to any problem .If a person is passionate towards a particular area or field only then he/she should think of a startup ,not just if he is following a stereotype of family business background or influenced just by TV ,news ,Webseries ,advertisement .In India the youngsters are more job creators today than job seekers so they should utmost bring their skill and talents together and work for the development of county and make India top startup and production hub through the Government programme support

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Role of MSME in Entrepreneurship Development

Dr. Fakhruddin Ahmad

Asst. Professor,
Karim City College,
Jamshedpur, East Singhbhum.

Manas Ranjan Patra

Research Scholar,
University Department of Economics,
Kolhan University,
Chaibasa.

Abstract:

MSME is the backbone of rural India. Support for protection, management of MSME had been reflected since the inception of Industrial policy of India in 1948. After independence it got due recognition and an apex body named small industries development organizations (SIDO) was set up for its growth. In every FYP government assigned increasing importance and support for its DEVELOPMENT AND PROMOTION. THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating large employment opportunities at comparatively lower capital cost, next only to agriculture. MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global market A long list of entrepreneurship development programme and employment generation programme has been initiated and executed by ministry of MSME such as MAKE IN INDIA, LOCAL FOR VOCAL, ATMANIRBHAR BHARAT ABHIYAN, START UP INDIA etc. In this background present paper is an attempt to study the role of MSME in entrepreneurship development in east singhbhum district of Jharkhand.

Keywords:

MSME, FYP, Entrepreneurship Development, SIDO, Make in India

Introduction:

Entrepreneurship is one of the leading factors contributing to economic development in the society. Creation of new business enterprise generates scope for employment innovation and increasing revenue in the economy. It is not new to Indian economy rather it marks its presence since the launching of SWEDESI movement by Chitranjan Das. Presently it is

derived by MAKE IN INDIA, ATMANIRBHAR BHARAT ABHIYAN, LOCAL FOR VOCAL etc. Further entrepreneurship serves as the genesis for developing a vibrant MSME sector and helps in rural industrialization with ecofriendly environment. An idea of inclusive growth can be visualized through entrepreneurship of women, disadvantaged sections as well as the backward classes and educated unemployed youth. With contribution of 7-8 percent of GDP, 45 percent of the manufacturing output and 40 percent of exports it stood the second job providing sector (more than 600 lakh persons) of Indian economy after agriculture. It acts as the engine for development of economy as rightly said by Prof. R. Nurkse. Recently it registers a phenomenal growth in India by contributing 10% share in GDP. Producing a variety of products (more than 700 products) in various segments of market make them incredible in its atmosphere in the context of economic development and growth with equity and regional balance. Since 2006 it is popularly known as MSME which put its image impressively during the COVID 19 epidemic. The total world compels to recognize the importance of MSME in one voice. It also proved itself a suitable alternative to eradicate poverty and unemployment in the economy in order to attain sustainable development goal as suggested by UNO.

Review of Literature:

There are more studies have been conducted on aspects of MSME as a vibrant tool for entrepreneurship development which are related to growth of MSME, role of MSME and performance of MSME.

Rajamohan. S, Sathish, A, (2019) in their study MSME in India for the sustainable societal development earmarked the significant role of MSME in sustainable development. The study confronts that around 29 % share of Indian GDP and 32% share in GVA and it occupies indispensable role in entrepreneurship development and employment generation in every year.

Rajamohan. S, Sathish, A (2018) in their study small scale industry contribution to entrepreneurship and employment in pre and post reform period in India and highlighted the contributions of MSME'S with respect to total number of MSME registered units and number of employments generated and their growth rate before and after the era of globalization. They concluded that this sector created significant amount of entrepreneurship and also generated employment. They also suggested that these sectors have sufficient potential and possibilities to accelerate industrial growth programmes like Make in India start up India Local for Vocal and so on

Sarita Satpathy, Sailja rani, Nagjyothi M.L.,(2017) in their study “ A study of MSME the backbone of economic development” found and concluded that this sector has sufficient potentials to aggravate the growth engines of an economy like India by fuelling various growth programmes like Make in India start up India Local for Vocal and so on

P. Uma (2013) has studied the role of SMES in economic development of India. She studied the growth and performance of SSI in India from 1991 to 2011 and concluded that contribution of SSI is continued to remain important elements in country's economic growth.

Annual report, MSME (2020-21) reflects that MSME is contributing significantly to the expansion of entrepreneurship endeavour through business innovations. They widen their domain across sectors of economy p

Objectives of Study:

1. To identify the various strategies adopted by MSME to develop entrepreneurship in India.
2. To discuss the opportunities created by government to promote entrepreneurship in India.
3. To find out the key challenges being faced by entrepreneurs and to suggest some remedial measures for smooth functioning of MSME in India.

Methodology:

The present study is conceptual in nature and is purely based on secondary data. The data is available with respective organizations like M/o MSME, RBI, industrial promotional agencies websites and their own published reports and so on are collected and used for this study. Apart from that various unpublished research papers and published research papers in related journals magazines have been used.

Classifications of MSME in Indian Context:

According to Dr. Manmohan Singh “The key to our success in employment lies in success of manufacturing in small scale sector”. So Small Scale Industries plays a key role in the Industrialization of developing economy like India which is labor abundant and capital scarce. These industries are better suited to countries resource potential. In India it is first defined in 1950 but undergoes revision over years in terms of investment on fixed assets as follows

1950 --gross investment in fixed assets not exceeding 0.5 million

1975 — gross investment in fixed asset not exceeding 1 million

1980 -- gross investment in fixed asset not exceeding 2 million

1985 – gross investment in fixed asset not exceeding 3.5 million

1991 – gross investment in fixed asset not exceeding 6 million

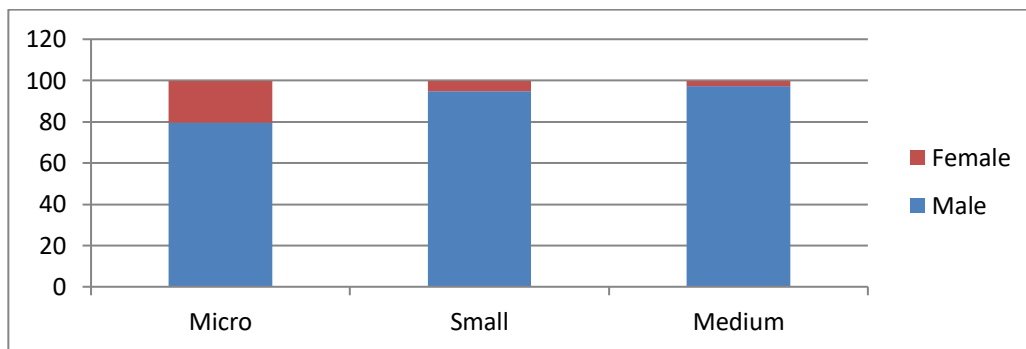
However, the definition of SSI differs from country to country depending upon economic political and social environment prevailing, yet there lie some similarities in it. They are based on either number of persons employed or quantum of investment on fixed assets or annual turnover they earned. In India there are a total of 63 million of MSME that employs 110 million individual and almost all produces more than 6000 products at global and local level. It is the second largest employment generation sector after agriculture in India.

Recently the SSI is renamed as micro small medium enterprises (hence will be termed as MSME) in 2006. The MSME ACT 2006 has classified it into two big sectors **MANUFACTURING SECTOR** and **SERVICE SECTORS** whose details are given in below table.

Types of Enterprises	Manufacturing Enterprises	Service Enterprises
Micro	25lakh	10lakh
Small	5 crores	2 crores
Medium	10 crores	5 crores

Performance of MSME in India:

Performance of MSME has been calculated in terms of sales volume, training motivation level, working capital etc. A significant impact on the economy can be visualized by the performance of MSME sector. Some are as follow.

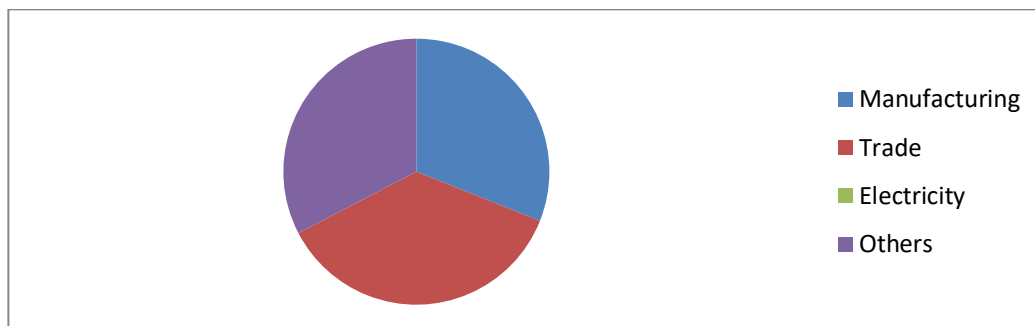


Percentage share of Micro, Small and Medium Enterprises

% Share of Rural and Urban Industries

% Share of MSME in different sectors





Source: - Annual Report, MSME 2022-23

Strategies Adopted by Government of India for Promotion of Entrepreneurship-

1. Make In India- it was launched by prime minister in September 2014 as a part wider set of nation building initiatives . It is devised to transform India into a global hub for designing and manufacturing. It was a timely response for critical situation to recover India from fragile five of BRICS nations.

2. Start Up India- It is a flagship initiative of Government of India intended to build a strong ecosystem conducive for the growth of startup businesses and to generate large scale employment opportunities and to drive a sustainable economic growth. It aims to empower the unicorns to grow through innovations and design. In today’s environment we have more startups and entrepreneurs than before and the movement is the cusp of revolution

3. Atmanirbhar Bharat Abhiyan -MSMEs formed a very prominent part of the announcements made under the Aatmanirbhar Bharat Abhiyaan. Under this package, the MSME sector has not only been given substantial allocation but has also been accorded priority in implementation of the measures to revive the economy. To provide immediate relief to MSME sector, various announcements have been made under the Package. the following two announcements were made under the Aatmanirbhar Bharat Package to provide better access to finance for MSMEs:

- a. Rs 20,000 crores Subordinate Debt for Stressed MSMEs
- b. Rs 50,000cr. Equity infusion for MSMEs through Self Reliant India Fund (Fund of Funds)

4. Emergency Credit Line Guaranteed Scheme (Eclgs) / Guaranteed Emergency Credit Line (Gecl):

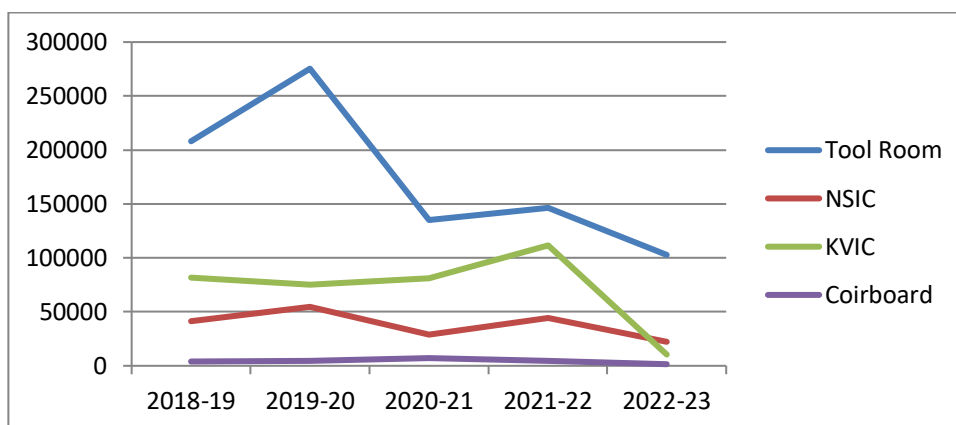
It was launched in May 2020, as part of the Aatma Nirbhar Bharat Abhiyaan. The scheme was launched as an emergency measure to combat the unprecedented crisis caused in the wake of Covid-19 pandemic and thereby helping the businesses including Micro, Small and Medium Enterprises (MSMEs) to meet their operational liabilities and resume businesses.

Under the 18 Annual report 2022-23 scheme, collateral free credit from Scheduled Commercial Banks, Financial Institutions, etc. is provided to eligible MSME units, business enterprises and loans to individuals for business purposes. The scheme was launched with the guarantee cover of Rs 3 lakh crore which was subsequently enhanced to Rs 5 lakh crore in the Union Budget 2022 announcement.

5. Development of Training Facilities:

The Ministry of MSME has been organizing a number of skill development programmes/ courses for the existing & potential entrepreneurs, in order to build their capacity. These training courses are as per demands of industry, a pathway to fill up the gap of requirement of skilled workforce in the MSME sector in consonance with the changing landscape of the MSME.

Ecosystem and its present challenges in India. Skill training programmes are conducted by a network of institutions under the Ministry i.e. Khadi & Village Industry Commission (KVIC), Coir Board, National Small Industries Corporation Ltd. (NSIC), National Institutes for MSME (NI-MSME) and MSME - Technology Centres (TCs). The progress of Skill development programmes conducted by the M/o MSME since 2016-17 to 2022-23. The progress of Skill development programmes conducted by the M/o MSME since 2016-17 to 2022-23 (Data upto October 2022) is given in figure below.



Source: - Annual Report of MSME, 2022-23

6. Samarth -To spread awareness regarding various schemes of M/o MSME for the benefit of weaker sections, SCs, STs, women and aspiring micro and small entrepreneurs of the country. Ministry of MSME celebrated its Iconic Week under Azadi ka Amrit Mahotsav from 28.02.2022 to 06.03.2022 during which Ministry conducted Nation level awareness programmes . The Ministry also launched a special entrepreneurship promotion drive for Women- "SAMARTH" on the occasion of International Women's Day, 2022. Ministry has also organized Job Fair, targeted campaign on Udyam Registration, Nukkad Nataks in various Aspirational Districts, expeditions etc. Under the 'Azadi ka Amrit Mahotsav' initiative, Ministry of MSME organized one-month long campaign Udyami Bharat campaign.

7. Organizing Seminars and Parks- seminars and workshops are organized in india and other countries for entrepreneurial development programme through cultural exchange programme with big industrial tycoons and popular industrial institutions.

8.Establishment of Science and Technology Park- science and technology park have also been established for the development entrepreneurs. Industrial development bank is promoting for making such parks.

9. Liberal Economic Policies- The central govt has made its economic polices more liberal which resulted in entrepreneurial development of country. Export import policy,taxation policy fiscal policy, monetary policy licensing policy ,subsidy policy, industrial polices etc open the door for msmeto compete at global level that in turn produce numerous entrepreneurs

Conclusion:

The paper is an attempt towards entrepreneurial development through various schemes and subsidies provided to the enterprises under MSMEs. The ministry of MSME adopts considerable and significant contributions in providing large finance and supporting assistance to small scale Industries. The Unicorn companies are getting various benefits from govt. institutions and are on a track of development. They play a role of job providers than job seekers as such entrepreneurial ability is blooming. Hence it is required that society should come forward for the promotion of this sector. MSME is abruptly the right platform for grooming entrepreneurs that creates a favourable environment of huge employment opportunities.

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Opportunities and Challenges of Digitalization

Neha Kumari

Research Scholar,
Vinoba Bhawe University,
Hazaribag (Jharkhand), India.

Dr. Subhas Kumar

Head of Department, Commerce,
Annada College,
Hazaribag, (Jharkhand), India.

Abstract:

In India, Digital revolution much faster than the Industrial revolution. Digital India is a campaign launched by the Government of India to ensure that the Government's services are made available to citizens electronically through improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology. Digital India is an initiative of the government of India. The slogan of this campaign is "Power to Empower". In the twenty first century, one of the most important fuels to the growth and development of the country is digitization. If we want India become a power hub in digital the world economy, it is crucial to adopt a digital culture to survive and succeed.

Digitization is a process of converting information into a digital format. This process has made our life easier and more efficient. Digitalization offers several benefits. it allows us to store, process and transmit information easily. it also makes communication faster and more convenient. The impact of digitization is vast .it has transformed various sectors like health, education and business, making them more accessible and efficient.

This paper studies the impact of digitalization in Indian economy and also explores the opportunities and challenges of digitization in India.

Keywords:

Digitalization, Revolution, Technology Opportunities, Challenges

Introduction:

Digitalization is a big technological change which is underway and how countries adopt these technologies will lay the groundwork for the coming decades. It will increase economic efficiency and competitiveness, creating new businesses and products, and addressing challenges relating to increasing financial inclusion, improving governance and reducing disparities.

For India, digitalization is especially important given the large population, with over 60% living in rural areas. Connecting the country together allows for greater access to the benefits and opportunities of a modern economy to a larger number of citizens, thereby bridging the economic divide. Further, the adoption of advanced technologies, such as AI, Machine learning, block chain, cloud computing, among others, will improve the efficiency of Indian businesses, making them globally competitive, explore new markets, create new business models, and position them for strong growth over the next few decades.

India has been digitalizing at a rapid pace driven by a combination of factors, including growing broadband penetration, technological advancements, low costs of data usage and the government's thrust on building digital infrastructure. This provided an impetus to the emergence of the start-up ecosystem and entrepreneurship among the relatively young population, which has been quick in adopting and using digital technologies.

Objective of the Research:

1. To Study the concept of digitalization.
2. To understand the nine pillar of digital India program
3. To study the Opportunities of the digitalization process in India.
4. To study the challenges of digitization in India
5. To study the Impact of digitalization in Indian economy

Research Methodology:

For this research paper, secondary data is used. Mostly the paper is based on the information received from the internet via journal, articles, and magazine and government publications.

Literature Review:

Olalere et al. (2013) studied the concept of digitization, its significance, features and challenges for the broadcast media in Nigeria. The study also analyzed literature on digitization and the extent to which it has impacted on the operations of broadcast media in Nigeria. The study was based on both primary and secondary sources. The primary source includes interviews with media experts and stakeholders while the secondary is sourced from libraries, archives, Newspapers, Magazines and other desk study.

Gupta and Arora (2015) studied the positive impact that Digitization of Indian economy will have on the growth and development of Rural Indian Sector. The study also discussed nine pillars of Digital India.

Khan et. al (2015) studied the concept of digitization along with the social economic and ecological benefits of digitization of knowledge and information. Digitization is the social transformation started by the massive adoption of digital technologies to share and manage digital information.

Midha (2016) focused on barriers and remedies to prevent the challenges faced by the Indian people.

Vision, scope and pillars were also included. The study also discussed how the government services can be available to every citizen electronically and improve the quality of life of every citizen.

Shamim (2016) studied about the concept of Digital India, initiatives taken by government to promote it, pillars of Digital India which are helpful in smart governance. The study also focused on social and government impact of digitalization. And finally challenges faced by digitalization are discussed.

Kaul and Mathur (2017) analyzed the importance of financial literacy. The finding of the study identified the obstacles in the implementation of various programs to make India financial literate and strategies to implement these policies effectively and efficiently. Impact of digitalization on a country can be assessed on the basis of its impact on the government, on the economy and the society. The digitalization has created new job opportunities, have led to innovation in very sector and also led to the growth of the economy. The government emphasized on the digitalization as it brings transparency, better control and better job opportunities.

Maiti and Kayal (2017) studied the impact of digitization on India's services and MSME sectors' development and growth. The performance of the services sector improved extensively since 2000 onwards. The study concluded that India's service sector and MSME segment have the high potential for future growth with digitization. The inclusive growth of both India's services sector and MSME segment give a boost to the volume of trade and India's share with the help of digitization.

Concept of Digitalization in India:

Digital India is a programme to transform India into digital empowered society and knowledge economy. The Digital India is transformational in nature and would ensure that Government services are available to citizens electronically. It would also bring in public accountability through mandated delivery of government's services electronically, a Unique ID and e-Pramaan based on authentic and standard based interoperable and integrated government applications and data basis.

Digital India programme was launched on 1st July, 2015 to enable digital delivery of services to citizens. Based on the success of the programme, the Union Cabinet during August 2023 approved the expansion of the Digital India programmed. The total outlay is ₹14,903 crores.

The Three Major Areas Cover Under This Vision:

- 1 Digital infrastructure as Utility to Every Citizen
- 2 Governance and services on demand
- 3 Digital empowerment of citizens

Digital Infrastructure as Utility to Every Citizen:

- Availability of high-speed internet as a core utility for delivery of services to citizens.
- Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen.
- Mobile phone and Bank account enabling citizen participation in digital and financial space.
- Easy access to a Common Service Centre.
- Shareable private space on a public Cloud.
- Safe and secure Cyber-space.

Governance and Services on Demand:

- Seamlessly integrated across departments or jurisdictions.
- Services availability in real time from online and mobile platforms.
- All citizen entitlements to be available on the Cloud to ensure easy access.
- Government services digitally transformed for improving Ease of Doing Business.
- Making financial transactions above a threshold, electronic and cashless.
- Leveraging GIS for decision support systems and development.

Digital Empowerment of Citizens:

- Universal digital literacy.
- All digital resources universally accessible.
- All Government documents/ certificates to be available on the Cloud.
- Availability of digital resources / services in Indian languages.
- Collaborative digital platforms for participative governance.
- Portability of all entitlements for individuals through the Cloud

Nine Pillar if Digital India



1. **Broadband Highways** - This pillar aims to provide high-speed internet connectivity to all parts of the country, including remote and rural areas, through the expansion of broadband infrastructure and the National Optical fiber Network (NOFN).
2. **Universal Access to Mobile Connectivity** - The goal is to ensure that every citizen has access to mobile connectivity, promoting widespread mobile phone usage and enabling digital services delivery.
3. **Public Internet Access Program**- This pillar focuses on establishing digital centers to provide internet access and digital services in rural and remote areas, enhancing digital literacy and accessibility.
4. **e-Governance and e-Services** Digital India aims to make government services available to citizens electronically, improving the efficiency, transparency, and accessibility of public administration.
5. **Information for All** This pillar emphasizes the digitization of government documents and records to make information easily accessible to citizens, ensuring transparency and reducing paperwork.
6. **Electronics Manufacturing** Encouraging domestic manufacturing of electronics and hardware, which supports economic growth, and job creation, and reduces import dependence.
7. **IT for Jobs** The initiative focuses on providing training and skill development to the youth, enhancing their employ ability in the IT and digital sectors.
8. **Early Harvest Programs** These programs include specific projects that address immediate digital needs, such as online access to school certificates, digital attendance, and Wi-Fi in public spaces.
9. **Digitally Empowered Citizens** - Promoting digital literacy and digital education among citizens, enabling them to fully participate in the digital economy and society.

Opportunities of Digitalization:

- **Electronic Manufacturing:** Providing skill development opportunities for private sector through telecom and electronics, Investment in infrastructure of testing laboratories under the required standard.
- **Information and Communication Technology:** Required large number of IT trainer to train people in villages and small town, training for service delivery agent, Jobs for IT experts, software developer and network experts.
- **National e-Governance Department:** With its establishment, requirement of senior Consultant and IT consultant generated.
- **Healthcare:** Telemedicine and remote health plan will create huge opportunity for universal accessibility to quality healthcare.
- **Cyber Security:** Cyber security is important area of focus where abundant opportunities are available. It is necessary that all type and size of organizations should invest significantly in securing their products and services.
- **Infrastructure:** To establish broadband and integrate the network and cloud infrastructure for better connectivity creates many opportunities for networking experts and related organizations.
- **Economy:** Digital economy has great power to change the lives of millions of Indian people. It is a tool which would provide the opportunity for country to expand its role.

- **Marketing:** Numerous opportunities related to the marketing such as Digital process of advertisement, e-business, online shopping etc.
- **Finance:** Finding new way from online banking to digital wallet, crowd funding, low-cost commercial transaction.

Challenges Associated with Digitalization:

Despite all these benefits and opportunities, there are so many associated challenges with digitalization. You will be surprised to know that these challenges are not due to a lack of required technology. But there are so many other reasons as well. Here are some of them:

1. **Poor infrastructure:** We need IT solutions suited to Indian needs. For this push need to be given for innovation and developing low-cost technologies. Hence the concept of Net Neutrality needs to be nourished and supported as it helps in innovation on the internet
2. **Digital literacy:** Though India achieved the universal primary education target in 2015, its adult population still has a sizeable number of illiterate or semi-literate people, especially in villages. Taking Digital India initiatives to this segment of the population, which might have never touched a computer, would be a big challenge.
3. **Lack of coordination:** The above problem is further accentuated by the fact that almost all the content on the internet, all apps & software is in English. In a diverse country like India which has 22 major languages, it would be a challenge to provide all e-facilities in these many Indian languages. Usually, this is done by translating English content. But most of the time, this translation is done in a very shoddily mechanical way, making it dry and difficult to comprehend for the masses. I will have to be ensured that not only all the facilities under Challenges to Digital India are available in Indian languages, but the quality of the content in our own languages is up to the mark.
4. **Security Concern and Data privacy:** With increased digitization and e-services, the threat of cybercrimes and fraud would increase. So, precautions on this front need to be taken from the beginning, or else it may erode the public confidence in e-services. People need to be made aware of cyber threats and ways to guard against them.
5. **Demographic challenges:** India has 18 official languages which are spoken across the country. The state governments also are required to correspond in their regional language for official purposes. Additionally, two –thirds of the population in India are illiterate, creating difficulties in development of digital infrastructure.

Economic Impact of Digitalization in India:

The economic impact of digitalization can be seen across the Indian economy.

- India's core digital economy shares in GVA increased from 5.4% in 2014 to 8.5% in 2019, with a digitally dependent economy estimated to be around 22% of GDP in 2019.
- In absolute US dollar terms, India's digital economy exhibited a growth rate of 15.6% over the period 2014 to 2019, which was 2.4 times faster than the growth of the overall Indian economy.
- Digital output multiplier has increased over time from 1.35 in 2014 to 1.52 in 2019, highlighting the role of investments to drive growth.

- 62.4m workers were employed in the digitally dependent economy in 2019.

Digitalization of Government and Governance:

Government of India has been progressively digitizing its interface with citizens and thereby making it easier to get licenses, certificates, payment of taxes and bringing efficiency in governance outcomes. The government has also digitalized procurement of goods and services by creating a centrally managed marketplace - Government e Marketplace (GEM), which is one of the largest procurement platforms with annual gross merchandise value of US\$14.2b. Social aspects of digitalization, of bringing relief to people during the pandemic, were driven on India's digital public infrastructure — COWIN³⁶, a technology platform created by the government to control the rollout of the world's largest vaccination program.

Broadband Usage Has Been Surging, Driving Marketplaces:

Broadband usage in India has been growing at an unprecedented pace. Mobile broadband (MBB) subscribers have increased from 345m to 765m over the past five years. Data traffic per user has seen a jump of 31% over the last five years reaching 17GB as of December 2021. As a result, India's data traffic usage from 2017 to 2021 was among the highest in the world with a CAGR of 53%. India's Gen Z spends an average of 8 hours per day online. The next wave of Smartphone adoption is happening in rural India. It is now expected that India would have the second largest universe of online shoppers by 2030, estimated at 500m to 600m. Online marketplaces have been exploding across all sectors of the economy. Reflecting the behavioral change, it is but logical that these metrics will continue to explode. The size of the e-commerce market is expected to grow to US\$350b by 2030.

Conclusion:

The Digital India initiative is a beginning of a digital revolution, once properly implemented, it creates drastic change in Indian economy. Digitalization comes with many benefits and opportunities. It provides businesses to grow faster than traditional business strategies and better management opportunities. Digital India program success will be depended upon the regulatory framework. The Government fully decides that these regulations create such an environment in which private organizations come in, work together and create efficient ecosystems. The government role should be line with administration that is the maximum role of governance and minimum role of government, with these efforts India will be digitally ready for future.

Covid-19 also made it clear to us: digitization is a both challenge and a opportunity for us. it enables hybrid teamwork, simplifies and automates formerly complex and expensive process and represents an opportunity for completely new business mobiles.

At the same time, however, it destroys traditional jobs and business sectors, demands a new corporate culture and completely new innovation cycles. Even if for many companies' digitization still means primarily translating analogue process into the digital word, digitization is actually much more than a technical issue. In truth, digitization changes everything.

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Social Entrepreneurship Development in India

Dr. Nishit Ranjan

Research Scholar,
Department of Industrial Relations and Personnel Management,
Tilka Manjhi, Bhagalpur.
University Bhagalpur (Bihar).

Abstract:

Social entrepreneurship is one of the important tributaries of entrepreneurship, it is more than just philanthropy and has deeper and immense impact on social changes/upliftment in developing nations. Government has started encouraging social entrepreneurship to great extent so that the social inequalities can be handled and an ideal society can be achieved as well. Social entrepreneurship is meant by special sort of initiatives, which is both social work and economic in nature. This definition of social entrepreneurship is clearly puts forward the basic components of social entrepreneurship; they are-

- a. It is undertaken by special group of people refereed as social entrepreneurs.*
- b. It is situation where social problem is identified and solved using entrepreneurial principles.*
- c. The main purpose stands at bringing social changes, rather than making individual profits.*
- d. social entrepreneurship is successful in terms of not the big profits, but the*
- e. unquantifiable social impacts.*
- f. The venture established by social entrepreneurs is called as social enterprise and prime focus is on social innovations for prevailing social problems.*

"Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value for society. Social entrepreneurs are innovative, motivated for resolving social issues, resourceful, and results oriented. They prepare a mind-set after best thinking in both the business and non-profit worlds to develop strategies that maximize their social impact by addressing social inequalities and social problems. These entrepreneurs exist in all kinds of organizations: large and small; new and old; religious and secular, non-profit, for-profit, and hybrid. Such organizations comprise the 'social sector'"

Keywords:

Social, Social Problems, Modern technology, Entrepreneur.

A Social Entrepreneur: Social Innovation, Resources, Training Development.

Social entrepreneurs are those entrepreneurs who basically undertake social entrepreneurship.

They aim for non-personal profits rather than a profit; the primary objectives of their existence are to serve the society rather than earning profits. They also innovate; their innovation is referred as "Social Innovation" *Social entrepreneurs are not content to just give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry."

In simple terms "Social entrepreneurs Identify and relentlessly pursue opportunities to create sustainable solutions to social problems continuously innovate, adapt, and learn act boldly, not constrained by resources currently in hand, and hold them accountable for-

- Achieving their predetermined social impact; along with
- Using resources at their optimum levels, the important thing to note down is that all characteristics are similar to economic Entrepreneur.

The social entrepreneurship is most applicable in nations which have developmental issues. India being a developing nation has its own social challenges and social developmental issues: Social entrepreneurship can resolve all the social inequalities which are prevailing in India. In recent times, some startups/new ventures have developed keeping social interests in mind and providing sustainable solution to social issues and earning their profits as well.

Challenges Faced by Social Entrepreneurship in India:

Social entrepreneurship, like any other branch of social entrepreneurship also faces challenges. All the challenges are either controllable or non-controllable, but all the challenges are manageable. Some of the prominent challenges faced by social entrepreneurship in India are given below-

- Confusion with social work- Social entrepreneurship is mostly in India is confused with social work, hence it is unable to make a mark as an individual entity in India. This is starting of challenge for social entrepreneurship.
- The problem of creativity- The next problem which is faced by social entrepreneurship is lack of creativity regarding thinking great ideas for betterment of society and earning profits as well.
- Arranging finance- One of the challenges for entrepreneurship in India remains lack of financial sources.
- Shortage of talented/dedicated workforce- This is a very unique challenge faced by social entrepreneurship exclusively. Since the prime objective of social entrepreneurship is to get social gains/benefits rather than personal gains/benefits. Under this condition it is very hard to get people to work for the firm.
- Setting and communicating value objectively- The important challenge of social entrepreneurship is to setting and communicating values clearly.

There is no doubt that social entrepreneurship is subject to many challenges and these challenges are growing with time and dynamics of society. There are few steps/measures which can be practiced to face the prevailing challenges of social entrepreneurship in India

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- a. Proper training and development institutions Government must open some specialized councils and institutions for systematic development of social entrepreneurship. Some of the institutions are working in the area of economic entrepreneurship; some must be opened for social entrepreneurship as well.
- b. Inclusion of social entrepreneurship in course syllabus- One of the most effective ways of disseminating awareness towards social entrepreneurship is to include a paper/subject on the same at higher education level.
- c. Creation of mass awareness- Steps should be taken to make the mass aware towards the social entrepreneurship, so that people do not get confused between social entrepreneurship and social work. Media, social media, other vehicles can be deployed for the same.
- d. Providing infrastructure and basic facilities- Government and other stake holders must work on the basic facilities to the social entrepreneurship.
- e. Social entrepreneurship development programmes- Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship.

Conclusion:

Social entrepreneurship can change the face of society in India, there have been many such examples and projects which run under the banner of social entrepreneurship and proved to be life altering for people of that vicinity. In India especially social entrepreneurship has better prospects as the social problems are at full swing here. Social entrepreneurship is a unique combination of entrepreneurial traits and philanthropy. In social entrepreneurship products and services are designed to make maximum social impact along with making considerable profits for the firm. The study has the following findings-

1. Social entrepreneurship is a best combination of social service and entrepreneurial skills to look for social problems.
2. Social entrepreneurship has the capacity to socially innovate. These innovation answer to social issues/problems which are prevailing in India. the exact and creative answer to social issues/problems which are prevailing in India.

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Problem and Prospect of Tribal Women Entrepreneurs in East Singhbhum of Jharkhand

Poonam Chaudhary

Research Scholar,
Department of Economics,
Kolhan University.

Abstract:

Women in tribal society play a significant role in their social, economic, religious, political and cultural ways of life. In tribal society girls and women are equalized with man and considered as an economic asset. Women in tribal enjoy higher status than the non-tribal women. Tribal women share the economic burden as well as take part equally in every walk of life. In most of developing countries a woman is expected to best for vital for the preservation of our family, but we can see tribal women as participating household as well as society. A number of schemes on programs to promote self-employment among us women have been launched in this context entrepreneurship among women is want of time. Government of nation and state, NGO, corporation are engaging in promoting entrepreneurship among women. Entrepreneurship development programmes organised by government institution and the activities of other agency in the grass root level have supplied momentum inside the entrepreneurship development among women on business in the economics of almost all countries. Women in advance nations are recognised and are prominent in the business world but in Jharkhand women entrepreneurs especially tribal women are facing problems like socio, personal, marketing, finance, Production etc. The problem of tribal women entrepreneurs gets compounded over changing times those additional problem can be lack of information and experience, poor transportation problem of liquidity and finance, low education absence of risk bearing capacity, lack family involvements and financial constraint. Tribal women start business opportunity result in development of Jharkhand and can make environment on the tribal area. My present study of entrepreneurship improvement among tribal women in Jharkhand and to signify some remedial measures to improve the existing up enterprises of tribal and present policy framework of the country for development of tribal society.

Keywords:

Tribal women entrepreneurs, prospect, Opportunity, economic development.

1 Introduction:

According to Article 342 of the Indian constitution, in 2003, there are 32 scheduled tribes Jharkhand. Out of the scheduled tribes of Jharkhand the maximum number is of Santhals (35%), followed by Oraons (18.14%), Munda (14.56%), Ho (9.23%), Kherwar (3.83%), Lohra, Khariya, Bhumij being other prominent tribes. Entrepreneurship is a difficult task

when it comes to tribal population and more particularly for women. Tribal society is a victim of exploitation since time immemorial. Tribal reside in the remote corners of every state in the country and their livelihoods are traditionally forest collection and hunting. Agriculture for them depends upon Monsoon, thus most of them are marginal farmers. Tribal stay in immense poverty with little resources. Government, private institution and NGO worked upon of direction some remedial measures are actually being followed to improve the socio financial of tribal populations but a lot to be achieved. My present study looks into the problem of entrepreneurship development tribal women in Jharkhand and suggest some proactive measures to improve their economic upliftment.

2 Women Entrepreneurs:

Women entrepreneurs may be defined as the women or a group of women who initiate organized and operate a business enterprise. Women are expected to innovate initiate or adopt and economic activity to be called as entrepreneurs. The government of India has defined women entrepreneurs as an enterprise women and control having maximum finance interest in 51% of the employment generated in the paid price to women. the modern Indian women especially in the urban, it in exposed to education and training this has help urban Indian women to do all works which was once regarded as only for men over the years the educated women have ambitious acquired experience basic skill and Self-assurance. Tribal women are also changing in urban areas but, in remote areas it is not much effective.

3 Women Entrepreneurship:

The environment on participation in the process of development is essential. For women entrepreneurial process is distinct from men. Women faces more challenges in realizing their potential to raise their status in society wave's employment and self-employment. A number of state and centre government institution and non-governmental organization are engaged in the field of promoting entrepreneurship among women entrepreneurship development programme organized by government institution and activities of the other agency in grassroots level have provided a great momentum in entrepreneurship development movement.

Status of women in India and Jharkhand:

Freedom depends on economic condition even more than political condition if a woman is not economically free and self-earning, she will have to depend on her husband or someone else and depends are never have free this where ideas of Pandit Jawaharlal Nehru first prime minister of India which individually highlights the importance of economic independence of women. this view is very much valuable and were reflected on our constitution also in the year 1950, the constitution of India came to existence in it not only declared the man and women are equal but also prohibited any kind of discrimination against women but is reality the obstacles the emancipation of women which women have been facing are not yet solved women have been facing problem for several centuries.

The tribal population in Jharkhand as per 2011 census the schedule tribe in Jharkhand. 32 tribes have been notified in Jharkhand when schedule tribe.

Tribal Women and Economic Development:

The constitution of India now not only offers equality to women but also empowers them. Constitution to undertake majors of discrimination on female for neutralization accumulated social, educational and political danger face by means of them to upload the constitutional mandate. The country had exacted diverse legislative measure intended to make sure identical right to counter social discrimination and amorous form of violence and atrocities and also to offer aid of working women these are about 16 special Enactment to protect and promote the interest of women in India in the most of the developing country women are expected to work only if necessary for the maintenance of her family the poor the family the greater will be the dependent on the earning of women's before 2 increase the employment opportunity will be important to enable poor woman to generate income if women obtained better assist to resource education and technology they can win create their own jobs or make their jobs more productive and the enumerative this will is your a better participation of women of fall in the process of economic growth of the nation therefore measures to develop entrepreneurship among women are critical because such efforts even at low rate will definitely improve their Status in society.

4 Review of Literature:

According to **doctor APJ Abdul Kalam** empowering women is a prerequisite for creating a good nation when women are empowered society with stability is assured empowerment of women is essential as their thought and value system late to development of a good family good society and ultimate a good nation.

Buddudev Chaudhary (1992):

Tribal transformation in India in 5 volumes is a collaborative effort of Indian scholar to capture the changing tribal scenario and a whole diversity of issue related to tribal economy agronomy politics ethnicity ecology, education, technology transfer, social political movement, religious faiths and rituals in an indigenized yet more articulate framework with both diagnostic and remedial models. With the latest concept research tool in anthropology and related disciplines the author makes a fresh look at micro and macro label dynamic of tribal situation in India.

Md Omar ali and m abul qasim (1996):

Points out of those rural women might face various kind of problem in using the technologies and understanding of the problem confrontation of the rural women working in a group may be helpful for planning and execution of extension program aimed at helping the rural women adapting improved practical.

Rakesh Dashura et al (2003):

In their study "Tribal Women Entrepreneurs" found that tribal women have come a long way breaking the shackles of tribal community and engage themselves in occupation other than agriculture. They have accepted entrepreneurship as bless tribal women are now

improved in their economic condition through entrepreneurship. More tribal women have in inclined towards entrepreneurship and gained greater business aptitude if their problems, which are peculiar to them, are removed, they make success.

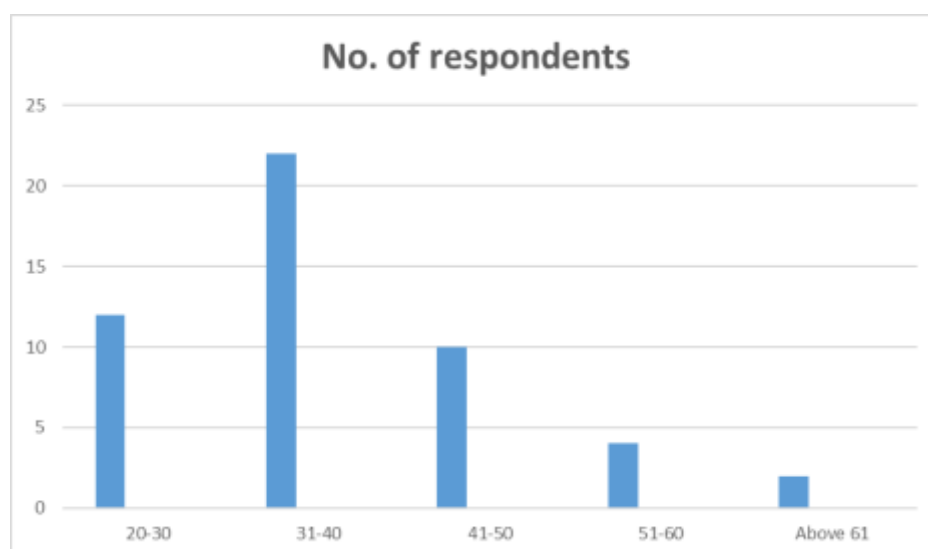
5 Objectives

- To identify the problem and prospect in the women entrepreneurship
- To identifies different scheme and programs of government for travel entrepreneurship 3 to analyses the status of tribal women in Jharkhand
- Reduce the rate of unemployment in travel area through the incorporation of women into economic activity Age wise distribution of tribal women entrepreneurs

Is play an important role in starting a business venture many successful entrepreneurs begin their career at early age and gain experience as they went along some people became their enterprises a bit late having has saved money to invest.

Table

Age Group	Age in years	No. of tribal women entrepreneurs	Percentage
1	20-30	12	24
2	31-40	22	44
3	41-50	10	20
4	51-60	4	8
5	Above 61	2	4
	Total	50	100



Problem of tribal women entrepreneurs in East Singhbhum district

Tribal women are pretty active in this reason and the hidden entrepreneurship prudential of tribal women have stably vein converting with growing sensitivity to the function and economics frame of women inside the society in Jharkhand despite the fact that girls constitute most of the total population the entrepreneurship But women in Jharkhand entrepreneurs are facing some major constituent like socio personal marketing financial production etc. furthermore the problem of tribal women entrepreneurs gate compounded over changing time those additional problems can be a detailed as lack of information and experience poor transportation problem of liquidity and finance low education absence of bearing capacity sinus lack of charge of achievement family involvement and finance problems of women entrepreneurs in the business table 2. Prospects and scheme of tribal women entrepreneurs in east Singhbhum district. The structure of a new venture rest on the bedrocks of business opportunity and the entrepreneur's response to eat if the foundation is not properly aligned and is the structure may collapse or require extensive repair and support report in course of time so that time trouble taken in preparing a sound for foundation and selecting a right business opportunity for avenger start business opportunity among tribal reason in the district of Jharkhand and developed socio-economic environment.

- Processing and branding of forest collection
- Ayurveda medicine fruit and vegetable refrigeration transformation bamboo product medicine from different herbs mushroom cultivation leaflet and cup making for flower market.

6 Research Methodology:

Present study of tribal women entrepreneurs with special reference to is the symbol area the research is confined to travel areas only this research for the restricted to those blocks of its symbol which are more than sleep populated travel population the main of aim of the research was to identify the key issue and problem facing women entrepreneurs researcher to select non probability sampling to collection information from individual respondent and non-probability sample that un restricted are call convenience sample.

7 Data Collection:

Data are collected through primary data and secondary data primary data are generated when a particular problem at hand it investigation state by women entrepreneurs and defenix survey personal interview observation and experiment secondary data on the other and include those data which are collected for some earlier research work and are applicable in the study of researcher as presently undertake and it is concerned with the total strength of 60 tribal women entrepreneurs selected as sample responded from district. Structured interview technique was adopted to collect information and data.

8 Suggestions:

- Training advice consultancy focus entirely or specifically at women.
- Entrepreneurs is starting a program for women especially the ones returning to hard work market is faces

- Focus on girl and Equal possibilities policy aiming for identical for women to service need to have community with different corporation to generate enterprises and get admission encouraging and assisting relevant business support initiative.

9 Conclusion:

The analysis of data conclusion that whatever states support to tribal women is announced are these are two inadequate to the requirement of tribal community in research population of tribal women entrepreneur selected in the district of Jharkhand.

After a detail problem analysis of data prove that there are numbers problem the selected tribal women entrepreneurs are facing however it is also proved that they have unlimited changes to venture into innovative activity which they can undertake with little amount of capital provided that they are strongly support by government and NGO the research as also thought over possible solution to this problem. While most of the entrepreneurs funded their own but the business women funded through their savings as well as help from family and friends.

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A Review of Existing Literature on Challenges Faced by Women Entrepreneurs in the Informal Sector

Priya Mishra

Research Scholar,
Department of Commerce & Business Management,
Ranchi University, Ranchi.

Abstract:

- **Purpose:**

This paper is an attempt to draw light on women entrepreneurs as the key players in the informal sector ecosystem. The paper critically travels through the advances made in the domain of informal sector entrepreneurship from the gendered perspective through a Systematic Literature Review approach. The research questions aim to study trends of past publications and make reliable conclusions about women entrepreneurs generally identified as less-educated, unskilled and driven by poverty.

- **Design/Methodology:**

A total of 87 peer-reviewed documents published between 1989-2022 were retrieved from SCOPUS database and PRISMA Framework was used to decide upon the inclusion-exclusion criteria.

- **Findings:**

Regardless of various theoretical perspectives, no significant variation can be seen in the approach followed by researchers across the 34-year period. Even after decades of research in the field of women in informal sector entrepreneurship, the stature of women entrepreneurs remains discriminative and challenging due to their gender, low skill sets and lack of opportunities.

- **Implications:**

Policies towards directing collective actions as a society and relaxing norms related to credit access in order to secure interests of women entrepreneurs has been suggested.

- **Originality:**

This paper adds to the knowledge on informal sector entrepreneurship in the gendered perspective, highlighting the levels at which challenges are met by the women entrepreneurs and provides a basis for identifying future research agenda.

Keywords:

Women Entrepreneurs, Informal Sector, Systematic Literature Review, Entrepreneurship, challenges.

1. Introduction:

Entrepreneurship in the informal sector contributes to the GDP in developed countries by 10-20% and extends up to 60% in developing countries. One of the most important catalysts to economic development in current market situations is entrepreneurship. Women entrepreneurs play a critical role in advancing and sustaining economic development of any nation, in both, formal as well as the informal sector (Okeke-Uzodike et al., 2018). Inspire of contributing critically to the economies of developing nations, women seldom get to place themselves in the formal sector which is more regulated and unionized than the informal sector which is alternately also known as "unorganized", 'unprotected' or 'unregistered' where a huge percentage of women engage themselves. (Torri M.C., and Martinez A., 2014). Women's entrepreneurship has been promoted and encouraged by policymakers and development professionals due to the opinion that the key to empowering women and their households as well as society and to bring them out of the dearth of poverty, is to increase the access to market-based possibilities. This in turn gives rise to the gender-based studies of entrepreneurship. (Boeri N., 2018). Women who undertake entrepreneurial activities in the urban or rural informal sector are mostly characterized as uneducated and poverty driven. (Shabbir A., Di Gregorio S.et al., 1996). Women entrepreneurs engaged in the informal sector are seen from the structuralize view point as that marginalized section of the population involved in necessity-driven low-quality jobs performed under deplorable conditions and getting lesser remunerations due to lack of alternative sources of income, and from the neo-liberal view point as those who perform high-quality tasks and as an independent choice (C. Williams et al., 2012).

The global financial crisis has affected the women entrepreneurs greatly since it impacted the factors of revenue such as contraction in demand, fall in revenue and reduced profits and the factors of cost such as increased rates of raw materials and increased cost of production. (Kasseeah H., Thoplan R., Tandrayen-Ragoobur V.et al., 2014). For the purpose of this paper, we have focused on the challenges faced by women entrepreneurs in the informal sector at various levels.

Studies and research on women engaged in entrepreneurship has witnessed an increase in numbers, thereby achieving agreement among academicians and bringing great understanding about the factors which contribute to the challenges faced by women in taking up entrepreneurship (Cardella et al., 2020). Although women entrepreneurship has received prior attention, insights drawn from previous studies are extremely important to widen the theoretical lens. Many review papers regarding entrepreneurship and informal sector have been published in recent years in great numbers but quite a few include the gendered perspective. During the last few decades, a series of Systematic Literature Review studies have been conducted focusing on the various facets of female entrepreneurship, some in the formal sector and some in the informal sector e.g. (Kasseeah H. and Tandrayen-Ragoobur V., 2014), (Karakire Guma, 2015), (Hernandez L., Nunn N., Warnecke T.et al., 2012).The studies have also discussed various issues such as formalizing the informal sector

e.g. (Xheneti et al., 2019), inclusion of women in entrepreneurship (FEIJO-CUENCA et al., 2020) and discussed women's contribution in specific industries of the informal sector such as agriculture e.g. (Dunne et al., n.d.), (Walther et al., n.d.), tourism (Tristani et al., n.d.) etc. Few Literature Reviews conducted also focused specifically on certain countries e.g. (Fareed et al., 2017) or types of economies such as e.g. (Panda, 2018) or set of regions such as ASEAN, SAARC etc. Given these developments, it is an opportunity to map the challenges of female entrepreneurship in the informal sector without any restriction on the type of business carried on. This paper addresses the issues which are specific to women such as gender-based discrimination, growth barriers against the patriarchal backdrop, lack of social security etc. in various countries of the world such as India, China, South Africa, Indonesia, Pakistan, Turkey, Syria etc. which helps in making better generalizations about the problems and prospects in an accurate manner. This systematic review paves way for discussions by academics by putting forward an overarching view about Women Entrepreneurship and its challenges in the informal sector by reviewing multiple issues simultaneously against a unified backdrop. This paper aims to address the following research questions: How can the contributions in this field be adequately clustered and mapped? How do these contributions augment the field of informal sector entrepreneurship in the gendered perspective? What are the areas requiring strict and immediate action by the policymakers? Which direction should future research be directed so as to enrich and bring together further studies to enhance and polish the literature in this field? The paper has been structured as follows. We first discuss the features of the 87 documents collected between 1989-2022 such as the citation analysis with respect to most cited papers and number of citations per year. The number of publications per year which shows the rise and drop in research interest on this topic and the countries with maximum research papers in this area are also discussed as a part of documental analysis. Secondly, we review the entrepreneurship literature in relation to women entrepreneurs and the informal sector, explain the methodological approach and then discuss the content of the reviewed literature by making appropriate classifications to simplify the representation of the major issues and challenges which have been studied in the past years. Then, we delineate the implications of the findings which would pave way for researchers and policy makers, and show a way for future research. Lastly, the final section is dedicated to present the conclusions drawn from this research.

2. Materials and Methods:

A Systematic Literature Review of related papers published between 1989-2022 in top-tier research journals was conducted in order to bring together the scientific knowledge derived upon the analysis of articles relating to the 'Challenges Faced by Women Entrepreneurs in The Informal Sector'. For this, Scopus Database was selected, which has a wide range of credible journals and articles with over 27 million abstracts and forms the largest identified database for reliable scientific literature. The terms used as search terms were "women", "entrepren*" and "informal sector" using the Boolean connector "AND". The option of "Abstract, Title and Keywords" was selected as search field without applying any time margin. This search gave results with the first paper published in 1989 and ended in 2022, while generating a total of 131 documents. The articles were finally selected using the inclusion criteria 1) only research articles, where 107 documents were selected. 2) language should be English, which excluded 4 documents (3 written in French and 1 in Spanish) including 103 documents at this stage.

Any other articles which were written in a language except English, were a part of conference proceedings, books and thesis chapters were removed. This might be seen as a limitation of this research paper, but this is an efficient way to assure credible deductions. Thereafter, the abstracts and full-length papers were rigorously examined and documents falling outside the scope of this study were deemed irrelevant and hence, excluded. This phase of selection helped to narrow down the field, thereby giving a final result of 87 articles. Figure 1 given below shows the flowchart of selections done in accordance with PRISMA framework. PRISMA flow diagrams are an effective tool to present scientific communication of methods and results in a better manner using the feature of interactivity (Haddaway et al., 2022).

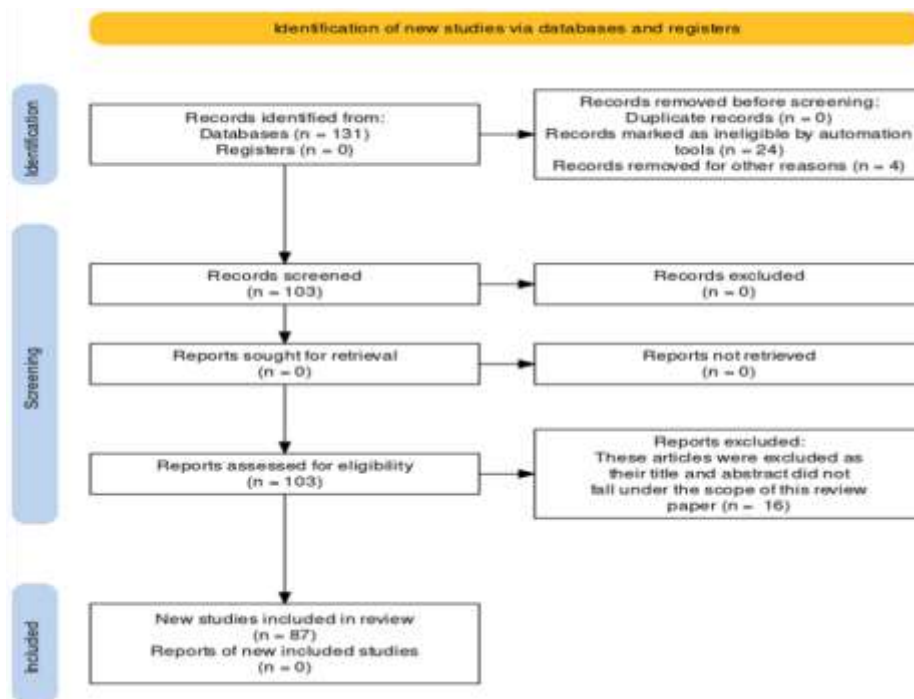


Figure 1- Inclusion and Exclusion Flow Diagram

3. Results:

3.1 Document Analysis:

A total of 87 documents were selected as a sample from the period of 1989 to 2022, with the total number of citations summing up to 1413. Among the earliest publications regarding ‘Women Entrepreneurs in the Informal Sector’ were Jiggins J (1989), McKean C S (1989) and Berger M (1989). The selected 11 publications with most citations, as illustrated in Figure 2, contain 47.92% of the total citations with highest connotations being registered by (McDade B.E., and Spring A., 2005) with their paper titled “The 'new generation of African entrepreneurs': Networking to change the climate for business and private sector-led development” which had 108 citations making up 7.64% of the total number of citations.

Figure 2 Ranking top 11 publications with maximum citations.

No.	Title	Authors	Year	Citations	% Citations
1.	The 'new generation of African entrepreneurs': Networking to change the climate for business and private sector-led development	McDade B.E., Spring A.	2005	108	7.64%
2.	An examination of the relationship between women's personal goals and structural factors influencing their decision to start a business: The case of Pakistan	Shabbir A., Di Gregorio S.	1996	85	6.01%
3.	African women in the entrepreneurial landscape: Reconsidering the formal and informal sectors	Spring A.	2009	64	4.52%
4.	Mexican immigrants and informal self-employment in Chicago	Raijman R.	2001	63	4.45%
5.	Gendered spaces of informal entrepreneurship in soweto, South Africa	Grant R.	2013	62	4.38%
6.	Making a living in African cities: The role of home-based enterprises in Accra and Pretori	Gough K.V., Tipple A.G., Napier M.	2003	59	4.17%
7.	Is the informal economy an incubator for new enterprise creation? A gender perspective	Williams C., Martinez A.	2014	57	4.03%
8.	How poor women earn income in sub-Saharan Africa and what works against them	Jiggins J.	1989	48	3.39%
9.	A look at the 'hidden side': Turkish women in Berlin's ethnic labour market	Hillmann F.	1999	44	3.11%
10.	Microfinance and sustained economic improvement: Women small-scale entrepreneurs in Ethiopia	Belwal R., Tamiru M., Singh G.	2012	44	3.11%
11.	Political reservations and women's entrepreneurship in India	Ghani E., Kerr W.R., O'Connell S.D.	2014	44	3.11%

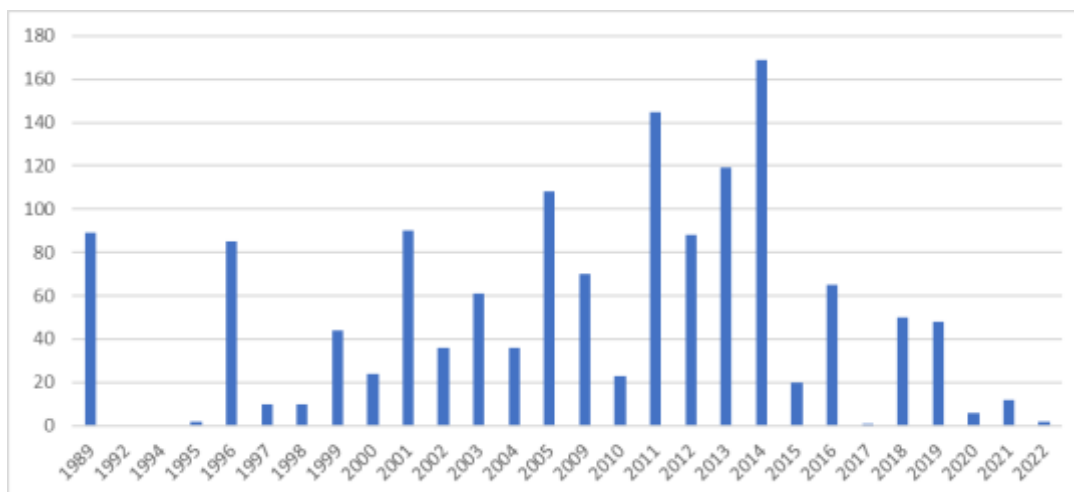
Source- Self

3.2 Trends and Patterns of Publications Between 1989-2022:

The historical trend of number of citations per year, has shown a non-linear trend over the period of 1989-2022. Figure 3 elucidates the concentration of sum of citations per year for the selected period. A significant number of citations were made in 1989, 1996, 2001, 2005, 2011, 2013 and 2014 with the maximum yet temporary upturn in 2014. A decline in the number of citations prior to 2014 can be seen as a result of expansion of women in the informal sector in various other sectors other than entrepreneurship and shift of interest of studies from women entrepreneurs to other viable sectors where women engage in the informal sector. However, the citation trend has remained non-uniform with good peaks and troughs beyond 2014 as well. We can expect more citations in coming years in the recently developed papers of 2020, 2021 and 2022.

Figure 3

Citations per year

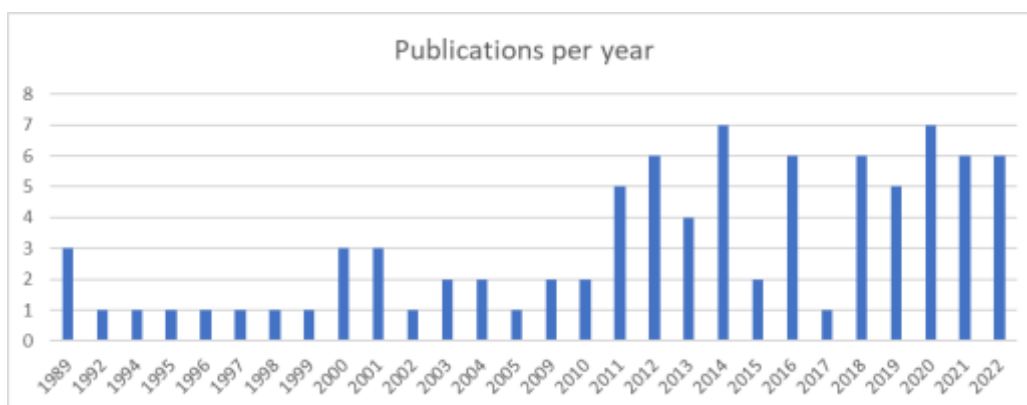


Source- Self

The historical trend of number of publications per year has shown a positive growth rate over the 34 years' period between 1989-2022 and has been elucidated in Figure 4. The number of research papers on 'Women Entrepreneurs in Informal Sector' has increased over the period. The number of papers published between 1989-2000 remained between 1-3 papers each year. This increased to 3-5 papers each year between 2001-2011, which now increased to 6-7 papers a year beyond 2012. Many potential factors could have impacted the dynamics of the publications on 'Women Entrepreneurs in the Informal Sector' across the past 34 years such as introduction of more female entrepreneurs in the informal sector, increase in urban and rural informality, policy reforms for informal sector in general and women in particular, more credit support for women entrepreneurs, increase in awareness about women rights and occupational health and safety etc. This indicates that 'Women Entrepreneurs in the Informal Sector' is an active research area in the field of contemporary socioeconomic studies and gender studies.

Figure 4

Trends of publications between 1989-2022



Source- Self

3.3 Geographical Distribution of Publications:

Other than the document analysis and trend analysis as discussed above, it is also important to include the analysis of the geographical distribution of the publications. Figure 5 shows the spread of regions where the 87 publications included in this review regarding women entrepreneurs in the informal sector were published. It shows the locations with respect to continents and countries where research was conducted. We can see that studies were not restricted to under-developed regions only, hence indicating a global spread of this issue and promising that the topic studied in this review is truly a global phenomenon. We can study from the map that research was mainly focused in South and West Africa in regions such as Botswana, Tanzania, Zimbabwe etc. in the South, Ethiopia, Kenya etc. in the East, Ghana, Nigeria, Niger etc. in the West and Egypt in the North. A concentration of papers in the Asian continent with many states in India, Thailand, Nepal, China, Indonesia and Korea was also observed. Studies were also reported in the West in UK, Brazil and US. Figure 6 elucidates the 3 regions with maximum publications out of the 87 studies that were considered for this review. South Africa has the maximum number of publications i.e. 16 papers, followed by India with 15 papers and Ghana with 7 papers. This widespread geographical distribution indicates that urban and rural informality is a global phenomenon which exists in different parts of the world including developed, developing as well as under-developed nations. This falsifies the narrative that informality is a characteristic of developing and under-developed countries only. It nulls the belief that informality is a synonym of backwardness which is greatly linked with under developed countries. Figure 6 also indicates that most studies were conducted in South Africa and India making them a hot area for research upon 'Women Entrepreneurs in the Informal Sector'. As a matter of fact, most of the women entrepreneurs in the informal sector in Africa and India belonged to poor families, were unskilled with little or no prior education which makes informal entrepreneurship an easy medium of entry and survival. These characteristics of the participants clearly indicate their vulnerability, complexity and heterogeneous nature of the informal sector.

Figure 5

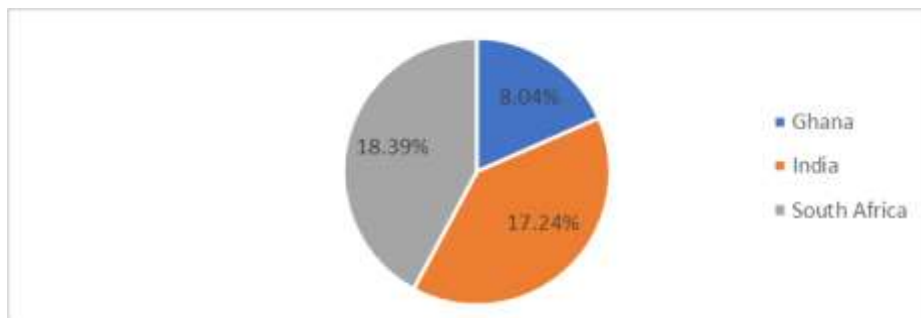
Geographical distribution of publications related to women entrepreneurs in the informal sector by country



Source- Self

Figure 6

Top 3 regions with maximum number of publications



Source- Self

3.4 Analysis of Themes/Focus of Studies:

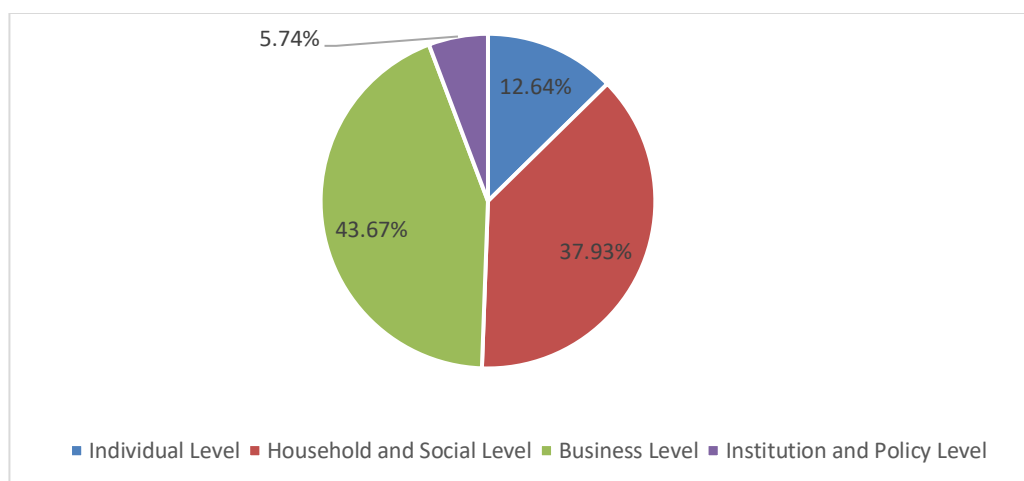
Upon reviewing the literature of the 87 research papers pertaining to the challenges faced by women entrepreneurs in the informal sector, four broad levels were identified at which women had to face challenges on a regular basis and formed the theme of the select studies. This has been illustrated in Figure 7.

The four levels identified were Individual Level (two sub-themes), Household and Social Level (two sub-themes), Business Level (three sub-themes) and Institution and Policy Level (two sub-themes) and are elaborately illustrated in Figure 8. This classification was done to give a better understanding of the basis on which the research was conducted.

From Figure 7, we can understand that most of the studies focused on business level problems (43.67%) followed by household and social level issues (37.93%). The articles which studied the business level issues give valuable insights on the factors which influence the entry as well as exit of women as entrepreneurs in the informal sectors, the factors which provide suitable environments to grow as well as the factors which hinders growth and success of the businesses. It studies the financing and credit facilities available to them through financial and non-financial bodies and the various networks and organizations and regional or national and international integrations which promotes more women entrepreneurs to carry out the business in the informal sector. The articles which studied household and social level issues focused mainly on gender related issues such as gender discrimination, domestic violence, workplace harassment, unequal opportunities etc. as well as the social and cultural norms which pose as hurdles to the growth and success of women entrepreneurs. Other topics such as income inequalities have also been explained. Individual level issues such as education levels and technical skills of women and the psychological and cognitive behaviour on business were studied by 12.64% articles followed by 5.74% articles studying issues on the institutional and policy levels which focused majorly on policies and programs developed for the protection of women entrepreneurs in the informal sector.

Figure 7

Classification of publications with respect to levels studied regarding difficulty faced by women entrepreneurs in the informal sector



Source-self

Figure 8 explains the various sub-themes which throw light on the four levels and form the basis of the studies.

It can be read from Figure 8 that most of the studies were based on Gender Differences, Social and Cultural Norms i.e., 35.63%, followed by the theme of Growth Barriers and Success Factors i.e., 27.58%. In this context, the publications studied the existing issues and suggested ways of giving solutions to them on various agendas such as formality vs informality, credit facilitation, economic empowerment, improvement of working conditions etc. This shall be highlighted in the following sections.

Figure 8

Levels and sub-themes of focus of study

No.	Level	Sub-Themes	No. Of Publications	Total
1.	Individual Level	Psychological and Cognitive Behaviour	2	10
		Technical Skills and Education	8	
2.	Household and Social Level	Gender Differences, Social and Cultural Norms	31	33
		Income Inequalities	2	
3.	Business Level	Financing	9	38
		Network and Organisation	5	
		Growth Barriers and Success Factors	24	
4.	Institution and Policy Level	Public Policies and Social Security	5	6
		Legal Aspects	1	
			TOTAL	87

3.4.1 Individual Level Related Studies of Women Entrepreneurs in the Informal Sector:

During the 1989-2022 period, 11 published papers covered the difficulties faced by women entrepreneurs in the informal sector at the Individual level. Papers on Individual Level studies indicate that the focus of the research was mainly on individual characteristics of women entrepreneurs such as the Technical Skills and Education and the Psychological and Cognitive Behaviors which affected their decision-making skills. The published papers with Technical Skills and Education as its theme such as (McKean, C. S.,1989) studied the impact that training and technical assistance had on women entrepreneurs operating in the informal sector. Another paper (Jiyane G., and Zawada B., 2013) concluded that if poverty issues are addressed through financial literacy of entrepreneurs in general and women entrepreneurs in specific, can contribute to bringing growth to a country's economy. Through a case study, (Ukpere C.L., et al., 2014) showed that technical and digital marketing platforms affect the growth and development of business ventures.

Hence, through their studies we can understand that technical skills, education and knowledge of information and communication technologies are important factors which help individuals as well as the country to grow. (Miniesy R., et al., 2022) in their paper, studied the relationship between characteristics, attitudes and goals of the entrepreneurs and the adoption of digital adoption. These explain the impact of psychological and cognitive behaviour on decision-making skills of the entrepreneurs. The study concluded that boredom and self-confidence had negative impact on adoption of digital entrepreneurship while self-actualization, attempts to minimize direct costs etc. had a positive impact on adoption of digital entrepreneurship.

Based on the dynamics presented in the studies, it suggests that a sophisticated interplay exists between the technical skills and educational level of women entrepreneurs and their psychological and cognitive behaviors and the success of their business.

3.4.2 Household and Social Level Related Studies of Women Entrepreneurs in the Informal Sector:

A majority of 33 published papers covered the difficulties faced by women entrepreneurs in the informal sector at the Household and Social Level. These papers indicate various issues faced by women within their families i.e., households and outside the families i.e., society. For this, two sub-themes- ‘Gender Differences, Social and Cultural Norms and Income Inequalities’ were identified. While the papers studying the effects of ‘Gender Differences, Social and Cultural Norms’ discussed the difficulties faced by women entrepreneurs in the informal sector to run their businesses due to the discrimination made on the basis of gender, and the age old social and cultural conservative norms which become hurdles to their success, papers which study ‘Income Inequality’ discussed how the income or returns from entrepreneurial endeavors of women remained lower than the men.

The following papers discussed issues related to Gender Differences, Social and Cultural Norms. Women were thought to be participating in informal sector entrepreneurship mainly due to poverty, but (Mukherjee S., 2021) revealed through their study that women take part in the informal entrepreneurship for various other reasons such as supplementing the income of family, gaining social recognition etc. (Muhammad S., et al., 2021) conclude in their paper that women entrepreneurs from supportive families perform better than those who received little or no support, indicating the direct relationship between support from families and success of women entrepreneurs. (Xheneti et al., 2018) indicate how women negotiate the demands of the business and family simultaneously by responding to family/societal expectations. (Kasseeah H., and Tandrayen-Ragoobur V., 2014) state in their study that informal sector helps in increasing the household earnings of women and even contributes to their livelihood even though the earnings of the majority remain low. (C. C., Williams and Youssef Y., 2013) exclaim in their paper that even though less than 50% of the entrepreneurs in the informal sector are driven into the realm of entrepreneurship out of necessity, women entrepreneurs fetched lesser incomes and were driven into entrepreneurship more out of necessity than their male counterparts even in cases where women were more educated. (Lange S., 2003) further state in their paper that although some men feel intimidated by the financial independence of women, others understand that in the current economic situations female entrepreneurship is an extreme necessity.

(Walther O.J., et al., 2019) studied on the theme of Income Inequality, affirm further through an econometric analysis that women are comparatively less medial than men and even after administering the age, experience, educational qualifications, religious background and the matrimonial status, the income of women remains lower than men.

3.4.3 Business Level Related Studies of Women Entrepreneurs in the Informal Sector:

We can read from Figure 8 that the maximum number of research papers on ‘Women Entrepreneurs in the Informal Sector’ during the period 1989-2022 focused on difficulties faced by women entrepreneurs on the Business Level. Three sub-themes were identified at this level namely- Financing, Network and Organization and Growth Barriers and Success Factors. Papers studying the theme ‘Financing’ discussed how credit assistance through banks, cooperatives and other such financing bodies along with government programs helps women from financially and socially backward families to enter entrepreneurship in the informal sector. Papers focusing on the theme ‘Network and Organization’ discuss the role of cluster initiative management, networking and regional as well as international integrations in the development and success of business run by women entrepreneurs with focus on the informal/unorganized sector. Lastly papers discussing ‘Growth Barriers and Success Factors’ study the reasons of entry and exit of women from entrepreneurship in the informal sector and the factors which are conducive to the growth and success of the endeavors carried on by them.

For instance, (Fieve J.K.D. and Chrysostome E.V., 2022) found in their study that credit cooperative lending groups contribute significantly to women entrepreneurs in the informal sector through their initiatives such as extending long-period credit support at no-interest rates for growth and expansion of their businesses and promoting training and capacity building programs so as to enhance their skills for sustainable business practices and helping them to pay back the loans. Even after the governments invest hugely in the activities of the informal sector, women find themselves restricted in credit funding’s, for various reasons such as socio-cultural norms and absence of collaterals as most women do not have access to fruitful capital. (Maurya P., and Mohanty P.C., 2019) studied the factors which restrict credit access to ‘female-owned informal enterprises’ and revealed that the size of the firm which is determined by the quantity of employment opportunities generated and the gross profit earned, the number of activities carried out, keeping accounting records positively and significantly impact the extent of access to formal credit. (Belwal R., et al., 2012) in their study attempt to highlight the factors which bring financial constraints to the women entrepreneurs. They suggest through their paper, that small changes in capitalization could facilitate active participation of women in varied productive endeavors and could have a significant impact on their personal lives and families and also the economy. They state that access to credit to women is restricted for reasons such as regulations by formal financial bodies and high rates of interest.

(Warnecke T., 2016) through the case study of Self-Employed Women's Association, Scrap Collectors Union, the Xi'an Domestic Workers Union and Chinese Working Women Network, state that such associations and organizations are inherently diverse and strategies formulated for local and transnational organizations and networks builds a roadway to benefit the women entrepreneurs and other parties for whom such networks are formed.

(McDade B.E., and Spring A., 2005) studied the new-generation of African entrepreneurs and the role of regional and Pan-Africa integration and cooperation by analyzing data collected through interviews of men and women network members of selected 10 African countries. It states how the organizations trail cross-national economic activities, nourish the official status of observer at recognised regional economic organizations, sign MOUs with multilateral agencies, build funds for venture capitals and contribute to the government by helping it update and build suitable policies from time to time.

(Tuffour et al., 2022) researched on the growth barriers and success factors of women street food vendors in Accra Metropolis and indicated in their paper a wide variety of factors such as experience of business, struggles in preparing food, challenges faced in obtaining raw materials at the right time, at right prices, even during seasonal changes and having restricted access to store houses, age of the entrepreneurs, marital status, family responsibilities, expectations of society which hinder the success of these women entrepreneurs. (Shava H. and Chinyamurindi W., 2022) gave more factors which restricted the growth and success of women entrepreneurs. They mentioned that personal satisfaction, lack of strategies of expansion and challenges faced by them at household and society levels posed as limiting factors to growth of women as entrepreneurs in the informal sector. (Wijewardena et al., 2020) exclaimed that work related demands increased the stress levels which reduced their creativity. Nevertheless, support of family to business reduces the negative impacts of increased stress levels. (Gray K.R., 2001) conducted a study on women entrepreneurs in Morocco and found in his study that socio-cultural norms and religious beliefs, family background, education levels and work experience were the factors which enhanced and inhibited the success of women entrepreneurs in the Kingdom of Morocco. (Bellér-Hann I., 1998) stated that most of the successful male and female entrepreneurs relied on various types of 'cultural capital' and transactions mostly relied on trust and good relations with kins, neighbors, friends and families which fuelled the growth of their endeavors greatly. (Shabbir et al., 1996) revealed various reasons why women started working as micro-entrepreneurs in the informal sector. Women started businesses to attain personal freedom, social and economic security and personal contentment. Other reasons included freedom of choice of type of work, working hours, work environment, co-workers etc.

3.4.4 Institution and Policy Level Related Studies of Women Entrepreneurs in the Informal Sector:

Although few studies were conducted between the period of 1989-2022 on Institution and Policy Level issues faced by women entrepreneurs in the informal sector, but they attempt to highlight where the policies lack in providing support to women entrepreneurs and also suggest measures to overcome the drawbacks.

Two themes- Public Policies and Social Security and Legal Aspects were identified under this level. Papers which focused on the theme 'Public Policies and Social Security' discussed the role of government policies and social security measures in protecting the rights of individual workers. Papers which studied 'Legal Aspects' illustrated the various facets and implications of legalization of business.

(Lenshie et al., 2021) studied the effects of Covid-19 pandemic on the informal women workers in Nigeria and argued that the lockdown following the pandemic had devastating effects on the women workers in the informal sector, majorly due to the absence of social protection programs to protect this vulnerable segment of the society. The study stated that in order to promote sustainable development in Nigeria, delivering financial capital, material incentives along with ensuring affordable social protection provisions played a game-changing role.

(Marques et al., 2020) attempted to study the factors motivating women entrepreneurs in rural as well as urban areas to legalize their micro-business in Brazil. They stated that the main reason for opting legalizing of their business was to attain the advantages of formal businesses and to attain such systems which promote work-life balance. Women in rural areas displayed more resistance to and lack of trust in getting their business legalized than women of urban areas.

4. Policy Implications:

Upon analyzing the findings and discussions of the 87 documents considered for this paper, some important learnings relevant to policy implications can be illustrated. It was observed commonly that Gender Differences and Socio-cultural Norms have posed as major success barriers to women who wish to take up entrepreneurship in the informal ecosystem. The patriarchal mindset of people and the socio-cultural norms which women are expected to adhere to, have a direct effect on the psychology and potential of women who wish to engage in entrepreneurial endeavors. Future prospective actions towards developing and implementing policies directed towards collective actions as a society and strict actions against factors acting as speed-breakers are required to pave way for more women entrepreneurs.

The next major issue that was commonly noticed was difficulty in accessing credit facility and the lack of technical skills and education which confined women from growing their businesses. Easy access to credit calls for reforms in credit policies and laws relating to ownership of assets by women. Women across the globe face issues regarding availing credit from financing bodies mainly due to absence of mortgage assets such as land. Another area of development can be imparting basic and quality education to women and training and development of vocational and technical skills. Quite a number of studies indicate that even though such laws have been formulated but lack of awareness of laws and programs among the target audience, leads to poor implementation and failure of programs. Hence, strong implementation and regular follow-up might help in increasing the efficiency of programs.

We can say that even though the geographic boundaries no longer exist due to globalization and markets have been liberalized, it doesn't ensure the liberalization of social and cultural norms which are binding to women. Nor does this imply easy credit access, quality education and development of technical skills of women. Hence, there exists great potential in the hands of our policy-makers to develop programs and direct resources towards female entrepreneurs who wish to break out of stigmas and stereotypes and place themselves in the society.

5. Research Agenda:

This Systematic Literature Review wishes to add to the field of research in Women Entrepreneurship in the Informal Sector, by providing an apt research framework and research agenda for academics who wish to conduct further research in the gendered perspective of informal entrepreneurship.

The Systematic Literature Review analysed the 87 research papers which specifically dealt with women entrepreneurs in the informal sector. The results presented in the paper seemed partial or incomplete in representing the ground issues regardless of other important elements. While some papers conducted a comparative study between male and female entrepreneurs, others focused on one or two of the identified sub-themes such as Growth Barriers and Success Factors, Gender issues, Social Security, Education and Skills etc. failing to study the situation by taking all the four factors into consideration leading to presentation of partial results on the select factors only. A well-designed set of information can be directed if a holistic approach is followed to address the problem of this vulnerable segment of the society.

In spite of the abovementioned limitations, new findings arise in this article. It is nearly impossible to make vivid generalizations from the results due to the research methodology and the use of secondary data. However, a frequently arising issue has been observed. Amongst the findings which existed in most of the papers includes common issues such as- lack of financial knowledge, technical skills, higher education and financial assistance, absence of a robust social security system, existence of domestic violence, prevalence of conservative social and cultural norms and discrimination on the basis of sex and caste.

Apart from these frequently occurring issues in the publications, a stark similarity of existence of these issues can be addressed in all types of economies- developed and developing, which truly hinders the occurrence of prosperous environments which are conducive for the success of any business. In addition to these similarities, it is worth mentioning that the studies conducted over 1989-2022, have mentions of all these issues indicating a long-term existence of such problems in the society, however, different perspectives have also been discussed.

The studies failed to evaluate and assess the implication and degree of success of individual policies and initiatives of the government. The current studies only tried to gain knowledge about the experiences of female entrepreneurs with select policies and various market situations such as liberalization of trade, ease of credit access and digitization trends. More research is needed to help in understanding individual policies made by the state and ground report of its effects on the life of women entrepreneurs in the informal sector.

Another interesting area of research can be the case study of more women entrepreneurs in order to receive more valuable insights into the real challenges faced by them and derive learning on how to overcome those challenges. We can thus say that the various challenges faced by women entrepreneurs are not limited to a particular type of economy, but it is a global phenomenon.

6. Conclusion:

This review puts forward a systematic literature review of the status in quo of knowledge existing on the challenges faced by women entrepreneurs in the informal sector related research. We conclude that women entrepreneurs functioning in the informal sector, face a variety of challenges not just within their homes but even in the external environment on an everyday basis. We can also say that the challenges of informality for the women entrepreneurs is not restricted to the developing nations but is existent in developed and rich economies as well making it an uber global phenomenon. However, research has been greatly focused on South Africa and other parts of Africa, making it a heated area of research, followed by Asia, America and Europe (not in order). Evidence and arguments derived from the systematic literature review also suggests that the challenges that these women entrepreneurs face are multidimensional, heterogeneous or mixed and very much a relative characteristic which differs from one woman to another depending upon the age, marital status, financial status of family, social and cultural backgrounds and political structure of the state. Governments can play an important role in unravelling socio-cultural barriers for women through development and execution of proper policies and encouraging training and capital formation for women entrepreneurs. Non-government and international organizations can be key players in educating government bodies (Warnecke et al., 2012). A significant number of research has been conducted in this area, yet the findings of this paper hints that knowledge pertaining to informality and female entrepreneurship is more theoretical with greater focus to the concepts of female entrepreneurship and informality. This in turn has caused an imbalance in the studies focusing on systematic, applied and experimental approaches to studies related to this field of study. More studies need to be directed towards using other approaches to study this phenomenon as it may greatly help in assisting the policymakers to formulate such processes which are more thoughtful and target this vulnerable sector with better processes. In spite of creating their own social capital pertaining to their work-related endeavors, significant gender differences do exist.

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The Art of Crafting an Effective Thesis Statement: A Comprehensive Analysis of its Elements, Importance, and Impact on Academic Writing

Priyanka Kumari

Research Scholar,
Arka Jain university.

Abstract:

This thesis delves into the fundamental concept of a thesis statement, an integral component of academic writing across various disciplines. The study explores the structure, characteristics, and strategic formulation of thesis statements, highlighting their significance in shaping coherent, well-structured, and persuasive essays. Through an extensive review of literature and case studies, this research aims to provide a comprehensive understanding of the art of crafting an effective thesis statement and its impact on academic writing quality.

Chapter 1: Introduction:

An introduction, in the context of writing or speaking, serves as the opening or beginning segment of a piece of work. It is designed to provide readers or listeners with essential background information, context, and a clear overview of the main topic or subject matter that will be discussed in the subsequent content.

The primary objectives of an introduction are to capture the audience's attention, establish the relevance and significance of the topic, and set the tone for the rest of the work. It should be engaging, informative, and concise, laying the groundwork for what the audience can expect to learn or explore further in the body of the text or presentation.

In various forms of writing, such as essays, research papers, articles, and books, the introduction typically includes:

The Hook: An attention-grabbing opening sentence or paragraph that captures the reader's interest and encourages them to continue reading. **Background Information:** A brief overview of the topic, its historical context, and any relevant background information that helps the audience understand the subject better.

Objectives or Scope: The introduction may outline the specific objectives or scope of the work, defining the boundaries of what will be covered and what will not be addressed.

Importance or Significance: An explanation of why the topic is relevant, significant, or timely, indicating the potential impact or contribution of the work.

Outline: In longer pieces of writing, an introduction may include a brief outline of the main sections or topics that will be discussed in the body of the work.

Overall, a well-crafted introduction sets the stage for the rest of the content, guiding the audience's understanding and generating interest in what follows. It is an essential element of effective communication and can significantly influence how readers or listeners perceive the entire piece.

Chapter 2: Literature Review

A literature review is a critical and comprehensive analysis of existing published literature, research studies, and scholarly works related to a particular topic or research question. It serves as an essential part of academic research by synthesizing and evaluating current knowledge and understanding in a specific field of study.

The main purposes of a literature review are:

Contextualize the Research: It helps researchers place their study within the broader context of existing knowledge and identifies the gaps that their research aims to address.

Identify Key Themes and Concepts: The literature review identifies common themes, concepts, and theories that have been explored in previous research, providing a foundation for the current study.

Evaluate Existing Studies: It assesses the strengths and weaknesses of previous research, highlighting any methodological flaws or limitations that may impact the reliability of their findings.

Justify Research Objectives: By reviewing the literature, researchers can demonstrate the significance and relevance of their research objectives and establish the need for their study.

Identify Research Gaps: The literature review reveals areas that have not been sufficiently explored or areas where conflicting findings exist, helping researchers identify potential research gaps to focus on.

Develop Research Questions or Hypotheses: Based on the literature review, researchers can refine their research questions or hypotheses to align with existing knowledge and contribute to the field.

Key components of a literature review:

Introduction: Provides an overview of the topic, research question, or area of interest and explains the rationale for conducting the literature review.

Search Strategy: Describes the methods used to search and select relevant literature, including databases, keywords, and inclusion and exclusion criteria.

Synthesis and Analysis: Summarizes and synthesizes the main findings from the selected studies, organizing them thematically or chronologically.

Critique and Evaluation: Assesses the quality and credibility of the reviewed literature, considering factors such as sample size, research design, and data analysis methods.

Discussion: Explores the relationships and connections between the reviewed studies, highlighting patterns, inconsistencies, and gaps in the literature.

Conclusion: Summarizes the main findings of the literature review, emphasizes the implications for current research, and suggests potential future research directions.

In academic writing, a well-structured literature review strengthens the research foundation and demonstrates the researcher's understanding of the topic's history and existing knowledge. It also serves as an essential building block for formulating research questions and hypotheses and guiding the methodology of the study.

Chapter 3: Elements of an Effective Thesis Statement

An effective thesis statement is a crucial element of academic writing, as it succinctly conveys the main argument or point of the paper. A well-crafted thesis statement provides clarity and focus to the entire essay, guiding the reader on what to expect. Here are the key elements of an effective thesis statement:

Clear and Concise: A strong thesis statement is clear, direct, and to the point. It avoids vague language and unnecessary words, presenting the central idea in a concise manner.

Specific and Focused: The thesis statement should address a single main idea or argument. It should not be too broad or general, but rather focused on a specific aspect of the topic.

Debatable: An effective thesis statement presents an argument that can be challenged or supported with evidence. It should not be a self-evident fact but rather a claim that requires justification and exploration.

Supported by Evidence: A good thesis statement is based on evidence and reasoning. It should be something that can be substantiated with research, examples, or logical analysis.

Relevant to the Topic: The thesis statement should be directly related to the overall topic or question being addressed in the essay. It should not stray into unrelated tangents.

Tailored to the Essay Type: The nature of the essay (e.g., argumentative, expository, or persuasive) should be reflected in the thesis statement. Different types of essays require different approaches to presenting the main argument.

Positioned at the End of the Introduction: In most academic essays, the thesis statement is typically placed at the end of the introduction paragraph. This helps to set the stage for the essay's content and provides a smooth transition into the body paragraphs.

Provides a Roadmap: A well-constructed thesis statement gives the reader an idea of the structure and flow of the essay. It serves as a roadmap, outlining the main points that will be covered in the body of the essay.

Engaging and Interesting: While it should be objective and focused, a compelling thesis statement also has the potential to capture the reader's attention and generate interest in the topic.

Revisable: In the early stages of writing, the thesis statement is a working hypothesis that may be refined and adjusted as the essay evolves. A good thesis statement remains open to revision as new insights are gained during the writing process.

Overall, an effective thesis statement is the backbone of a well-organized and coherent essay. It serves as the guiding principle for the writer, helping to maintain focus, and as a roadmap for the reader, indicating what to expect in the essay.

Chapter 4: Strategies for Crafting a Powerful Thesis Statement

Crafting a powerful thesis statement requires careful consideration and strategic planning. Here are some effective strategies to help you create a strong thesis statement:

Understand the Assignment: Before crafting your thesis statement, thoroughly understand the assignment or essay prompt. Identify the specific topic, the main purpose of the essay, and any guidelines or restrictions provided by the instructor.

Conduct Preliminary Research: Gather relevant information and conduct preliminary research on the topic. This will help you develop a deeper understanding of the subject and identify key points to support your argument.

Identify the Main Argument: Clearly identify the central argument or main point you want to make in your essay. Your thesis statement should express this main idea succinctly and accurately.

Be Specific and precise. Avoid vague or general statements in your thesis. Be specific and precise, clearly stating what your essay will focus on and the scope of your argument.

Use Strong Language: Use assertive and strong language to convey your stance. Avoid weak phrases or hedging words that may weaken the impact of your thesis statement.

Address the "So What?" Factor: Consider why your argument matters and why it is relevant. Think about the broader implications of your thesis statement and why readers should care about your viewpoint.

Make It Debatable: A strong thesis statement presents an argument that can be challenged or supported with evidence. Avoid stating self-evident facts or opinions that everyone agrees with.

Consider Counterarguments: Anticipate potential counterarguments to your thesis and address them in your statement. Acknowledging opposing viewpoints shows that you have considered different perspectives.

Limit One Idea: Focus on one main idea in your thesis statement. Avoid trying to cover too much ground in a single sentence, as this can lead to a convoluted and unfocused thesis.

Reflect the Essay Structure: Your thesis statement should align with the structure of your essay. If your essay will present multiple supporting points, make sure your thesis hints at these subtopics.

Revise and Refine: Crafting a strong thesis statement often involves multiple drafts. Be willing to revise and refine your statement as you continue to develop your essay and gain deeper insights.

Seek Feedback: Share your thesis statement with peers, instructors, or writing centers to receive feedback. Other perspectives can help you identify strengths and weaknesses in your statement.

By employing these strategies, you can create a powerful thesis statement that provides a clear, focused, and compelling foundation for your essay, effectively guiding both your writing process and your readers' understanding.

Chapter 5: Case Studies

Case studies are in-depth investigations or analyses of a specific individual, group, organization, event, or situation. They are a research method commonly used in various fields, including business, social sciences, medicine, psychology, and education. Case studies involve an in-depth examination of a particular subject to gain a comprehensive understanding of its complexities and dynamics.

Key characteristics of case studies:

Focus on Specificity: Case studies focus on a single case or a small number of cases, allowing researchers to explore the unique aspects and intricacies of the subject in detail.

Qualitative Approach: Case studies often use qualitative research methods, such as interviews, observations, and document analysis, to collect rich and detailed data.

Longitudinal or Retrospective: Case studies may be conducted over an extended period (longitudinal) or based on historical data and events (retrospective).

Holistic Perspective: Researchers examine the subject as a whole, considering various factors and contexts that influence the case.

In-Depth Analysis: Case studies involve a deep analysis of the subject, seeking to understand causal relationships, processes, and underlying mechanisms.

Theoretical Insights: Case studies can contribute to theory-building by providing empirical evidence and supporting or challenging existing theories.

Practical Applications: Case studies are often used to inform real-world decisions, identify best practices, or highlight lessons learned from specific situations.

Examples of case studies:

Business Case Studies: Analyzing the success or failure of a particular company's strategies, exploring marketing campaigns, or examining organizational culture and leadership

Medical Case Studies: Investigating individual patient cases to understand rare diseases, treatment outcomes, or the effects of specific interventions

Educational Case Studies: Examining innovative teaching methods, classroom dynamics, or the impact of educational policies on student outcomes

Social Sciences Case Studies: Studying individual or group behavior, societal phenomena, or cultural aspects in depth

Legal Case Studies: Analyzing notable court cases to understand legal processes, implications, and precedents

Benefits of case studies:

Rich and Detailed Data: Case studies provide a wealth of qualitative data, offering deep insights into complex phenomena. **Contextual Understanding:** They allow researchers to explore the subject in its natural context, promoting a holistic understanding.

Theory Development: Case studies can contribute to theory-building and refinement by providing empirical evidence and identifying patterns.

Real-World Applications: Findings from case studies can have practical implications for decision-makers and practitioners.

However, it's essential to acknowledge that case studies have limitations, such as potential bias, a lack of generalizability, and the need for careful interpretation. Despite these limitations, case studies remain valuable tools for gaining in-depth knowledge and understanding of specific subjects.

Chapter 6: The Impact of Thesis Statements on Academic Writing

The impact of thesis statements on academic writing is profound and far-reaching. A well-crafted thesis statement plays a crucial role in shaping the quality and effectiveness of an academic essay or research paper. Here are some of the key impacts of thesis statements on academic writing:

Clarity and Focus: A clear and specific thesis statement provides a roadmap for the entire paper, guiding both the writer and the reader. It ensures that the content remains focused and relevant to the main argument, avoiding tangents and unrelated information.

Structure and Organization: The thesis statement sets the tone for the entire essay, helping to structure the paper logically and coherently.

It determines the order and flow of ideas in the body paragraphs, making the writing more organized and easier to follow.

Reader Engagement: A strong thesis statement captures the reader's attention and interest from the outset. It sets up expectations for the content, motivating readers to continue reading to learn more about the argument being presented.

Academic Rigor: An effective thesis statement reflects critical thinking and academic rigor. It requires the writer to formulate a clear and defensible argument, demonstrating their understanding of the subject matter.

Depth of Analysis: A well-developed thesis statement encourages in-depth research and analysis to support the central argument. Writers are compelled to find relevant evidence and examples to strengthen their position.

Coherence and Cohesion: The thesis statement serves as the unifying thread that ties together all the elements of the essay. It ensures that the ideas presented are connected and cohesive, enhancing the overall readability and impact of the writing.

Time Management: With a clear thesis statement, writers can avoid unnecessary digressions and focus on relevant content. This helps manage time efficiently and prevents the inclusion of irrelevant information.

Revising and Editing: A strong thesis statement acts as a reference point during the revision and editing process. It serves as a benchmark to evaluate the relevance and coherence of the content, making it easier to refine the essay.

Original Contribution: In research papers, a well-articulated thesis statement defines the scope of the study and highlights the researcher's contribution to the existing body of knowledge.

Evaluation and Assessment: In academic settings, a thesis statement is often used as a criterion for assessing the quality of student writing. It provides instructors with a clear indication of the students' ability to formulate and support a coherent argument.

In summary, the impact of thesis statements on academic writing cannot be overstated. They act as the backbone of the paper, providing direction, coherence, and purpose to the content.

Crafting a strong thesis statement is an essential skill for academic writers, as it greatly influences the overall effectiveness and success of their work.

Chapter 7: Challenges and Pitfalls in Crafting Thesis Statements

Crafting a strong thesis statement can be challenging, and writers may encounter several pitfalls during the process. These challenges can impact the overall quality and effectiveness of the thesis statement and, subsequently, the entire academic writing process. Some common challenges and pitfalls include:

Lack of Clarity: One of the most significant challenges is not having a clear and specific thesis statement. Writers may struggle to articulate their main argument precisely, leading to vague or ambiguous statements that confuse readers.

Overly broad or Narrow Statements: Crafting a thesis statement that is too broad can result in a lack of focus and depth in the essay. Conversely, an overly narrow thesis may limit the scope of the research and lead to a lack of relevant supporting evidence.

Weak Argumentation: Some writers may face difficulties in developing a strong and compelling argument to support their thesis. Weak or unsupported statements can weaken the overall impact of the essay.

Lack of Originality: Coming up with a unique and original thesis statement can be challenging, especially in well-studied fields. Writers may struggle to find a fresh perspective or contribution to make to the existing body of knowledge.

Balancing Objectivity and Subjectivity: Achieving the right balance between objectivity and subjectivity in the thesis statement can be tricky. Writers need to present a clear argument without letting personal biases overshadow the evidence.

Incorporating Counterarguments: acknowledging and addressing counterarguments can strengthen a thesis statement. However, writers may find it challenging to include opposing viewpoints without undermining their own argument.

Relevance and Timeliness: Ensuring that the thesis statement is relevant to current issues and research trends can be a challenge, especially when the topic is rapidly evolving.

Shifting Thesis: During the writing process, the writer's understanding of the topic may evolve, leading to changes in the thesis statement. However, excessive shifting can result in an inconsistent and disjointed essay.

Meeting Assignment Requirements: Writers may face challenges in crafting a thesis statement that meets all the requirements specified in the assignment prompt, such as word limits or specific formatting guidelines.

Grammar and Language: Crafting a well-structured and grammatically correct thesis statement is essential. Errors in language and grammar can weaken the statement's clarity and impact.

Overcoming these challenges requires careful planning, research, and revision. Writers should take the time to brainstorm, research, and refine their thesis statement to ensure it effectively communicates the main argument and sets the direction for successful academic writing. Seeking feedback from peers or instructors can also help identify and address potential pitfalls in the thesis statement.

Chapter 8: Future Perspectives and Implications

Future perspectives and implications refer to the potential outcomes, impacts, and directions that a particular subject, research, or trend may lead to in the future. This section of academic writing provides insights into how the current study or topic might evolve, influence, or shape future developments. It involves speculative thinking based on existing research and analysis.

When discussing future perspectives and implications, consider the following points:

Emerging Trends: Identify emerging trends or changes that are likely to affect the subject of study. These could be technological advancements, societal shifts, economic changes, or legislative developments.

Potential Applications: Discuss potential applications of the research findings or the subject matter in different contexts or industries. Consider how the current study may be extended or adapted for practical use.

Policy and Decision Making: Analyze how the research outcomes or topic might impact policy-making and decision-making processes. Highlight areas where policymakers could use the insights to address challenges or improve existing systems.

Continued Research: Suggest areas for further research and investigation. Identify gaps in the current study that could be explored in future research to deepen the understanding of the subject.

Social and Cultural Impact: Examine how the topic or research findings might influence societal attitudes, cultural norms, or behaviors. Consider potential long-term effects on the community or specific groups.

Economic Implications: Discuss the potential economic implications of the current study. How might the findings impact markets, industries, or business practices?

Ethical Considerations: Address any ethical considerations that arise from the research or the subject matter. Discuss how ethical concerns might evolve in the future and how they should be managed.

Environmental Impact: If applicable, discuss the potential environmental implications of the research or topic. Consider how actions taken based on the findings may impact the environment.

Global Perspectives: Analyze how the research or topic could have implications beyond regional or national borders. Consider its relevance and impact in a global context.

Educational and Academic Significance: Reflect on how the research or subject matter may influence educational curricula, academic discourse, or scholarship in the future.

The "Future Perspectives and Implications" section allows researchers and writers to demonstrate the broader relevance of their work and its potential contribution to the advancement of knowledge and practice. It encourages readers to think critically about the subject beyond the current study and consider its implications in various contexts and timeframes.

Chapter 9: Conclusion

The conclusion is the final part of an academic essay or research paper that summarizes the main points, restates the thesis statement, and draws together the key findings and arguments presented in the body of the work. It serves to wrap up the discussion, provide closure, and leave a lasting impression on the reader. A well-crafted conclusion should leave the reader with a sense of satisfaction and an understanding of the overall significance of the research or topic.

Key elements of an effective conclusion:

Restate the Thesis Statement: Begin the conclusion by restating the thesis statement in a slightly different way. This reminds the reader of the main argument and reinforces its importance.

Summarize the Main Points: Briefly recap the key points and arguments discussed in the essay. Avoid introducing new information in the conclusion; instead, focus on synthesizing the existing content.

Highlight the Findings: If it's a research paper, highlight the main findings and their significance. Emphasize how these findings contribute to the existing body of knowledge.

Address the Research Question or Objective: If applicable, mention how the research question or objective has been answered or achieved in the course of the essay.

Provide Closure: End the conclusion with a sense of closure, indicating that the discussion has come to a natural end. Avoid leaving the reader with unanswered questions or loose ends.

Link to the Introduction: Connect the conclusion back to the introduction, demonstrating that the essay has come full circle. This helps create a sense of coherence and completeness.

Implications and Future Directions: Consider the broader implications of the research or topic. Discuss potential areas for further investigation or how the findings might impact future research or real-world applications.

Call to Action (if appropriate): In some cases, a conclusion may include a call to action, encouraging the reader to take specific steps or consider the implications of the research in their own lives or professional contexts.

Final Thought or Thought-Provoking Statement: End the conclusion with a final thought or statement that leaves a lasting impact on the reader. It could be a memorable quote, a thought-provoking question, or a reflection on the broader significance of the topic.

Conciseness: Keep the conclusion concise and focused. Avoid introducing new arguments or information that should have been included in the body of the essay.

Overall, a strong conclusion is a crucial element of effective academic writing. It reinforces the main message of the essay, summarizes the key points, and provides a sense of closure, leaving the reader with a clear understanding of the topic's significance and potential implications.

Bibliography

Sample Thesis Statements, Interview Transcripts, Surveys, etc.

Opportunities and Challenges of Digitalization in Higher Education

Puja Kumari

Ph.D. Research Scholar,
Vinoba Bhave University,
Hazaribag.

Navin Kumar Sinha

Assistant Professor,
Vinoba Bhave University,
Hazaribag.

1. Abstract:

In the era of rapid technological advancement, the integration of digital technologies in higher education has led to a transformative shift in content delivery, interaction, and assessment. This paper explores the opportunities and challenges arising from the digitalization of higher education, highlighting its impact on institutions, educators, and learners. The digital transformation in higher education institutions (HEIs) is vital to maintain competitiveness and relevance. While digital technologies offer diverse benefits, rethinking traditional practices and embracing the digital ecosystem presents challenges.

The role of technology, instructional modalities, personnel, policies, instructor and learner development, and partnerships are crucial aspects of this ecosystem. Despite the benefits, there are challenges such as technological disparities, quality assurance, learner isolation, data privacy, and educator readiness. Strategies to maximize opportunities and address challenges include equitable access initiatives, quality content curation, blended learning approaches, continuous educator training, and ethical data handling. Balancing opportunities and challenges are essential for harnessing the full potential of digitalization in higher education.

Keywords:

Digitalization, Higher Education Institutions, Enhanced Access, Digital Institution, Skill Development, Technological Disparities, Technological Advancements, Education Technology, Digital Learning Tools, Educational Innovation, Digital Transformation

2 Introduction:

In an era characterized by rapid technological advancement, digitalization has become a pivotal force in reshaping various sectors, including education. The integration of digital technologies into higher education has brought about a paradigm shift, altering the traditional methods of content delivery, interaction, and assessment.

This paper explores the opportunities and challenges arising from the digitalization of higher education, shedding light on the evolving landscape and the implications it holds for institutions, educators, and learners.

In the 21st century, higher education institutions (HEIs) [1] have undergone a vital digital transformation (DT) [2] to remain competitive. This process involves utilizing digital technology to reshape strategies, products, and operations. HEIs must adapt to this shift to remain relevant and avoid obsolescence. This adaptation entails leveraging various digital technologies effectively. However, the challenge lies in rethinking entire business practices across the value chain. This urgency is more pronounced in a globally competitive market. HEIs also face the transformative impact of digitalization on business models, student and staff engagement, and internal-external relationships. While many institutions are creating digital strategies, successful implementation requires vision, capacity, and dedication. Understanding the unique aspects and perspectives of digital transformation in HEIs is crucial for effective adaptation. This study reviews existing research on the topic, aiming to provide insights into the digital transformation's effects on HEIs.

3 Digital Education:

The internet's role as a communication platform has transformed various sectors, including education. Institutions are increasingly embracing online learning as a means to provide accessible and current education to diverse individuals regardless of location or socioeconomic background. The internet's potential for dismantling educational barriers and enabling flexible learning strategies has been recognized by educators. Teachers play a vital role in leveraging technology to facilitate personalized and convenient learning experiences. E-learning is seen as a solution to the challenge of continuous learning and involves technology-based methods to enhance education, equipping students with skills for the digital age. While e-learning methods vary, their effectiveness can be inconsistent due to the complexity of existing theoretical approaches. Despite enthusiasm from educators, students may still exhibit skepticism and uncertainty towards online learning. However, the value of e-learning is expanding, offering flexible and participatory resources that align with students' needs. Many institutions have incorporated e-learning into their curricula to cater to diverse learning requirements in the 21st century [3].

3.1. Technology, Teaching and Education: The content discusses challenges and opportunities related to online teaching and learning. Despite its use over the years, there are still shortcomings in achieving desired outcomes. Some educators resist online resources due to unconventional teaching styles. Getting teachers to adapt their methods is a challenge. Effective e-learning strategies require consideration of instructors' roles. Some students are unfamiliar with e-learning environments. Strategies for effective online teaching include incorporating practice scenarios and engaging activities. Live online learning involves real-time teaching through digital platforms, demanding adaptation from both teachers and students. Students' readiness for live online learning impacts participation and effectiveness. Factors influencing students' readiness include independence, self-confidence, and perception of delivery [4]. Despite widespread online learning use, research on live online instruction is limited, especially in higher education. Research is needed to assess students' preparedness for live digital education. An expanded framework includes factors like technology willingness, learner control, and communication self-efficacy [5].

3.2. Role of ICT in Higher Education: Information and Communication Technology (ICT) refers to all technological advancements that are used to manage and transmit digital data. The utilization of online teaching and learning has a lengthy history, but results remain unsatisfactory due to challenges like unorthodox teaching methods and instructors' reluctance to adopt online tools. Instructors' change in education approaches is a significant obstacle, and the role of the teacher is crucial in effective e-learning systems. However, some students are not accustomed to using e-learning platforms for academic purposes [6]. Numerous studies aim to enhance online teaching and learning effectiveness, with challenges like student engagement and participation affecting retention and satisfaction. Various tactics have been proposed, but student engagement remains a primary difficulty. E-learning methods involve real-time online broadcasts and require careful preparation and engagement from both teachers and students. Student readiness for live digital learning impacts its effectiveness and the student's ability to engage in class. Multiple factors contribute to students' readiness, including technical competence, emotional and intellectual capabilities, and digital literacy. Despite the widespread adoption of online learning, there is a dearth of research pertaining to the efficacy and impact of real-time online education. Digital learning's potential for social innovation and information dissemination is recognized, and investment in digital learning can democratize education and upskill employees. Digital transformation (DT) in education has been encouraged by European commissions and institutions to improve learning outcomes and democratize knowledge [7]. The shift to multidimensional collaborative learning spaces driven by digital advancements is recommended. The utilization of digital technology (DT) has the potential to yield advantageous outcomes for well-established educational institutions by facilitating the development of cutting-edge instructional resources. Initiatives like MIT's Open Course Ware (OCW) and MOOCs have revolutionized knowledge transfer and learning accessibility, aiming to break down barriers like location and demographics [8].

3.3. Digital Learning Ecosystem in Higher Education:

This section discusses the ecosystem involved in integrating digital technology for a transformation in higher education. The key factors include talents, employee roles, leadership, culture and organizational structure. The ecosystem comprises four domains, each with seven components:

- 1. Technologies for Digital Learning:** These technologies are crucial for engaging learners in various instructional modalities. They include learning management systems, synchronous and emerging technologies, cloud-based tech, collaborative tools and multimedia applications. Institutions must assess technology outcomes, quality, and cost before adoption [9].
- 2. Pedagogical Method:** Higher education offers various instructional modalities, including asynchronous/synchronous online, hybrid/blended and on-campus technology-enhanced. Digital elements are present in most modalities, offering students flexibility in their learning choices [10].
- 3. Personnel and Support Services:** As digital teaching and learning expand, investments in personnel and support services, such as academic support, technology support specialists and instructional designers, become crucial. Instructors need support, incentives, and recognition to adopt effective digital strategies.

- 4. Organizational Policies and Planning:** Administrators must support digital learning and teaching innovations, integrating them into policies, equitable learning opportunities, funding models and strategic planning. Policies related to funding, personnel, and technology should encourage digital education.
- 5. Instructor Development:** Faculty require professional development to adapt to digital learning and teaching. Resources and training opportunities must address pedagogical skills, online teaching practices, intellectual property and accessibility.
- 6. Learner Development:** Digital learning prepares students for the future workforce, emphasizing digital skills, time management, self-guidelines, community building, and engagement strategies.
- 7. Partnerships:** Partnerships with industry, professional organizations and universities can enhance digital learning and teaching initiatives, leveraging external expertise.

While this ecosystem features seven distinct areas, achieving it involves an iterative process. Higher education institutions must adapt to advanced digital technologies and prepare students to excel in the digital world, embracing flexibility and accessibility.

4 Opportunities of Digitalization in Higher Education:

4.1. Enhanced Access and Inclusivity: Digitalization has dismantled geographical barriers, offering learners the opportunity to access quality education irrespective of their location. Online courses, virtual classrooms, and digital libraries have democratized education, making it accessible to individuals who were previously underserved by traditional educational systems.

4.2. Personalized Learning Experiences: Digital tools allow for adaptive learning, tailoring content to individual student needs and pacing. This personalized approach enhances comprehension and engagement, leading to improved learning outcomes.

4.3. Flexible Learning Environments: One of the most significant advantages of digitalization is the flexibility it affords in learning environments. Learners can engage with course materials at their own pace, allowing for personalized learning experiences that cater to diverse learning styles and preferences.

4.4. Diverse Learning Resources: The internet is a treasure trove of diverse learning resources, ranging from multimedia presentations and interactive simulations to scholarly articles and open educational resources. This abundance of resources empowers learners to explore topics comprehensively and develop critical thinking skills.

4.5. Collaborative Learning Opportunities: Digital platforms facilitate collaboration among learners and educators, transcending physical boundaries. Online discussion forums, group projects, and virtual study groups enable learners to interact, share ideas, and engage in collective problem-solving.

4.6. Adaptive Learning Technologies: Digitalization paves the way for adaptive learning technologies that tailor educational content to individual learner's progress and capabilities.

This personalized approach enhances understanding, retention, and overall learning outcomes.

4.7. Global Networking and Cultural Exchange: Digital tools enable learners to connect with peers and experts from around the world, fostering global networking and intercultural communication skills. This exposure contributes to a more comprehensive worldview.

4.8. Skill Development for the Digital Age: The integration of digital tools and technologies into education equips learners with essential digital literacy and technical skills. These skills are highly relevant in the modern workforce, enhancing employability.

5 Challenges of Digitalization in Higher Education:

5.1. Technological Disparities: While digitalization has the potential to level the playing field, it also highlights the existing technological disparities. Students from disadvantaged backgrounds may lack access to requisite technology and high-speed internet, exacerbating educational inequalities.

5.2. Quality Assurance and Content Curation: The plethora of online information makes it challenging to curate high-quality and accurate educational content. Ensuring the credibility and reliability of digital resources requires careful content curation and continuous quality assurance.

5.3. Diminished Face-to-Face Interaction: In a digital learning environment, face-to-face interaction is limited, potentially impacting the development of interpersonal skills, effective communication, and holistic personal growth.

5.4. Learner Isolation and Motivation: Online learning, while flexible, can lead to learner isolation and reduced motivation due to the absence of physical classroom dynamics and peer interaction.

5.5. Data Privacy and Security Concerns: The collection and storage of vast amounts of student data raise ethical and security concerns. Institutions must prioritize data privacy and implement robust cybersecurity measures to safeguard sensitive information.

5.6. Educator Training and Readiness: Effective integration of digital tools into education requires educators to be well-trained and proficient in their usage. A lack of training can hinder the realization of the full potential of digitalization.

5.7. Upholding Academic Integrity: The digital landscape has introduced new challenges to maintaining academic integrity, with online assessments being susceptible to cheating and plagiarism. Ensuring fairness and authenticity in digital assessments necessitates innovative strategies.

5.8. Digital Divide and Inequity: Unequal access to technology and reliable internet can deepen educational disparities, excluding marginalized populations from the benefits of digital education.

5.9 Quality Control and Credibility: The proliferation of online content poses challenges in ensuring the quality and credibility of educational resources. Institutions must implement measures to curate reliable content.

5.10. Maintaining Academic Integrity: Online assessments can be susceptible to cheating and plagiarism, requiring the development of robust methods to ensure academic integrity.

6 Strategies to Maximize Opportunities and Address Challenges

6.1. Equitable Access Initiatives: Institutions must actively work to bridge the digital divide by providing technology and internet access to all students, regardless of their socioeconomic backgrounds.

6.2. Quality Content Development and Curation: To ensure the integrity of digital resources, institutions should invest in content curation, quality control, and collaboration with reputable content providers.

6.3. Blended Learning Approaches: A blended learning model that combines online and in-person components can mitigate the challenges of isolation and limited interpersonal interaction.

6.4. Continuous Professional Development for Educators: Institutions should prioritize ongoing training and professional development to equip educators with the skills needed to effectively utilize digital tools for pedagogical purposes.

6.5. Emphasis on Soft Skill Cultivation: While digital skills are vital, institutions should not overlook the importance of soft skills. Integrating opportunities for communication, teamwork, and adaptability within digital learning environments is crucial.

6.6. Robust Assessment Strategies: Incorporating diverse assessment methods, such as project-based assessments and oral examinations, can enhance the authenticity and effectiveness of digital assessments.

6.7. Ethical Data Handling and Privacy Measures: Institutions must establish clear data ethics policies and implement stringent privacy measures to safeguard sensitive student information and comply with data protection regulations.

7 Conclusion:

The integration of digital technologies into higher education offers numerous opportunities and presents significant challenges. Digitalization enables enhanced access, personalized learning experiences, flexible environments, and diverse learning resources. Moreover, it fosters collaboration, adaptive learning, global networking, and vital digital skills. However, the challenges encompass technological disparities, quality assurance, diminished face-to-face interaction, and data privacy concerns. Educator training and readiness, academic integrity, and the digital divide are also critical concerns.

Strategies such as equitable access initiatives, blended learning approaches, continuous educator development, and ethical data handling can maximize benefits and mitigate challenges. Higher education institutions must strike a balance between harnessing the opportunities brought by digitalization and proactively addressing the challenges to ensure a holistic and effective educational experience for all learners.

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Short-Term IPO Performance Analysis and Market Overview: A Study of Selected Companies Listed on the Bombay Stock Exchange

Raxaben Ballubhai Patel

Research Scholar,
Veer Narmad South Gujarat University,
Surat.

Dr. Rajesh Raghavbhai Desai

Assistant Professor,
Ambaba Commerce College,
M.I.B.M. and D.I.C.A., Sabargam,
Surat.

Abstract:

This research paper aims to provide a comprehensive analysis of the short-term IPO performance of companies listed on the BSE Stock Exchange during the period from January to May 2022. The study focuses on five selected companies: Alkosign Limited, Bhatia Color Chem Limited, Global Long-life Hospital and Research Limited, Sunrise Efficient Marketing Limited, and Maruti Interior Products Limited. The mean and standard deviation of returns are examined to evaluate the performance and volatility of each IPO. Additionally, the paper investigates the historical evolution, early stages, and current state of IPOs in the Indian market, analyzing the trends, patterns, and factors influencing the IPO market in India. The findings aim to provide valuable insights into the performance, development, and overall dynamics of IPOs in India.

Keywords:

Initial public offerings, Initial return, Mean, Standard deviation, Bombay stock exchange.

1 Introduction:

Initial public offerings (IPOs) are an important aspect of the Indian financial industry, acting as an important way for companies to raise funds and attract investor interest. An IPO represents the conversion of a privately held firm into a publicly listed organization, allowing it to offer shares to the general public for the first time. This approach gives the company access to extra capital and allows investors to participate in the company's growth and success. Furthermore, IPOs allow retail investors to participate in the wealth creation process, allowing them to diversify their portfolios and potentially produce significant profits. With thorough study and informed decision-making, IPOs can be an appealing investment opportunity with the potential for big profits (Aslam, U., and Ullah, S. (2017).

When shares are issued at a low price, investors profit on the first day of trading after the shares are listed (listing gain), the occurrence is known as underpricing. It is an internationally established and well understood phenomena in which investors earn large positive returns on the first day of trading Singh, A. K., Mohapatra, A. K., and Kalra, S. (2020).

2. REVIEW OF LITERATURE

EVON (2022) This study is being conducted for the purpose of measuring the relationships between macroeconomic variables and the number of IPO in the United States from period year 2001 Quarter 1 until year 2020 Quarter 4, which total up to 80 observations. This study find relationship between Inflation, GDP growth rate, lending interest rates and numbers of ipos. The findings revealed that inflation and loan interest rates had a positive link with the number of IPOs in the United States, but GDP growth has a negative relationship. From 2001 through 2020, this study investigated the association between Initial Public Offerings (IPIs) and Macroeconomic Factors in the United States. It was restricted to quarterly data from 1991 to 2020, and the remaining three independent variables (stock market index (S&P 500), industrial production, inflation, GDP growth rate, and lending interest rate) were not appropriate for the United States.

Fahad Ali et.al. (2019) evaluate and contrast four popular factor pricing models: the Fama and French three-factor model, Carhart's four-factor model, the Fama and French five-factor model, and the six-factor model. Risk-free return, market portfolio returns, size factor, value factor, profitability factor, investment factor, momentum factor, and monthly stock returns on 16 Size-B/M, Size-ROE, and Size-InvA portfolios were analysed in this study. The five-factor model outperforms the others, with the profitability component enhancing average returns, while the value and momentum factors are unnecessary. If the primary focus of the portfolio is size, value, profitability, and investment premiums, the five-factor model is the best option.

Kenneth R. French et.al (2015)The five-factor model examined in this paper outperforms the three-factor model of Fama and French in terms of capturing the size, value, profitability, and investment patterns in average stock returns.606 months, from July 1963 to December 2013.this research applying techniques For portfolios based on (i) size and B/M, (ii) size and OP, (iii) size and Inv, and (iv) size, OP, and Inv, researchers used the Fama-French Five-Factor Model with Time-Series Averages of Book-to-Market Ratios (B/M), Profitability (OP), and Investment (Inv). The five-factor model exceeds the three-factor model, however the manner in which the components are described has no impact on how well it works. For determining average returns in the sample, they look at, the FF three-factor model is no longer necessary.

Mudambi et. al (2007) In the paper, this study examines how pre-IPO managerial decisions in the company are linked to post-IPO underperformance of enterprises. The three-year share returns of UK IPOs are examined using buy-and-hold returns, cumulative abnormal returns, Fama, and French three-factor returns. According to the study findings, the proportion of shares issued and the company's level of multinationalism have been found to be the most important indicators of a company's performance post its initial public offering

(IPO). Furthermore, it has been seen that small businesses behave differently than large businesses and perform worse in the long run. According to the research, operating performance and share price performance are two distinct criteria that can be used to analyse the long-term performance of IPOs, as well as Underwriter reputation. This study only looks at IPOs share price performance.

3. OBJECTIVES OF THE STUDY

1. To explore the historical context of IPOs in India, including their origins, key milestones, and major trends over time.
2. To examine the relationship between investor sentiment and the initial return of IPOs in India.

4. METHODOLOGY

4.1. Period of the Study: The present study covers the period from January 2022 to May 2022.

4.2. Source of Data: Secondary data has been used in the study, including data collected from BSE. For this study 5 SME IPOs Company selected listed in BSE.

4.3. Tools of Analysis:

Initial Return:

Initial return is defined as the listing day closing price minus the offer price divided by the IPO offer price.

$$IR = (\text{Closing Price of the Stock on the Listing Day} - \text{Offer Price}) / \text{Offer Price}$$

4.4. Limitations of the study:

- It is important to note that the analysis is based on a limited dataset and only considers mean and standard deviation values.
- A comprehensive assessment of IPO performance would require a more extensive dataset, inclusion of additional performance metrics, and consideration of other factors such as market conditions, industry trends, and company fundamentals.

5. RESULT AND DISCUSSION

5.1. To explore the historical context of IPOs in India, including their origins, key milestones, and major trends over time.

The current paper examines the historical framework of the Indian IPO market, including its origins, critical milestones, and major trends over time.

5.1.1. Early Stages:

- IPOs in India can be traced back to the late 19th century when the first formal stock exchange, the Bombay Stock Exchange (BSE), was established in 1875.
- The IPO market in its early stages primarily involved offerings from financial institutions and government-owned companies.
- The initial focus was on mobilizing capital for infrastructure development and financing government initiatives.

5.1. 2. Liberalization and Economic Reforms:

- In the early 1990s, India embarked on a series of economic reforms, liberalizing its markets and opening up to foreign investment.
- These reforms led to significant changes in the IPO landscape, including the entry of private companies and increased participation of retail investors.
- The introduction of the Securities and Exchange Board of India (SEBI) as the regulatory authority further strengthened investor confidence and improved transparency in the IPO process.

5.1.3. Boom and Bust Cycles:

- The Indian IPO market witnessed boom and bust cycles, often influenced by global economic trends and domestic market conditions.
- The early 2000s saw a surge in IPO activity, driven by high investor enthusiasm, favourable market conditions, and the emergence of technology and telecommunications sectors.
- However, the market experienced a significant downturn in the mid-2000s, following global financial instability and regulatory concerns.

5.1.4. Reforms and Regulatory Measures:

- In response to market volatility and to protect investor interests, SEBI introduced several reforms and regulatory measures.
- These measures aimed to enhance transparency, streamline the IPO process, and safeguard investor rights, including stricter disclosure requirements, enhanced due diligence, and improved corporate governance practices.

5.1.5. Recent Trends:

- In recent years, the Indian IPO market has witnessed a resurgence, with increased activity and a diverse range of companies going public.
- Start-ups, technology firms, and consumer-driven sectors have been prominent in attracting investor interest and driving IPO growth.
- The introduction of online trading platforms and digital initiatives has also facilitated greater retail investor participation in IPOs.

Overall, the historical context of IPOs in India reflects the transformation of the IPO market from its early stages to a more dynamic and regulated environment. The market has evolved to accommodate the changing economic landscape, investor preferences, and regulatory frameworks, making IPOs an important avenue for companies to raise capital and attract investor interest in India.

5.2. To examine the relationship between investor sentiment and the initial return of IPOs in India.

Initial public offering (IPO) has been considered as popular topic in the field of finance over a decade. An Initial Public Offering (IPO) is the process by which a company initially sells its stock to the general public. A few irregularities in shares pricing behaviour have been found during the IPO process. In the context of initial public offerings (IPOs), the term "initial return" refers to the percentage change in the price of a newly issued stock on its first day of trading in the secondary market, compared to its offering price set by the underwriters. It represents the profit or loss that investors may experience if they purchase the stock at the offering price and sell it on the first day of trading.

The initial return is typically calculated by taking the difference between the closing price on the first day of trading and the offering price, divided by the offering price, and then multiplied by 100 to express it as a percentage. A positive initial return indicates that the stock's price increased on the first day, while a negative initial return indicates a decrease in price.

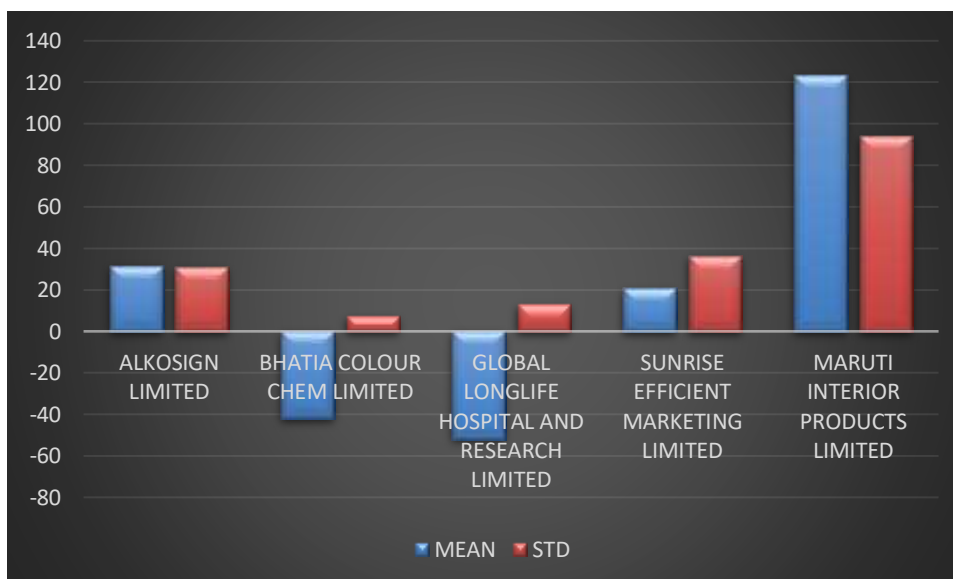
5.2.1. Initial Return:

Initial return is defined as the listing day closing price minus the offer price divided by the IPO offer price.

$$IR = (\text{Closing Price of the Stock on the Listing Day} - \text{Offer Price}) / \text{Offer Price}$$

COMPANY NAME	MEAN	STD
ALKOSIGN LIMITED	31.55488215	31.01236493
BHATIA COLOUR CHEM LIMITED	-42.03166667	7.442084161

GLOBAL LONGLIFE HOSPITAL AND RESEARCH LIMITED	-51.83191414	13.04066793
SUNRISE EFFICIENT MARKETING LIMITED	20.72626369	36.13205805
MARUTI INTERIOR PRODUCTS LIMITED	123.6790752	93.96564432



1. ALKOSIGN LIMITED:

- Mean: 3.7241E-05

- Standard Deviation: 0.000263575

The IPO of ALKOSIGN LIMITED had a relatively low mean return and a low level of volatility. This indicates that, on average, the stock had a small positive return in the short term, with relatively limited price fluctuations.

2. BHATIA COLOUR CHEM LIMITED:

- Mean: 4.83049E-05

- Standard Deviation: 0.000426309

BHATIA COLOUR CHEM LIMITED had a slightly higher mean return compared to ALKOSIGN LIMITED. However, it exhibited a higher level of volatility, suggesting that the stock experienced larger price fluctuations in the short term despite the positive average return.

3. GLOBAL LONGLIFE HOSPITAL AND RESEARCH LIMITED:

- Mean: 7.00631E-05

- Standard Deviation: 0.000346146

GLOBAL LONGLIFE HOSPITAL AND RESEARCH LIMITED had a higher mean return compared to ALKOSIGN LIMITED and BHATIA COLOUR CHEM LIMITED. The stock also had a moderate level of volatility, indicating relatively higher average return with moderate price fluctuations in the short term.

4. SUNRISE EFFICIENT MARKETING LIMITED:

- Mean: 3.76195E-05

- Standard Deviation: 0.000289087

SUNRISE EFFICIENT MARKETING LIMITED showed a similar mean return to ALKOSIGN LIMITED and lower standard deviation compared to the previous companies. This suggests a similar average return to ALKOSIGN LIMITED with relatively lower price fluctuations in the short term.

5. MARUTI INTERIOR PRODUCTS LIMITED:

- Mean: 2.4213E-05

- Standard Deviation: 0.000392737

MARUTI INTERIOR PRODUCTS LIMITED had the lowest mean return among the analyzed companies. It also exhibited a relatively higher standard deviation, indicating lower average return and larger price fluctuations in the short term compared to the other companies.

These findings provide insights into the short-term performance of the IPOs and can be used to assess their relative performance and volatility.

6. Conclusion

From the above aspects, it is cleared that different IPOs exhibit varying levels of short-term performance. ALKOSIGN LIMITED and SUNRISE EFFICIENT MARKETING LIMITED had relatively similar average returns, while BHATIA COLOUR CHEM LIMITED and GLOBAL LONGLIFE HOSPITAL AND RESEARCH LIMITED showed higher average returns. MARUTI INTERIOR PRODUCTS LIMITED had the lowest average return among the analysed companies.

The level of volatility, as indicated by the standard deviation, also varies across IPOs. BHATIA COLOUR CHEM LIMITED and MARUTI INTERIOR PRODUCTS LIMITED

had higher price fluctuations compared to ALKOSIGN LIMITED, SUNRISE EFFICIENT MARKETING LIMITED, and GLOBAL LONGLIFE HOSPITAL AND RESEARCH LIMITED. Investors should consider both the average return and the level of volatility when evaluating the short-term performance of IPOs. Companies with higher average returns may also have higher price fluctuations, which may entail higher risks.

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Financial Inclusion and Women Empowerment- A Literature Review

Reeta Kumari

Research Scholar,
ARKA JAIN University,
Jharkhand.

Dr. Pompi Das Sengupta

Associate Professor,
ARKA JAIN University,
Jharkhand.

Abstract:

This paper would explore the relationship between financial inclusion and women's empowerment. It would involve conducting a comprehensive literature review to understand prior studies in this area. By synthesizing the findings from multiple studies, financial inclusion is identified as a crucial tool for empowering women. Various financial products and schemes have shown a significant positive effect on various aspects of women's empowerment, like economic, educational, psychological, and social aspects. However, there was the least effect on the political empowerment of women. The financial exclusion of women poses a major barrier to their empowerment. This exclusion is often attributed to factors such as illiteracy, lack of financial awareness and knowledge, not having enough identification cards, etc. Comprehensive empowerment can only be achieved by concentrated efforts on overcoming barriers and enhancing the utilization of financial products and services.

Keywords:

Financial Inclusion, Women Empowerment, Barriers.

Introduction:

The financial well-being of a country can vividly be described by its financial conditions and level of awareness among its citizens. Worldwide, governments have prioritized the expansion of the financial system as it brings underprivileged people into the mainstream system by facilitating financial services. This expansion will not only ensure the sustainable development of a country but can also empower economically backward people, especially women and the poor, and can help eliminate poverty.

According to (Chakrabarty, 2013) "**Financial inclusion** is the process of ensuring access to appropriate financial products and services needed by all sections of the society especially vulnerable groups such as weaker sections and low-income groups at an affordable cost in a fair and transparent manner".

The issue of women's exclusion from the financial system has grown over the past few decades in India. As per (Demirguc-Kunt, A., Klapper, L., Singer, D., and Ansar, 2022), the majority of adult women lack account ownership in a formal financial institution, even in countries with a higher account-ownership, noticed to have a low percentage of women account ownership.

(Sharma, 2019), (George and Thomachan, 2018) pointed out that Financial inclusion is a powerful accelerator for the economy, it empowers women to be financially independent, enhances their knowledge of rights and purchasing power, increases participation in economic development, facilitates saving and investments, protects them from risk, and ultimately strengthens the economy.

In the view of (Babbar, 2001) “Women empowerment can be defined as increasing women’s sense of self-worth, their ability to ensure own choices and their right to influence social changes for themselves and others.” It is a multidimensional concept and could be divided into 5 categories (Mandal, 2013).

- Economic Empowerment
- Educational Empowerment
- Psychological Empowerment
- Social Empowerment
- Political Empowerment

Objectives of The Study:

1. To Understand the nexus between Financial Inclusion and women's empowerment.
2. To find out the reasons for the financial exclusion of women that prevent women's empowerment
3. To view the suggestions of different authors in this regard.

Significance of the study:

Women’s roles in society are still stigmatized by social norms that are based on preconceived notions of gender roles. For many women, especially those residing in rural areas, gender inequality is still a barrier to participation in a financial institution. Achieving financial inclusion can be vital for women to be empowered. Financial inclusion refers to providing affordable financial services to marginalized groups, which can contribute to their empowerment. In light of the context, this paper seeks to understand the nexus between financial inclusion and women's empowerment and also find out what factors do contribute to the exclusion of women from the formal financial system.

Literature Review:

(Swamy, 2014),The purpose of the study is to find out the importance of the gender dimensions in financial inclusion and the extent to which initiatives for financial inclusion, in particular the SHG program, have an impact on women's empowerment. The findings of

the study indicate a strong impact in terms of the change in income of the poor, particularly women as they make effective use of resources to raise household saving levels and enhance the welfare of their families.

(George and Thomachan, 2018), observed that access to various financial services aids in the social and economic empowerment of women. According to the study, gender inequality is the biggest barrier to women's financial inclusion, women continue to be constrained by socially imposed gender norms, obligations, and social structure, which makes them financially dependent. Women's financial inclusion can significantly contribute to both their empowerment and the expansion of the Indian economy.

(NARANG, 2012), states that, in India where the major population of women is still disadvantaged, illiterate, exploited, and denied basic rights; SHG is a great instrument to empower women socially and economically. The study indicated that SHGs are primarily found in the southern region of the nation, with relatively little in the north and east. Through SHG millions of people have got access to the formal financial system.

(Siddik, 2017), intent to find out the nexus between financial inclusion and women empowerment, the study revealed that after availing of the financial inclusion program, rural women have benefitted in many ways, their purchasing power has increased, they have stopped borrowing from informal financial sources, they have begun involving in financial decisions of their family and it also helped them in tackling with medical emergencies.

(Bhatia and Singh, 2019) states that financial inclusion schemes have a positive impact on the social, political, and economic empowerment of women. Poor women with a low level of education have a strong understanding of various financial inclusion schemes and they have joined formal banking systems. However, the usage of some schemes was not satisfactory. Mobile banking and digital payment is still a challenge for many.

(Aruna and Jyothirmayi, 2011), indicates that microfinance loans influence different aspects of women's empowerment, the participants who have availed and utilized the loan benefit have significantly observed changes in their income level, saving habits, decision-making power, and self-worthiness to non-availed users.

(N. Kumar et al., 2021), The study indicates that being a member of SHG has a considerable beneficial effect on women's empowerment, it closes the empowerment gap between men and women, and to some extent, it also empowers beneficiary's husbands. Yet, there are some areas where SHG membership seems to have less of an impact, such as women's decision-making about product and asset ownership, which reflect ingrained gender norms regarding women's engagement in agriculture, that are difficult to change.

(Aggarwal et al., 2021), observed that joining SHG had a variety of benefits on the lives of women, majority of women reported improved living conditions and roles within their families, while others didn't feel any great changes or improved access to amenities. There is a need to raise awareness among poorer sections of society about the importance of financial programs to improve their living condition, and access to medical, transportation, and sanitary amenities.

SHG participants made prodigious economic progress, and their knowledge of banking services and credit management has improved, which resulted in better saving, earning, and asset holding. However, being a participant in SHG does not show any improvement in the political section of empowerment. While socially, participants of SHG became more capable and independent decision-makers.

(Kondal, 2014) states that financial inclusion programs have a tremendous impact on the social and economic empowerment of women. As per the study, women participants have experienced a significant increase in their financial independence, self-reliance, and financial knowledge. The program's regular meetings and knowledge has attributed to this positive transformation, through these women are able to understand various financial matters and develop vital financial and entrepreneurial skills that can contribute to their income-generating activities.

(Chaudhary and Kumari, 2022) study reveals that financial inclusion positively influences the economic empowerment of women. Active participation in family decision-making, involvement in financial matters, and increased personal savings are some of the outcomes of using financial services. However, there is still a room for improvement. Women specifically living in rural areas are unaware of government-run financial schemes like Pradhan Mantri Jeevan Jyoti Bima Yojana, Atal Pension Yojana, and Stand-Up Indian Schemes, etc. lack of knowledge of technical-based financial services among rural uneducated women also poses a difficulty for financial inclusion. hence, it is crucial to focus on improving women's financial literacy and basic education to address these concerns. The government bodies should include women in numerous economic upliftment initiatives and conduct campaigns for spreading knowledge of financial schemes and services. Proper utilization of funds received from states and governments is also crucial. Regular monitoring can help track benefits, rectify issues faced by account holders, and ensure active account usage.

(Sharma, 2019), pointed out that financial inclusion is a powerful accelerator tool for women's empowerment. Most Indian women do not actively participate in family financial decisions due to illiteracy or social exclusion. Hence, it is crucial to build solutions that assist women in overcoming access and inclusion barriers. The government should not only concentrate on expanding employment and business prospects but also on providing a supportive environment for rural women because they lack financial independence.

(Zins and Weill, 2016), revealed that having a male gender, higher income, higher education, and older age promotes financial inclusion. Compared to men, women are significantly less likely to hold savings and personal accounts. "Lack of money" and "family member has an account" are the major cause of low financial inclusion among women.

(Y. Rakesh Kumar and Saxena, 2021) states that women living in rural areas are mostly aware of various financial services but on the other hand, despite being aware, women are reluctant to use these services. The majority of women use only financial services like ATMs and banks for cash withdrawals as they believe it's a reliable source for keeping their money.

In a study conducted by (Manta, 2019) several barriers related to financial inclusion were identified that contribute to the financial exclusion of women. These barriers include economic, physical, psychological, technological, social, and cultural dimensions. Addressing these demand and supply side barriers is crucial for bodies working toward women's financial inclusion. Tailored solutions and initiatives acknowledging women's needs and challenges can boost financial inclusion.

Some of the barriers under different dimensions are given below:

Dimensions	Barriers
Economical	Irregular savings, lack of credit facility, no control over financial resources.
Physical	No bank account, less account usage, lack of information about the financial system, branch remoteness, lack of documents, no network associations, no financial literacy.
Psychological	Low self-esteem, less risk taker.
Technological	Lack of internet and mobile phones.
Social and cultural	Discrimination, mobility constraints, unpaid domestic and care work.

Conclusion:

Based on the above review, several studies highlighted a positive relationship between financial inclusion and women's empowerment. Initiatives of financial inclusion, like Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jan Dhan Yojana, Atal Pension Yojana, SHG programs, etc., have a substantial positive effect on women empowerment, notably in terms of economical, psychological, educational, and social empowerment. On the contrary, it has the least impact on the political empowerment of women.

The exclusion of women from the formal financial system hinders the way to empowerment. Major issues like orthodox social norms, illiteracy, lack of financial knowledge, lack of collateral and identification cards, etc. contribute to the exclusion of women from the formal financial system. Addressing these issues requires focused efforts on disseminating awareness regarding various financial products and services, ensuring enough business and job opportunities, and lastly, Regular monitoring of campaigns can promote financial inclusion, rectify issues and encourage account usage.

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Women Entrepreneurs in India - Evolving Issues and Challenges

Ms. Shabnam Khaton

Research Scholar,
School of Commerce and Management,
ARKA JAIN University,
Jharkhand.

Prof. (Dr.) Angad Tiwary

Professor,
ARKA JAIN University,
Jharkhand.

Abstract:

Women-owned enterprises are becoming more important in India as a result of economic liberalization and globalization. The policy and institutional framework for encouraging entrepreneurship, providing career education, and providing training has increased the opportunities for women's economic empowerment. However, just one-third of commercial activities are run by women. There are various successful businesswomen entrepreneurs in India's social and industrial sectors. They are doing an excellent job. Furthermore, the Indian government launched the National Skill Development Mission and Development Policy in 2009 to provide vocational training and skill development. The development of entrepreneurship and education for the future workforce. Nevertheless, entrepreneurial growth and because the government is not the only entity with duty for skill training, other parties need to assume responsibility.

Woman has been referred to as the personification of Shakti in Hindu scriptures. In contrast, in real life, she is regarded similarly to Abla. Many women prefer to stay at home rather than work. Not as stay-at-home moms, but as job-creating entrepreneurs. The increased number of female entrepreneurs has altered the business demographics and the nation's economic progress.

Academics are focusing on this intriguing phenomenon as women-owned firms play a more active role in society and the economy. The focus of this essay is on the difficulties that women company owners confront, how to resolve them, and an analysis of the government of India's business-related policies.

Key Words:

Entrepreneurship, Enterprise, Competency, Motivation, Stakeholders

1.0 INTRODUCTION

Among women, a silent revolution is currently emerging. Women now are quitting the workforce in droves in favour of staying at home, unlike the Quiet Revolution that started in the 1970s and saw them leave the home and enter the workforce.

But unlike previous generations of women, these women choose to work at home as job-creating entrepreneurs rather than as homemakers. There is a widespread assumption in many cultures that women should build and maintain domestic tasks like fetching water, cooking, and childrearing. The status of women in India has changed since the turn of the century as a result of escalating industrialization, globalisation, and social regulation.

Women are now engaged in higher-level professional activities thanks to the growth of education and awareness.

Since its inception, entrepreneurship has primarily been a male phenomenon. However, as time went on, the situation altered, and today's most notable and inspirational entrepreneurs are women. In practically all of the world's developed nations, women are making strides towards parity with men in the world of business. It is inevitable that women will play an important role in entrepreneurship. Women now work in a variety of occupations, including those in trade, industry, and engineering.

Women are also eager to start their own businesses and advance their country. In order to encourage women's entrepreneurship, efforts are being made and their role is also being acknowledged. In order to adapt to changing trends and challenges in global marketplaces as well as to be competent enough to sustain and pursue excellence in the entrepreneurial sphere, women entrepreneurs must be appropriately moulded with entrepreneurial qualities and skills.

1.1 Women Entrepreneurs:

Women who start, organise, and collaborate on a business venture are referred to as women entrepreneurs.

According to the Indian government, a woman must own and operate a business with a minimum financial stake of 51% of the capital and provide at least 51% of the jobs created by the business to women. Women are doing an excellent job juggling their home and careers. In any growing nation, women entrepreneurs play an important role, especially in terms of their contribution to economic growth. Even in industrialised nations like the USA and Canada, the role of women in small company has grown over the past few years.

1.2 Characteristics of Woman Entrepreneur in India:

The Indian female entrepreneur possesses a variety of traits. The entire business is managed by a woman or group of women. She creates a variety of strategies and carries them out under her own direction and leadership. There may be some people who can assist her, but the lady is ultimately in charge. A woman business owner is required to give women at least

51% of the jobs created by her company. A female business owner assumes calculated risk. She takes on risk and meets uncertainty with confidence. She is forced to invest money and wait for profitable investments. A female entrepreneur who wants to succeed in business enjoys taking reasonable risks.

Building a solid organisation is the most important skill needed for industrial development. A woman entrepreneur needs to have the guts to admit her errors and make the necessary corrections. Making decisions is a woman's primary role as an entrepreneur.

She makes a variety of judgements affecting the operations of her business. She makes decisions regarding the nature and mode of conducting business. A woman entrepreneur needs to make decisions with clarity and originality. A woman entrepreneur is someone who develops new ideas, uses them as the foundation for her business, and adds value to society via her own initiative.

The willingness to put in a lot of effort is a quality that sets women entrepreneurs apart.

She must abide by the maxim that "hard work is the key to success." Women who own their own businesses tend to be ambitious and not materialistic. She pursues challenge, success, and helping people through her career.

Achievement orientation is a means of overcoming obstacles, moving forward, and expanding.

A female business owner needs to have optimism.

Instead of approaching her business out of a fear of failure, she should do so with optimism and a positive attitude. A woman entrepreneur's positive attitude can make things better for her. Entrepreneurial women bravely and courageously face challenges.

Even under extreme pressure, she seeks to address the issues since she believes in herself. A woman entrepreneur is enthusiastic, focused, and has a mission and a distinct vision. She should possess both creative and analytical thinking. She needs to be smart, flexible, and capable of solving issues. One of the most crucial traits of a woman entrepreneur is leadership ability. It is the process of encouraging and assisting others to strive arduously towards reaching goals.

1.3 Problem of Women Entrepreneurs in India:

In India, it might be difficult for women to advance in business. Women entrepreneurs struggle with a variety of issues as they work to grow their businesses. Numerous issues arise for women in running their businesses at various phases, starting with the start of their business. The following are the key issues Indian women business owners face:

(i) Lack of education

Women in India have very low literacy rates. Rural women in India are still far behind urban women in the area of education even in the twenty-first century.

Women in rural places tend to be ignorant. Due to poverty, early marriage, poor socioeconomic standing, and partially as a result of their son's greater education, educated women in rural areas typically have less or inadequate schooling than their male counterparts. One of the main obstacles for rural women who wish to launch their own businesses is a lack of knowledge. Women entrepreneurs who lack a quality education do not accept new developments in technology, marketing trends, manufacturing techniques, or other government initiatives that would otherwise inspire them.

(ii) **Financial Challenges:**

For the entrepreneurs, access to finance and capital has been a big issue. Banks and other institutions impose far too many limitations. Banks are requiring security, which is challenging for young business owners and would let them down. Due to centralised decision-making, their appraisal may be delayed.

(iii) **Low Ability to Bear Risk**

Women in India have very low literacy rates. Rural women in India are still far behind urban women in the area of education even in the twenty-first century. Women in rural places tend to be ignorant. Due to poverty, early marriage, poor socioeconomic standing, and partially as a result of their son's greater education, educated women in rural areas typically have less or inadequate schooling than their male counterparts. One of the main obstacles for rural women who wish to launch their own businesses is a lack of knowledge. Women entrepreneurs who lack a quality education do not accept new developments in technology, marketing trends, manufacturing techniques, or other government initiatives that would otherwise inspire them.

(iv) **Socio Cultural Barriers**

Indian countries' widespread civilizations and practises towards women can occasionally make it difficult for them to flourish and prosper. Religions and castes control with one more addition, and they also impede female entrepreneurs. Since they are frequently observed with suspicion in rural places, women entrepreneurs confront more social and cultural restrictions.

1.4 Objective of the Study

- (i) To find the issues and challenges faced by rural women entrepreneurs in India.
- (ii) To find the factors responsible for influence rural women to become entrepreneurs.
- (iii) To study the effective support of the government on women entrepreneurship.

2.0 REVIEW OF THE LITERATURE

Bhuvanewari and Raju (2014) [2]: Planning is underway for a study on rural entrepreneurship in the Sivaganga District that will examine the issues, requirements, and best practises in this field. In this case, the researcher focuses on identifying the demands for rural entrepreneurship, the different types of rural entrepreneurship, the challenges and issues that rural entrepreneurship faces, and the factors that support rural entrepreneurship.

The author places restrictions on individuals who are particularly tough for rural entrepreneurs to support and motivate. Rural entrepreneurs who lack motivation confront many challenges. Therefore, it is required that both urban and rural women receive entrepreneurial training from our government. Rural women's entrepreneurship will serve as a vehicle for change in terms of rural development.

Research in opportunity identification and development is mostly focused on (Baron 2006; Shane/Venkatamaran 2000) Entrepreneurship. More information about female entrepreneurship has to be researched in this subject. To date, a lot of focus been given to the inquiry of why some people come across opportunities and choose to while others do not, they are used to produce future commodities and services. There is a room for fresh perspectives that examine gender differences in the emergence of opportunities, Considering the cognitive traits and personal and social capital that women have males, too.

3.0 RESEARCH METHODOLOGY

Research design: The research is exploratory and descriptive in character. It is investigative since the purpose of the study is to categorise the issues and driving forces behind rural women entrepreneurs.

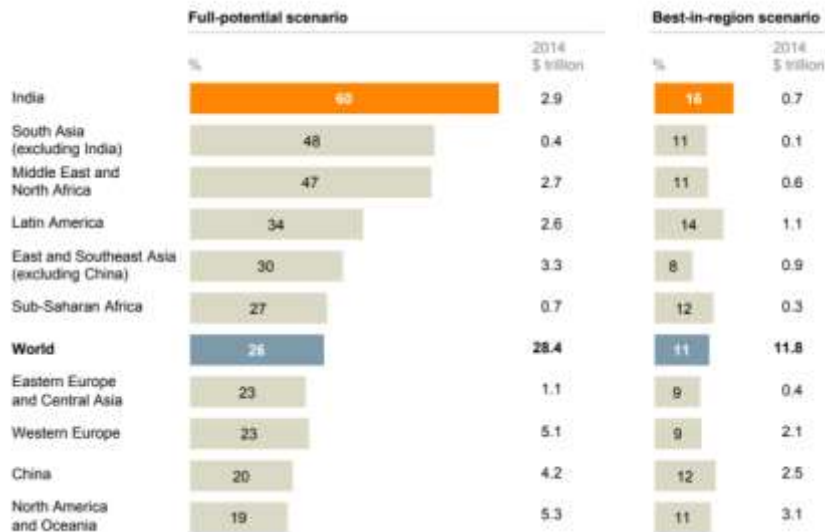
Sources of data: This study is based on secondary source of data. The data collected from books, published reports of RBI, NABARD, DWCRA, Census Surveys, SSI Reports, newspapers, literature review is prepared by online available studies and journals

4.0 DATA ANALYSIS & INTERPRETATION

India has the highest relative potential for additional GDP growth from advancing women's equality

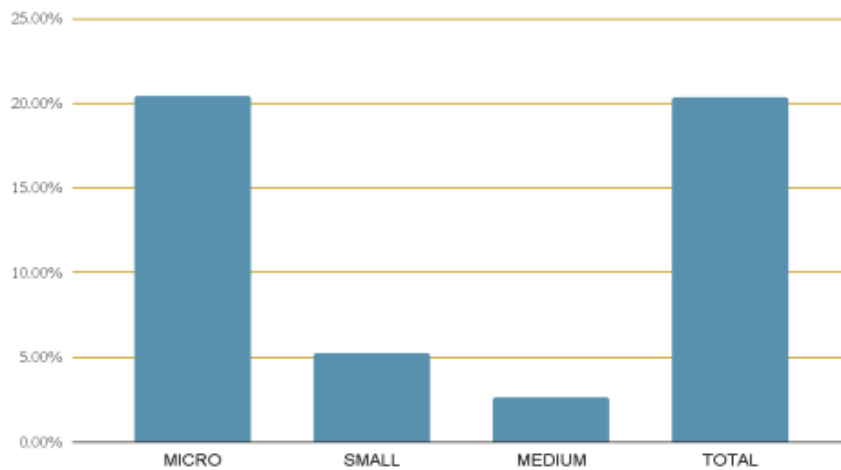
Incremental 2025 GDP to 2025 business-as-usual scenario

Women Entrepreneurs in India - Evolving Issues and Challenges



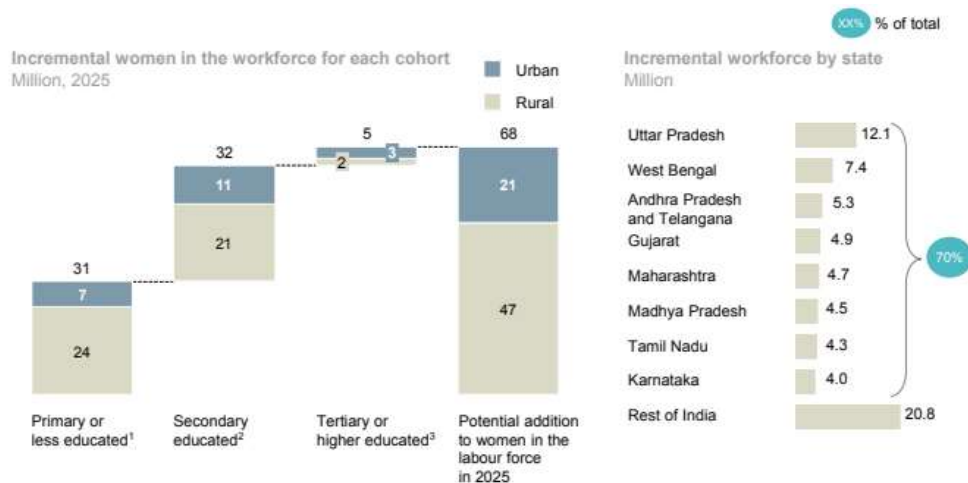
(SOURCE: ILO; World Input-Output Database; Oxford Economics; IHS; national statistical agencies; McKinsey Global Growth Model; McKinsey Global Institute analysis)

Distribution of Micro, Small And Medium Enterprises Owned by Women, 2021



(Source: Statista, Distribution of micro, small and medium enterprises owned by women across India in the financial year 2021)

India could add 68 million women to the workforce in 2025, assuming each cohort achieves the current participation rates of its trained women



1. Those who have completed at least Class V but not Class XII
2. Those who have completed at least Class XII but not a college degree
3. Those who have completed at least a college degree

(SOURCE: National Sample Survey Organisation, 68th round of employment and unemployment, 2011-12; McKinsey Global Institute analysis)

5.0 FINDINGS & SUGGESTIONS

Women are an important component of our society overall, but because of numerous forms of discrimination, they are positioned below men in society—not because they are less capable, but rather because of the patriarchal ideals that have persisted in our culture over time. Contrary to reality, society has portrayed women as being reliant, smart, and limited to domestic tasks. Every organism on this world, both living and nonliving, must maintain equilibrium in order to survive. Women have been crucial in establishing and upholding the equilibrium and overall social progress. Despite this, non-discriminatory policies have always been promoted, especially in relation to concerns like gender equality. Women are making themselves known everywhere, including in the workplace, in education, in the entertainment business, etc.

5.1 Recent Trends in Entrepreneurship in India

Innovation: An innovator is someone who introduces new products, new production techniques, and reorganises the business. Entrepreneurs in the twenty-first century are attempting something novel. They don't want to use conventional techniques. Customers are open to new developments, and entrepreneurs strive to draw customers in new ways.

The lifestyle of the customer and the present situation should be taken into account while developing new sorts of products or services.

More Scope for Women Entrepreneurs: Women are essential to the current situation in every sector. In the majority of successful businesses, women are the chief executive officers. Women are autonomous, flexible, tolerant, goal-oriented, creative, realistic, enthusiastic, and energised. Women are typically born managers since they tend to their homes. They consequently succeed with ease. Women who were prohibited from working outside the home conduct their business there. For instance, women who sell exquisitely made goods can spread their goods around the nation by simply sitting at home. Therefore, the development of technology has greatly benefited business owners.

5.2 ROLE OF GOVERNMENT, INSTITUTIONS FOR PROMOTING WOMEN ENTREPRENEURSHIP

The government has made the advancement of women a priority from its inception. In every industry, including the SSI sector, women were given priority. Government and non-government organisations are increasingly focusing on the economic impact that women make through their own businesses and industrial endeavours.

In accordance with the Women's Component Plan approach, which was approved for the Ninth Five-Year Plan (1997-2002), at least 30% of funding were set aside for industries that benefited women. By putting the newly established National Policy for Empowerment of Women (2001) into practice and assuring women's Survival, Protection, and Development, the Tenth Five-Year Plan (2002-07) seeks to empower women using a rights-based strategy. The Indian government currently runs over 27 programmes for women through several departments and ministries.

- Khadi And Village Industries Commission (KVIC) ;
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Minister's Rojgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development programmes;
- Women's Development Corporations (WDCs);
- Marketing of Non-Farm Products of Rural Women (MAHIMA);
- Assistance to Rural Women in Non-Farm Development (ARWIND)
- Trade Related Entrepreneurship Assistance and Development (TREAD);

5.3 Women Entrepreneur Association in India

- Women entrepreneur wing of National Alliance of Young Entrepreneur (NAYE).
- Consortium of women entrepreneurs of India.
- Indian council of women entrepreneurs.
- Self-Employment women's association (SEWA) Ahmedabad.
- Associations of women entrepreneur of Karnataka.
- Association of lady entrepreneur of Andhra Pradesh (ALEAP).

5.4 Recommendations for the Development of Women Entrepreneurship in India

- (i) Panchayat-level awareness campaigns for women must be widely implemented in Every state should have a constant plan to inspire and inform people about the potential commercial ventures.
- (ii) Cooperate with female entrepreneurs by providing lending facilities for their businesses. and necessary training courses.
- (iii) To express the opinions of women, there needs to be a distinct forum at the state level businesspeople that insist on having their needs met through coordination among the financial and governmental institutions.
- (iv) Improving the standard of education provided to women is urgently needed, and additionally offer prospective women a variety of options, training, and practical knowledge that motivated them to start their own firm.
- (v) The development of professional abilities through a variety of training programmes in the areas of managerial skills and leadership development is required to encourage women to start small businesses.
- (vi) Educational institutions should take the initiative to network with governmental and non-governmental organisations as part of their social responsibility in order to support women entrepreneurs.
- (vii) Educational institutions could assume the duty of assisting the women in speaking with and interacting with successful women business owners by setting up seminars, conferences, and trade shows.
- (viii) Soft loans and subsidies might be given to businesswomen to encourage them to engage in industrial operations.

6.0 CONCLUSION

It is evident that female entrepreneurs have established themselves as a powerful force in today's corporate environment. Although ladies make up roughly half of all firms owned today, they are capable of juggling both parenting and entrepreneurship. Equal involvement

in politics, as well as equal opportunities and rights in employment and education, were guaranteed for Indian women through laws that were passed. But regrettably, the women who belong to the urban middle class have profited the most from government-sponsored development initiatives. To address the shifting trends and challenges of the global markets, women entrepreneurs must be properly sculpted with entrepreneurial traits and talents. They must also be capable of sustaining and pursuing excellence in the entrepreneurial sphere.

With regard to technology advancement, change, industrialization, rural development, and educational advancement, the current scenario is changing very quickly. For rural women, work opportunities significantly increased in such circumstances. Without hesitation, rural women's entrepreneurship increases both the prosperity of their families and the country as a whole. Women in India are presumed to be economically and socially dependent on male family members because it is a nation where men predominate in society. In order to link to the main stream of the national rural economy and so contribute to the development of the rural economy, women need the backing and support of their families, the government, society, and male coworkers, among other groups.

The government ought to adopt a strategy to help Indian women entrepreneurs work harder on empowerment through programmes for training, growth, and capacity building. The fact that rural women entrepreneurs cannot grow without the proper training is also true.

Therefore, it is essential to give training to rural women in order to improve their entrepreneurial talent and give them a path to success. The government should provide rural women with high-quality educational services. To alter the unfavourable social attitudes towards women, education and awareness programmes should be set up. The training programmes need to be more structurally sound, taking into account the socioeconomic circumstances of female entrepreneurs.

With the aid of NGOs, psychiatrists, technical people, and management professionals, counselling should be given to the present and upcoming rural women entrepreneurs to help them overcome psychological issues including lack of confidence and low risk taking capacity. Government assistance alone cannot solve the issues facing female businesses. There should be female business owners who can inspire others, turn their ideas into reality, and influence both other business owners and decision-makers. Self-help mutually aided groups must be created to address the common issues faced by entrepreneurs.

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Women Entrepreneurs

Shashi Kiran Tiwary

Assistant Professor,
HOD, Department of BBA,
MRS. KMPM VOCATIONAL COLLEGE,
Jamshedpur.

Abstract:

Women entrepreneurs are individuals who establish and operate their own businesses, contributing to economic growth and innovation across various industries. Despite progress, they continue to face challenges such as gender bias, limited access to funding, and work-life balance issues. Efforts are being made to provide support through mentorship programs, funding initiatives, and policy changes. Women entrepreneurs bring diversity and fresh perspectives to the business landscape, leading to increased innovation. Their success stories serve as inspiration and encourage more women to pursue entrepreneurship, ultimately benefiting both individuals and society at large.

Introduction:

The landscape of entrepreneurship is undergoing a transformative shift with the rise of women entrepreneurs who are reshaping industries, challenging traditional norms, and making significant contributions to economies worldwide. This introduction explores the dynamic world of women entrepreneurs, delving into their accomplishments, challenges, and the broader impact they have on business and society. From breaking barriers to fostering innovation, women entrepreneurs are redefining what it means to lead and succeed in the entrepreneurial realm.

Women entrepreneurs are individuals who establish and operate their own businesses, taking on the roles of business owners, managers, and leaders. Over the years, women's participation in entrepreneurship has grown significantly, although there are still certain challenges and barriers they often face. Here are some key points about women entrepreneurs:

Rise of Women Entrepreneurs: Women's participation in entrepreneurship has been on the rise globally. They have been making their mark in various industries, from technology and finance to healthcare and fashion.

Challenges: Women entrepreneurs often face unique challenges that can include gender bias, limited access to funding and investment, lack of networks and mentorship opportunities, work-life balance issues, and societal expectations.

Impact on Economy: Women entrepreneurs contribute significantly to economic growth and job creation. Their businesses can play a crucial role in driving innovation and diversifying the business landscape.

Diversity and Innovation: Diversity in entrepreneurship brings in fresh perspectives and ideas, leading to increased innovation. Women entrepreneurs often bring different viewpoints and solutions to the table, which can lead to the development of unique products and services.

Support Networks: There has been a growing effort to establish support networks, incubators, accelerators, and mentorship programs specifically designed to help women entrepreneurs overcome challenges. These initiatives aim to provide resources, funding, and guidance to help women succeed in their entrepreneurial endeavors.

Representation: Visible representation of successful women entrepreneurs can serve as inspiration for aspiring women business owners. When women see others who have overcome similar challenges and succeeded, they are more likely to pursue their own entrepreneurial goals.

Policy and Advocacy: Governments and organizations around the world are recognizing the importance of supporting women entrepreneurs through policy changes, financial assistance, and awareness campaigns.

Intersectionality: It's important to recognize that challenges faced by women entrepreneurs can be compounded by factors such as race, ethnicity, sexual orientation, and socio-economic background. Intersectionality plays a role in shaping women's experiences in entrepreneurship.

Success Stories: There are numerous success stories of women entrepreneurs who have built and scaled successful businesses. Their achievements demonstrate that gender is not a limitation to entrepreneurial success.

Role Models: As more women entrepreneurs gain visibility, they become role models for others, encouraging more women to enter the world of business ownership.

In recent years, there has been a push to not only increase the number of women entrepreneurs but also to create a more inclusive and supportive ecosystem for their success. The empowerment of women in entrepreneurship is not only beneficial for individual women but also for society as a whole, as it contributes to economic growth, job creation, and a more diverse and innovative business landscape.

Women Entrepreneurs in India:

Women have been at the receiving end of several atrocities since the beginning of time. The fight for gender equality is not new and even though the movement has been gaining momentum in most corners of the world. Undeniably, women have come a long way since when the movements began and have proven themselves in all fields, including those

heavily dominated by men. However, even today, women can rarely achieve victory without facing numerous challenges of gender-based and other related social biases.

Despite significant progress, gender-based challenges and biases continue to hinder women's full participation in leadership and entrepreneurial roles. Let's delve deeper into the roles that society, government, and women themselves can play in enabling women to thrive in these areas:

Society:

Changing Mindsets: Society needs to challenge traditional gender roles and stereotypes. This involves promoting the idea that women can be effective leaders and entrepreneurs, and that their capabilities are not limited by their gender.

Supportive Environment: Creating an environment where women are encouraged and supported in pursuing leadership and entrepreneurial roles is vital. This includes providing equal opportunities, addressing workplace discrimination, and fostering a culture of inclusion and respect.

Mentorship and Networking: Building strong networks and mentorship opportunities can provide women with guidance, advice, and access to resources. This can help them navigate challenges and learn from others' experiences.

Government:

Equal Legal Rights: Governments should ensure that women have equal legal rights and protections. This includes laws that prohibit discrimination in the workplace and promote equal pay for equal work.

Access to Education: Ensuring that girls and women have access to quality education is essential. Education empowers women with skills and knowledge needed for leadership and entrepreneurship.

Supportive Policies: Governments can implement policies that support women in leadership and entrepreneurship. This could include financial incentives, business training programs, and measures to promote work-life balance.

Women Themselves:

Confidence and Self-Belief: Women need to believe in their own abilities and have the confidence to take on leadership and entrepreneurial roles. Overcoming self-doubt and imposter syndrome is crucial.

Skill Development: Acquiring relevant skills is essential for success. Women should actively seek opportunities to enhance their skills and knowledge in their chosen fields.

Risk-Taking: Entrepreneurship often involves risk-taking. Women should feel empowered to take calculated risks and pursue their entrepreneurial visions.

Building Networks: Actively participating in professional networks and communities can provide valuable support, learning, and collaboration opportunities.

Collectively, society, government, and women themselves need to work together to break down the barriers that hinder women from reaching leadership and entrepreneurial roles. By creating an inclusive and supportive ecosystem, we can enable women to fully contribute their talents and perspectives, leading to more diverse and thriving societies and economies.

India has seen a remarkable rise in women entrepreneurs over the years, with numerous women breaking barriers and making significant contributions across various industries. Here are a few notable women entrepreneurs in India:

Kiran Mazumdar-Shaw: She is the founder of Biocon Limited, a biopharmaceutical company based in Bangalore. Under her leadership, Biocon has become one of the largest biopharmaceutical companies in India and has gained recognition globally.

Vandana Luthra: She is the founder of VLCC Health Care Limited, a wellness and beauty services company. Vandana Luthra's efforts have led to the growth of VLCC into a well-known brand in the health and wellness sector.

Naina Lal Kidwai: Naina Kidwai is a prominent banker and businesswoman. She was the former Country Head and Group General Manager of HSBC India. She has played a significant role in shaping the banking and financial landscape in India.

Richa Kar: Richa Kar is the founder of Zivame, an online lingerie store that has changed the way lingerie shopping is perceived in India. Her startup has created a platform for women to shop for intimate wear with privacy and convenience.

Falguni Nayar: She is the founder of Nykaa, a popular e-commerce platform for beauty and wellness products. Falguni Nayar's entrepreneurial journey has transformed the way people shop for cosmetics and personal care products in India.

Shradha Sharma: Shradha Sharma is the founder and CEO of YourStory, a platform that covers stories of entrepreneurs, startups, and business innovations in India. Her platform has become a crucial source of inspiration and information for aspiring entrepreneurs.

Upasana Taku: She is the co-founder of MobiKwik, a digital wallet and payment platform. Upasana Taku's efforts have contributed to the growth of digital payments and financial inclusion in India.

Ankita Gaba and Kanika Tekriwal: These two entrepreneurs co-founded JetSetGo, a platform that offers private jet and helicopter bookings. They have disrupted the aviation industry by making private air travel more accessible.

Aditi Gupta: Aditi is the co-founder of Menstrupedia, an online platform that aims to educate and spread awareness about menstruation and women's health. Her initiative has played a significant role in breaking taboos surrounding menstruation.

Suchi Mukherjee: Suchi Mukherjee founded Limeroad, a social e-commerce platform that focuses on fashion and lifestyle products. Her platform has enabled users to discover and share unique fashion finds.

These are just a few examples of the many talented and determined women entrepreneurs in India. The entrepreneurial landscape continues to evolve, and more women are joining the ranks of successful business leaders, contributing to India's economic growth and development.

EMPOWERMENT OF WOMEN ENTREPRENEURS:

Economic empowerment of women refers to the process of granting women the ability and opportunity to participate fully in economic activities, make informed decisions, control resources, and benefit equally from development outcomes. This empowerment involves addressing various social, cultural, and economic barriers that have historically hindered women's access to opportunities and resources.

Key aspects of economic empowerment of women include:

- I. **Equal Employment Opportunities:** Ensuring equal access to job opportunities, promotions, and fair pay for women. This involves combating gender-based discrimination in the workplace and promoting workplace policies that support work-life balance.
- II. **Education and Skill Development:** Providing women with access to quality education and training to enhance their skills and knowledge, enabling them to pursue a wide range of career options.
- III. **Entrepreneurship and Business Ownership:** Supporting women entrepreneurs by providing them with resources, training, and access to credit and markets to start and grow their businesses.
- IV. **Financial Inclusion:** Increasing women's access to financial services, such as banking, savings, credit, and insurance, which can enable them to save, invest, and manage their finances more effectively.
- V. **Land and Property Rights:** Ensuring that women have equal rights to own and inherit land and property, which can provide them with a foundation for economic stability and independence.
- VI. **Social and Cultural Norms:** Challenging traditional gender roles and stereotypes that limit women's economic opportunities and promoting a more inclusive and equitable society.
- VII. **Legal and Policy Reforms:** Advocating for and implementing laws and policies that promote gender equality, including those related to labor rights, family leave, and anti-discrimination measures.
- VIII. **Access to Healthcare:** Ensuring access to quality healthcare for women, as their well-being directly affects their ability to participate in economic activities.

- IX. Technology and Digital Inclusion: Providing women with access to information and communication technologies, which can expand their economic opportunities and access to markets.
- X. Data Collection and Analysis: Collecting gender-disaggregated data to better understand the specific challenges faced by women in the economy and to design targeted interventions.

Economic empowerment of women has far-reaching benefits for societies and economies. When women are economically empowered, they can contribute more effectively to economic growth, poverty reduction, and sustainable development. It can lead to improved health and education outcomes for women and their families, as well as greater gender equality and social cohesion.

Governments, international organizations, non-governmental organizations (NGOs), and the private sector all play important roles in advancing the economic empowerment of women through policy reforms, programs, and initiatives.

WOMEN ENTREPRENEURS FOR ECONOMY:

The relationship between women and the economy is complex and multifaceted, with women playing significant roles as workers, consumers, entrepreneurs, and contributors to overall economic development. However, historical gender inequalities and systemic barriers have often limited women's full participation and potential in the economy. Women entrepreneurs play a crucial role in driving economic growth and innovation in societies around the world. Their contributions have a positive impact on various aspects of the economy:

- I. Job Creation: Women entrepreneurs often create jobs not only for themselves but also for others within their communities. This helps reduce unemployment rates and enhances the overall workforce.
- II. Innovation: Women bring unique perspectives, experiences, and ideas to the business world, leading to innovative solutions and products that cater to diverse markets and needs.
- III. Diversity and Inclusion: Women-owned businesses promote diversity and inclusion, fostering a business environment that reflects the broader population. This, in turn, can lead to a more vibrant and dynamic economy.
- IV. Community Development: Women entrepreneurs tend to invest in their communities by supporting local businesses, sponsoring events, and contributing to charitable causes, thereby stimulating economic activity at the grassroots level.
- V. Global Competitiveness: As women gain more representation in entrepreneurial endeavors, countries can become more competitive on a global scale by harnessing the potential of their entire workforce.
- VI. Economic Resilience: Diversification of the economy through women's entrepreneurship can contribute to greater economic resilience. A diverse business landscape is better equipped to withstand economic downturns.

- VII. Empowerment: The success of women entrepreneurs serves as a role model for younger generations of women, inspiring them to pursue their own entrepreneurial dreams and contribute to the economy.
- VIII. SME Growth: Women-owned small and medium-sized enterprises (SMEs) play a critical role in economic development, fostering innovation and creating sustainable growth.
- IX. Closing Gender Gaps: Women entrepreneurs can help reduce gender disparities in the business world by challenging traditional norms and breaking down barriers to women's participation in economic activities.
- X. Access to New Markets: Women entrepreneurs often tap into markets that may have been previously overlooked, leading to expansion into new industries and regions.

To fully realize the economic benefits of women's entrepreneurship, it's important to address the challenges that women entrepreneurs often face, such as limited access to funding, gender bias, and work-life balance issues. Creating supportive policies, providing access to mentorship and networking opportunities, and promoting a culture of gender equality can help unlock the full potential of women entrepreneurs and contribute to a stronger economy. Efforts to promote women's economic empowerment require collaboration between governments, businesses, civil society, and international organizations. By addressing barriers and promoting gender-responsive policies, societies can unlock the full potential of women's contributions to the economy and create more equitable and prosperous communities.

CHALLENGES FACED BY WOMEN ENTREPRENEURS

Women entrepreneurs face a range of challenges that can impact their ability to succeed in the business world. While progress has been made in recent years, there are still several persistent challenges that women entrepreneurs often encounter:

- I. Gender Bias and Stereotypes: Women often face biases and stereotypes that can affect their credibility and opportunities. They may be perceived as less competent or suited for leadership roles, which can impact their ability to secure funding, partnerships, and customers.
- II. Access to Funding: Women entrepreneurs often struggle to secure the necessary funding to start or grow their businesses. Venture capital and angel investment networks have historically been dominated by men, leading to less investment in women-led businesses. This lack of financial support can hinder growth and expansion opportunities.
- III. Networking and Mentorship: Limited access to networks and mentors can impede women entrepreneurs' access to valuable advice, partnerships, and opportunities. Many industries still have predominantly male networks, making it challenging for women to connect with influential figures in their fields.
- IV. Work-Life Balance: Balancing the demands of running a business with personal and family responsibilities can be particularly challenging for women due to societal expectations and cultural norms.
- V. Lack of Role Models: The scarcity of visible and successful women entrepreneurs can make it difficult for aspiring women business owners to find relatable role models and examples of success.

- VI. **Family and Caregiving Responsibilities:** Women often shoulder a greater share of family and caregiving responsibilities, which can limit their time and energy to dedicate to their businesses.
- VII. **Access to Markets:** Discrimination and barriers in accessing certain markets or industries can hinder women entrepreneurs' ability to grow their businesses.
- VIII. **Legal and Regulatory Barriers:** Some legal and regulatory frameworks may not be conducive to supporting women in business. These barriers can range from discriminatory policies to complex bureaucratic processes.
- IX. **Self-Confidence and Imposter Syndrome:** Women may face self-confidence issues and imposter syndrome, which can impact their ability to take risks, advocate for themselves, and make bold business decisions.
- X. **Perceived Risk Aversion:** Women entrepreneurs are sometimes perceived as more risk-averse, which can affect their ability to attract investors and secure funding for innovative ventures.
- XI. **Market Perception:** Some products and services developed by women entrepreneurs may be viewed as catering exclusively to a female audience, which can limit market opportunities and investor interest.
- XII. **Access to Training and Education:** Unequal access to business training, education, and skill-building opportunities can hinder women's ability to develop the necessary skills to succeed in entrepreneurship.

Despite these challenges, it's important to recognize that many women entrepreneurs have overcome these obstacles and achieved remarkable success. Efforts to address these challenges include advocating for equal access to funding, providing mentorship and networking opportunities, challenging gender stereotypes, and promoting policies that support work-life balance and women's empowerment in the business world.

CONCLUSION:

In conclusion, women entrepreneurs continue to face a multitude of challenges that can impact their entrepreneurial journey. These obstacles, ranging from gender bias and limited access to funding to societal expectations and work-life balance struggles, highlight the need for a concerted effort to level the playing field and create a more inclusive and supportive environment for women in business.

While progress has been made in recent years to address these challenges, there is still much work to be done. Recognizing the immense potential that women entrepreneurs bring to the economy and society as a whole, it's crucial to continue advocating for change and implementing initiatives that empower and uplift women in the entrepreneurial realm.

Efforts should be directed towards:

Promoting Diversity and Inclusion: Encouraging diverse representation in leadership roles, business networks, and investment circles can break down gender biases and stereotypes, fostering an environment where women entrepreneurs are recognized for their skills and potential.

Equal Access to Funding: Initiatives that provide women entrepreneurs with equitable access to funding opportunities, such as venture capital and loans, can help bridge the funding gap and accelerate business growth.

Mentorship and Networking: Establishing mentorship programs and networks that connect aspiring women entrepreneurs with experienced professionals can provide valuable guidance, advice, and support for navigating the challenges of entrepreneurship.

Education and Skill-building: Offering accessible and tailored training programs that equip women entrepreneurs with the necessary skills and knowledge can empower them to succeed in competitive markets.

Policy Changes: Advocating for policy changes that support work-life balance, affordable childcare, and eliminate discriminatory practices can create an environment where women entrepreneurs can thrive without sacrificing their personal lives.

Celebrating Success Stories: Highlighting and celebrating the achievements of women entrepreneurs can serve as inspiration and provide role models for aspiring businesswomen.

Challenging Norms: By challenging traditional gender norms and advocating for a more inclusive business culture, we can foster an environment where women entrepreneurs are encouraged to pursue ambitious ventures and take risks.

Ultimately, addressing the challenges faced by women entrepreneurs requires a collective effort from governments, businesses, investors, and society as a whole. Embracing the untapped potential of women entrepreneurs can lead to innovation, economic growth, and a more equitable future for all.

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A Business Blog Promotes Businesses, Strengthens Relationships, And Communicates Related Information

Mr. Shome Nath Bhawani

HOD D.B.M.S,
Kadma High School,
Jamshedpur.

Mr. Adi Nath Bhawani

CSE-AIML,
Haldia Institute of Technology,

Abstract:

A blog is a website that focuses on written content, often from a personal perspective, to establish a personal connection with readers. It often starts as editorial projects and can generate revenue through direct interaction with advertisers. In India, a 21-day statewide lockdown imposed by Prime Minister Narendra Modi limited movement during the COVID-19 pandemic. We were able to post the syllabus and the course material to the blog with the assistance of the teachers in my department. The written content on all the blogs started to grow within a week, along with materials that described the book's chapters. The blog faced challenges sharing knowledge due to students' exam-driven study habits and parental phone usage. As a result, the blog was stopped due to real-life issues. In 2022, my son and I launched "bhawaniandson.blogspot.com" to share our programming knowledge and experience with students. The blog combines AI with existing educational tools, addressing program questions, solutions, and explanations. Monetization takes six months, with potential through indirect marketable abilities and ads.

Index blog, bloggers, monetize, Artificial Intelligence, knowledge sharing, student community, publish reviews, event summaries, educational tools.

A blog is a website that primarily focuses on written content, which is also known as blog posts. Bloggers frequently write from a personal viewpoint, which enables them to connect with their readers directly. In addition, most blogs also have a "comments" section where visitors can write to the blogger. Interacting with your visitors in the commentary section helps strengthen the connection between the blogger and the reader. Having a direct connection with the reader is one of the main advantages of starting a blog.

Most blogs begin as editorial initiatives by people who regularly publish reviews, event descriptions, and other material like photos, graphics or video. Once the blog has a sufficient amount of content and attracts a significant amount of traffic, there may be opportunities to directly connect with advertisers who bring in the money.

The advertiser pays the blogger for clicks, impressions, or leads (potential customers) sourced through the blog, depending on the agreement. One of the misconceptions on the beginning of a blog is that you need to be a great writer to succeed. I started blogging in the year 2016. The objective of my blogging was to store the assignment and the home work questions in the blog.

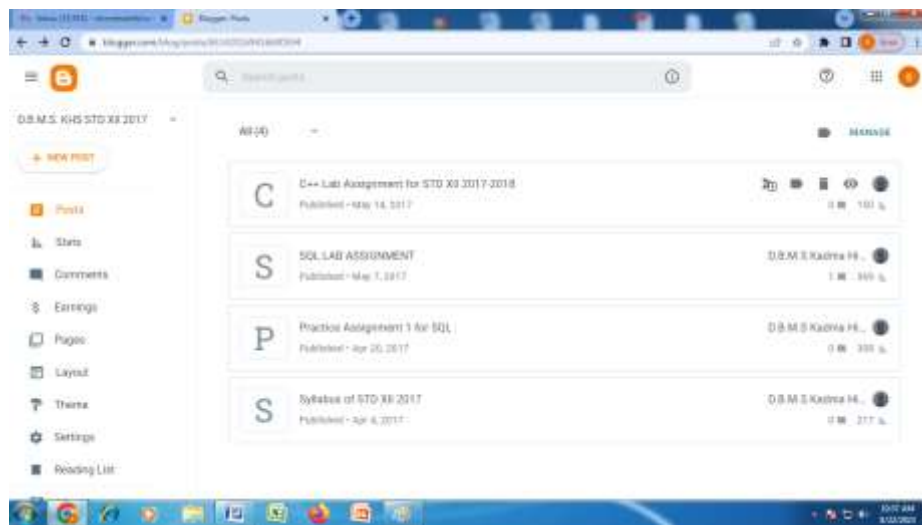


Fig 1. My First Blog

From this Picture we can analyze that

1. Syllabus of STD XII 2017 Uploaded on April 4, 2017 was visited by 217 students
2. Practice Assignment 1 for SQL Uploaded on April 20, 2017 was visited by 308 students
3. SQL Lab Assignment Uploaded on May 7, 2017 was visited by 389 students
4. C++ Lab Assignment for STD XII 2017-2018 Uploaded on May 14, 2017 was visited by 150 students.

This was just a beginning and I was happy with the responses I was receiving from my students. The students were Happy because

1. All the assignments were available in the Single Window.
2. They could access the Assignments from any corner of the Country or from Home.
3. They can complete their Assignments at their own desire time.
4. They also know the tasks of the year and can plan their time accordingly in addition to regular study.

Nation-wide Lockdown

On 24 March 2020, the Government of India under Prime Minister Narendra Modi ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.3 billion population of India as a preventive measure against the COVID-19 pandemic in India. As a Computer

Teacher in one of the CBSE School of Jamshedpur, we the teachers need to continue with the classes for the children of our School in the virtual environment.

We had following option to conduct the classes for our students.

1. Online Video Classes for the Students.
2. Making Video and Audio Lectures and posting it to the WhatsApp group.
3. The Blog.

I must consult with my department as department head before deciding on the method for educating our students. After weighing the advantages and disadvantages of the other two mediums, I decided to use my department's blog.

Benefit of Using a Blog

1. Learn from their school teachers at their own pace and time

For students to learn from their school teachers at their own pace and time, there is an online hub where the teachers dump their class-specific study materials, audios, and videos.

2. Effective two-way communication between the family and school

Effective two-way communication between the family and school is crucial to the educational process. In some circumstances, parents of student's love borrowing the notebooks and books so they can follow their child's academic progress in real time. To serve this group of parents, who use the class blog as a virtual representation of the classroom, it is important that they learn about the subject and even mentor the kids. They should also participate in the blog comments and ask questions, and they should have an impact on how well their kids are doing.

3. Creative and Analytical Thinking along with engaging and motivating for their students

In the absence of a classroom setting, blogging allows teachers to be innovative and deliver material in a way that students can understand it clearly. Additionally, blogging allows teachers to update their content frequently to keep it engaging and motivating for their students.

4. Digital Footprint and Presence without spending a dime out of your own cash

Through blogging, barriers between the classroom and the learner are removed, opening up endless possibilities. To run an educational blog and have a digital presence without spending a dime out of your own cash or waiting for assistance, you can be any form of education provider. You are not need to be a teacher or professor.

Once a blog is created, it becomes accessible worldwide, creating a global audience that can provide comment on the effectiveness of the blog's contents.

Problems in Online Video Classes

1. Poor internet connectivity

A strong internet connection is necessary for online courses. There are still many areas in Jamshedpur where the internet speed is insufficient for online education. In all honesty, you have very little control over these circumstances as a teacher.

2. Indiscipline in the online classes

Similar to offline classes, it is challenging for a teacher to continuously identify and monitor every student in an online class environment. Teachers work very hard to run their lessons in a way that allows students to comprehend complete chapters. Several of these mobile apps also encourage kids to become disobedient in the classroom, which makes it challenging for teachers to maintain orderly classroom operations.

3. Parents with two children

If a parent has two kids and a touch screen phone, one of the kids will skip class if both kids are taking online classes at the same time but in different classrooms or at different schools.

Problems in WhatsApp group

1. The largest problem is communication overload. When members communicate so frequently on one subject, it can be very annoying and distracting.
2. There are many people in one group, and they frequently ask the same questions, which leads to an issue with superfluous messages.
3. Members occasionally send pointless videos, which makes it incredibly annoying for other members.
4. Arguments and disagreements among group members can occur occasionally as a result of too many communications and divergent viewpoints.

Our Experience with the Blog

We finished our annual session in the second week of March 2020, and before the lockdown announcement, the students had already bought new textbooks for the upcoming session, which is scheduled to begin in the fourth week of March. For my department's Standard 1 through Standard 12 classes, I started a blog in the fourth week. Since we are the only department in the school to choose the blog to deliver instruction during the lock down period, the message was distributed to every student with the aid of the school website. The

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other department decided to use the WhatsApp-posted video and audio lectures or Zoom lessons.

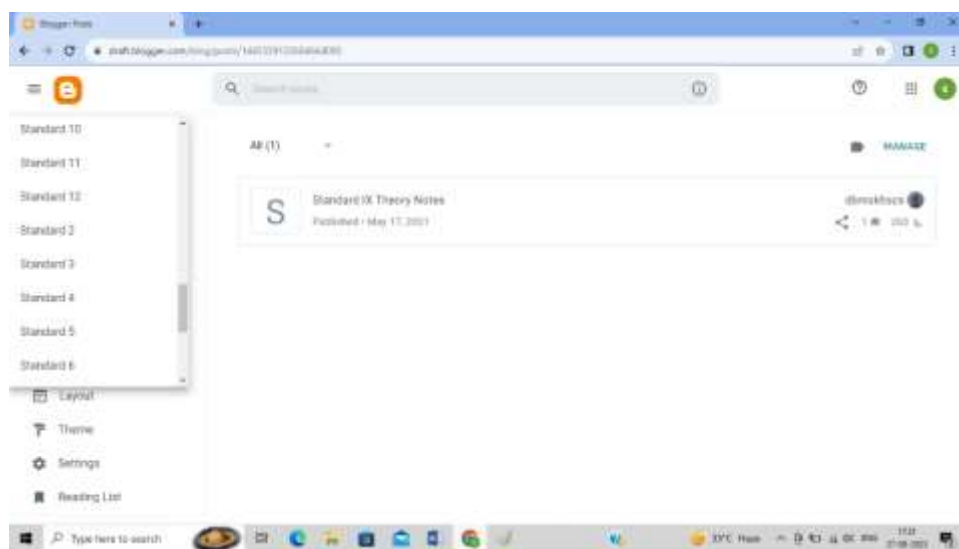


Fig 2. The Blog for our School

With the help of the teachers of my department we could upload the Syllabus and the portion of the Examination in the blog. The next task was to assign tasks and duties to the teachers. Within a week, all the blogs began to expand with written content and materials that explained the book's chapters.

We first struggled with adding audio or video to blogs. We were experimenting with using a blog as a visual form of communication even though we all know that it can be used for written communication. We learned that the blog may be connected to YouTube and podcasts.

So, with the help of Filmora and the Anchor Podcast, I created a YouTube video and audio and attached it to my blog where I needed an explanation. The Python program I solved was supported by my YouTube audio on my blog. This makes it easy for me to upload chapter descriptions and notes to my blog, which I do regularly based on my class lesson plans.

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Fig 3. Linking the YouTube to the Blog for the Audio Lectures on the topic

The next question was how to implement tests to measure student performance and regularity in the new learning structure. I found Google Forms useful for creating surveys. Google Forms are commonly used to collect customer feedback. We conducted class test 1, assessed each student's effort, and issued a report card for each class.

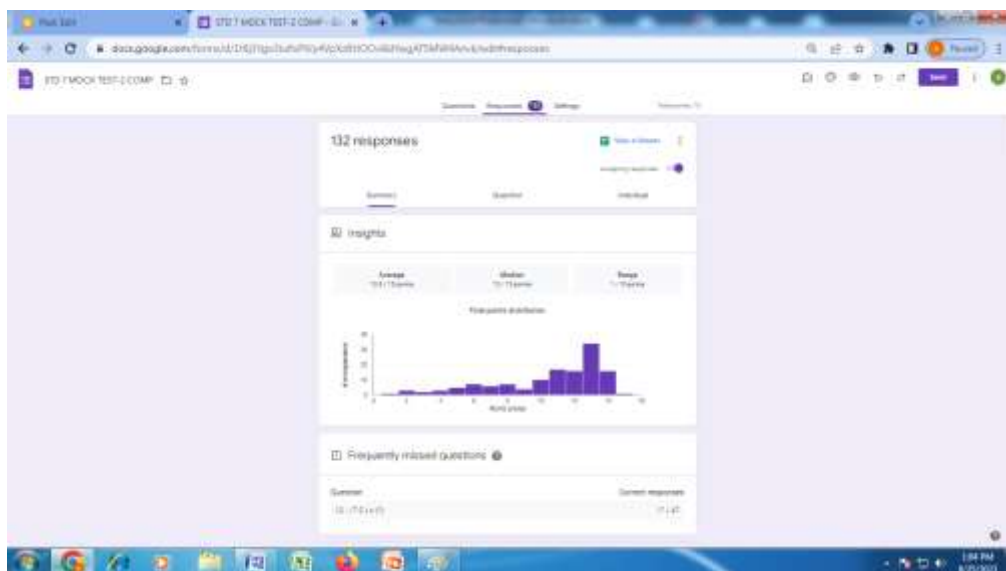


Fig 4. Question Paper Generated through Google Forms

By providing feedback after each topic while students browse the blog, mentors can keep students present and encourage irregular students to visit the blog more often. Visits indicate whether students are using the blog regularly. We found that each student visited the blog more than eight times in the period of two months.



Fig 5. Graph of Number or Hits

Thus, the blog provides all the information a student might possibly require for an academic year. Additionally, the mentor can keep track of page views, which will paint a picture of the student's ongoing interest in learning.

I struggled to share all of my knowledge in the blog because it was created for the school using the CBSE syllabus. Due to their tendency to study for exams in a single night, some weak students found it challenging. They are unable to do their coursework through the blog. Some students complained that their parents had taken their phone and prevented them from accessing their notes throughout the test. Given that these issues are real, I had to stop working on the blog.

In the year 2022, my son and I, decided to help the Student Community at large by sharing our knowledge and my experience in programming in different languages and created a blog named “bhawaniandson.blogspot.com”.

When I created the previous blog for the school students, the main focus was how to teach the students in online platform with text, audio and video. But this blog will have the problems, their solution, their output and explanation of the solution though AI. In other words, the blog will incorporate all available teaching tools along with Artificial Intelligence.

The students will have no trouble accessing all the programs and their explanation-accompanied solution at anytime, anywhere in the world. The work in the blog has begun and it is expected to be completed by 2024.



Fig 6. The blog named bhawaniandson.blogspot.com

The majority of bloggers predicted that the monetization period would take about six months. Indirectly exhibiting your marketable abilities and directly using ads are two ways to make money from your blog. In order to monetize a blog, a user must first have their own domain and designate space on it for advertisements. The majority of newbie bloggers choose Google's AdSense service because they can't usually find advertising on their own. AdSense is a contextual advertising solution that monitors users' blog articles and displays relevant ads on their own website or blog as a result. Every time a blog visitor clicks on the advertisement, the blogger is compensated. However, some bloggers claim that it takes some time for AdSense money to build up.

The average yearly pay for bloggers in India is Rs. 2.9 Lakhs, with salaries ranging from Rs. 0.3 Lakhs to Rs. 5.7 Lakhs. Salary projections are based on 89 bloggers' most recent wages from the month of July 2023. Let us talk about three top bloggers of india.

Amit Agarwal - In 2004, he left his job to start blogging on Labnol.org and other technology-related blogs. He has published many books and articles, including CNBC TV18, Forbes India, India Today, and Wall Street Journal. Monthly Income: Estimated monthly income is 68 Lakhs Rupees. Monthly Blog Traffic: Approx 1.7 million.

Harsh Agarwal - Net worth is approx Rs. 10 Crores. His monthly online earning is Rs. 30 Lakhs from his blog ShoutMeLoud. And his yearly earnings are Rs. 3.6 Crore. Monthly Blog Traffic: Approx 0.1 million.

Shradha Sharma - She is one of the most excellent female bloggers. In 2008 she started a popular media website named "Your Story". Income channel: AdSense and paid Advertisement. Estimated monthly income is Rs 20 Lakhs per month. Monthly Blog Traffic: Approx 1.3 million.

Conclusion

A long-term vision is essential for educating people, gaining visibility, establishing authority, improving search engine ranking, and exchanging content. Blogging offers advantages such as independent learning, effective writing, and student conversation. It also promotes businesses, strengthens relationships, and communicates related information. Launching a new blog is a great way to achieve this goal.

Steps to Create a blog

1. Sign in to Blogger.
2. On the left, click the Down arrow Down arrow.
3. Click New blog.
4. Enter a name for your blog.
5. Click Next.
6. Choose a blog address or URL.
7. Click Save.

There's no limit to the number of pages you can have in one blog.

Steps to Create a new page

1. Sign in to Blogger.
2. In the top left, select a blog.
3. From the menu on the left, click Pages.
4. In the top left, click New Page.
5. Enter a page title and other information.
6. In the top right, click Save, preview page, or publish.

Steps to Edit a page

1. Sign in to Blogger.
2. In the top left, select a blog.

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3. From the menu on the left, click Pages.
4. Click on the title of the page you want to edit.
5. Edit your page.
6. In the top right, click Save, preview page, or publish.

Steps to Delete a page

1. Sign in to Blogger.
2. In the top left, select a blog.
3. From the menu on the left, click Pages.
4. Point to the page you want to remove.
5. Click Delete this page and then delete page.

ABOUT THE COLLEGE

XITE College is one of the top Colleges in Jamshedpur and has a brand name, XAVIER. It was founded in 2007 in collaboration with

XLRI

by the members of the

Society of Jesus (Jesuits) of Jamshedpur

who are pioneers in the field of Education. The College caters to all categories of students while giving preference to talented tribal students to groom them as responsible citizens and professional leaders. The College is accredited by National Assessment and Accreditation Council (NAAC) and is UGC recognized 2 (f). XITE

College is committed to imparting academic excellence and professional competence through a value-based education system. The College prepares students as socially and ethically responsible and enlightened citizens of India. BBA, B. Com, B.A. English, and B.A. Economics courses. Also, the college has been privileged in receiving grants from ICSSR, DST and NCW to run their project.

ABOUT THE CONFERENCE

With India completing 75 years of independence, the entrepreneurial spirit seems to have fully blossomed. The start-up ecosystem in India is the third largest in the world with more than 100 unicorns and many more joining the club each year. The effort today is to identify the enablers for such an ecosystem and provide the same to the economy. Some such enablers are developing creative thinking skills, innovation through research and development, building technological expertise, etc. This conference aims to bring together entrepreneurs; both potential and in practice, funding agencies, academicians, to learn, network, and explore the current issues and challenges for entrepreneurs in India and deliberate on measures to promote its development. The conclusions derived from the discussions and deliberations at the conference will help potential and current entrepreneurs to stay ahead of the existing changes that can be expected soon.



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Email: editor@kdpublishations.in

Web: <https://www.kdpublishations.in>