



YOUNG ENTREPRENEURSHIP – AN OVERVIEW IN INDIA

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ARTICLE DETAILS

Research Paper

Keywords :

*Startups- Ecosystem-
Inclusive-
Entrepreneurship-
Innovation*

ABSTRACT

Governments have recognized that key to building prosperity and getting rid of unemployment is fostering entrepreneurship - mainly youth entrepreneurship. India being a highly educated country has many unemployed youths but a lot of policies are being drawn and steps are being taken to promote youth entrepreneurship. From early 2000's there is an explosion in educated unemployed youth even though many policies have been put forward to promote youth entrepreneurship which has resulted in lack of understanding of the benefits of youth entrepreneurship. Every economy should focus on building a strong economy which will be favorable to the growth and development of new businesses. India being a very vast and a populated country has large potential market for businesses to Innovate ideas. Entrepreneurship contributes to the economic growth and thus governments across the world motivate such entrepreneurial activities. From the Start-up campaign 2016 there are many programs that have been launched. There are many benefits of these schemes which makes the business familiar throughout the country. This paper emphasizes matters relating to youth entrepreneurship. It also attempts to understand the awareness of different schemes launched by government for entrepreneurship among the students specifically focusing on Start-up India Scheme. Entrepreneurship offers a viable and proven pathway to economic growth and personal fulfillment.

However, there is a dire need for our society for young entrepreneurs to engage themselves in entrepreneurial behaviors.

Introduction

Large scale economic growth and development takes place when creativity and entrepreneurship are used to combine inputs in profitable ways. Entrepreneurship is the act of being an entrepreneur, consequently it results in organizations that are new in business field or may be a element of rejuvenating experienced organizations in response to a perceived opportunity. Entrepreneurship firstly provides ownership that can make own decisions. They choose whom to do business with and what work they will do. Secondly it provides the ability to be involved in the total operation of the business, from concept to design and creation, from sales to business operations and customer response. Thirdly entrepreneurship creates an opportunity for a person to make a contribution. The main aim of entrepreneur and entrepreneurship should be long term which will help in the development of economic growth. If entrepreneurship remains as important to the economy as ever, then the continuing failure of mainstream economics to adequately account for entrepreneurship indicates that fundamental principles require re-evaluation. High levels of innovation combined with high level of entrepreneurship which results in the creation of new ventures as well as new sectors and industries are the characteristics of an entrepreneurial economy.

A country's development and progress will make headway only when the country owns healthy youth population. Being in a world where Technology has changed the face of lives of people bringing about so many changes in healthcare, information and connectivity has helped in the development of remote areas. There is a entire world market created which has brought about many countries together due to globalization which results lots of changes in the international political map of the world.

Types of Youth Entrepreneurship

Young entrepreneur was the result that smoothed a way to create and provide work opportunities for the Youth across the globe. Young entrepreneur is the global platform to exchange ideas and plans to improve work opportunities for the youth through this network.

Innovative Entrepreneurship is those individuals who find new ideas and create new business opportunities. Some successful innovative entrepreneurs are Jack Dorsey, Sergey Brin, Mark Elliot Zuckerberg, Ritesh Agarwal, Byju Raveendran.

Imitative Entrepreneurship deals the technologies tested and tried from developed world are got into developing and under-developed countries and are established by few entrepreneurs. Example: SPOTIFY is the real-world example of imitative entrepreneurship. It entered inn a market which was already established by pioneers like pandora and Apple's iTunes.

Fabian Entrepreneurship are those who take up previous generations business and manage to grow without involving much risk to deviate into new areas but improving efficiencies, processes and scale of operations. Example: KODAK COMPANY is a notable example for Fabian Entrepreneurship were once a top brand for manufacturing analog computers. However, they didn't adopt modern technologies nor make any notable modifications to their products.

Drone Entrepreneurship are inherited by the first-generation entrepreneurs who manage the business smoothly without involving much risk.

Aspiring Entrepreneurship focuses on the hope and dream.

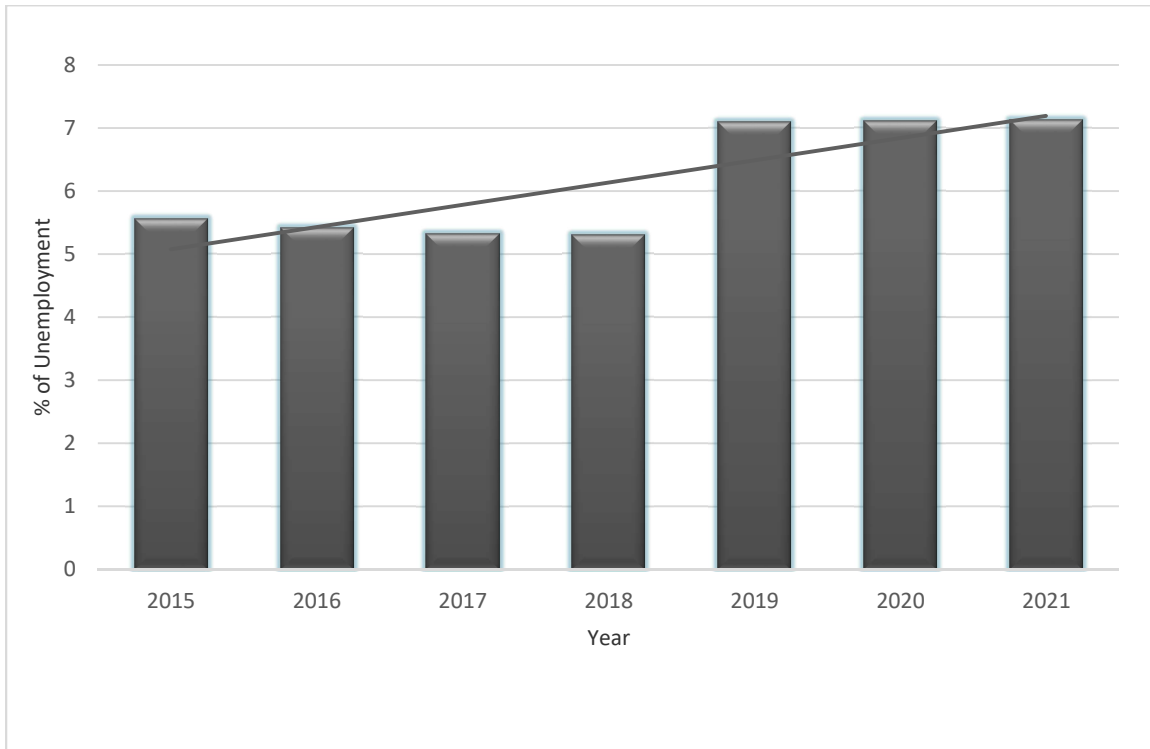
When do people take-up Entrepreneurship?

When a person is frustrated with his current job, doesn't see any better career prospects, sees no opportunities in existing businesses, when a firm may be contemplating cutbacks that could end a job or limit career or salary prospects, when people are actually repulsed by the idea of working for someone else, when job is in jeopardy, when they give more importance to seniority, other people decide to become entrepreneurs because they are disillusioned by politics involved in getting ahead in an established business or profession. The present global youth population is estimated to be at 1.5 billion of which 620 million are employable and ninety percent of this population live in developing countries. As per ILO's prediction approximately 660 million youth will be seeking employment by 2015. The youth unemployment is higher measuring up to 50-60% in Asia. The above figures stand to expose the fact that Global youth unemployment could return to become a global crisis causing social and economic impact on all countries besides pushing the economies and progress backward. Hence, a better

way can be paved where our future can be progressive by working towards Youth Entrepreneurship which can help solve many problems.

Rate of Youth Unemployment

Year	Rate of unemployment (in percentage)
2015	5.56
2016	5.41
2017	5.33
2018	5.30
2019	7.1
2020	7.11
2021	7.13



The above table shows the rate of unemployment from the year 2015 to 2021 it clearly manifest that there is an increase in the unemployment rate in India as there is unequal access to opportunity which remains as a persistent problem. Even though the relationship between unemployment and entrepreneurship is doubtful, it can be determined by two factors like pull effect and push effect. Pull effect also called as Schumpeter effect and push effect is referred as Refugee effect. Raise in unemployment shall decrease the income level and job opportunities. Increase in entrepreneurship increase income and job opportunities for the entrepreneurs and others in the society. Entrepreneurs are not working for profit only they also aim creation of joy and compete in the globe with their competitors. They determine economic growth of the country.

Government Schemes for Young Entrepreneur

Startup India is a flagship effort of the Indian Government in the year 2016. It creates a powerful economic system for sustainable growth. It promotes and generates ample employment opportunities. The government formed a new ministry to help the budding entrepreneurs. It announced many programme and schemes to encourage entrepreneurship. In many educational institutions and universities, it became mandate and goal to persuade entrepreneurship talents. These schemes develop superior human resources with innovative efficiency and entrepreneurship among the young generation.

Name of the Scheme	Year of Launch	Target group	Special Feature of the Scheme
Atal Innovation Mission	2015	Academic Students	It provides a platform for the academic students to participate in Innovation and Research work along with gaining experience to become a successful entrepreneur
Pradhan Mantri Mudra Yojana	2015	Young students or Entrepreneurs	To offer loans to small scale or micro enterprises through regional rural banks, commercial and small finance banks and NBFCs
Aspire	2015	Young Graduates	Building a network of technology, incubation centres to speed up entrepreneurship and promotion of innovation and facilitating setting up of more start-ups in the agro-based industries
Start-up India scheme	2015	Young Entrepreneurs	Increasing employment and wealth by encouraging young entrepreneurs to take a step forward for keeping their entrepreneurial spirit alive
Ebiz Programme	2013	Entrepreneurs	It is an online portal for improving the accessibility of

			the G-to-B services and minimize delay caused during regulatory processes that are mandatory for incorporation and running of a business
Support for International Patent protection in Electronics and Information Technology (SIP-EIT)	2006	Entrepreneur	providing support to entrepreneur, creating a robust start-up ecosystem, and reshaping India into a country of job creator.
Prime Minister's Employment Generation Programme	2008	All Individuals above 18 years	To provide financial assistance to set up self-employment ventures and generate sustainable employment opportunities in rural as well as urban areas.
Credit Guarantee Scheme for Micro & Small Enterprises	2000	Existing Entrepreneurs and Aspiring Entrepreneurs	To motivate first generation entrepreneurs for self-employment opportunities
Procurement and Marketing Support (PMS) scheme	2014	Existing Entrepreneurs	To promote new market access initiatives, create awareness and educate the MSMEs about various marketing relevant topics



ZED Certification Scheme	2017	Existing Entrepreneurs	To enable MSMEs for manufacturing of quality products
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The above table shows various schemes that are provided by the Indian government to promote Entrepreneurship amongst the Youth in India.

Eminent Fields for Starting a Business in present situation

There are many aspects for a human being for starting up his business, few like to be the boss of his company or business having other branches, few like working for others and where few start up small scale business and have limited number of employees. There are fields where new business can reach great heights and can see huge success, some of the fields are:1) Social Media Consulting which deals with building brands and develop many other skills. 2) Service Industry involves low cost start-up. There should never be a negative flow of cash. 3) Helping Special-Needs Individuals- This is a great field for entrepreneurs, here they can satisfy the needs of even small children. 4) PR and Marketing- it consists lot of opportunities for the entrepreneur to develop. 5) Online Business is another platform where can see huge success but it is only possible when there is a team of potential people who have pave a way to see success in the business. 6) Software and Cloud Services -The cost of entry is very low, and cloud services are some of the best industries in which huge success can be seen. It is one of the least regulated industries around, which removes an entire layer of complexity.

Improving Access to Finance for Young Entrepreneurs

Youth Entrepreneurship calls for support from various quarters. The youths of these days need to think in which way they can be an aspiring entrepreneur by acquiring skills and enhancing their knowledge which would help develop the society. There needs to be a sustained effort through providing regulatory framework and dedicated support systems and tools to help finance the startup businesses by providing the seed capital at economical costs. They get financial support from the founders, 3Fs like family, friends and fools, informal sources, crowding funding, subsidies, venture capital, debt financing, factoring, leasing, suppliers, initial coin offering, initial public offering and revenue-based financing.

Benefits and Challenges for young entrepreneurs

Being a young entrepreneur has many benefits as start-ups risk factor is low and having the support of friends and family is very important when you start a new business as in the starting stage entrepreneurs deal with a lot of stress and doubt their self.

- Importance to reduce Unemployment
- Important to sustain the generation development
- Playing a big part in Technology development
- Youth to become independent
- Increases country's investment ratio
- Ensure rural development

They would have time to think in which ways they can expand their business. They can hire young employees as they will be of the same age group and have more potential towards their work, young entrepreneurs can start their business with low-costs which is again a benefit for them. By becoming an entrepreneur at a young age, you quickly learn to be independent and self-reliant and can also make a difference in the society by producing products which will be a solution for an existing problem in the society.

- Limited access to funding
- Lack of experience
- Market competition
- Managing Growth

There are many challenges faced by young entrepreneurs in which the major challenge faced is getting their business funded as young entrepreneurs do not have all the resources while older business owners having advantage of an history of good credit and many years of networking which makes it easier for them to find investors and secure their loans. Social rejection being another challenge as in the starting stage of the business it will be difficult for them to go out and meet new people since they will be busily working since they are a new entrepreneurs, also in the starting stage entrepreneurs deal with a huge amount of stress and self-doubt if his/her business will be successful or not. Very often these young entrepreneurs face the problem of age stereotypes as they are not taken seriously by the older business people and facing criticism while starting your own business gets a lot of naysayers talking about your business. Hiring employees and finding customers is also another major challenge faced by

the young entrepreneurs as hiring employees for the first time may be a huge task and attracting customers in the starting stage of the business is also a hard thing as the customer may find it hard to believe in your product.

Conclusion

There is evidence that young people are passionate about starting new businesses. However, it is also true that few young people actually start businesses relative to those who express an interest and that their failure rates exceed those in older population groups. This reflects a number of barriers affecting youth entrepreneurship in areas including skills, networks and financing; barriers that are often particular to youth or more severe for youth than for adults. Youth entrepreneurship is not a remedy for solving the youth unemployment problem but it does have a role to play in facilitating both – employment and entrepreneurship development, later it can be a part of the response. While context clearly matters, to maximize efficacy and effectiveness, policy should target resources on young people with the best chance of success, provide sufficient support to allow them to start businesses outside the low entry barrier but high competition sectors, and provide integrated packages of complementary support rather than one-shot instruments. By leveraging the innovating spirit and problem-solving skill of the entrepreneurs, we can create a Brighter and More Sustainable Future for All.

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