

Conference Proceedings

ENTREPRENEURSHIP DURING CHALLENGING TIMES

EDITORS

Prof. Hanuman Prasad

Dr. Sachin Gupta



**Entrepreneurship Development Cell
Mohanlal Sukhadia University Udaipur Rajasthan**

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Entrepreneurship Development Cell

Mohanlal Sukhadia University, Udaipur (Rajasthan) India 313001



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Entrepreneurship During Challenging Times

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FOREWORD



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Mohanlal Sukhadia University

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मोहनलाल सुखाड़िया विश्वविद्यालय

विश्वविद्यालय परिसर, उदयपुर - 313001 (राजस्थान)

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FOREWORD

I am pleased to know that Entrepreneurship Development Cell, Faculty of Management Studies is coming up with the Conference Proceedings of the INTERNATIONAL VIRTUAL CONFERENCE ON ENTREPRENEURSHIP DURING CHALLENGING TIMES: STRATEGIES FOR SUCCESS & SUSTENANCE conducted by ENTREPRENEURSHIP DEVELOPMENT CELL & ATAL BIHARI CENTRE FOR ENTREPRENEURSHIP AND SMALL BUSINESS AND SKILL DEVELOPMENT on 19th & 20th June, 2021. The Conference proceedings titled "ENTREPRENEURSHIP DURING CHALLENGING TIMES" is a sincere effort to guide the future entrepreneurs. Editors have presented a wide-ranging approach for starting new ventures and growing businesses. They have drawn from a global selection of examples to show the universality of many entrepreneurial practices along with set exercises to help the readers on their way. Their approach emphasizes on the need of our country's economy in the very crucial present era. Such scholarly literature would definitely be a mile stone for various upcoming ventures & start-ups. This is a must read for every manager as well as employee and also for young people looking forward to entrepreneurship as a career option.

I extend my wishes for the success of this significant contribution to Editors of the Proceedings Prof. Hanuman Prasad, Dr. Sachin Gupta, Ms. Ranu Nagori, Ms. Twinkle Jain and Ms. Shubhra Jain. I strongly anticipate that the Proceedings will be liked by the readers and will be circulated widely bringing recognition and achievement to the Mohanlal Sukhadia University as a whole.

(Prof. Amarika Singh)

PREFACE

We are very pleased to introduce the Proceedings of the International virtual conference on Entrepreneurship During Challenging Times: Strategies for Success and Sustenance conducted by Entrepreneurship Development Cell and Atal Bihari Centre for Entrepreneurship and Small Business and Skill Development, Faculty of Management Studies Mohanlal Sukhadia University Udaipur on 19th & 20th June 2021. The Entrepreneurship Development Cell is functioning under the ambit of faculty of management studies, Mohanlal Sukhadia University, Udaipur that wishes to inculcate and enrich the environment in India, especially in Rajasthan by creating an easily accessible and exhaustive set of resources for the entrepreneurs including students, budding professionals, mentors, angel investors and venture capitalists.

In this context we are trying to figure out that how do business leaders and aspiring entrepreneurs bounce back and start businesses under challenging circumstance? Until recently, little has been known about what drives entrepreneurial decisions during challenging times, what are their strategies for success and sustenance.

We have classified the Entrepreneurship during challenging times into four impressions.

Track 1 – Entrepreneurship challenges and opportunities: With the arrival of the pandemic in last year and the need for accelerated digitization, more was said about entrepreneurship, innovation and digital transformation. When conducting a search for notes related to entrepreneurship, it is very likely to come across successful cases of companies that started from scratch to become unicorns. Unfortunately, the reality of most of the stories related to this ecosystem is not like that.

A large part of startups fail due to various factors such as lack of capital (startup financing), not achieving the desired product market fit (corporate strategies), not getting governmental support, not achieving market traction at the expected level or simply poor timing among others. Everyone can imagine a challenge to start a company, and surely entrepreneurs have faced it at least once. In this Track we considered all the pertinent that can become the part of challenges and opportunities to the entrepreneurs.

Track 2 – Social Entrepreneurship: The reasons behind the popularity of social entrepreneurship are many. On the most basic level, there's something inherently interesting and appealing about entrepreneurs and the stories of why and how they do what they do. But interest in social entrepreneurship transcends the phenomenon of popularity and fascination with people. Social entrepreneurship signals the imperative to drive social change, and it is that potential payoff, with its lasting, transformational benefit to society, that sets the field and its practitioners apart.

Although the potential benefits offered by social entrepreneurship are clear to many of those promoting and funding these activities, the actual definition of what social entrepreneurs do to produce this order of magnitude return is less clear. In fact, we would argue that the definition of social entrepreneurship today is anything but clear. As a result, social entrepreneurship has become so inclusive that it now has an immense tent into which all manner of socially beneficial activities fit.

It is said and researches shows that attitude towards entrepreneurs and entrepreneurship is an important factor that determines entrepreneurial growth in a country but talking about the Indian culture it continues to remain risk averse. Even certain studies have shown that our Indian business men want to invest less in our country because of regulatory environment and are ready to invest abroad. The entrepreneurs here face challenges like limited access to finance, bureaucratic procedure, and poor infrastructure etc. When social entrepreneurs endeavour to bring about a social change, they confront with numerous obstacles. Social entrepreneurship is facing following challenges;

Business People support, Government Approval, Maintaining product, Sustaining employee, Promoting Awareness Policy Challenges: Now and then there is lot of changes in the policies with change in the government.

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.

Track 3 – Digital Entrepreneurship: Digital entrepreneurship is defined as the identification and pursuit of entrepreneurial opportunities based on the creation of digital artifacts, platforms, and infrastructures that provide services through technology. Digital artifacts consist of applications or any media component that offers a specific function to users. A digital platform is the collection of a common and shared set of digital artifacts that provide entrepreneurs with a venue for production, marketing, and distribution processes. In the last two decades, digital entrepreneurship has opened new venues for entrepreneurial activities and has transformed the nature of uncertainty inherent to entrepreneurial processes and outcomes. In a world witnessing continuous and radical innovations, entrepreneurs are developing business ideas that capitalize on the power of technology. Entrepreneurs have the opportunity to offer new products and services to consumers through social media platforms and to use artificial intelligence to measure their impact and reach. Nevertheless, there exists a heterogeneity among digital businesses, where some are entirely tech-dependent (e.g., Web design, e-retail), while others just use digitalization in their marketing and communications operations. In this chapter, we focus on entirely tech-dependent businesses.

Track 4 – Entrepreneurship in Difficult times: There is no doubt that entrepreneurs are facing the reality of the moment and are braced for significant impact on their businesses. However, it's not in the nature of entrepreneurs to stay still while the world around them changes.

The pandemic has accelerated digital transformation by a number of years in industries that had been slow to adopt technology, and so this has been an opportunity for entrepreneurs to demonstrate their creativity and resilience by working with those who have been hit the hardest, to adapt and make the best of a challenging period.

65 presented papers maintained the high promise suggested by the written abstracts and the programme was chaired in a professional and efficient way by the session chairmen who were selected for their international standing in the subject. The number of delegates, was also highly gratifying, showing the high level of international interest in the subject. This is also indicated by the large number of countries represented by the delegates.

These Proceedings provide the permanent record of what was presented. They indicate the state of development at the time of writing of all aspects of this important topic and will be invaluable to all workers in the field for that reason.

Editors

Prof. Hanuman Prasad

Dr. Sachin Gupta

ACKNOWLEDGEMENT

“A Journey of thousand miles start with the very first step”

A Research Work of this nature and magnitude can never be undertaken and culminated successfully without the guidance and valuable support and inputs from a number of people around. So, it is our endeavor to pledge our humble gratefulness and gratitude to everyone who helped us out to complete this Conference Proceedings Work.

We wish to express our appreciation and sincere gratitude to our beloved and visionary Patron and Honorable Vice Chancellor Prof. Amarika Singh sir for his constant encouragement and guidance during the conduct of the International Virtual Conference on Entrepreneurship During Challenging Times: Strategies for Success & Sustenance.

Support of our Honorable Vice Chancellor charismatic Prof. Amarika Singh Sir was already been there for us whenever needed. We feel profound sense of regards for him and salute his pleasing personality and for his continuous support to us.

We are thankful to Prof. Karunesh Saxena, Prof. Anil Kothari and Prof. Meera Mathur for their kind support who had helped us in the rigorous and timely review process of this Conference Proceedings.

We would like to thank Dean & Faculty Chairman, University College of Commerce & Management Studies Prof. P.K Singh for always supporting us.

We would thank all the faculty members and student volunteers of various teams to ensure the success of the Conference Proceedings.

The Authors who contributed their papers have worked hard to ensure that the volume meets the highest values and standards, but we still accept that discrepancies can creep in here or there. We accept all such errors and would be obliged and grateful to all the readers who would update us of such unintended mistakes so that future ventures are more arranged and orderly.

Editors

Prof. Hanuman Prasad

Dr. Sachin Gupta

CONTENTS

1. IMPACT OF COVID-19 PANDEMIC ON MSMEs – SPECIAL REFERENCE TO ODISHA <i>Abhijeet Patra, Deepak Khandelwal, Sandeep Ku. Patnaik</i>	1
2. DIGITAL PLATFORMS: NEW ERA OF ENTREPRENEURSHIP <i>Amrita Narula</i>	8
3. A STUDY OF PROBLEMS FACED BY WOMEN ENTREPRENEURS <i>Anu Sahi, V.J. Rai, Nikita Chaudhary</i>	14
4. MOTIVATIONAL FACTORS AND BARRIERS TOWARDS ENTREPRENEURIAL INTENTION OF COLLEGE STUDENTS <i>Arjun Gope, Adwitiya Gope</i>	19
5. SOCIAL INCLUSION PRACTICES THROUGH SOCIAL ENTREPRENEURSHIP IN DEVELOPING ECONOMIES <i>Shashank Chauhan, Bhumika Rathore, Purvy Mathur</i>	25
6. AN ANALYSIS OF COMPARATIVE ROLE PLAYED BY PRIVATE DEVELOPERS IN PROMOTING AFFORDABLE HOUSING IN RAJASTHAN <i>Harsh Dwivedi, Giri Raj Agrawal</i>	33
7. “MINDSET OF NEW BREED OF ENTREPRENEURS- A SPECIAL REFERENCE TO FINAL YEAR DEGREE STUDENTS OF UNIVERSITY OF MYSORE IN MANDYA DISTRICT” <i>Girish V</i>	40
8. URBAN AGRICULTURE AS AN ENTREPRENEURIAL OPPORTUNITY: CASE STUDIES FROM VARIOUS INDIAN CITIES. <i>Hari Prasad Agarwal, Debashish Das, Suchandra Bardhan</i>	45
9. SELECTION OF STRUCTURE OF ORGANISATION BY AN ENTREPRENEUR WITH REFERENCE TO DIRECT TAX <i>Hemant Kaduniya, Deepak Kumar Suthar</i>	55
10. INTERVENTIONS, CONVERGENCE, SUSTENANCE STRATEGIES AND TECHNOLOGY FOR RURAL PRODUCERS TO COPE WITH CHALLENGING TIMES IN WESTERN RAJASTHAN <i>Jaya Kritika Ojha, Aakriti Srivastava</i>	60
11. A STUDY OF RELATIONSHIP BETWEEN DIVERSITY AND ENTREPRENEURSHIP <i>Aakanksha Maru, Jyoti Dashora</i>	69
12. PROBLEMS CONFRONTED BY SHG MEMBERS IN MARKETING THEIR PRODUCTS WITH REFERENCE TO CHENNAI <i>G. Manoj</i>	75
13. DIGITAL ENTREPRENEURSHIP: THE AVID RECOVERY & THE NEW NORMAL OF 21ST CENTURY <i>Priyanka Jingar, Sachin Gupta, Shantanu Pradyut Chakraborty</i>	80

14. A STUDY ON FACTORS DETERMINING PERFORMANCE OF WOMEN ENTREPRENEURS IN NCR <i>Rajiv Nayan</i>	86
15. DEVELOPING ENTREPRENEURIAL TALENT AMONG WOMEN THROUGH THE EFFORTS OF SELF-HELP GROUPS WITH REFERENCE TO CHENNAI <i>A. Shameem</i>	94
16. ENTREPRENEURSHIP IN DIFFICULT TIMES WITH SPECIAL REFERENCE TO SCHOOL INDUSTRY OF JAIPUR <i>Shweta Gakhreja</i>	99
17. DIGITAL ENTREPRENEURSHIP AS A TRANSFORMATIVE OPPORTUNITY DURING THE ONGOING COVID-19 PANDEMIC IN INDIA <i>Snehashis Nag, Sunandita Kundu</i>	102

IMPACT OF COVID-19 PANDEMIC ON MSMEs – SPECIAL REFERENCE TO ODISHA

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are considered as the growth engine of new India. MSME sector is the second largest employment generator after agricultural sector in our country. Due to Covid-19, the MSME sector faced many challenges due to the lack of liquidity and the lack of raw materials and manpower in the production process. This research is based on an empirical study that reviews literature of various authors at different periods. For this research, secondary data regarding MSMEs have been collected and analyzed to draw conclusions. Keeping the above facts in view, an attempt was made to study the present position of MSMEs, amount invested and employment generated, and impact of Covid-19 pandemic along with various remedial measures taken up by both central as well as state government to support this sector.

Key words: MSMEs, Pandemic, Challenges, Measures.

INTRODUCTION

In India MSMEs contribute to around 30 percent of GDP, thereby reflecting its huge significance in forms of economic growth. The sector has contributed around 3.6 crore jobs (70 percent) in the manufacturing sector and spread across various cluster in India. According to the National Sample Survey (NSS) 73rd round, out of 633.88 lakh unincorporated non-agriculture MSME, 31 percent of MSMEs are found to be engaged in manufacturing activities, while 36percent in Trade and Business and 33percent in other series. Out of total estimated number of MSME's 51.25 percent were in rural area and 48.75percent in urban areas respectively. In the last few years, MSMEs are under huge distress because of demonetization, poorly implemented GST followed by the prolonged global recession and finally the biggest of all – the COVID-19 which is exasperate the crises in this particular area further. Seeing these issues related to MSMEs, on 13th May 2020, GOI again redefine the term MSMEs which follow a common criterion for both manufacturing and service sector and increases threshold limit of investment in plant and machinery to Rs. 1 crore in Micro-enterprises to Rs. 10 crores in small enterprises and Rs. 20 crores in Medium enterprises besides this GOI has also considered turnover as the basis to become registered MSME units. Details are as follows: -

New MSME Criteria

Types of Enterprise	MSME Criteria based on Investment & Turnover limits, applicable for both Manufacturing & services sector
Micro Enterprises	Rs. 1 crore of Investment and Rs. 5 crores of Turnover
Small Enterprises	Rs. 10 crores of Investment and Rs. 50crores of Turnover
Medium Enterprises	Rs. 20 crores of Investment and Rs. 100crores of Turnover

MSMEs play a pivotal role in employment generation next to agriculture sector in Odisha. As the employment opportunities reduced due to Covid-19 Pandemic, the Govt. of Odisha declared soft loan to the MSMEs as a special package for the greater interest of the people of the state in general and MSMEs in particular.

The innovators and entrepreneurs find comfortable place in MSMEs to create a good business ecosystem. But due to Covid-19, this sector faced a lot of challenges like shortage of funds, non-availability of raw materials and weak labour force for uninterrupted flow of production. Realising the fact of this pandemic the Govt. of Odisha have taken some precautionary measure like supply of raw materials, credit need market

linkages and business turn around etc. to strengthen the MSMEs not only for the time being but also the bright future of MSME.

OBJECTIVES OF THE STUDY

The objectives of our study:

- To study the existing position of MSMEs in India as well as in Odisha.
- To find out the impact of COVID 19 on MSMEs.

REVIEW OF LITERATURE

Bilas S. Kale (2015) suggests after conducting an elaborate study on the already established MSMEs in Maharashtra that MSMEs help in fighting against poor sections, low employment and to achieve social and economic growth in Maharashtra. MSME sector creates demand for goods and services and reduces social imbalances and promotes sustainable development and hence plays an important role in stabilizing the growth of the economy.

Das, K. (2017) critically analyzed challenges face by MSMEs operating in the manufacturing and service sector. This study was based on primary as well as secondary data and primary data were collected through well-structured questionnaires. The Major challenges confronted by MSMEs were inadequate credit and finance, absence of infrastructural amenities, insufficient access and marketing links, absence of technological facilities, and incapability of the adoption of new technology, insufficiency of skilled man power

M. Sonia (2018) researched about the challenges faced by MSMEs in India and also focused on more efforts/interest should be given both by government and entrepreneurs for the improvement of competitiveness of the MSMEs in India.

P. Ramesh & Dr M. Amitava (2020) on their article “Impact of COVID-19 Pandemic on Indian economy with special reference to Indian MSME sector” studied the various challenges that are faced by different MSMEs like agriculture, automotive, hotels and restaurants, tourism, textile, FMCG and E-commerce in India due to the lockdown. They also included the various relief measures taken by the government of India for the MSMEs.

Gautam & Sondhi (2020) witnessed that MSME provided help in the period of the global recession. This book contains chapters describing the role of MSMEs in nation building, growth, economic sustainability, critical review of the challenges faced by them, and futuristic vision that is required to continue the pace of growth and investment in the labor-intensive sector. The chapter would serve as a resource for framing economic and monetary policies for the MSME sector. The stakeholder’s attention will be diverted towards how MSME raises the growth curve of the Indian Economy.

Mahlawat (2020) learned the advancement of MSMEs and discloses the entryways available for the MSMEs in the Indian economy. The micro, small, and medium enterprises (MSMEs) has been recognized as the backbone of the Indian Economy. The employment power of the MSME part is extensively higher than that of the gigantic actions. The MSMEs help in the growth of backward areas of the nation and ensure that there is collective development of the nation with making the most vital paces of business advancement and a noteworthy segment of current creation and admissions. The MSMEs accepted a principal work in the general advancement of the mechanical economy of the country. With its briskness and vitality, it has shown praiseworthy inventiveness and flexibility to face money related downturn in the economy.

Rao (2020) examined the issues and the guiding principle for the growth of MSME. In his paper Rao highlights the measures taken by the finance ministry to support the vulnerable MSME sector due to Covid-19 pandemic. His paper studied the importance of the MSME in generation of employment and enlightened the scope of entrepreneurship in the economy. The MSME sector played a vital role in the country’s development by focusing on backward, rural, and domestic economies.

METHODOLOGY OF THE STUDY

The present study is an empirical one that reviews the literature of various authors in different periods and to achieve research objectives, secondary data regarding MSME have been collected from various academic journals, books, research articles published in magazines, internet and annual MSMEs reports as published by the Government of India and Government of Odisha and are analyzed to conclude. For the study, data have been analyzed and represented with simple tables and figures taken from the period of 2008-09 to 2018-19 for better understanding.

INTERPRETATION

Table No 1. COMPARITIVE POSITION OF MSME IN INDIA AS WELL AS ODISHA TILL COVID 19 PENDAMIC

Year	Number of MSME Units		Employment Generated		Investments (In Crore)	
	India (In Lakh)	Odisha	India (In Lakh)	Odisha	India	Odisha
2008-09	393.70	4806	880.84	20996	621753	227.92
2009-10	410.80	4907	921.79	23195	693835	292.34
2010-11	428.73	5016	965.15	24451	773487	395.02
2011-12	447.73	5505	1011.80	30387	853139	500.73
2012-13	467.56	5931	1061.52	27104	967154	432.90
2013-14	488.63	7009	1082.63	32136	996236	669.41
2014-15	512.23	29866	1123.57	107011	1043243	2267.24
2015-16	554.34	59920	1167.63	166731	1093376	2694.47
2016-17	586.82	57783	1236.42	175221	1137674	3034.64
2017-18	633.90	50158	1278.89	147252	1186432	2324.46
2018-19	684.14	69673	1327.68	195000	1238915	3196.53
Total	5608.63	300574	12057.92	949484	10605244	16035.66
CAGR	5.96 %	27.51 %	3.80 %	22.45 %	6.46 %	27.13 %

Source: Reserve Bank of India and Ministry of MSMEs, Govt. Of India, 2018-19.

From the above table it is clearly identified that there is an increasing trend in the Number of MSMEs set up, generation of employment and investments in the MSME sector from last 11 years. In India, during the period from 2008-09 to 2018-19 the Compounded Annual Growth Rate (CAGR) in respect of market value of fixed assets with 6.46 percent is the highest as comparison to no. of units set up and employment growth. As comparison to national level, Odisha MSME sector was quite impressive with an increasing trend but 2014-15 onwards more number of MSMEs units set up with CAGR 27.51 percent. It is because the Government realized the importance of MSMEs and gave more emphasis on the growth of MSMEs by launching the Make in India and Make in Odisha scheme. As more number of units set up, it helps in creation of new employment opportunities which helps in increasing in the living standard of the people.

Fig No 1. No of MSMEs Units and Employment Generated in India

During 2008-09 to 2018-19 (in Lakhs)

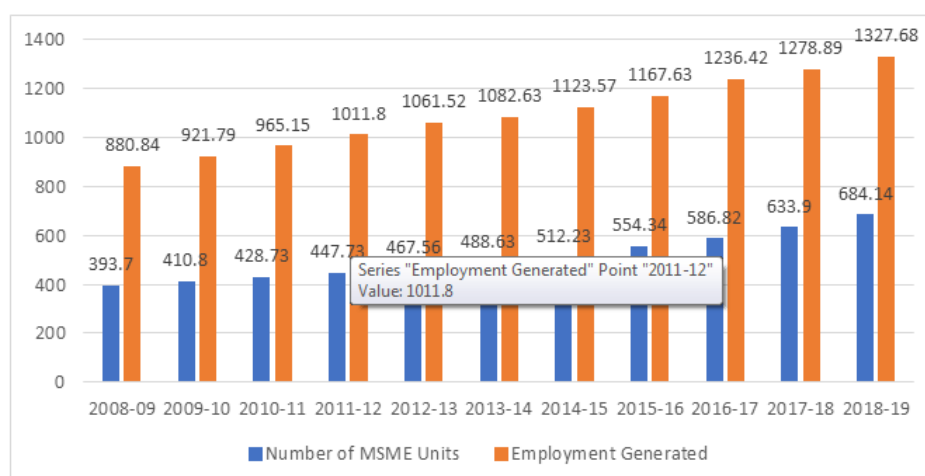
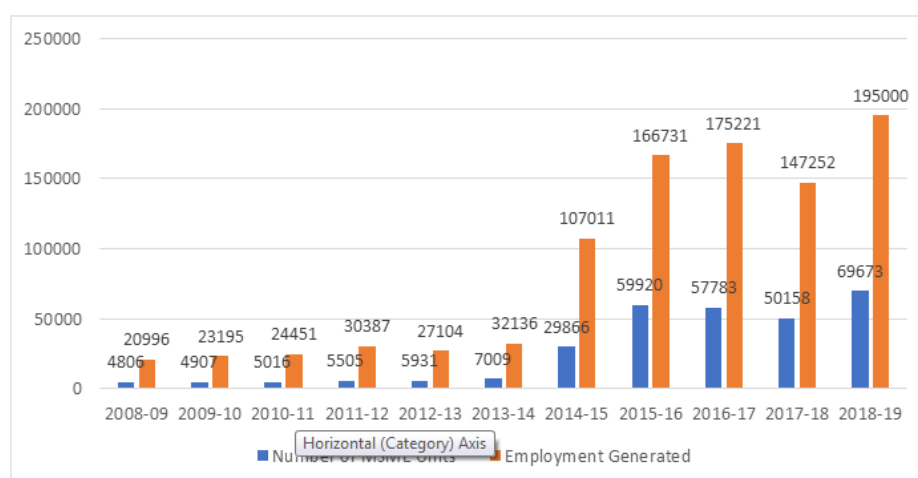


Fig. No.1 shows the number of MSME units established and employment generated in India from the period of 2008-09 to 2018-19. During the year 2008-09, 393.7 lakhs units of MSMEs were established in India while during the year 2009-10 it increased to 410.8 lakhs and subsequently, we can see from the above figure that the number of MSMEs established during a year shows increasing trend during last 11 years. In the year 2018-19, 684.14 lakhs number of MSMEs were established in India which reflects that the government is taking serious steps for the development of MSMEs in India by introducing several startup schemes like Pradhan Mantri Mudra Yojana, Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE), Interest Subsidy Eligibility Certificate (ISEC), etc.

Similarly, the total numbers of persons employed through MSMEs were 880.84 lakhs during the year 2008-09, whereas in 2018-19 it was 1327.68 lakhs. It is clearly visible from the above figure that, increase in the number of MSMEs leads to increase in the number of employments.

Fig No 2. No of MSMEs Units and Employment Generated in Odisha



During 2008-09 to 2018-19

From the Odisha perspective view the above Fig no. 2 show that from the period of 2008-09 to 2012-13, the number of MSMEs unit setup during the year were 2 to 7 percent of the previous year which increased to 15 percent during the year 2013-14 but during the year 2014-15 it was increased to 77 percent and subsequently during the year 2015-16, it was 50 percent of the year 2014-15. The increased in the number of MSMEs from 2014-15 is due to the introduction of Make in India, Make in Odisha, Stand up India, Digital India, SHGs, MUDRA and many other schemes. The objective behind of these schemes is to make India a global manufacturing hub by encouraging both external and internal investors to set up tiny manufacturing units as well as large manufacturing industries providing employment to the youth.

During this period, not only a greater number of units were established but also more employments opportunities were created. During 2008-09, 20,996 number of employments were created, but during the year 2013-14 it increased to 32,136. But during the year 2018-19 it reached to 1,95,000. Thus, it implies that MSMEs are seen in a positive direction for sustainable economic development.

Table No. 2 The growth rate of MSMEs and the overall Industrial Sector:

Year	Growth of MSMEs (no. of units in %)	Overall Industrial Sector (no. of units in %)
2010-11	14.76	9.71
2011-12	15.08	10.43
2012-13	16.12	11.26
2013-14	16.86	12.18
2014-15	17.42	13.43
2015-16	18.24	14.62
2016-17	18.95	15.57
2017-18	20.38	16.36
2018-19	21.57	17.43

Source: Reserve Bank of India and Ministry of MSMEs, Govt. of India, 2018-19.

Table no. 2 shows the growth percentage of MSMEs in terms of the number of MSMEs units year-wise as compared to the overall industrial sector. Here the growth rate of MSMEs was 14.76 percent during 2010-11 and it increased to 21.57 percent during 2018-19, whereas the overall industrial sector growth rate was 9.71 in the year 2010-11 which increased to 17.43 percent in 2018-19.

IMPACT OF COVID-19 PANDEMIC AND MEASURES TAKEN

As per secondary data collected from the economic survey of Odisha, it shows that there was a gradual growth of MSMEs in Odisha from 2014-15 to 2018-19. Till March 2020, altogether 4,49,352 MSMEs have been established with employment generation of 16,92,298 and investment of Rs. 21,801.51 crore in Odisha. But due to Covid-19 pandemic the number of MSME units was reduced to 57,651 in the year 2019-20 as compared to 69,676 in the year 2019-20, also the investment is reduced to Rs. 2659.59 crore in the year 2019-20 as compared to Rs. 3196.53 crore.

The impact of Covid-19 was severely affected to MSMEs due to restrictions imposed by Central Govt. like shutdown and lockdown. As per 2020-21 the growth rate of unorganised sector like MSMEs shows negative (-9.90) percent as the second highest effected sub-sector next to construction sector.

While Government of India came with Atmanirbhar Package i.e. Rs.20 lakh crore (equivalent to 10 percent of India's GDP) for resumption of activities, Government of Odisha have also announced special package of Rs. 289.42 crore to facilitate promotion & development of MSME Sector.

Highlights of special package declared of Government of Odisha to support MSMEs during Covid-19 pandemic as follows:

Head of Grants	Amount (In Cr.)
Interest subvention	108
Promoters' contribution	27
Integration of Covid-19 assistance package during 2020-21	100
Subsidies	10
Reimbursement of State GST	38
waiver of Annual Maintenance Charge	5.84

IMPORTANT FACTORS WHICH AFFECT MSMEs DUE TO COVID-19

SHORTAGE OF MANPOWER

Due to temporary shutdown of enterprises, the labourers and workers have moved to their native villages resulting in shortage of manpower. Some enterprises have also been shut down permanently due to lack of manpower.

SHORTAGE OF SUPPLIES/INPUT MATERIALS

Small and micro industrial units are facing a shortage of raw material due to the ongoing nationwide lockdown and shutdown which created halt in the production ultimately affecting the entire supply chain.

MARKET DEMAND

Consumer demand patterns have shifted; supply chains are disrupted and have been under pressure, due to a stagnating economy and reduction in market demand. With the COVID-19 crisis, fundamental changes in consumer behaviour and routes to market have knocked MSMEs off balance in the country.

LOGISTICS

Due to lockdown, the transport sector has also come to a halt as a result, shipments lie pending as factories and warehouses were shut in a prompt response to the global health emergency, both in terms of supply and demand. Furthermore, due to cargo transport activities, logistics, and the creation of merchandise were so firmly synchronized, these disturbances have immediately had an expanding influence on trade, exposing the fragility of the whole supply network.

EXPORT ISSUES

Merchandise exports have collapsed by over 60 percent and imports contracted only slightly less. Due to regional, national and worldwide lockdown, the country and global economy collapsed which drastically affect the supply chain and decline the export of goods.

SHORTAGE OF FUNDS

MSMEs sector has been facing financial crisis since long but due to this pandemic, enterprises hit by zero cash flow due to the national lockdown. Due to production interruptions and declining demand, MSMEs are unable to repay their creditors. While the revenue generation remains on hold, there are several expenses that the MSMEs can't get their hands off such as salaries of employees, tax deposit, rent of warehouses and office spaces, among many others.

TEMPORARY SHUTDOWN

Workplace shutdown has been a major factor in hitting MSMEs hard during the COVID crisis as operations get ceased due to unavailability of raw materials and leave the enterprises at a high risk of economic condition.

SHORTAGE OF MARKET CREDIT

The nation-wide halt has badly hit sustainability for the MSME sector due to the lack of cash-flows to meet their fixed cost. Business credits were initially hit by the sudden stop in economic activities, affecting the industries disproportionately.

CONCLUSION

It can be stated that the MSMEs have played a vital role in the development of the country's economy post-tradereforms, 1991 and the MSMED Act, 2006 but due to Covid-19, a greatest pandemic of the century, has affect not only Indian economy but also global economy which also shows a negative effect since last year. The frequent lockdown and shutdown due to Covid-19 has drastically hampered the economy of Odisha also. The global GDP and the GDP of India is set to contract. Most of the MSMEs are battling to survive to face unusual challenges. Hence, the major factor that has affected the beneficiaries is temporary shutdown and lockdown of their enterprises which ultimately affect their revenues. It is a need of the hour that both the Government of India as well as the Government of Odisha should provide long term financial assistance with a low rate of interest which helps to reduce the disparity in growth rate and to maintain a sustainable performance of MSME sector in Odisha as well as in India.

SUGGESTION

The economic packages for MSME sector under ATMANIRBHAR BHARAT announced by the Government of India and special package announced by Government of Odisha is highly appreciated. It is believed that this scheme will act as a pioneering reform for the affected MSME. Besides that, we can suggest the following or the long-term need for the sustainable development of MSMEs:

- Awareness about the schemes available for MSMEs.
- At ground level, DICs should be reconstructed to play effective role.
- MSMEs should be provided concessional finance at a low rate.
- Government should facilitate new supply chain to MSMEs to restore and rearrange their existing supply chain.
- MSMEs should be supported with interest free (or low interest rate) working capital to cover their wage cost and establishment cost like rent, utilities and logistics.

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DIGITAL PLATFORMS: NEW ERA OF ENTREPRENEURSHIP

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ABSTRACT

Digital education is a preloved platform and has been trending from the last year like fashion. It has opened doors and opportunities for society, students, and educational systems for their survival, overcoming the conventional means of education during times of pandemic. With such a surge in the environment, demand for digital platforms has been developed. Keeping this in mind this paper has been dedicated towards the trending concept of flipped classrooms and the emerging digital platforms like Google Classroom; Nearpod; BIJU's; Kahoot; and others along with their usage in conducting and managing the classes digitally and enhancing entrepreneurship opportunities. Private companies have also launched apps for the masses to be freelance online educators, which has given an additional self-employment opportunity. Government initiatives under the MHRD like SWAYAM, e-Pathshala, Shodganga, etc. have also been popularized way too fast in the times of pandemic Covid-19. So, the concept of digital education has changed the whole scenario of traditional education and has become the need of an hour, simultaneously enumerating and ensuring the possibilities to be digital entrepreneurs.

Keywords: *Flipped Classroom, Digital Platforms, Online Educator, Educational Apps, Digital*

Entrepreneurship

INTRODUCTION

"Teachers are required to blend technology coherently into the curriculum instead of viewing it as an adjunct, an afterthought, or a happening" – once stated by Dr. Heidi H. Jacob (renowned education leader and the inventor of Curriculum Mapping). This statement very well fits into the present situation. The Covid-19 pandemic has severely impacted countries all over the world, among all the working sectors educational sector has been adversely affected, making education challenging for teachers. At the onset of student's schooling and edification, the teacher is the main learning resource among the students therefore they need to prepare and upgrade themselves with the required skills (Fanreza R. 2018).

The emergence of advancing technologies and their seepage into the educational world is undeniable as their application to teaching has transpired into full play. On that account, this forging ahead digital era brings forth a greater challenge for teachers. Along with this, teachers need to be innovative and creative to fit in with the age of students (Hashim H. 2018). This helps students to feel enthusiastic about what they are being taught. With the change in the education system, there is an expedited shift towards digital learning. Now the challenge lies in how swiftly the students and the educators can adapt to the high-tech world.

This digital transformation towards such entrepreneurship in education is a new approach and also a challenge in education for students as well as teachers. To enhance such entrepreneurship opportunities, there is a need for developing such a digital entrepreneurship education curriculum. Particularly the use of digital tools to learn entrepreneurial skills so that they can design their business plans (Permatasari A and Angaddwita G. 2019). Digital Entrepreneurship has brought focus on different digital tools and business models to help explore entrepreneurial opportunities and create a new source of value (Soltanifar M. Hugues M. and Gocke L. 2021). Hence this paper has been **aimed** with the following **objectives**:

To identify and compile variable and commonly used digital platforms which have emerged as examples of digital entrepreneurship especially in digital education:

1. Learning Management Systems (LMS)
2. Educational Apps/Tools by Edutainers'
3. Educational Startup's
4. DigitalPortal's Launched by Indian Government

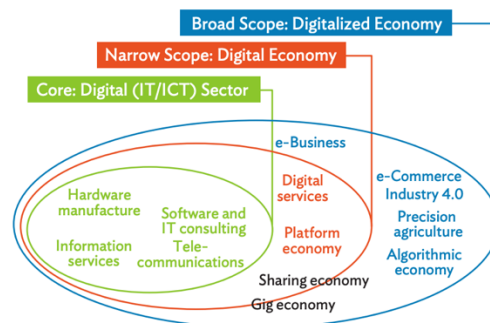
THEORETICAL BACKGROUND

Digital Entrepreneurship (DE) is a subsection of entrepreneurship where the traditional organization has been converted into a digital one or we can say Digital Entrepreneurship has transformed or reshaped the way businesses were run to new ways in the era of digitalization (Le Dinh et al. 2018, p. 1). Hence, defining digital entrepreneurship in a precise manner is still debatable. Adopting such digital technologies has the potential in making entrepreneurship more inclusive (OECD 2019). DE includes everything new like how to find customers for such ventures, developing new products and services, generating revenue and reducing cost, opportunities for collaboration, and even brand-new opportunities for competitive advantage along with some risk factors.

Digital Education- connects the world. It has opened doors and opportunities for society, students, and educational systems for their survival, overcoming the conventional means of education during times of pandemic. With such a surge in the environment, demand for digital platforms has been developed, hence enormous opportunities for digital entrepreneurship. DE has unfasted new possibilities for anyone and everyone to be an Entrepreneur- as it's all about new ways of thinking (Singh R. 2014). Setting up and launching a new business strategy/product is risk-taking and costly especially for beginners. But digitalization has reduced these barriers. To have more and more digital entrepreneurs is the need of the hour, also this will give opportunities and new paths to entrepreneurship. Different aspects of digital entrepreneurship have been stated below.

Spagnoletti and coworkers (2015) have defined a digital platform as “a component that provides a vital technological function and serves as a base upon which complementary products, technologies, or services can be evolved.” The growth in digital platforms has been evident from the last decade but it has escalated with remarkable speed during times of pandemic. With the progression and enhancing demand of involvement of Information and Communication Technology (ICT) in various human life activities including industrial, agricultural, household, transportation, food industry/hospitality, recreational, real estate, and others (Asian Economic Integration Report, 2021). This advent led the economies to undergo digitalization. This has also been depicted with the help of figures stating dimensions of digitalization (Fig.1). Though the pace of digitalization varies from country to country.

Fig.1: Dimensions of Digitalization



IT = information technology, ICT = information and communication technology.

Source: Bukht and Heeks (2017).

In India, the internet connections have been significantly driven and increased to 760 million (Aug 2020) under the Digital India program and have become the second highest internet user and data consumer country globally as per India Brand Equity Foundation (IBEF) Report, 2020. Charles Darwin once quoted (1869) “Survival of the fittest”- that means the one who adapts to the change can survive. This quote fits very well with the present scenario of various economic industries as well as education. Analyzing the current scenario in the education field, we need to understand and be responsive towards the change and adapt ourselves for long-term survival. With this rise, India has observed an upsurge in the digital ‘Start-Ups’ in the domain of education.

Though this concept is not new and was introduced by prime minister Shri Narendra Modi in July 2015 and 'Startup India Initiative' was launched on Jan 16, 2016, but its actual need has been recently very well-acknowledged. Slowly and steadily technology has seeped into the world of education and has opened an entirely new spectrum in education in India. The invention of these newer technologies in the field of education is experiencing gradual transformation. This inception has given opportunities to the budding entrepreneurs to develop and launch variable start up's/apps in the educational domain. To support this the Indian government has also encouraged the advent of such initiatives and started certain schemes like Venture Capital, Stand Up India, Single Point Registration Scheme, and others. Consequently, variable Ed-Tech start-ups like BYJU's, Awin Enterprises, Quizizz, Class plus, Kutuki Kids, ACadru, Eduauraa, Playdate, Edubull, and many others came into existence. According to the Education Latest News, these startups have witnessed a flood of users, funding, and stakeholders. The EdTech industry has allured \$1.4 billion in funds in 2020 alone and has expected to reach \$10.2 billion in the coming five years (Kommaraju A. 2021).

RESEARCH METHODOLOGY

The facts, figures, and data used in the compilation of this paper have been taken from variable research articles/journals, news articles, reports, review papers, e-content, and government authorized organizational reports. These were studied to understand the problems associated with online learning, measures taken by the government in response to it, generate data of the budding digital entrepreneurs.

RESULT AND DISCUSSION

The present scenario of the Covid-19 pandemic has led to the temporary shut-down of educational institutes around the world. This time has been unprecedented and the closure of educational institutes and strict containment measures taken forced people to rely on technologies and look for digital solutions to keep up with the learning of children (Jena P.K. 2020). John Bergmann and Aeron Sams, chemistry teachers coined the term 'flipped classrooms' in 2002. Thereafter the concept of flipped learning came into existence in 2012 and has gained recognition worldwide. This concept was established mainly for the students who used to miss classes (Birgili, B., Seggie, F.N. & Oguz, E. 2021). This trend has been quickly adopted as the knowledge of any discipline and can be effortlessly integrated with agile learning processes (Hwang et al. 2015). Consequently, this concept of e-learning or flipped learning has been well excepted where the teachers or professors have been compensating the physical teaching through the virtual mode with the incorporation of the digital tools.

Even though time has been very hard for all still digitalization has helped people to come closer with the means of technological advancements. It has not only helped the educational sector but has been a great source of entertainment as well as a friend in the times needed for travel, medicine, or food-related solutions. Hence, digitalization has created opportunities for people to be entrepreneurs. This paper has focused on and explored the kinds of digital platforms used for the dissemination of knowledge among students and budding entrepreneurial ventures in this area enhancing entrepreneurial opportunities and employability.

Digital Platforms useful for educational purposes can be categorized as Learning Management Systems (LMS), Edtech startups, Government e-portals, MOOC's and other apps for edutainers. UGC has constructed an advisory for the faculty members to develop e-content for instructing the students using modules, pre-recorded video lectures, audio teaching material, powerpoint presentations, etc. Such materials could be easily shared through various digital platforms (Dutta A. 2020).

The concept of flipped classrooms and the advent of variable LMS platforms has helped in conducting and managing the classes digitally along with the usage of video conferencing apps (like Google Meet, Microsoft Teams, Zoom, CiscoWebX, etc.) and their reasonable cost of usage has opened many other opportunities like conducting virtual Conferences, Workshops, Training, FDP'S, Refresher Courses, Webinars, etc. This has served as a great opportunity for tutors and students, as they can be part of such programs in a virtual sense, this saves them time and money as well as adds on the credentials to both parties. Through such platforms, people can merchandise their talents and earn a living for themselves by reaching out to people globally. So, it can be concluded that providing online services is a widening business (Kirkpatrick, 2007). A list of the most commonly used LMS has been stated (Table 1) below, whereas some

other digital platforms are also under construction. Their number has been upsurge, hence enhancing entrepreneurial opportunities and employability.

Table 1: Commonly used Learning Management Systems (LMS)

LMS	Launched Year	Founder/s	Motive
Winuall	2019	Purohit and Saurabh Vyas	SaaS plug-and-play platform
Microsoft Teams	2017	Satya Nadella	Provides chat and videoconferencing features along with data storage or longer use
Proctur	2016	Nishant Agarwal	One stop LMS for coaching institutes
Flipgrid	2014	Professor Charles Miller	Let's people create short videos around certain topics and easily share them.
Google Classroom	2014	Rochelle and ZachYeskel	Google has developed a free web service for educational institutes simplifying activities of creating, sharing, and assessing students.
Nearpod	2011	Kovalskys, Felipe Sommer and Emiliano Abramzon	Helps educators to make sessions interactive by incorporating Quiz's, Poll's, Videos, Collaborate Boards, and others
Slack	2009	Stewart Butterfield	LMS integrated with innovative tools like video, calendar, and other tools.
Edmodo	2008	Nick Borg, Jeff O'Hara, and Crystal Hutter	Provides a platform for communication, and collaboration between students and teachers along with parents as well as co-colleagues. It also enables teachers to share and manage content like quizzes, assignments, and others.
Moodle	2002	Martin Dougiamas	To help educators create online courses making it effective e-learning for students through gamification etc.
Edvoice	2001	Reed Hastings, John Doerr Ted Lempert and Steve Poizner	Simplifies communication between parents, students, and teachers

Along with these Learning Management Systems (LMS) and a saga of software's/apps has been launched to help the teachers manage their class activities as well as bring in the entertainment factor in the normal online sessions. With the incorporation of such innovative ideas into monotonous online teaching, here came the concept of 'Edutainer's'. Edutainer's along with their skills and qualities make use of variable online/digital platforms like Kahoot, Quizizz, Nearpod, Animaker, Virtual Whiteboards, and many others to make their sessions for students more interesting and captivating (Table 2). Such platforms have been an outcome of investment or funds generation through venture plutocrats, monetizers, and bank loans (Lingelbach et al. 2005). Hence, DE is no longer restricted to prerogative industrialists.

Table 2: Commonly used Educational Apps/Tools by Edutainers'

Apps/Tools	Launched Year	Founder/s	Use
Classroomscreen	2021	Laurens Koppers and Sebastiaan de Vries	This app provides 13 gimmick activities Making it a fun learning environment
Animaker	2017	RS Raghavan	Helps to create animated videos for fun learning
Google Jamboard	2017	TJ Varghese and the team	digital interactive whiteboard
Quizizz	2015	Ankit Gupta and Deepak Joy Cheenath	Helps to create gamified quizzes, lessons, and flashcards
Mentimeter	2014	Johnny Warström	Helps to make classes more interactive and fun
Kahoot	2012	Morten Versvik, Johan Brand, and Jamie Brooker	Gaming App for Quiz creation and play
Slido	2012	Peter Komornik, Peter Slivka, Rastislav Molnar and Frantisek Krivda	The ultimate platform for conducting live polling and Q&A in virtual meetings/events
Socrative	2011	Amit Maimon, Benjamin Berte, Michael West	Helps teachers to launch quiz
Miro	2011	Andrey Khushid	Digital Collaborative whiteboard for interactions
Classdojo	2011	Sam Chaudhary Liam Don	Can share photos, videos, and messages in classroom learning

Along with these many digital certification courses have also come into play. As these help students to save time and energy to travel and reach places hence, can invest their time in different activities all together. Therefore start-ups like Udemy, Coursera, Internshala, and others have seen the advent of popularization (Table 3). These start-ups have given opportunities to many teachers/professors and professionals to reach out to thousands of students at a time and have an additional source of earning for themselves. A similar concept of MOOCs (Massive Open Online Courses) also came into play. These opportunities not have been employment-generating but has enhanced the academic grade of professors too.

Table 3: List of Commonly used Educational Startup's

Other Educational Start Up's	Launched Year	Founder/s	Use
Coursera	2012	Daphne Koller and Andrew Ng	Allows access to digitalized courses and degrees from leading universities and corporations
Udemy	2011	Eren Bali and Oktay Caglar	A digital platform to learn various courses
BIJU's	2011	ByjuRaveendran	Digital platform with e-learning programs for K3-K12, and even for competitive exams like JEE, NEET, UPSC, and others.
Edukart	2011	Ishan Gupta	Digital platform for courses with certification
Simplilearn	2010	Krishna Kumar	Provides a platform for digital professional courses in emerging fields of Data Science, Cyber Security, Digital Marketing, and others.
Intershalo	2010	Sarvesh Agrawal	Internship and online training platform
Meritnation	2009	Pavan Chauhan, Ritesh Hemrajani	Live video lectures and interactive recorded videos, tests, and giving time-bound assignments.
B Online Learning	2006	Rebecca Hall	Offers great features like Articulate Tools, Video&Screen Simulations, Instructional Design, and Voice Talents to help create online content.
Educom Solutions	1994	Shantanu Prakash	School learning solutions
Excelsoft	1990	Prof. M H Dhananjaya and D. Sudhanva	Provides services like performance support, translation & localization, responsive e-learning with gamification & animation, and even customized e-learning.

From the above table it can be concluded that such platforms were initiated years ago, for example, Excelsoft was founded in 1990, but these platforms have reached new heights in this era especially after-effects of Covid-19. Along with these certain governmental educational platforms (Jena P.K. 2020) have been more popularized in these times of lockdown (Table 4).

Table 4: List of Digital Portal's Launched by Indian Government

Indian Government Portal's	Launched Year	Purpose
SWAYAM	2017	A platform for Online Courses for students, researchers, and even faculty members.
SWAYAMPRAKSHA	2017	Provides high-quality content for courses based on the educational curriculum for diverse disciplines through means of 32 DTH channels
e-PG Pathshala	2015	A digital platform providing 23,000 e-text and video modules for 70 P.G. disciplines
UG/PG MOOCs	2014	Digital compilation of study material for non-technological courses for UG and PG through the SWAYAM portal.
Shodhganga	2009	Provides 2,60,000 digital repository of Indian Dissertations and Thesis for research
National Digital Library	2006	Digital depository of academic content
CEC-UGC YouTube channel	2004	Access to absolutely free illimitable educational modules
Vidwan	1999	Provides database with experts opinions for research scholars, policymakers, funding agencies, and aspiring collaborators
e-Content courseware in UG subjects:	-	Contains 24,110 digital modules for 87 undergraduate courses
e-Shodh Sindhu	-	Repository of 15,000 peer-reviewed journals, citations, bibliographies in variable disciplines

The government is even coming up with some more approaches as per the press release dated March 21, 2020, by the MHRD on DIKSHA, ePathshala, The National Repository of Open Educational Resources (NROER), and others. Online Learning is highly productive and has multiple advantageous like in the use of time as it provides a great option to learners who can learn at their own pace and time as it's accessible 24/7 also can keep a record of it as well as it has kept individuals safe from the spread of Covid-19. It is an affordable cost-effective technology and has provided platforms to learn from national and international reputed experts/specialists. With all these benefits it also possesses certain drawbacks like loss of atmosphere of face-to-face meetings; creating laziness in students; unaffordable for low-income families; children may become vulnerable to online sexual exploitation and even loss or security issues with personal data.

It can be concluded that though digitalization has some risks and competition still it has helped people generate their living, especially during times of pandemic and lockdown. So we can say it is the trending era of entrepreneurship for today and tomorrow.

CONCLUSION & SUGGESTIONS

eLearning is endeavoring to replace the traditional education framework with the digital education system by acquiring recent educational technological and methodological ways. It has led the educational institutes to

shift towards SaaS-based (Software as a service) solutions. The eLearning companies are making effort to generate cloud platforms in collaboration with the central and state government along with the educational board. Besides, by adopting analytical approaches, these eLearning companies are helping digital course contributors compose custom-made courses, assure self-regulation of mentees, often conduct auto-graded quizzes, and making grades and learning progression accessible to the learners. Thus, evolution and increasing awareness regarding the latest digital technologies will enhance the espousal of eLearning in the Indian market, thereby propelling growth in the digital education market in India.

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A STUDY OF PROBLEMS FACED BY WOMEN ENTREPRENEURS

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ABSTRACT

Entrepreneurship is a Buzzword in today's times, and women are also entering in this field less travelled earlier. The field of entrepreneurship is dotted across different paradigms. The present study is a niche attempt to unveil the problems faced by women in business. The data for the study was collected during the period of April- May 2021 of women entrepreneurs have been selected using judgment sampling. The data was analyzed using descriptive statistics and graphical representation. The result of the study reveals that major problem faced by the surveyed women entrepreneurs were finance problems, and work life balance.

Keywords: Women, Entrepreneurship, Problem, Entrepreneur

INTRODUCTION TO ENTREPRENEURSHIP

Entrepreneurship is a mindset that is opportunity-focused innovative growth-oriented, and not restricted to any gender. In the recent past, Govt of India has focused on promoting entrepreneurial culture in the country and is working on creating a suitable ecosystem for the same. Many schemes like Start up India, AatamNirbhar India are examples of the same. The field of entrepreneurship is not new, yet less traveled by women in the history. However, in the present times even women are participating equally in the businesses and many are running their business independently. The social and economic development of the country largely depends upon development of women, but, women who runs their business suffers from varied problems (Velemurugan, 2015). In the present paper, an attempt is made to unveil the problems faced by women entrepreneurs in a northern state of India, Punjab.

REVIEW OF LITERATURE

Moore and Sawhill (2009) explored in their research that work life conflict arises with larger families among women as they have to support the family needs as well as business needs. **Apter (2009)** argued that working mothers display the superwoman syndrome as they are fuelled by feelings of guilt. Some are reluctant to take higher roles in the job just to sustain their families and some kept on feeling that they are ignoring their families by indulging in work, These women give everything because of a need to feel that they are doing their best. **Barling (2010)** stated that mothers who are employed generally can spare less time for their children. However, no strong empirical evidences were found to show a negative mother child relation in case of working mothers. **Devine (2011)** found a interesting fact in a study during a time span of more than a decade ending 1987, found that women entrepreneurs were motivated for their business only because of earning factor. **Hundley (2012)** examined the reasons for which married women and men chose self employment. The study explored that the male and female works are defined and suggested that married women with more children generally have less earnings capacity in the wage-and-salary sector. This may lead the women to take the decision of own business. **Siew Kim and Seow Ling (2012)** studied on the work/family conflict of women entrepreneurs in Singapore and concluded that long working hours and the usual inflexibility of self-employed women may lead to high work/family conflict. **Coleman (2013)** pondered on the fact that the financial reasons for entering into entrepreneurship are varied across sectors and across gender. In their study they explored that in male owned business, they tend to secure more financial capital, while this was not the case in women led enterprises. **Palaniappan & Mani (2012)** in

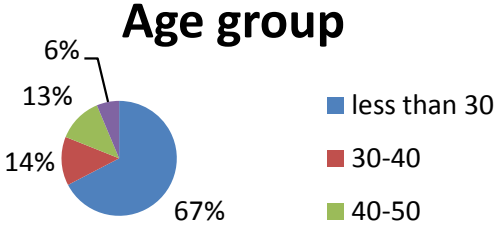
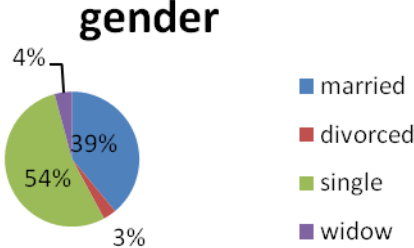
their article analyzed the major reasons for women breaking the barriers and entering into entrepreneurship in Tamilnadu. The results indicated that skill, knowledge and adaptability of women in business are the main reasons for them to emerge into business ventures. The study also focused that the major problems faced by women were lack off training and education and finance. **Tripahty (1996)** explored the main reasons for the women to unleash their entrepreneurial energies into start-ups and threw light on various support systems in India for fostering a conducive ecosystem for the women entrepreneurship. **Cohoon, Wadhwa and Mitchell (2010)** analyzed the motivational factors behind women becoming entrepreneurs. The study unveiled five main factors: 1) Aim to build wealth, 2) Capitalizing own business 3) Attraction towards startups, 4) Dire need to start own enterprise and 5) Doesn't like being employee. Further the study unravels the women being more sensitive towards their IPRs than men. **Deshpande & Patil (2019)** explored the various problems faced by the women entrepreneurs and suggestions to remove the same. Authors concluded that women education on entrepreneurship and more awareness camps for this gender is the need of the hour.

RESEARCH METHODOLOGY

All women in any business service or manufacturing of Northern Indian state Punjab comprises the universe of the study. A well-structured questionnaire for exploring the demographics and problems faced by women was employed to gather data. The face and content validity of the questionnaire was checked with the help of two academicians so as to validate the correctness of questions asked. After all the preliminary work, the questionnaire was sent to One hundred and twenty (120) faculty members of various institutes of Punjab namely Amritsar, Ludhiana, Jalandhar, Chandigarh, Bathinda and Moga using judgmental sampling technique. However, the results were finally analyzed and reported only for Ninety Five responses only, as fifteen questionnaires were not filled correctly and ten questionnaires were half filled. Thus the final response rate was 66.7 percent. The response rate for surveys generally varies from 35-75 percent and 66.7 percent response rate can be considered good enough (Dommeyer et al. 2004). The questionnaire consists of demographic profile of the women entrepreneurs. Questions were also asked related to the legal nature of their business, source of motivation to start the business, problems faced during the business

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographics of the Respondents

Age Group	Response in Numbers	Graphic Representation in percentage
less than 30 30-40 40-50 50 and above	64 13 12 6	 <p>Age group</p> <ul style="list-style-type: none"> less than 30 30-40 40-50
Marital Status	Response in Numbers	Graphical Representation
Married Divorced Single widow	37 3 51 4	 <p>gender</p> <ul style="list-style-type: none"> married divorced single widow
Family Income	Response in Numbers	Graphical Representation

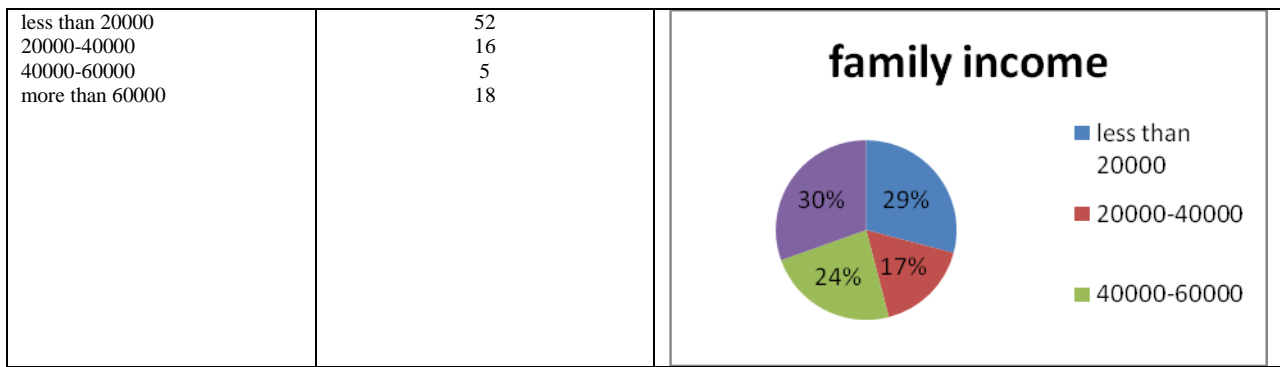
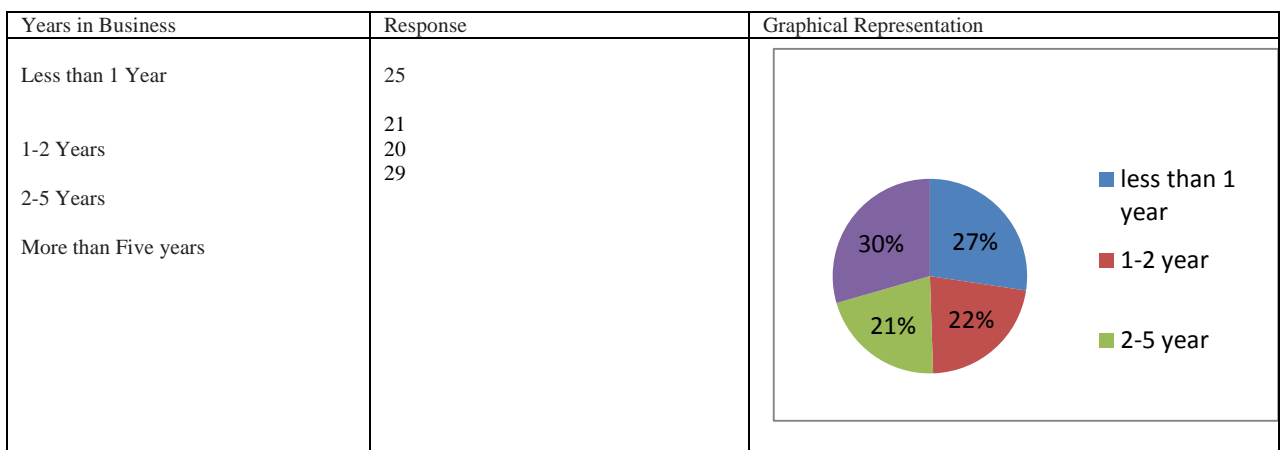


Table2: Type of Business

Particular	No. Of Respondent	Percentage
Boutique	11	12%
bakery	9	9%
Beauty parlor	12	13%
Any other	63	66%
Total	95	100%

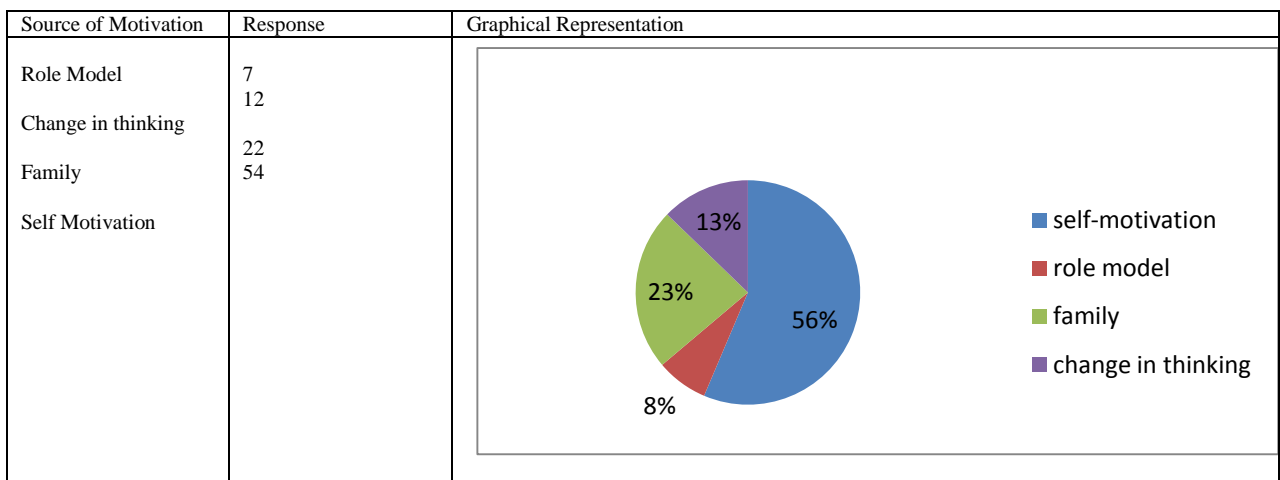
Source: Authors own construction

Table3: Experience in Business



Source: Authors own construction

Table 4.Source of motivation for business

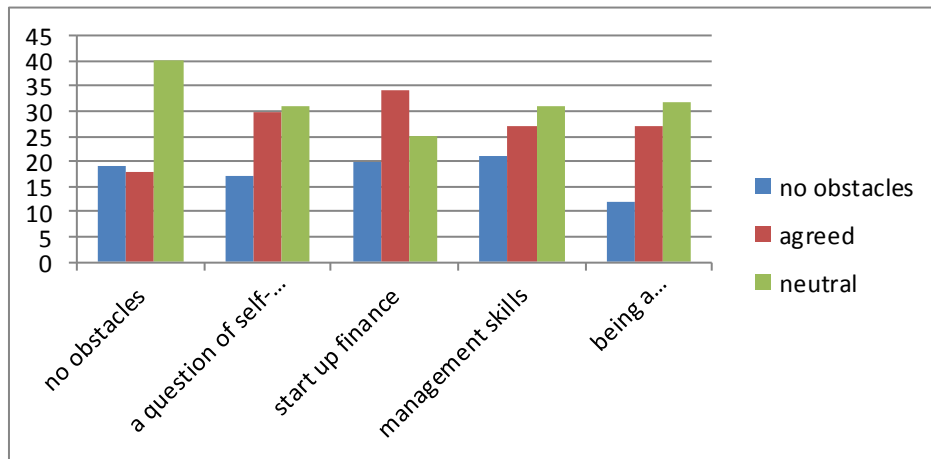


Source: Authors own construction

Table 5: Legal Nature of Business

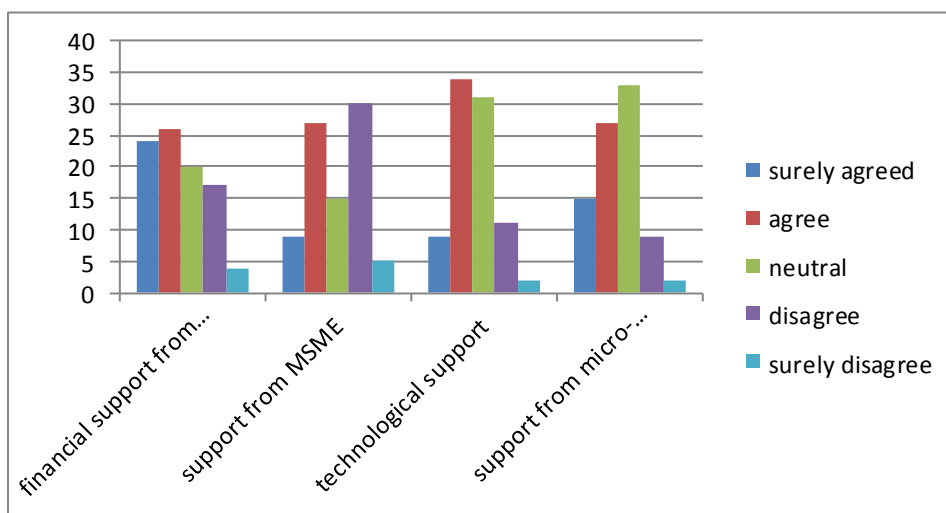
Legal Nature of Business	Response	Graphic Representation
Family Business	21	<p>A pie chart illustrating the legal nature of businesses. The chart is divided into three segments: a large blue segment representing 'self-created' at 64%, a green segment representing 'family business' at 22%, and a red segment representing 'bought' at 14%. A legend to the right of the chart identifies these categories with colored squares: blue for 'self-created', red for 'bought', and green for 'family business'.</p>
Bought	13	
Self Created	61	

Fig 6: List of Problems faced since inception of business



Source: Authors own construction

Fig 8: Financial Assistance taken



Source: Authors own construction

DISCUSSION AND CONCLUSION

The survey results revealed that maximum numbers of respondents were quiet experiences as they were working since long. The prime inspiration of most of self employed women was self –motivation only. As far as the problems faced by surveyed women were concerned, majority expressed that confidence in dealing with male dominant businesses act as hindrance many times. Further. finance related problems, work life balance , time management, were the main problems identified among the surveyed females. Despite the problems, women who were into business mentioned that they entered into the entrepreneurial filed for their self-achievement and they were not ready to give up their businesses at any point.

To conclude it can be said that women under study were found to be self motivated and had urge for self achievement which pushed them to take up the business responsibility. Further the major problem faced by the surveyed women was availability of finance, confidence problem at times to work in this male dominant society and work life balance.

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MOTIVATIONAL FACTORS AND BARRIERS TOWARDS ENTREPRENEURIAL INTENTION OF COLLEGE STUDENTS

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ABSTRACT

The attitude of aspiring youth toward entrepreneurship has a significant impact on the entrepreneurial activities of any state or nation. The mobilization of the trained youth students is essential to create successful enterprises that ultimately lead to both the creation of jobs and wealth. The current study examines undergraduate students' self-employment intentions toward entrepreneurial activities in terms of drivers and barriers. The study considers hundred eighty three respondents belong to final year students of general and engineering degree colleges of Tripura. Descriptive statistics and ordinal logistic regression analysis have been used to analyse the data. The paper provides insights about the drivers and barriers that affect intentions of becoming an entrepreneur. The novelty of the study signifies both the factors, namely motivation and barrier, have a sound association with the selected students' entrepreneurial intentions.

Key words: *Entrepreneurship, students, enterprise, self-employment, job opportunity*

INTRODUCTION

The term "entrepreneurship" has a variety of connotations. Entrepreneurship, according to a modern definition offered by the Global Entrepreneurship Monitor (GEM), is any attempt by an individual, a team of individuals or an established business to establish a new enterprise, such as self-employment, a new enterprise or an expansion of an existing enterprise. The steady economic development of a country is always dependent on the growth of entrepreneurship in that country. Entrepreneurial activity, on the other hand, is the only way to tackle the unemployment problem. The key purpose of education is to encourage and prepare students to be open to self-employment and job creation as well as to provide knowledge and skill that matches the demands of existing enterprises. The attitude of aspiring youth toward entrepreneurship has a tremendous impact on any state's or country's entrepreneurial activities. There are numerous studies conducted among management and professional graduate students. Although there is a wealth of literature on entrepreneurship, but there is a dearth of studies on youth in North-East India.

The article discusses some theoretical aspects of student entrepreneurship as well as the results of the study conducted on final year students of Tripura, a north-eastern state of India. The paper ranks the selected factors that influence a person's desire to become an entrepreneur, as well as the obstacles that they face. The study's originality indicates that both motivation and barrier have a logical relationship with the selected students' entrepreneurial inclinations.

REVIEW OF LITERATURE

The word entrepreneurship has been used differently by a range of university scholars and experts as innovative, risk-taking and organising devices, creative thinkers, risk bearers, opportunists and resource creators etc (Knight 1965; Huefner and Hunt 1994). According to Rembiasz (2017), student entrepreneurship appears to be a highly complex topic when analysed in terms of specific features; yet, its progress may undoubtedly be secured by increasing self-reliance and boosting entrepreneurial desire, particularly in higher education institute. According to Krueger (2009), human conduct is either stimulus response or planned while entrepreneurship attitudes can be considered as a human being's planned behaviour. Thus (Krueger & Brazeal, 1994) the theory of planned behaviour (TPB) has become one of the most well-known and widely quoted theories for comprehending, predicting, and modifying human social behaviour which is similarly popular in case of entrepreneurial training. The entrepreneurship programme has been a remarkable strategy to cut youth unemployment, according to Lawan et.al. (2015). Previous

research has also found that entrepreneurial orientation is strongly linked to entrepreneurial intent (Do & Dadvari, 2017). Sharma & Madan (2014) have explained that, as a student becomes stronger, he is more inclined to become an entrepreneur. Zain et al. (2010) studied with business students and discovered that the personal traits or attitude in relation to behaviour and the intention to work for themselves is very important. Thus the course of a student he studies also influences his decision to become a businessman. The prevailing education system is conducive to creating new entrepreneurs, said Renjini (2016). The study also shows that business students are more inclined to enterprise as a career. In addition to the management courses offered by Business School, the Business Schools' (Vamvaka et al. 2020) programmes are aimed at building competence as a result of business skills, self-esteem and positive feelings towards enterprise. Fatoki & Oni (2014) pointed out that in South Africa, entrepreneurship education encourages students to undertake entrepreneurship as a career. On the other, according to Kabui & Maalu (2012), there is no substantial difference in the perception of entrepreneurship between students who have had prior exposure through a business studies course in school and those who have not. Mahfud et al, (2020) pointed out that entrepreneurship education must be coordinated with the development of specialized vocational skills in addition to being qualified to work in industry, are also qualified to start new businesses based on their vocational knowledge. Tong et. al. (2011) reported the need for accomplishment, a family history, and subjective standards, other than a desire for independence, predicted entrepreneurial intentions. The study (Vamvaka et al., 2020) shows that women are less likely than men to turn their entrepreneurial dreams into start-up activities. Khuong & An (2016) found that the three independent variables that has a positive perception of entrepreneurship are previous entrepreneurs, external environment and perceived feasibility. According to Altinay (2012), personal and environment factors have a large influence on the antecedent structure of entrepreneurial goals. The findings of the study of Mahfud et al. (2020) demonstrated that entrepreneurial mentality, social capital, and psychological capital all influenced polytechnic students' entrepreneurial intentions in a collaborative and interactive way. Entrepreneurial self-efficacy, on the other hand, has a positive impact on entrepreneurial attitude rather than entrepreneurial mindset (Wardana et al., 2020). According to the findings of Rembiasz (2017), approximately 40 percent of the students polled have an active entrepreneurial mindset. Wardana and others (2020) remarked that in addition to theories, the institution must update its curriculums in entrepreneurship by employing practitioners as lecturers and carrying out fieldwork in the classroom. The aim, motivation, and challenges to any prospective entrepreneurship student must be addressed by the educational institutions to establish an entrepreneurship programme that is appropriate in context and increases the students' sense of the feasibility and desirability of entrepreneurship (Garba & Alia, 2017).

There are numerous literatures available on entrepreneurship, yet there is a scarcity of research on the youths in North-East India. This research aims to learn about students' perceptions on motivational elements and barriers for becoming an entrepreneur, as well as how they influence their entrepreneurial intentions.

RESEARCH OBJECTIVES

The study's goal is to determine college students' attitudes regarding entrepreneurship, with the primarily aimed at determining:

- the student's perception about the selected motivational factors and the factors creating barriers for entrepreneurial activities;
- And if any association between the entrepreneurial intention of the young college students and the traits of motivation& barriers.

RESEARCH METHODOLOGY

Primary data is obtained using a questionnaire from 183 final-year college students in the year 2021 in order to work on specified objectives. The responders have been chosen at random from Tripura's various general degree and engineering colleges. The data was analyzed using descriptive statistics and ordinal regression analysis.

ANALYSIS, INTERPRETATION & DISCUSSION

There are 56 percent males and 44 percent females in the study, with 55 percent having an engineering background and the rest having a non-technical background. Two key points from the cross tabulation

(Exhibit-1) have been highlighted here. The study reveals that 62.8 percent of students would look for a government or private job, and if they become unsuccessful, they would consider for starting a business.

Exhibit-1: Cross-tabulation

			I will start my own business if I don't get any Government or private job.			
			Yes	No	May be	Total
I want to start my own business in future.	Yes	Count	56	10	5	71
		% of Total	30.6%	5.5%	2.7%	38.8%
	No	Count	4	6	6	16
		% of Total	2.2%	3.3%	3.3%	8.7%
	May be	Count	55	2	39	96
		% of Total	30.1%	1.1%	21.3%	52.5%
Total		Count	115	18	50	183
		% of Total	62.8%	9.8%	27.3%	100.0%

Source: authors' calculation using SPSS

These students are not interested in working in any form of business, but if they become unable to find a job in their preferred field, they will. On the other hand, 30.6 percent of students desire to start their own business and are unconcerned about whether or not they will be able to find job in the near future. This occurs as a result of the youth students' differing perspectives on entrepreneurial activity because the respondents' intentions to start a business are directly linked to their attitudes regarding entrepreneurship. In this regard, it is essential to understand the students' perceptions of the selected motivations that motivate them, as well as their perceptions of the selected barriers that prevent them from engaging in entrepreneurial activities.

Exhibit-2: key motivational factors for starting and operating a business

Sl No	Problem Statement	Student's perception towards the motivational factors for entrepreneurial activities					
		1	2	3	4	5	Motivation (%)
1.	A business-man may become famous and can be recognized by the society.	3	2	10	39	46	85
2.	Business has the opportunity to explore one's passions and prestige.	0	4	21	35	40	75
3.	Family business inspires someone to involve with the business activities.	1	5	22	43	29	72
4.	Someone can earn more from business compared to other employment opportunities.	1	6	22	32	39	71
5.	A Business-man can acquire huge wealth and power.	1	6	22	29	42	71
6.	Business gives the opportunity to balance between the work and the personal life.	2	5	25	42	25	67
7.	Starting a business creates job opportunity	4	10	22	33	31	64
8.	Government (Central/State) supports and motivates to start and run a business.	4	11	32	33	20	53

*1= Strongly disagree, 2= Disagree, 3= Neutral, 4 = Agree, 5= Strongly agree

Source: authors' calculation

The majority of entrepreneurship studies identify the 'need of achievement' as the primary motivator for youths to pursue entrepreneurial goals. Income element, passions and prestige, societal recognition, family business, money & power, and other factors all contribute to the need of achievement. According to the Exhibit-2, the most commonly picked driver for being encouraged to consider starting entrepreneurial activity is 'social recognition'. The ability to pursue one's passion and gain prestige is the second most popular reason for starting a business; the third is a family business and the fourth and fifth are increased earnings and wealth creation respectively. Other ranked factors include the ability to balance work and personal life, the creation of career opportunities, and government support and encouragement. Similarly, respondents were asked to comment on the top ten hurdles to starting and running a business in order to rank the most important impediments. These ten hurdles were chosen from a variety of

Exhibit-3: Key barriers for starting and operating own business

SI No	Problem Statements	Student's perception towards the factors creating barriers for entrepreneurial activities					
		1	2	3	4	5	Barrier (%)
1.	A business man should have risk taking ability to start and run a business	1	1	10	23	65	88
2.	Business owner should have the ability to bear mental stress of business	2	3	9	30	56	86
3.	Shortage of capital becomes a barrier to start a business	2	3	19	37	39	76
4.	Lack of Innovative/ unique idea is an obstacle to get success in a business	6	6	17	34	37	71
5.	It requires huge amount of time to run a business/ enterprise.	2	9	19	39	31	70
6.	Fear of losing capital is a great threat to a new starter.	3	5	23	32	37	69
7.	Income from business is uncertain or doubtful.	4	11	30	34	21	55
8.	Education provides less business knowledge and skill for starting a business.	18	15	26	19	22	41
9.	Rules & Regulation (Registration/Taxation etc.) are not up to the mark for doing business in the country.	9	16	37	26	12	38
10.	Government policies and schemes do not help to start a new business.	13	21	40	16	10	26

*1= Strongly disagree, 2= Disagree, 3= Neutral, 4 = Agree, 5= Strongly agree

Source: authors' calculation

Studies cited by several scholars (Altinay, 2012), which include mainly personal and environment factors having a large influence on the antecedent structure of entrepreneurial goals. The exhibit-3 summarizes the respondents' views. According to the respondents, the personal factor and the business environment factor are the most significant impediments to beginning and sustaining a business in the state. Personal factors include exposure to risk and uncertainty, mental stress, innovative/ original ideas, time involvement, fear of losing capital, and uncertainty about the income, among others. Other environmental hurdles include a lack of capital, business skills, laws and regulations, and government policies; among others. Access to third-party funding is regularly cited by small and medium-sized business owners as a serious obstacle to entrepreneurship. However, the students regard the ability to take risks to be the most significant barrier, followed by the mental stress of running a firm. Surprisingly, less than half of students believe that (i) education for imparting business knowledge and skill, (ii) business laws and regulations, and (iii) government policies and programmes are hurdles to beginning and running a firm.

RESULT FINDING

The logit regression model predicts the entrepreneurial intentions of young students (dependent variable) for doing business while motivation and barriers are treated as independent factors. Both the null hypotheses predict that motivation factors and the barriers for doing a business activity have no impact on their entrepreneurial intention. Alternative hypotheses for the study are as follows:

H_{A1}: Motivational factors are positively related to entrepreneurial intention of the youth college students;

H_{A2}: Key barriers are adversely related with the entrepreneurial intention of the youth college students;

Exhibit-4 shows the detailed case summary of the dependent variable:

Exhibit-4: Case processing summary

	Options	N	Marginal Percentage
I want to start my own business or profession	Yes	71	38.8%
	No	16	8.7%
	May be	96	52.5%
Valid		183	100.0%

Source: authors' calculation using SPSS

Before testing the hypothesis whether there is any association between the variables we first test the model fitness test and Goodness-of-Fit. The p-value (0.012), which is less than 0.01, shows that the model is a very good; finding on how well does the model fits the data.

Exhibit-5: Model Fitting Information & Goodness-of-Fit

Model Fitting Information					Goodness-of-Fit			
Model	-2 Log Likelihood	Chi-Square	df	Sig.		Chi-Square	df	Sig.
Intercept Only	336.294				Pearson	31.553	24	.138
Final	327.452	8.842	2	.012	Deviance	29.659	24	.196

Source: authors' calculation using SPSS

In order for our model to be a good fit, we want to fail to reject the null hypothesis in the Goodness-of-Fit test. The goodness-of-fit has substantial observed significance values in two tests (Pearson and Deviance), indicating that the model fits.

Exhibit-6: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[want to start business= 1]	-1.116	1.034	1.165	1	.280	-3.143	.911
	[want to start business = 2]	-.742	1.032	.517	1	.472	-2.766	1.281
Location	Motivation	.595	.226	6.962	1	.008	-1.038	.643
	Barrier	.465	.225	4.289	1	.038	.025	.906

Link function: Logit.

Source: authors' calculation using SPSS

Exhibit-6, shows that the motivation score has a significant result (p-value = 0.008). The variable "Barrier" likewise has a statistically significant result (p-value =.038). The motivation coefficient has a positive value (0.595), indicating that as motivation rises, so does the likelihood of doing business. The value of Barrier is 0.465 and has a negative impact on the equation, implying that if the obstacles have a degree; youngsters are less likely to engage in entrepreneurial activity. The findings suggest that self-employment aspirations are linked to the motivational drivers and the barriers.

CONCLUSION& SUGGESTION

The survey has revealed the young pupils' perspectives on motivational drivers and impediments. The finding is also corroborated with the previous research, indicating that entrepreneurial attitude is linked to motivation and impediments. "Social recognition" is the most widely chosen driver for being motivated to consider starting an entrepreneurial activity, followed by other motivational elements. Out of the eight elements studied, family business and source of income are the other two most crucial top motivational variables. On the other hand, the most significant impediments mentioned by young entrepreneurs are uncertainty and risk in doing business, as well as lack of finance. The study's major findings demonstrated that students' intentions to start their own business are highly influenced by their attitudes towards entrepreneurial motivation and barriers.

Inspiration and barriers to beginning and maintaining a business do not have to be mutually exclusive. An individual may have a strong desire to start a business, but there may be obstacles in the way of his or her abilities, zeal, and interest in accomplishing that goal. According to research, more than a third of the students polled have an active entrepreneurial mindset. Higher education has an important role here. The focus of education should be on the motivational reasons that lead to actively committing to a business venture, as well as offering knowledge and skills to eliminate any individual hurdles that can be transformed into entrepreneurial capabilities and lead to the establishment of a business.

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SOCIAL INCLUSION PRACTICES THROUGH SOCIAL ENTREPRENEURSHIP IN DEVELOPING ECONOMIES

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ABSTRACT

Today social inclusion has been identified as one of the critical factor for having competitive advantage in developing economies by the social entrepreneurs. They are experiencing success by employing the marginalized work force through social inclusion and by providing suitable earning sources on their own. They are also reorganizing ways of decision making, problem solving, and facing challenges. Social inclusion also follows the benefits of a diverse workforce.

By and large, diversity incorporates sexual orientation, generational gap, religious orientation, race, educational background or it is heterogeneity with blend of individuals, where each individual is not quite the same as another. In this time of globalization, the social entrepreneurs' visionaries are zeroing in on undeniably more on diversity and inclusion. The diversity dimension differs like sexual direction, inability (mental or physical), convictions, perspectives, values, feelings, character, way of life, family foundation, work style, and more. It is important to find out importance and initiatives taken by different social entrepreneurs for social inclusion in their work force. In this paper various practices of social inclusion by social entrepreneurs are discussed.

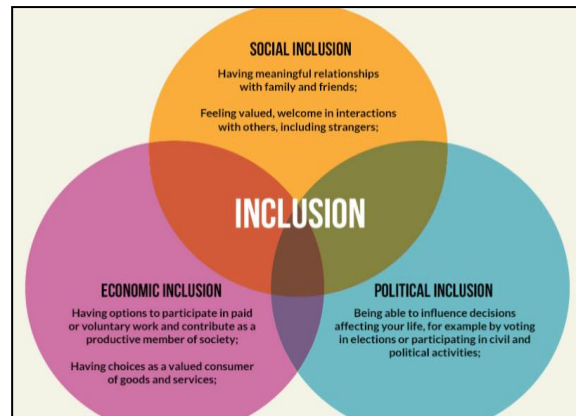
Key words: *Heterogeneity, Social Inclusion, social entrepreneurship, opportunities, pandemic*

INTRODUCTION

A very grim situation has arisen due to the pandemic globally. The human beings have suffered socially, economically and mentally. No one was prepared in their wildest dreams that such a pandemic would come out of the blue and engulf them. In case of India, the migrants were the worst hit. India is a developing country with nearly seventy percent population leaving in rural areas. The diversity of the population, the religion, culture has separated India than any other invader. The need of the hour is to provide sustainable employment to the excluded or the marginalized individuals, communities. It is high time that equal employment opportunities are available to each and every Indian.

(Kummitha, 2017) opined that Social enterprises have well-tried to scale back disadvantaged groups. These enterprises are providing newer ways to eradicate persistent nagging social problems. Social entrepreneurs are working based on the model of community-driven innovation management and are building programs, campaigns, and infrastructure to foster social inclusion. Social inclusion means that the precise opposite, being actively engaged in our society' social, economic and political systems, and a feeling of belongingness and having a lot of contentment, happiness, decision making and opportunities in life.

Figure 1: Types of Inclusion: Source (Supporting Inclusion , 2021)



OBJECTIVES OF THE STUDY

In this paper various aspects of social inclusion are studied, in which the main objectives of the study are following:

- To study the focus areas of social inclusion.
- To identify opportunities for social entrepreneurs in different sectors.
- To develop of a normative framework for social inclusion with special reference to pandemic.

THEORETICAL FRAMEWORK

The concept of social inclusion over social exclusion, arisen in France during the 1970s prevalently regarding monetary independence and equal work participation. Simultaneously standardization hypothesis arose in disability social approach with an emphasis on making, supporting and shielding the worth of social roles. (Taylor, 2012)

As described by (Pocock, 1957) Social inclusion is the terms of enhancing the phrases on which people and corporations participate in society—enhancing the ability, opportunity, and dignity of these deprived on the idea in their identity.

The term “social entrepreneur” was first coined by Bill Drayton in 1980. He is the founder and CEO of Ashoka, the non-profit organization. (Thorpe, 2019).

RESEARCH METHODOLOGY

In this study the researcher referred various empirical and conceptual studies regarding Social Inclusion, social entrepreneurship, opportunities in pandemic.

The initial search across the database was limited to key words, reference work and abstracts to gain a familiarity with the concept of social Inclusion and social entrepreneurship.

Scholarly journals, articles, blogs were selected for review with no restrictions on publications’ outlet. However, the selection of the papers was based on inclusion and exclusion criteria.

REVIEW METHODOLOGY

While doing SLR following research questions (RQ) have been constructed:

RQ1: What is a social inclusion for disadvantaged people?

RQ2: How social inclusiveness can help in developing economies?

RQ2: What kind of social enterprises are there for social inclusion in developing economies?

Inclusion & Exclusion Criteria for Selection and Review Process

The inclusion and exclusion criteria for selection of articles were decided based on a specific time zone.

Table 1 Inclusion & Exclusion Criteria of Articles	
Inclusion	Exclusion
Focus on social inclusion, social entrepreneurship, opportunities, pandemic	Duplicates
Journal Articles, Books, blogs	Miscellaneous
Published articles between years	Not in English language
Full Text Available	Conference Proceedings

SYSTEMATIC REVIEW OF LITERATURE (LEVEL 1, 2, 3, 4)

Following steps have been included in SLR process:

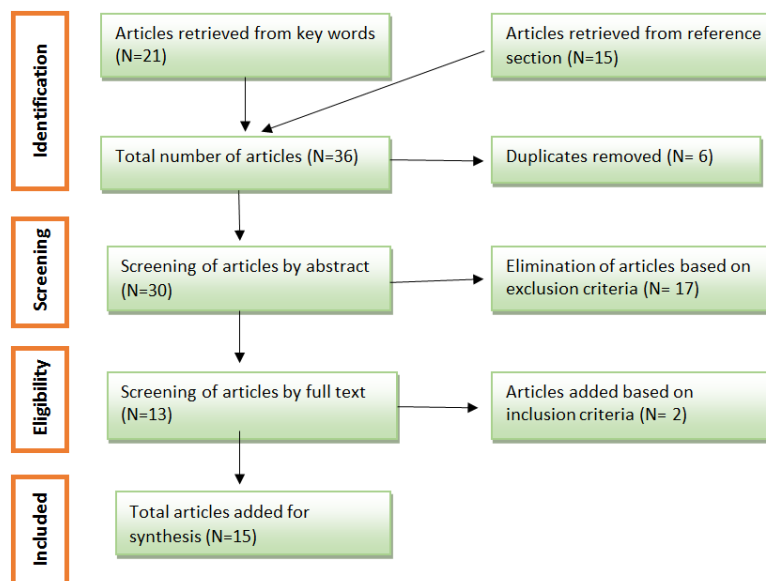
Level 1 (Identification): Articles and studies have been searched using relevant key words and reference work. Total 36 articles were retrieved at this stage. 6 articles were found duplicates and were removed.

Level 2 (Screening): 30 articles were screened based on the inclusion criteria of selection. (Table 2.1) and 17 articles were removed.

Level 3 (Eligibility): 13 articles were checked for their eligibility for the synthesis in the current study. 2 more articles were added based on the inclusion criteria. (Table 2.1)

Level 4 (Included): Finally, total 15 articles were added for qualitative synthesis.

Figure 2: Systematic Literature Review Process



Source: Inference of the Researcher

RESEARCH GAPS

The researcher has identified following research gaps in the current study:

- On the basis of review of literature, it was found that despite researchers conducted extensive research on social inclusion but there is limitation on studies which indicate social inclusion through social entrepreneurship.
- There is a lack of systematic literature review study on social inclusion through social entrepreneurship.
- Moreover, there is a scarcity of studies which are able to address social inclusion in changing scenario like the ongoing pandemic. This peculiar situation calls for a need to rethink social inclusion through social entrepreneurship.

ANALYSIS, INTERPRETATION AND DISCUSSION

Social Inclusion on the basis of disability

In India out of over eight million deaf adults only 67% are employed. The need of the hour is to tap the potential of hearing impaired individuals and empower them. Many such opportunities can be provided by supply chain, distribution channel, courier management companies where there is minimum need of verbal communication. But they should be trained in the Indian sign language. They can be a boon to the e-commerce service providers. Especially during lockdown, people were looking for door step delivery of organic vegetables and fruits.

The driving rules of motor cycles have been changed to accommodate such persons. They can take the help of public transport systems to accomplish their jobs. E.g.: Mirakle Courier ---a for profit social enterprise. (Suresh, Prabhakar, & Sadasivan, 2012)

Social inclusion on the basis of deformity / Empowerment of Acid Attack survivors

The cases of survivors of acid attacks are increasing at an alarming rate in India. The survivors lead a very traumatic life, mostly secluded into their homes. But to bring these survivors into the main stream needs lot of courage.

Sheroes Hangout is a café in India, run via way of means of survivors of acid assaults. The cafe goals to increase awareness for acid attacks and empower acid attack survivors.(Anand, 2018). They can be very much employed in home delivery of food and supplies at hospitals. Engaged for Tiffin supplies to house holds for people in isolation. **A very good demand for food emerged during pandemic.**

Social inclusion on the basis of gender

SEWA (Self-employed women's association)

In 1971, A few girls hand craft pullers approached Ela Bhatt, head of the girls's wing of the fabric exertions association, in Ahmadabad, with issues like low and erratic wages, bad running situations etc. Bhatt was aware that maximum of the girls did petty jobs, running garment makers, vegetable vendors, hand cart pullers, milkmaid hawkers etc., to complement their own family income. About 97% of the girls lived in slums and 93% have been illiterate. Bhatt realized that the girls informal field have been unorganized, unprotected, and economically vulnerable and had no bargaining power. **(Self Employed Women's Association (SEWA) , 2021)**

In 1972, the garment and clothing workers formed their own cooperative. They were the first gathering to be coordinated under SEWA. By 1977, six different gatherings utilized article of garment sellers, cart pullers; vegetable vendors, milk producers and other workers framed their own cooperatives. The cooperative was framed with the capital given by the ladies. Each cooperative was controlled by an equitably chosen chief panel of workers. At first, SEWA gave the necessary capital to the helpful, however once they were established, the function on their own.

Since its initiation in 1970s, SEWA has been working for enabling poor, and empowering women in rural and urban regions in India. SEWA has assisted them with getting customary business, simple admittance to credit, childcare, medical facilities and others.

SHEF-Education to the most disadvantaged girls

Urvashi Sahani is one of the tops amongst the best entrepreneurs in India. SHEF (Study Hall Education Foundation) was established by her and currently, she is acting as CEO of this enterprise. This foundation is working with underprivileged girls. Urvashi Sahni is a woman with substance, has worked with almost 900 colleges, and has changed the lives of these girls directly or indirectly. She was awarded by "Social Entrepreneur of the Year" in 2017 for her great activities done for underprivileged girls. (Mishra, 2017)

SOCIAL ENTREPRENEURS OF INDIA

Institute of Entrepreneurship Development (IED) :

IED is promoting social inclusion by including people from disadvantaged groups, people with disabilities, minorities, immigrants, etc. The objective of this organization is to make disadvantaged groups know that they are welcomed to utilize their skill, talent, and abilities to establish their own small business. They can prove that success does not depend on nationality, gender, race, or color, the only thing that matters are determination and abilities.

People belonging to disadvantaged groups can work to improve their personal and professional skills and abilities. Entrepreneurship is basically about idea generation and then implementation to be successfully working as an entrepreneur. IED is helping disadvantaged people to regain their self-esteem by providing sources of income on their own. This organization is sending a message to society that people should be judged on their abilities and talent rather than their race, color, or creed. **(Institute of Entrepreneurship Development , 2020)**

According to **(Satar, 2016)** The business regulatory framework for social entrepreneurs in India is not like other countries as there are limited choices and opportunities in legal framework to adopt a suitable structure for social enterprise. Social entrepreneurs in India can adopt any one legal structure from the following:

- NGO's (Charitable Organizations)- They can register themselves under the Indian Trusts Act (1882); section 25 of Companies Act (1956); State Society registration. E-g Digital Green, Teach for India Akshaya Patra, Goonj etc.
- Companies for-profits- sole proprietorship, partnership, limited liability company, private company and cooperative company. For example, Flipkart, Snapdeal, etc.
- The hybrid structure (combination of profit and non-profit organization) contains the characteristics of the two previous structures. For example; West wise trust etc.

Verghese Kurien (Founder of Amul) was a young Calicut-born engineer, later known as the father of the White Revolution. He was awarded by prestigious government awards such as Padma vibhushan, Ramon Magsaysay, and Krushi Ratna. His great contributions to farmers, the Amul brand and millions of dairy consumers will be remembered forever.**(Amul, 2012)**

Anshu Gupta The founder of the GOONJ project was born into a middle class family in Uttar Pradesh. He has a career in the media. During his internship, he realised the need for suitable clothing for the poor in rural India. So he established an enterprise named Goonj, an organization that collects old and unused cloths from the urban population, classifies them according to the seasons, repairs them and distributes them to the poor and underprivileged people. **(Goonj, 2020)**

CASES OF SOCIAL ENTREPRENEURSHIP IN OTHER DEVELOPING ECONOMIES

Mohammad Yunus from Bangladesh is a well-known name amongst the people who has worked to generate economic and social development through microfinance. Muhammad Yunus and Grameen Bank won the Nobel Peace Prize for promoting the concept of microfinance, a microloan to help the poor start businesses. Due to pressure from the Bangladeshi government, he resigned as the organization's executive director last year. He was 70 years old at the time, but was still active in Grameen companies in other parts of the world.**(Yunus, 2012)**

BRAC (Rural Advancement Committee), established in 1972 in Bangladesh, is a learning organization dedicated to eradicating poverty in more than 70,000 villages and 2,000 slums. BRAC has established 24 training centers in Bangladesh, which can train 100 apprentices at a time. Villagers have received training in interpersonal relationships (leadership, communication, accounting, management) and professional skills (farms, livestock and SME's skills). Once the participants have completed their training, they will receive support from the microfinance program to start economic activities. BRAC has long been cultivating the skills of poor rural villagers in economic and social activities and helping them solve problems related to rural poverty. **(Global Forum on Migration and Development , 2019)**

In Nepal, only 8% of women have the right to own land in their own name. All in all, indigenous people, minorities are ranked in the last in comprehensive HDI (human development index). The Government of Nepal has made a national commitment to achieve the Millennium Development Goals (MDG). In the spirit of the Poverty Reduction Strategic Plan (PRSP), the interim plan of 3 years (TYIP) working for the concerns related to the Millennium Development Goals according to national conditions, paying particular attention to indigenous communities, women, Madhesi, Dalits and Other vulnerable groups. community. **(Gurung, 2012)**

RESULT

The researchers have categorized seven categories of marginalized or disadvantaged group of people: disabled persons, deformity, migrants & refugees, underprivileged communities, disadvantaged girls, gender and LGBT community. Following are the examples of social enterprises that are working for these marginalized people:

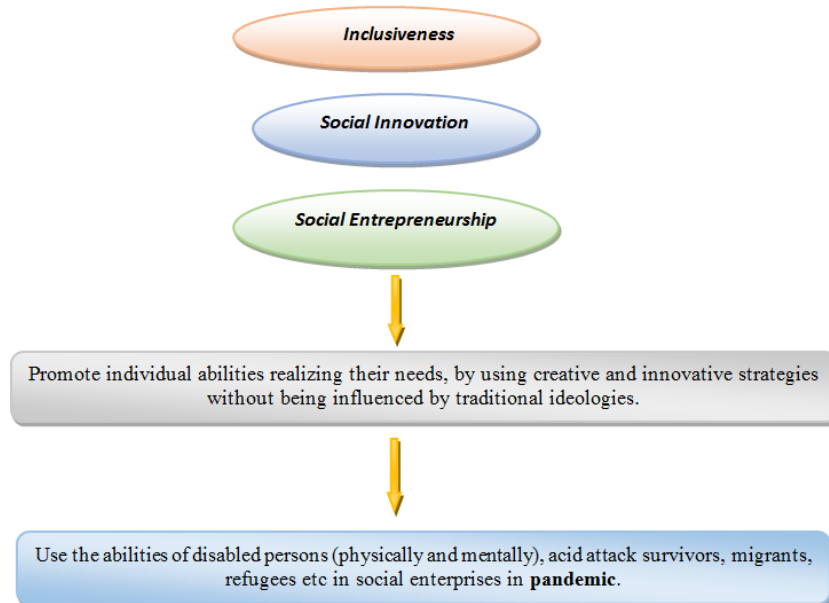
Category of Marginalized people	Examples of Social Enterprises
1. Social inclusion for disabled persons (Physically and mentally challenged)	<i>Mirakle Courier Mumbai, Miiti Café Bangalore, Taste of dark Hyderabad</i>
2. Social inclusion on the basis of deformity	<i>For acid attack survivors “Sheroes Hangout cafe”, Uttar Pradesh</i>
3. Social inclusion of migrants and refugees	<i>KIVA, Kenya</i>
4. Social Inclusion for Under privileged communities	<i>Land gift movement/ Drishtee foundation: Give India Fund Raiser (Bihar), Barefoot College (Tilonia), Village enterprise (Africa), Bangladesh Rural Advancement Committee (BRAC), Millennium Development Goals (MDGs) by Govt. of Nepal</i>
5. For disadvantaged Girls 6. Inclusion on the basis of gender	<i>SHEF (Study Hall Education Foundation), Uttar Pradesh SEWA (Self-employed women's association) Ahmadabad, Lizzat Papad, Mumbai</i>
7. Inclusion for LGBT Community	<i>Ashoka foundation, Mumbai</i>

[illegible]

CONCLUSION AND SUGGESTIONS

A suggestive framework has been developed as follows: A combination of social inclusiveness, innovation and social entrepreneurship can lead better inclusion of disadvantaged people of society. Leaders must promote individual abilities realizing individual needs, by using creative and innovative strategies without being influenced by traditional ideologies. Innovated strategies for disabled persons (physically and mentally), acid attack survivors, migrants, refugees etc in social enterprises in pandemic must be there.

Figure 3: Suggestive Framework



Source: Developed for Research

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AN ANALYSIS OF COMPARATIVE ROLE PLAYED BY PRIVATE DEVELOPERS IN PROMOTING AFFORDABLE HOUSING IN RAJASTHAN

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ABSTRACT

The Pradhan Mantri Awas Yojna-2015 (Urban) highlighted the role of private developers in addressing the affordable housing need in the country's urban areas for economically weaker sections and lower income groups through verticals.¹ Simultaneously, the Rajasthan government provided numerous incentives, exemptions, concessions, and facilities to private developers in order to encourage them to participate in the creation of affordable homes through the various provisions (models) of the Chief Minister's Jan Awas Yojna-2015.⁸ The researcher identified four primary players in this study: private developers, government implementation agencies, supporting financial institutions, and beneficiaries from whom feedback was gathered and analyzed since the launch of the schemes in 2015. In the Jaipur Region and other parts of Rajasthan, private developers have launched many affordable projects but when compared to the housing demand surveyed and assessed at the national and state level as envisaged in PMAY, the affordable houses constructed and possessions given to beneficiaries by participating private developers are found to be far behind in comparison to the expectations and mission objectives. However, based on feedback from many stakeholders, private developers played a critical role in attaining mission goals.

Key Words: *Pradhan Mantri Awas Yojna, Chief Minister's Jan Awas Yojna, Private Developers Mission Targets.*³

INTRODUCTION

A demand for 112.2 lakh houses has been reported on the PMAY-PMIS platform till March 15, 2021.⁴ Since the implementation of PMAY, states' affordable housing programmes have been streamlined. According to the 2011 census, Rajasthan covers 10.41% of the country's land area and has a population of 6.86 crores, with 5.15 crores living in rural regions and 1.70 crores (29.26%) living in urban areas.⁵ According to the 2011 census, the population of Jaipur district was 66 lacs.⁵ As a result of migration from rural to urban regions, the rapid growth of existing urban centers, and the expanding gap between demand and availability of affordable housing, a new housing strategy for the urban poor is required. The CMJAY policy also intends to meet Rajasthan's goal of "affordable housing for all" by guaranteeing an equal supply of land, shelter, and services at affordable prices.⁸ Various incentives and time-bound approval processes are targeted at attracting private sector investment in a major way, through policy structure and in-built incentives.⁸

INCENTIVES TO PRIVATE DEVELOPERS IN PMAY

Infrastructure status for affordable housing, fiscal incentives under section 80 IBA of the income tax act for 100 percent deductions of profits and gains from affordable housing projects, and implementation of the Real Estate Regulation and Development Act of 2016 are all examples of incentives. Reduced GST, the formation of an affordable housing fund of Rs 10,000 crore in the National Housing Bank for refinancing and more loans supplied by major lending institutions in the targeted segment at a reduced interest rate, affordable rental housing complexes (ARHCs)¹ extension of interest exemption up to Rs. 1.5 lakhs for affordable homes, and extension of tax holidays for developers for affordable projects until March 31, 2022.

(Information gathered by author from websites.)

INCENTIVES TO PRIVATE DEVELOPERS IN CMJAY

Incentives: extra floor area ratio to the extent of the project's EWS and LIG components, a reduction in the betterment levy, charges for change in land use and building plan approval have been waived, projects with 100% EWS/LIG can have the maximum permissible FAR without a betterment levy, subsidized allotment to EWS and LIG beneficiaries in projects built on government lands and projects that comply with the policy's mandatory provisions, a single point of contact for land conversions and approvals on a fast track, nominal or reduced stamp duty on registration of title deeds for EWS and LIG beneficiaries.⁷

(Compiled from website <https://urban.rajasthan.gov.in>²)

AFFORDABLE HOUSING DEMAND IN RAJASTHAN

According to the PMAY demand survey, housing demand is classified into one of four verticals. In Rajasthan, the overall demand for EWS and LIG dwellings is anticipated to be 6, 14,622. It is estimated at 4,14,622 units in the verticals AHP, BLC, and ISSR, and 200,000 units in the vertical CLSS.⁶ On the PMIS portal for Jaipur, a housing demand of 63,634 has been reported for vertical (ISSR) 19120, (AHP) 11452, (BLC) 15348, and (CLSS) 17714 till March 15, 2021.⁷ Rajasthan Government has a strategy to create EWS and LIG housing stock by different Provisions (Models) of CMJAY.⁸

The aim of the paper is to find out various benefits, concession, rebates, incentives and facilities provided to private developers in PMAY and CMJAY schemes and on the basis of that make an assessment of housing developed by private developers in Rajasthan for the EWS and LIG segments since the launch of both schemes.

OBJECTIVES OF STUDY

- To make an analysis of various benefits, concession, rebates, incentives and facilities provided to private developers in PMAY and CMJAY schemes
- To make an assessment of housing developed by private developers in Rajasthan for the EWS and LIG segments since the launch of both schemes

REVIEW OF LITERATURE

According to KPMG⁹ increasing private sector investment in urban affordable housing could assist accomplish the objective of "housing for "Housing for All- 2022." It will be difficult for the central and state governments to mobilize such massive resources as money, construction capabilities, labour, technology, and so on for large-scale affordable housing production without the engagement of the private sector. The private sector, which is typically stronger at managing construction risks and executing projects, should be supported by governments. (Harshleen Kaur Sethi (2017) ¹⁰ evaluated the impact of the various initiatives taken by the central government to make the affordable housing segment lucrative both for private developers and for homemakers, and concluded that the current policy is a boon to both because it provides for subsidies, loans, and tax exemptions, but that the policy does not give developers breathing margins. According to MOHUA, (2017)¹¹, government interventions in the form of financial and non-financial support in the form of policy reforms are crucial because the feasibility of affordable housing can only be achieved through Public Private Partnership models when compared to market prices. Appropriate PPP frameworks may be an alternative to incentivizing the private sector, given the scarcity of low-cost private-owned land that might be a great supply of low-cost housing. According to Mishra & Panda, (2017) ¹², it is the government's responsibility to ensure that all sectors of the population have access to decent housing at affordable prices.

RESEARCH GAP

There is no previous study available on the role played by private developers in creating affordable housing for EWS and LIG segments in PMAY and CMJAY schemes based in Jaipur Region.

RESEARCH METHODOLOGY

STUDY ANALYSIS PERIOD

PMAY was launched June 2015 while CMJAY was enacted in September 2015 so study period is from June 2015 to March 2021

LIMITATION OF THE STUDY

PMAY (Urban) is implemented throughout the country while CMJAY is has jurisdiction of Rajasthan state. The present study is related to Jaipur Region only.

APPLICATION OF THE METHODOLOGY

The current study is primarily descriptive in nature and relies on primary as well other sources for information. Secondary data was gathered from a variety of sources, including previously published literature, research journals and publications, reports, books on urban housing, ministry of housing publications, and websites related to. For primary data, the researcher identified four stakeholders, and questionnaires were written independently for each on a five-point Likert scale, with a few items written in a binary Yes/No style and some left open-ended for respondents to answer. The responses were gathered and analysed.

DATA ANALYSIS AND INTERPRETATION

Hypothesis: The private developers have played a significant role in developing affordable Housing in Rajasthan.

The responders were asked the following questions to test the hypothesis. The feedback from various stakeholders was edited and analyzed. For the study of edited results, simple and average percentage, statistical tools and techniques were utilized.

Table No-1 Affordable Housing Projects by Private Developers

PMAY Vertical	Subsidy per unit (In lakh Rupees)	Percent of Respondent Developers		
		Yes	No	No Response
ISSSR	1.50	0.00	86.27	13.73
BLC	1.50	0.00	86.27	13.73
AHP	1.50	3.92	82.35	13.73
CLSS	2.67	76.47	15.69	7.84

(Compiled by author)

Interpretation: Respondent private developers were asked about the affordable projects developed by them under CMJAY belonging to any vertical of PMAY in which subsidy could be claimed by the beneficiaries. The responses were summarized and analyzed. 76.47 percent private developers found to be constructing EWS and LIG projects of CLSS vertical as shown in table-1. Statistically significant difference between projects of CMJAY-2015 was found because $\chi^2 = 266.81$, p-value (0.000) is less than the significance level (0.05). It shows that responses received are not same. Developers were found to be less interested in other verticals.

Table No-2 CMJAY Allotment Procedure and Sale Price Awareness

Respondents	Fully	Largely	Somewhat	Not Very Sure	Not at All	No Response
Developers	23.53	54.40	7.84	3.92	1.96	7.84
Government officials	27.66	34.04	31.91	4.26	2.13	12.77

(Compiled by author)

INTERPRETATION

Under several provisions (models) of the CMJAY, the government has set pricing for affordable units by deciding allotment procedures and selling prices. Developers and implementing government organizations were questioned about their awareness of the issue. The responses were compiled into a report and examined. Because $\chi^2 = 20.04$, p-value (0.0012) is less than the significance level (0.05), there was a

statistically significant difference as shown in table-2, indicating that developers and government officials do not share the same level of awareness, despite the fact that transparency in allotment and selection of genuine beneficiaries is a major characteristic of the schemes.

Table No-3 Infrastructure Facilities Provided by Private Developers in Affordable Projects

Development	Developers			Government Official			Financial Institutions			Beneficiaries		
	Yes	No	No Response	Yes	No	No Response	Yes	No	No Response	Yes	No	No Response
Internal Roads/Lanes	78.43	1.96	19.61	46.81	8.51	44.68	49.02	1.96	49.02	55.60	14.22	30.18
Water supply	76.47	0.00	23.53	44.68	4.26	51.06	60.78	1.96	37.25	56.72	17.46	25.82
Sewerage and sanitation /(STP/Sewerage Treatment Plant)	66.67	5.88	27.45	38.30	4.26	57.45	49.02	1.96	49.02	48.24	22.63	29.13
Electrification	74.51	0.00	25.49	44.68	4.26	51.06	47.06	1.96	50.98	57.54	10.03	32.43
Storm water drainage	45.10	1.96	52.94	38.30	4.26	57.45	35.29	1.96	62.75	40.45	13.11	46.44
Solid Waste Management	52.94	1.96	45.10	31.91	6.38	61.70	29.41	3.92	66.67	42.13	4.7	53.17
Connectivity and transport facility	41.18	3.92	54.90	31.91	6.38	61.70	45.10	3.92	50.98	53.88	6.7	39.42
Vending zones	19.61	25.49	54.90	23.40	8.51	68.09	11.76	3.92	84.31	27.83	17.02	55.15
Convergence with other schemes	27.45	3.92	68.63	19.15	4.26	76.60	23.53	3.92	72.55	25.56	11.27	63.17

(Compiled by author)

INTERPRETATION

Availability of infrastructure facilities makes it possible to live in low cost projects. The respondents were asked about the physical infrastructure amenities that were available in the project with which they were a stakeholder. As stated in table-3, their responses were summarized and analyzed. Statistically significant differences between the respondents because $\chi^2 = 36.67839$, p-value (0.0471) is less than the significance level (0.05). The results of the study and the values show that the respondents' views on the infrastructure amenities offered by private developers in affordable developments differ.

Table No-4 Working of Resident Welfare Societies in Affordable Projects of Private Developers

ISSUE	Developers			Government official			Financial institutions			Beneficiaries	
	Yes	No	No Response	Yes	No	No Response	Yes	No	No Response	Yes	No
If the developer has constituted Resident Welfare Society (RWA) in the scheme where the flats were constructed under PMAY-2015 (U) and CMJAY-2015	60.78	23.53	15.69	68.09	25.53	6.38	58.82	33.33	7.84	91.69	8.31
Are the beneficiaries of EWS/LIG flats regularly paying maintenance charges to the developer or RWA	62.75	19.61	17.65	46.81	42.55	10.64	68.63	21.57	9.80	56.29	43.71
If the officials of the local authority (like JDA, RHB, JNN, RUDSICO and DLB, etc.) helped in	54.90	27.45	17.65	61.70	31.91	6.38	45.10	47.06	7.84	91.92	8.08

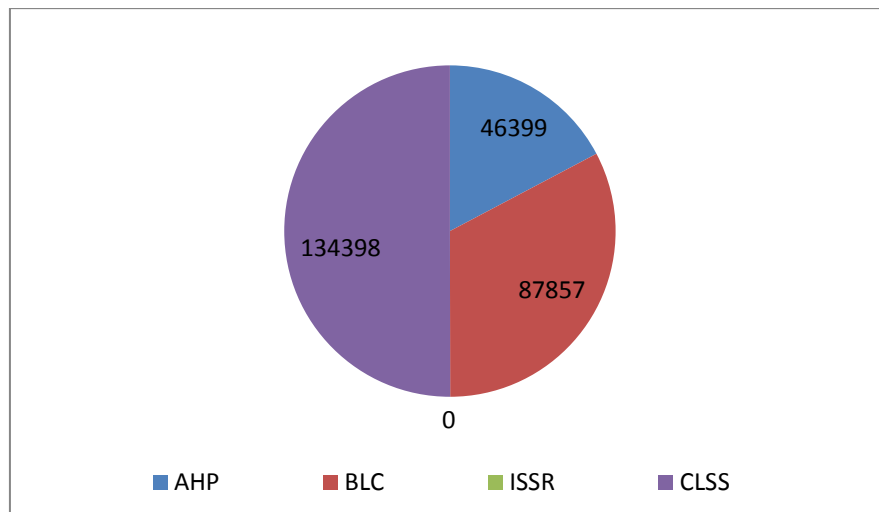
formulation of RWA and educated the beneficiaries about the utility and services to be rendered by RWA											
if you as a stakeholder of the project, is satisfied about the upkeep and maintenance of the project	58.82	21.57	19.61	53.19	40.43	6.38	70.59	21.57	7.84	70.07	29.93

(Compiled by author)

INTERPRETATION

RWA's function is critical in the care and repair of common amenities built by the developer in the project, as well as in social events. Respondents were asked relevant questions, which are described in table-4. The responses were summarized and analyzed. There were no statistically significant differences between government officials, developers, and financial institutions because $\chi^2 = 14.50696$, p-value (0.1054) is more than the significance level (0.05). The results show that respondents' views on the constitution and operation of resident welfare societies in privately developed affordable housing complexes are nearly identical.

Graph-1 Affordable Houses Sanctioned in PMAY in Rajasthan

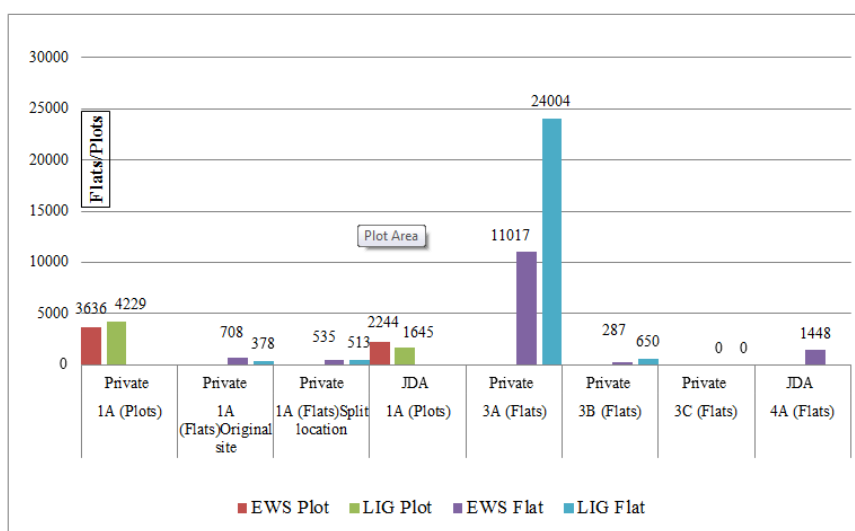


(Compiled from Rudsico)

INTERPRETATION

In Rajasthan, total houses sanctioned were 2,68,654, completed houses were 45,654, houses in progress were 47,179, and work on 1,75,795 houses was still to begin in PMAY till December 31, 2020. As stated in percentage in Graph-1, 46,399 houses were sanctioned in AHP, 87,857 houses were sanctioned in BLC, no houses were sanctioned in ISSR, and 1,34,398 houses were sanctioned in CLSS. With a total urban housing shortfall estimated at 6,14,000 in Rajasthan and a demand survey verified at 3,59,000 till December 31, 2020, so far 45,654 units have been completed, falling short of the targets and the mission period ending in March-2021.⁶

Graph-2 CMJAY Progress in Jaipur Region



(Compiled by author)

INTERPRETATION

Since the launch of the scheme in September 2015 to March 2021, 51294 units of EWS and LIG plots/flats have been approved in the Jaipur Region, comprising 11754 EWS/LIG plots and 39540 EWS/LIG flats under various provisions of CMJAY, while 3889 EWS/LIG plots and 1448 EWS/LIG flats have been allotted in the government sector, as shown in Graph-2. The private sector contributed for 89.60 percent of the total number of units permitted.

CONCLUSION AND SUGGESTIONS

On a nationwide level, just 43.06 lakh houses were completed by March 15, 2021 despite a sanctioned of 75.08 lakh houses, however in Rajasthan, just 45,654 houses were completed by December 31, 2020, despite a housing sanction of 2,68,684 houses. Though the seven-year mission will complete in March 2022, there is a demand and supply gap observable. Many substantial steps have been taken by governments to encourage private developers. Those under PMAY's verticals AHP, BLC, and ISSR, as well as projects under several CMJAY strategic provisions (models), were not taken up, according to the study. Developers and government officials do not have the same understanding of the CMJAY allotment procedure and sale price, which can be improved with suitable training. The infrastructure provided by private developers in affordable projects was not found to be the same among the respondents. Monitoring agencies should focus on the development of low-cost projects in order to make them livable. The establishment and operation of resident welfare societies in affordable projects developed by private developers were found to be nearly identical among stakeholders, with 37% of all respondents dissatisfied with their formation and operation. In the Jaipur Region, 51,294 EWS and LIG units have been sanctioned, with private developers contributing 89.60 percent of the total till March 2021. However, data on lottery allotment, plot construction, flat completion, and eventual beneficiary occupancy in schemes is not transparently available after affordable project clearance. There is a need for implementing government entities to maintain a careful eye on the progress of EWS and LIG units' construction.

SCOPE FOR FURTHER STUDY

However, more research may be done at the national and state levels to determine how much of the advantages received by private developers under the PMAY and CMJAY schemes were transferred to beneficiaries.

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“MINDSET OF NEW BREED OF ENTREPRENEURS- A SPECIAL REFERENCE TO FINAL YEAR DEGREE STUDENTS OF UNIVERSITY OF MYSORE IN MANDYA DISTRICT”

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ABSTRACT

Entrepreneurs are integral part of any prospective economy. The systems like education, political, financial etc existing in any country should be able to find and support such people. They are like change agents and harbinger of growth and development. The present study intended to check the mindset of new breed of entrepreneurs. To study the mind set of final year degree students to become new breed of entrepreneurs. He graduates moving out of the educational institutions were the target respondents. Their mind set based on their demographic profiles like Gender, Location of the College and Course are tested. The study was exploratory in nature. The data used in the study were Primary data. The required data have been collected by using the questionnaire. The sample population was unknown. It included all degree students of different disciplines studying in the mandya district under University of Mysore. Convenient sampling technique has been employed to collect the data from the respondents. The data have been collected from 105 respondents. Apart from descriptive statistics like Mean, Standard deviation and its errors, Statistical tools viz., One-Way ANOVA and Independent Sample t-test are utilized to study the data and test the hypotheses. The deliberate concludes that there is no significant difference of mindsets possessed by the respondents irrespective of their gender, courses and region of the college.

Keywords: *Mindset, New Breed, Entrepreneurs, Mandya, Degree Colleges.*

INTRODUCTION

Entrepreneurs are individuals who find an opportunity to create new business. They endure most of the threats and adore most of the success. They are modernisers, a foundation of new concepts, business, properties and facilities. Their role in the economic development of the countries like India is much needed. Start-ups are results of entrepreneurship. New breed of entrepreneurs is made out of the situations. Situations might be due to bad times and inspiring journey of education. Educational institutions are important places to embed and inspire the youth to become new breed of entrepreneurs.

During the journey of graduation, youths may be inspired by many things. That could give a chance to become a new breed of entrepreneurs. Mandya is a semi urban district in the state of Karnataka. It has many educational institutions in city, taluks and rural places. All the colleges in mandya district are affiliated to University of Mysore. Degrees like BA, B.Sc., B.Com., BBA., BCA etc are being offered. The present expects the mindset of youth to become entrepreneurs who come under new breed with some sort of skills possessed during the study.

REVIEW OF LITERATURE

The following review of available literatures thrown a light on present study

Exton, R (2008) examined whether the “businessperson a new type of well-being service frontrunner or not”. The study critically examined entrepreneurship in the UK health services. It found that the new breed of leaders faces the challenge of surviving in aenvironment of disturbing alteration made by the instability of regime policy.

Jayaraman and Praseeda studied educational entrepreneurs under the new breed of entrepreneurs. They opined that educational entrepreneurship is not much explored division of social entrepreneurship. The study identified traits like need for achievement, self-efficacy, empathy, social responsibility, employing opportunity, identification skills are important determinants of eduentrapreneurs.

Hyytinen and Maliranta (2008) studied the types of firms which generated new entrepreneurs in Finland. It found that the smaller firms make new entrepreneurs more frequently than larger firms. Employee's productivity is negatively related to the probability that employee's transit into entrepreneurship.

Reddy (2004) made a deliberate on "Developing need for new type of businesspersons in India". The study opined that the liberalization has brought out changes in the business environment and later technology has restructured the business organizations. These changes made an opportunity for new breed of entrepreneurs. The deliberate also focussed on influence of socioeconomic and environment of political elements on new breed of entrepreneurs.

Bandera and Passerini (2018) examined "Behaviour characters and the ordinal businessperson- a new type or same actor?". It was found that innovation, necessity, corporate and social driven are subsets of new breed of entrepreneurs. The study used five feature typical of behaviour and psycholinguistic text study of interview with businesspersons. The result concluded that ordinal businesspersons are diverse from old-style ones.

STATEMENT OF THE PROBLEM

Educational institutions are expected to embed some sort of mindset in the students during their studies. Inherently, the students have their own sort of skills which need to be identified and nurtured in their studies. The present study is made to find whether the students moving out of their educational institutions possess mindset to become entrepreneurs. Further, whether the mindset differ upon their gender, course and region of their college.

RESEARCH GAP

The above reviewed literatures helped to understand that there is no studies are being made on mindset of new breed of entrepreneurs on the student of final year degree affiliated to university of mysore in mandya district. Hence, the present study has been made.

RESEARCH QUESTION

The following is research question set for the study.

- Does there any difference in the mindset of final year degree students to become new type of businesspersons studying in the colleges affiliated to University of Mysore in mandya district?

PURPOSE OF THE STUDY

The study has the following objective.

- To study the mindset of final year degree students to become new breed of entrepreneurs

HYPOTHESES OF THE STUDY

The study has following hypotheses to be tested.

H₁: "There is no difference in the mindset of final year degree students with respect to their gender"

H₂: "There is no difference in the mindset of final year degree students on the basis of their region of the college"

H₃: "There is no difference in the mindset of final year degree students based upon their Courses"

RESEARCH METHODOLOGY

The study is exploratory in nature. It explores the mindset of final degree students moving out of the colleges affiliated to University of Mysore in mandya district. The youths are new breed of entrepreneurs in the study and their mindset possessed during their studies have been collected for analysis.

SOURCES OF DATA

The data used in the study is Primary data. The required data have been collected by using the questionnaire. Questions comprised demographic profile of the respondents and questions to explore the mindset possessed

by them. Questions with likert scale are used to collect the research related data. The data are collected with the help of Google Form through Social Medias like whatsapp and telegram groups.

SAMPLE PLAN

The sample population is unknown. It included all degree students of different disciplines studying in the mandya district under University of Mysore. Convenient sampling technique has been employed to collect the data from the respondents. There were 120 questionnaires administered to the target respondents and 105 respondents have filled the questionnaire completely and timely. The response rate was 87.50 (105/120X100).

TOOLS FOR DATA ANALYSIS

The collected primary data have been used in the study. The data have been coded using Microsoft excel and analysed with the help of SPSS 20.0 version. Apart from descriptive statistics like Mean, Standard deviation and its errors, Statistical tools viz., One-Way ANOVA and Independent Sample t-test are castoff to study the data and test the hypotheses.

SCOPE AND LIMITATIONS OF THE STUDY

The study has the following scope and limitations.

- The study is confined to the colleges located in the area of mandya district.
- Though the study has been administered to different disciplines of the degree, only Commerce and Management graduates shown interest in responding to the questionnaire and their responses are recorded and used for the analysis.
- Since the data has been collected by circulating Google form link in which the questions are set, the data collection lacks personal explanation of questionnaire to each respondent.

RESULTS AND DISCUSSION

The analysis is made with the help of mean score of all the variables of mindset in new breed of entrepreneurs. Mean scores are tested with demographic variables such as gender, courses and region.

GENDER

Gender is one of the important demographic variables. The data have been collected from both male and female genders. The study intended to know whether there is a difference in the mindset of new breed of entrepreneurs on the base of sex of respondents. Hence, the subsequent null and alternative hypotheses are framed to test.

H₁₀: “There is no difference in the mindset of final year degree students with respect to their gender”

H_{1a}: “There is difference in the mindset of final year degree students with respect to their gender”

The following tables show statistical evidence on whether there is a difference in the mindset or not on the basis of their gender.

Table 1: Shows Group Statistics for mindset of New Breed of Entrepreneurs					
	Sex (Gender)	N	Mean	SD	St. E Mean
Mindset of New Breed of Entrepreneurs	Male	18	3.3818	1.11510	.28792
	Female	87	3.2665	.79758	.08551

Source: Primary Data

Table 2: Shows Independent Samples Test for mindset of New Breed of Entrepreneurs										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mind-set of New Breed of Entrepreneurs	Equal variances assumed	2.403	.124	.486	100	.628	.11536	.23742	-.35567	.58639
	Equal variances not assumed			.384	16.558	.706	.11536	.30035	-.51961	.75033

Source: Primary Data

The above table 2 shows that the F value 2.403 and observed P value 0.124 that is more than 0.05, it is clear to consider that the t-value and p value in “equal variance assumed”. The experimental t value and p value are 0.486 and 0.628 respectively (P value more than 0.05). Hence, there is no significant difference between the mindset of new breed of entrepreneurs among male and female respondents.

From the above analysis it can be interpreted that there is no significant difference in the mindset of male and female respondents. Therefore, the null hypothesis, **“There is no difference in the mindset of final year degree students with respect to their gender” stands accepted** and the alternate hypothesis, “There is difference in the mindset of final year degree students with respect to their gender” is not accepted.

COURSE

Courses of the degree is also one of important demographic variables. The study included the courses like Arts, Science, Commerce, Management and others in the questionnaire. The intention is to check whether there is a difference in mindset of the respondents based on their courses of the degree. Hence, the following null and alternative hypotheses are framed to test.

H₁₀: “There is no difference in the mindset of final year degree students on the basis of their region of the college”

H_{1a}: “There is difference in the mindset of final year degree students on the basis of their region of the college”

The following tables show statistical evidence on whether there is a difference in the mindset or not on the basis of their courses of the degree.

Table 3: Shows ANOVA Test Statistics for New Breed of Entrepreneurs based on Courses of the Degree					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.013	1	.013	.018	.894
Within Groups	72.273	103	.723		
Total	72.286	104			

Source: Primary Data

The above table 3 shows that the F and P values are 0.018 and 0.894 ($P > 0.05$) respectively. The outcomes showcase that there is no important change in the mindset on the basis of courses of the degree as the significance rate is more than 0.05.

After analysing the results of ANOVA, the choice is not to discard the null hypothesis “There is no difference in the mindset of final year degree students on the base of their region of the college” and reject the alternate hypothesis “There is difference in the mindset of final year degree students on the basis of their region of the college”.

REGION

Region is the place where the respondents’ college is located. The study intended to check whether there is a variance in the mindset of the defendants grounded on the location of the college. Hence, the following null and alternative hypotheses are framed to test.

H₁₀: “There is no difference in the mindset of final year degree students based upon their Courses”

H_{1a}: “There is difference in the mindset of final year degree students based upon their Courses”

The following tables show statistical evidence on whether there is a difference in the mindset or not on the basis of their courses of the degree.

Table 4: Shows ANOVA Test Statistics for New Breed of Entrepreneurs based on region					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.300	2	.650	.907	.407
Within Groups	70.986	102	.717		
Total	72.286	104			

Source: Primary Data

The above table 4 depicts that the F and P values are 0.907 and 0.405 (P value is more than 0.05) respectively. The outcomes showcase that there is no important variance in the mindset on the basis of region of the college as the significance rate is more than 0.05.

After analysing the outcomes of ANOVA, the verdict is to support the null hypothesis “There is no difference in the mindset of final year degree students based upon their Courses” and not to support the alternate hypothesis “There is difference in the mindset of final year degree students based upon their Courses”

CONCLUSION

New breed of entrepreneurs is the young generation who are moving out of the colleges with their degrees. The study intended to check whether the mindset of new breed of entrepreneurs remain same with varied demographic profiles like Gender, Courses and Region of the college. The district of Mandya has degree colleges affiliated to University of Mysore. The colleges are scattered in urban, semi urban and rural places of the district. The mindsets are expected to be embedded during the study. The deliberate concludes that there is no significant difference of mindsets possessed by the respondents irrespective of their gender, courses and region of the college.

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URBAN AGRICULTURE AS AN ENTREPRENEURIAL OPPORTUNITY: CASE STUDIES FROM VARIOUS INDIAN CITIES.

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ABSTRACT

Demographic movement forecasts indicate that during the coming decades greater portion of the world's population will get concentrated in and around the world's major cities. Such population dynamics combined with the implications of climate change and also the recent global pandemic are posing serious concerns to agricultural production's supply chain. Delivery of fresh foodstuffs from far-flung traditional agricultural open-fields to urban areas are in threat. In recent times, urban India is experiencing insecurity regarding its food supply. A bigger threat is the exponential growth of poverty and unemployment. Urban agriculture (UA) has proved to be a successful system that can use the resources of a city to provide for the food needs of citizens as well as the source of employment. UA provides sustainable development, enhances the quality of the city's environment, preserves natural resources, and creates new occupation opportunities. In other words, the novel idea of UA in cities can be considered as an entrepreneurial opportunity. Entrepreneurial urban agriculture can be of major importance for policymakers. In this research article, we explore the scope of Entrepreneurial Urban Agriculture in the fast-growing cities of India. To fully exploit the socio-economic potential of Urban agriculture entrepreneurship, the emerging new concepts must be integrated into planning. It is hoped, that this study will lead, not only to a clearer understanding of the term Entrepreneurial Urban Agriculture but also a realization of its tremendous scope to be a vital component of a sustainable city.

Keywords: *Climate change, Natural resources, Sustainable development, urban agriculture Entrepreneurship, Urban food*

INTRODUCTION

The expansion in urban population is expected to face a lack of food security, employment, and sustainable income generation and it can be seen as a major threat towards sustainable development (Szabo S., 2016). The proportion of the agriculture sector to India's (GDP) gross domestic product has decreased from 54% to 15.4% in 1950-51 to 2015-16 respectively. (Deshpande, 2017). The lockdown has also exposed the food insecurity in Indian cities and questioned our urban and personal resilience. This current shock has compelled us to think about where our food comes from.

Urban agriculture has numerous roles and purposes, according to studies conducted over the last two decades, and plays an important role in improving food security, nutrition, and health in cities; establishing urban job possibilities; and generating revenue, particularly for urban poor populations (Van Veenhuizen, 2006). Urban agricultural activity can be considered successful and substantial because it requires little initial investment and has a market for sale. Urban agriculture frequently does not require a large area and instead makes use of little, unused space, lowering both initial and long-term expenditures. Because urban agriculture necessitates infrastructure such as urban land preparation, roofs, balconies, and the establishment of service provider organizations, it could be beneficial to company development and entrepreneurship. (Saeid Eisazadeh et al, 2015). According to the United Nations Development Program, around 800 million individuals were participating in some type of UA in 1996. (Smit J. et al, 1996).

According to the FAO definition, if urban agriculture is well understood, various agricultural and domestic activities provide food security, income, and entrepreneurship. Since urban agricultural activity needs little initial investment and has an available market for sale, it can be regarded as a profitable and significant activity. Urban agriculture often doesn't need a big area and it uses small and useless areas, it reduces initial

and stable costs. As urban agriculture needs infrastructure like preparing urban lands, roofs, balconies, and establishing service provider organizations, it could be useful in business development and entrepreneurship.

URBAN AGRICULTURE ENTREPRENEURSHIP (UAE)

One of the benefits of globalization is that it opens up new business options, such as agriculture farming. Globalization, on the other hand, is driving a move from an industrial to a production model based on entrepreneurship. (Audretsch & Sanders, 2007). Entrepreneurship is becoming the most significant component of globalization. Entrepreneurship encourages economic development and job creation (Ashutosh & Jasheena, 2016). In recent years, governments severely encourage this act, as it will help in creating wealth, employment, and technology development, encouraging people to invest, establishing and developing new markets, increasing welfare, and effective use of resources (Eisazadeh et al, 2015). Agri-entrepreneurship is a phrase that is comparable to agriculture entrepreneurship and denotes the formation of agricultural and related businesses. (Bairwa et al., 2014). The Atmanirbhar Bharat Abhiyan (Self-Reliant India Movement) is an initiative in India that aims to develop and boost manufacturing.

This paper takes a case study approach to research, examining current successful Urban Agriculture Entrepreneurship projects in the top metros of India, like Mumbai, Bangalore, and Hyderabad, and also smaller cities like Udaipur. The different approaches of the entrepreneurs present a spectrum of avenues and wide scope for a variety of entrepreneurship possibilities in the field of Urban Agriculture. These case studies give an overview of the many different ways in which UA is utilized as an economic opportunity by budding entrepreneurs. The studies lead us to the need and importance for the city planners to promote and incentivize urban food growing as an entrepreneurial activity for greater sustainability of the city. We also study ways to make the most of the social and economic opportunities that Urban agriculture entrepreneurship can supply cities with, and how emerging new concepts can be integrated into city planning for sustainable development.

AIMS AND OBJECTIVES OF THE STUDY

This research article aims to explore the scope of UAE in the fast-growing cities of India.

- To study different types of EUA involve in different methods of UA in India.
- To study opportunities and the issues that have arisen as a result of the emergence of entrepreneur UA in India.
- To explore the solutions to the challenges of EUA.
- To make recommendations for the development of EUA in India.

LITERATURE REVIEW

Some reviews of global success stories in Urban Agricultural Enterprises listed below can be used as case studies for Entrepreneurial Urban Agriculture. (Saeid Eisazadeh et al, 2015).

Cuba In 1997, Cuba produces approximately 21,000 tons of vegetables and in 2005 this amount arrived at 27.7000 tonnes. In **Havana** (Cuba), more than 26000 people work on 2439 hectares, and food produced annually is around 25000 tons. According to case studies, by covering 6% of **Toronto** buildings every year, 1350 jobs can be produced directly and indirectly. Furthermore, the annual commercial value of products in the urban agriculture zone will be between 4 and 5.5 million dollars (Peck, S., 2003). In cities that experienced industry downturns, preparing abandoned fields for growing foods is a political planning option. In the **USA**, the wealthiest country in the world, Grow Good, a non-profit based in Los Angeles, **California**, with a 1.5-acre plot, provides 500 people with paid vocational training in the culinary arts and farming, as well as nutritional meals. (Olivier and Heineken, 2017). In cities like **New York and Detroit**, thousands of hectares of land are dedicated to unemployed laborers working on UA. In England, the project of city farms is done on abandoned lands in 20 cities. In **Germany**, urban land which was previously a coal mine like Essen is used for projects including urban agriculture. In **Japan**, local and national approved rules to encourage people to use eco-friendly roofs. In African countries 40% of citizens do farming. This amount arrives at 50 % in Latin Americans (Ruel et al, 1998). In **Bogota**, the capital of Colombia, more than 100 women with low income grow vegetables on their house's roofs. Their incomes grew 3 times more than their husbands with semiskilled jobs (Sohrabian, 1389). Urban agriculture accounts for 33% of all

agricultural products in the *Netherlands*. Major *African cities*, such as Accra, Nairobi, Kumasi, Dar es Salaam, and Dakar demonstrate that urban agriculture may fulfill up to 80% of a country's vegetable needs.. (Eriksen-Hamel & Danso, 2010).

With the cooperation of FAO, the local government of *Caracas* (Venezuela) established 4000 gardens (1m²) in the city. *Dakar* (Senegal) harvests 30 kgs tomatoes in each 1m² of roofs.

The administration of *London* has granted permission for “Growing Underground” to use the tunnels of World War II for hydroponics cultivation. Similarly, In *Seoul*, “NEXTON” transform an unused 600 meters long tunnel into an indoor hydroponics Farm.

Singapore's Sky-Greens is a great example of a Public-private partnership (PPP). Sky Green, a local entrepreneurial farm that produces ten times more veggies than typical farms, linked a Research Collaboration Agreement with the Agri-Food & Veterinary Authority of Singapore (AVA) in 2010. Recognizing the urgency of the problem, the Singapore government announced a \$30 million grant in April 2020 to increase high-tech local agriculture productivity for the following two years. Some of the other biggies in vertical farming in the world include Aero Farms, New Jersey, USA, Badia Farms, Dubai Spread, Kyoto, Japan, and Plenty, Seattle, USA.

METHODOLOGY

Urban Agriculture Entrepreneurship being at an emerging stage in India, there is a paucity of literature on the topic. The literary data for the study has been mainly gathered by looking through a variety of published sources, such as current periodicals, newspapers, journals, books, and other materials. Some key details are also collected from relevant sources. The current research is descriptive. The primary data has been collected between 2017 and 2020 through the field study which was intensive and sought responses directly from the respondents from different cities. A baseline survey is included in the study to look at the present spread of UAE, Areas (cities), samples, and tools were selected.

- **Area selection:** Eleven (11) cities of India: Bengaluru, Mumbai, Pune, Goa, Chennai, Hyderabad, Coimbatore, Delhi, Chandigarh, Jaipur, Udaipur were selected for the study where a large no of UAE are practicing.
- **Sample selection:** A total of 40 UAEs from two types of application areas, namely Traditional urban farms (15 nos.) and Modern urban farms (25 nos.) from eleven (11) cities of India were selected for the study. Purposive sampling is a strategy in which the researcher selects cases for inclusion in the sample based on their evaluation of their typicality or possession of the desired qualities.
- **Tool selection:** The interview method was chosen as the best tool for the job. An interview schedule, a list of open-ended questions, was prepared for collecting information regarding aspects of UAE. All the UAE were interviewed to explore their motivation, opportunities, and challenges faced and innovative growing methods. A structured interview has the advantage of providing uniform information, which ensures data comparability.
- **Data collection & analysis:** With the help of the structured questionnaire, the author collected the data from the respondents and some were online. The information gathered was collated, categorized, and evaluated, and the results were then processed for scientific reporting, as shown in this study.

CASE STUDIES

In a globalized context, Urban Agriculture Entrepreneurship (UAE) opened new business possibilities. The knowledge contribution of this research paper can stimulate government policies that promote and allow for a more effective way to support UAE in India.

UAE, studied are following two growing methods: **Traditional method:** This form of urban agriculture usually implies farming in a sustainable manner like organic waste is used as compost, recycled wastewater is used for irrigation and vacant urban spaces or unused rooftops of the buildings with containers/raised beds are used for farming. **Modern method:** It is highly productive Soil-less farming methods like Hydroponic, Aeroponic, and Aquaponic. It is pursued inside buildings or urban spaces with growing devices like a Greenhouse, Vertical farm, Edible wall, etc. (Gokul et al, 2016).

UAE studies here are into two categories: **Primary:** primary entrepreneurs are those who are cultivating to sell the produce to hotels, restaurants, supermarkets, and residences, etc. **Secondary:** Secondary entrepreneurs are those who facilitate Urban farming by conducting training workshops, offering consultancy for setting up farming units, supplying urban farming resources, providing services for maintenance, offer farmlets for rent for urban farming, or working on processing of farm produce.

ENTREPRENEURSHIP IN TRADITIONAL URBAN FARMING IN INDIA:

Entrepreneurship in traditional urban farming has always been a feature of urban India since time immemorial. In modern Indian cities, urban farming started around the time of the green revolution. The earliest urban farmer enterprises in Indian cities were the migrated villagers, marginalized people in search of a livelihood, all practicing traditional methods of farming like utilizing organic waste as compost and recycled wastewater as irrigation. Unused open spaces like railway tracks, riverbanks, seashores, or any other abundant unused wasteland. But after 2010 a new wave of blue-collar enterprises entered urban agriculture, which is well settled and educated people, environmentalists with innovative entrepreneurial ideas in traditional urban farming like container farming on unused urban rooftops with reused and recycled and treated wastewater, organic waste used as compost, etc. They are also facilitating urban farming by conducting training workshops in innovative methods of Urban farming, offering consultancy for setting up farming units, supplying urban farming resources and providing maintenance services for the terrace farms, provide box- farmlets on rent for urban farming, working on processing of farm-foods, etc.

The earliest enterprise in urban agriculture is the traditional marginalized urban farmers who migrated to the city and growing food where ever open space is available like, farming along Railway tract at Mumbai, Munsiri river bank at Hyderabad, Dravyawati river bank at Jaipur, Yamuna river bank at Delhi, Wetlands of East Kolkata, etc. They are the earliest urban farmer enterprises in India founded by migrated marginalized people. They still cultivate different types of seasonal vegetables and supply them to city dwellers. Unfortunately, they were using sewage wastewater for irrigation and heavy chemical fertilizer and pesticides for quick and more production.

The Indian Railways (central, western, and harbor lines) play an essential role in urban agriculture in Mumbai. Since 1975, the Indian Railway companies have rented undeveloped railway class IV land near railway tracks and station personnel and others to promote vegetable growing. Subletting of the land by Workers in the railway class IV to migrant people from Uttar Pradesh and Madhya Pradesh is common practice who grew seasonal vegetables on this site and turned it into a flourishing railway garden. (Vazhacharickal et al., 2013)

A new wave of enterprises have now entered urban agriculture, A few highly successful pioneers in primary and secondary categories developed are mentioned here.

Figure 1: Photos of some Secondary Urban Agriculture Entrepreneurs of Traditional urban farming



Bengaluru-based S. Madhusudhan founder of Back2basics started in 2015, a leading organic food company, provides organic superior-quality fruits and vegetables. and sells food to grocery stores, shops, gated neighborhoods, and organic stores in the city. **Greentechlife** started a business in 2010 with a transportable Gadget-360 "plug-and-play" device for smart farming. **Happy garden** founded in 2017, also provides compost-based low-cost, modular rooftop farming on a monthly rent. **The woolly farm** starts in 2017, is a cluster of urban farms consumers can digitally connect with for the supply of Organic goods, vegetables, and fresh fruits, and food packages with a variety of options are also available. etc. **Farmizen** founded in 2016, encourages people to take up a plot of land and raise their food, and **Swayam Krishi** is started in 2015 provides seeds, land, manure, labor, and expertise in exchange for a fee.

Mumbai-based *iKheti* founded in 2011, is an urban farming business that promotes urban farming through workshops, consultations, and DIY kits to provide urban farming.

Coimbatore based, *Senthil Kumar*, grows herbs and vegetables organically in his garden since 2016 on a land of five acres in the city and supplies to about 100 families and desiring to grow his business.

Delhi-based *Khetify* founded by IIT graduates in 2016, provides compost-based low-cost, modular, and portable 'khets' that are irrigated with an IoT-enabled, remote-controllable drip irrigation system. ***Edible Routes*** founded by Kapil Mandawewala in 2016, began with conducting farming workshops and provides services such as setting up rooftop farms for independent homes and companies.

Gurgaon-based, *Enriched Soil and Soul* founded by Poornima Savargaonkar (Ex-ISRO Scientist), in 2017, makes her soil from stubble and helps to grow 70 Food Crops on urban rooftops and promotes urban farming through workshops, YouTube channels, etc. ***Green Leaf India***, a community (9 members), a group of roughly 80 urban organic farmers rented 52 fields where they cultivate anything from tomatoes to potatoes for their kitchen. Every person has a 600-yard farm that they rent for Rs. 28, 000 every six months, inclusive of all costs.

Jaipur-based founder of *Living greens* in 2013, Prateek Tiwari has developed ground-breaking products (Portable Farming system) to repurpose underutilized urban areas like unused rooftops, vacant plots, etc. into locations where organic food is produced.

ENTREPRENEURSHIP IN MODERN URBAN FARMING (VERTICAL FARMING) IN INDIA

In recent times, modern urban farming (vertical farming) with the Hydroponics method has become a trend in urban India and is gaining popularity. It has caught the fancy of young entrepreneurs and is picking up momentum in cities like Mumbai, Delhi, Pune, Hyderabad, Chennai, Bangalore, and many tier 2 cities. Though hydroponics is farming in a Controlled Environment concept, cities with favorable weather conditions have an edge. Setting up a hydroponics farm has its challenges, it needs deep pockets as the initial investment is pretty high. At present, there are small to medium players spread across the metros. A few highly successful enterprises in the primary and secondary categories of modern urban farming are:

Figure2: Photos of some Primary Urban Agriculture Enterpreunership of Modern urban farming



Bengaluru-based *Hyperfarms* founded by Manikandan in 2017, providing gardening resources, as well as DIY kits, and has sponsored workshops on agricultural techniques including hydroponics, set up kitchen gardens for various city inhabitants, and grows and sells roughly eight to ten tonnes of leafy greens each

month. Hyperfarms has also established larger hydroponic farms for people who are now self-employed like Bengaluru-based **Evergreen Farms** founded in 2019, **Greenz** buys roughly two tonnes of leafy greens per month from Hyperfarms and distributed them to residents of residential buildings around South Bengaluru.

Bengaluru based, **Growing Greens** founded in 2012, despite being a small size farm, is a B2B venture dealing with various food goods to high-end destinations, **Living Food Company** founded in 2017, is a B2C venture dealing with herbs, Microgreens, leafy greens, probiotic drinks, freshly baked sourdough bread, and **Clover** founded in 2017 holds on 70 acres of farmland is an agritech greenhouse a platform for collaborates with farmers all around India to produce premium, branded greenhouse-grown vegetables. **BitMantis Innovations** has created GreenSAGE, an IoT solution that enables individuals to business gardeners to cultivate year-round fresh herbs with no effort.

Hyderabad-based, **Simply Fresh** founded by Sachin Darbarwar is the largest venture in the country, Which started as a 9-acre project in 2013, in just 7 years it has grown to 150 acres. It is interesting to note that Simply Fresh some time ago raised USD30 million in private equity. **UrbanKissan** founded Vihari Kanukollu's brainchild offers a selection of model kits ranging from 18 to 36 plants, as well as the ability to cultivate over 50 different crops, a 20,000 square foot research facility, and 15 in-house scientists and agronomists.

Mumbai-based, **UGF Farms** (Urban Green Fate Farms) founded by Linesh Pillai, India's first vertical farm was opened in 2012. It holds Urban Growing classes, sells live microgreens and greens in high-end supermarkets, as well as installing hydroponic growing systems in five-star hotels and restaurants. **Herbivore Farms** founded in 2019, through its small-scale farm, is a business-to-business venture that supplies high-end destinations with microgreens, edible flowers, salad leaves, sprouts, and herbs. **CRAFT**, Center for Research in Alternative Farming Technology, founded by Vijay Yelmalle in 2017, trains urbanites in alternative farming techniques like aquaponics and hydroponics.

Pune-based Uday M. opened his first hydroponic greenhouse, **Delish Veggies**, in 2015, is a high-tech greenhouse that uses Controlled Environment Agriculture to grow high-quality cherry tomatoes, color capsicums, and lettuce kinds. Pune-based Earth Alliance Corporation, Salad Growers, etc. are also good examples of primary UAE.

Goa-based **Letcetra Agritech** The first indoor hydroponics farm, developed by software engineer Ajay Naik, offers high-quality, pesticide-free produce. Their farm is 150 square meters in size including the other two 2,300 sq.mt. farms produce a lot of leafy greens of roughly 6-8 tonnes each month.

Figure3: Photos of some Secondary Urban Agriculture Enterpreunership of Modern urban farming



Chennai-based Rahul Dhoka is the creator of Green Rush Organics (2014) and Acqua Farms, a hydroponic farming consultancy (2018), in just 80 square feet of space, grows over 6,000 plants and offers configurations for larger planter systems in addition to a beginner package. **Future farms** founded by Sriram Gopal, Grows exotic veggies on 15 acres of land scattered across ten states and provides affordable and practical growing kits to assist hydroponics gardening. Last year, it made a \$1 million profit.

Coimbatore based, Suregrow founded in 2017 has aided in the establishment of V-farms in practically every state in India and providing services of Hi-Tech Farming Consultancy. They are also growing leafy vegetables in a 260 sqft vertical farming via hydroponics, and bell peppers in a 10,000 sqft area.

Delhi-based, **V2Farming**, founded by Rohit Nagdewani in 2018 for Rs 4 lakh, began with a small 300-square-foot indoor farm, and grew to a 6,000-square-foot outdoor farm and a 6,600-square-foot indoor farm and, both for Rs 45 lakh. He has 500 subscribers and a few restaurants that buy regularly. **Triton Foodworks**, founded by young entrepreneurs in 2014, is a fully integrated company that specializes in soilless agriculture. Gurugram-based, **Barton Breeze** founded by Shivendra Singh in 2017, has its own "farms" from which the product is sent to customers.

Chandigarh-based **Pindfresh** founded by Somveer Singh Anand in 2016, Provides hydroponics starter kits and literature to clients, as well as setting up indoor and outdoor hydroponic farming for them.

Udaipur based three bright young UAE, **Back 2 Roots**, founded by four friends of tourist business during lockdown period on the land of ten thousand sqft, **Tropicana Hydro farms** founded by Akhil bapna in 2019, on 2500 sqft area and **Adi Agro** founded by a young entrepreneur Mehul kumat in 2020, on 2000 sqft. are automated hydroponic farms are growing exotic vegetables like lettuce, basil, packchoy, zuchinee, cherry tomato, Bell Peppers, cucumber, dil, etc. which are most indemand in five-star hotels and restaurants.

RESULT AND DISCUSSIONS

From the study it was found that Urban Agriculture Enterpreneorship (UAE) has a lot of opportunity in both traditional as well as modern urban farming methods, traditional is low-cost farming which is environmentally and socially more conscious. However modern farming is high cost and suitable for a commercial venture. It was also found that in the last decade most UAEis entering with high investments in modern urban farming using the hydroponic technique.

It is heartening to see the plenty of the new age farmers are young, well educated, and have left well-paying jobs abroad or in India to venture into soil-less farming because they realize they need to bring this technology to Indian farmers in a cost-effective way and make a change for the better livelihood. For that matter, many of the entrepreneurs who have taken up farming are well-placed professionals who gave up their lucrative jobs and invested their life's savings into alternative farming.

When compared to the matured markets of the West, India could be 30 years behind, but with the vast Indian urban population and entrepreneurial spirit, It is only a question of time before India catches up to the West. The speed at which it is growing, coupled with the advancement of technology in Hydroponics and associated disciplines like Aquaponics and Aeroponics there is no stopping it from being the preferred farming technique.

The advent of the Coronavirus has also created a whole new market for entrepreneurs who can scale up manufacturing and sell straight to customers. These farms could be a unique option for communities that don't grow their food and rely on supply networks, which can lead to shortages if they're disrupted, as they were during the lockdown.

Bangalore, Pune, and Mumbai are at the forefront of hydroponics farming adoption in terms of production and awareness but an important factor that will swing in one of the city's favor will be the government's support to this industry. However, due to the favorable weather conditions, Bangalore and Pune have an advantage, With customers increasingly preferring nutritious foods and fresh, clean veggies, we can expect a significant increase in both consumption and production. Bangalore offers a large number of hydroponic farms and a diverse selection of crops to produce. According to the current trend, Manikandan believes Bangalore would lead by example.

Setting up a hydroponics farm comes with its own set of obstacles, and it necessitates a substantial initial investment. At the moment, there are some small to medium-sized players scattered across the metros. Hydroponics is being considered on a commercial basis by well-known business companies such as DS Group and Patanjali. Big business houses are yet to get in the picture.

Hydroponics accounts for less than 1% of India's overall food basket. India produced 15 million tonnes of greens hydroponically last year. Growing greens cost about 2-3% more than growing traditional crops, thus there's a market for it. Hydroponics as a whole is presently one of the fastest-growing industries. There are varying figures to the market size, according to Markets and Markets, By 2025, the global hydroponics market is predicted to grow at a CAGR of 12.1%, from USD 8.1 billion to USD 16.0 billion. The channel of

distribution/market through which hydroponic farm products will be sold should be determined initially. Given the high cost of production associated with hydroponics, hydroponics growers must be wary of competition in the price-sensitive Indian market from local produce. After that, the founders should work backward to assess if the effort delivers the expected return on investment (ROI), which is in line with the funds and labor committed.

SOLUTIONS TO SOME PROBLEMS OF UAE

- ***Products are found to be more expensive:*** Educating /awareness, in public about the great value of soilless hydroponic products.
- ***Lack of skilled labor:*** Training the farmers in soilless farming methods.
- ***High cost of Hydroponic farming:*** Government should encourage UAE by offering subsidies on hydroponics, infrastructure, water-soluble fertilizers, and support marketplaces for exotic vegetables.
- ***Problems in marketing products:*** Setting up distinct financial institutions and, to a considerable part, building marketing cooperatives will help the UAE thrive in India.

SOME SUGGESTIONS

- ***Creating a national database:*** A model in which all existing entrepreneurial urban agricultural enterprises can record farm income, farm expenses, profits, and other information to be entered into a national database.
- ***Policy reforms must be initiated by planners:*** By incorporating UA into land-use zoning, city official plans, and related laws, the UAE can create a density bonusing framework.
- ***Public-Private Research Collaboration:*** Indian government should try to develop research collaboration with the VF startups (e.g. Futurefarms, UGF farms, Pindfresh, etc.) and try to find a way out to establish mass-scale hydroponics production.
- ***Allowing Unused Land for Food Production:*** The Indian government authority should allow the private entrepreneur to utilize unused public urban spaces like metro pillars etc. with the help of local NGOs and engaging the urban poor, these spaces could be used for the productive landscape and bring a solution to urban food insecurities.
- ***Active Role of Architects and Horticulturists:*** By promoting Edible garden growing in Residential development, Landscape Design, and Horticulture Projects, professionals in the field should introduce UAE to the clients and projects.

CONCLUSION

According to the findings of this study, urban agriculture has an essential role in expanding employment and business prospects. Urban Agriculture Entrepreneurship (UAE) has the potential to grow local economies while also ensuring community long-term viability. It can also be applied to the social security system, which includes those who make money from self-employment in urban agriculture. The UAE is the solution to India's poverty and unemployment, as we are already an agricultural country. Therefore, there should be more Governmental stress on integrating urban agriculture in development programs so that the youth are encouraged to pursue a career in the UAE, with training and support mechanisms in place to help them succeed.

The concept of utilizing vertical space to grow revenue crops under regulated conditions could be a viable alternative to the problems that traditional farming encounters on greenfield sites. These agricultural projects not only boost crop output per acre but also cultivate products close to consumer hubs, lowering the cost of fresh food. The majority of the world's vertical in-door farming ventures were first led by large investors with enormous financial resources. With the introduction of new technology innovations, however, entrepreneurs may now organize such undertakings in smaller spaces and with substantially less beginning money. Nonetheless, some issues must be related to a lack of financial resources and chances for technological transfer.

A vast pool of human resources capable of working in such high-tech vertical farming projects is also required, in addition to entrepreneurs with solid knowledge of the technology and the subtleties of the

company. To get the ball rolling, programs driven by public-private partnerships, government-backed funding, and so on are required. Urban planners should concentrate their efforts on educating and developing aspiring entrepreneurs and technical personnel who can handle vertical farming using high-tech equipment, as well as startup and expansion capital for these businesses. From the standpoint of dependable management, urban greens will become more manageable in the future, and policymaker's and urban planners' ability to plan and construct resilient food supply chains may be dependent on how entrepreneurial ventures in vertical high-tech farming are planned and developed.

Although there may be several other issues to address for tackling urban food insecurity the suggestions mentioned above could work as a catalyst to enhance urban resilience through urban agriculture and food security. Become a UAE is an excellent option for a better life.

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SELECTION OF STRUCTURE OF ORGANISATION BY AN ENTREPRENEUR WITH REFERENCE TO DIRECT TAX

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ABSTRACT

While starting up a business one of most critical question arises is to select right business structure. The reasons why selection of the right business structure is so problematic and need some research is because there is no “one size fits all” answer, and deciding whether to start business as a proprietorship concern, partnership firm or LLP or company can be change based on various factors. We have compiled the most common types of business entities and their direct tax benefits and liability to help an entrepreneur to decide the best structure for business with reference to direct tax.

Keywords: *income tax, business structure, individual, firm, company, HUF, tax liability*

INTRODUCTION

An entrepreneur who wants to setup business and taking a financial risk in the hope of profit. He has to select one important aspect to consider before starting operations is to decide which is the right business structure from legal and tax perspective. This decision has an impact on how much tax liability will be arise, also decide quantum of paperwork will required to do, compliance cost of various laws and the personal liability that has to be faced by an entrepreneur. In India, under Income Tax Act 1961, “Person” defined in section 2(31) includes an Individual covering a natural person, a HUF (Hindu Undivided family), a Partnership Firm (including LLP means Limited Liability Partnership), a Company, an Association of Person, Body of Individual, Local Authority and Artificial Judicial Person. There are four main business structures which can be the most appropriate for an entrepreneur are proprietorship, HUF, partnership firms or LLP and company. Each of the business structure has its own pros and cons. Present study is based on the tax benefits available to various types of income tax assessee. An entrepreneur has to select anyone of the above structures.

REVIEW OF LITERATURE

Chavali (2020), elaborate the benefits and importance of selection of right business structures for startup. He concluded that business structures should be chosen by analyzing laws and scheme applicable for startups for time being in force. Prajapathi (2019), explained that business structures should be selected by considering factors like number of owners, level of personal risk and liability, credibility of business structures and registration & maintenance cost. Chako (2018), describe that selection of right business structures depends on parameters like investment required, business risk and personal assets, area of operation etc. Das (2016), stated that selection of business structure is depend on various factors, conditions and situations. It is influenced by quantum of investment, owner’s desire to control and ownership and availability of financing option.

RESEARCH GAP

After going through extensive review of literature we had found that most of the study and article published related to the subject of selection of business organization has elaborate the factors and circumstances which has effect on different business structures. There is no particular study has been done on the effect of direct tax on the decision of selection of business organization while starting a business by entrepreneur.

OBJECTIVES

- To analyze the business structure for an entrepreneur with reference to Direct taxation in India
- To analyze benefits and liabilities arose by the selection of specific business structure.

HYPOTHESIS

H₀₁ = Selection of a particular business structure does not have significant impact on tax liability

H₀₂ = All the business structure has same tax benefits and liability for an entrepreneur.

RESEARCH

TAXATION OF INDIVIDUAL

According to the provision of the Income Tax Act 1961, there is no legal difference between a sole proprietorship business and sole proprietors for the purpose of calculate income tax liability. Following are the tax benefit available to individual entrepreneur having Income from Business & Profession.

- Availability of basic exemption limit: It is imperative to file income tax return for a company and a partnership firm. But an individual does not required to file income tax return if the total income does not exceed the basic exemption limit of Rs 2.5 lakhs.
- Presumptive taxation: Benefits of Presumptive taxation scheme can be avail by businesses with annual turnover up to Rs 2 crores. The salient features of this scheme are as follows-
- Resident individuals, HUFs and Partnership firms who have not claimed exemptions under section 10A/ 10AA / 10B/ 10BA (deductions of profits derived from export of things or articles) are eligible for the scheme.
- Net income of business shall be considered as 8% of annual turnover in case of cash receipts and 6% in case of digital receipts.
- Not required maintain accounting records.
- Not required to get your accounting records audited.
- ITR-4 is to be filled which is much shorter and simple form than ITR-3.
- Relief u/s 87A: Individual taxpayer can claim the benefit of tax rebate u/s 87A of Rs. 12,500 if his net taxable income is up to Rs.5 lakh in an assessment year.
- Deduction under Chapter VI A: Individual taxpayers are eligible for various deductions under chapter VI A from gross total income i.e. 80C to 80U.

TAXATION OF HUF

HUF means Hindu Undivided Family. Under Hindu Law, a Hindu Undivided Family (HUF) is a “family which consists of all persons lineally descended from a common ancestor and includes their wives and unmarried daughters”. Jain and Sikh families are also treated as Hindu Undivided Family (HUF) under the Income Tax Act 1961, although they are not governing by Hindu Law. If an entrepreneur wants to save tax, he may create HUF and get double benefit. First benefits as himself as individual of Rs. 2,50,000 and deductions 80C to 80U and Second benefits as HUF of Basic exemption limits Rs. 2,50,000 and deductions u/s 80C to 80U. But in this case it is mandatory to have separate business existence.

An HUF is taxed as another entity (Extra one more as Individual) on same slab rates which are applicable to an Individual. HUF can also claim deductions from gross total income, available under Chapter VI-A (as applicable). However relief u/s 87A is not available to HUF.

TAXATION OF PARTNERSHIP FIRM OR LLP

Section 2(23) of the Income Tax Act 1961, firm has same meaning as defined u/s 4 of the Indian Partnership Act, 1932 and it's also included LLP which means limited liability to partners as defined in the Limited Liability Partnership Act, 2008.

According to definition given in section 4 of the Indian Partnership Act, 1932 “Persons who have entered into a partnership with one another are called individually 'partners' and collectively 'a firm' and the name under which their business is carried on are called the 'firm name' ”.

A limited liability partnership (LLP) is a body corporate formed and incorporated under the Limited Liability Partnership Act, 2008.

The main difference between Partnership firms and LLP are that in partnership firm partners have unlimited liability towards firm's debt and obligation or can say they jointly and personally liable whereas in LLP some or all partners have limited liability and they are not personally liable for firm's debt and obligations.

FIRMS ARE TAXED AS FOLLOWS

- Tax payable by a firm at flat rate of 30% + SC(if applicable) + Cess on the total income which is derived after deduction of interest and remuneration payable to partners at the specific rates.
- Surcharge is leviable @12% on income tax if total income exceeds Rs. 1 Crore .
- Health and education cess is leviable at the rate of 4% on (income tax and surcharge payable).
- Partnership firms can also avail benefit of presumptive taxation scheme if their turnover /gross receipts are up to 2 crores in a F.Y. However in that case remuneration and interest will not be available for deduction from the presumptive income computed at prescribed rate under section 44AD, 44ADA and 44AE.
- If presumptive taxation scheme not avail then remuneration and interest is allowed to be paid to the partners. However, it is subject to the limits and conditions specified in Section 40(b) of the Income Tax Act 1961.
- Interest and remuneration payable to partners shall be in congruence with the terms of the partnership deed; however, interest shall not exceed 12% p.a. and
- Remuneration shall not exceed the following limit: As per Income Tax Act 1961 “In case of loss or book profit up to Rs 3 lakhs - Rs. 1,50,000 or 90% of book profit, whichever is higher; rest of the balance (i.e. book profit – Rs. 3 lakhs) of the book profit - 60% of book profit”.
- Interest upto 12% on capital and/or remuneration allowed from the computation of income of firm, etc. received by a partner from firm will be taxed in his individual hands under third head of Income tax which is ‘Income from Business or Profession’.
- Share in profit of partnership firm on which firm has paid tax is not liable to be taxed in the hands of partner.
- Unabsorbed loss including depreciation of the firm will be carried forward by the firm only as it will not be apportioned amongst the partners.
- It is germane to note that although Limited Liability Partnership(LLP's) are treated in the same manner as Partnership firms, there is only one section which does not apply to LLP's and applies to Partnership Firms which is Section 44AD. Benefits of presumptive taxation u/s 44AD are not available for LLP.

TAXATION OF COMPANIES

There are two types of companies which are most commonly used in India for business purpose and these are private company and public limited company. Therefore, an entrepreneur will have to single out the type of company depending upon his funding plans.

Companies can be grouped in two categories i.e. domestic company and foreign company for fulfillment of the requirement of direct taxation in India. Both are taxed as follows

Assessment Year 2021-22 (Rates in percentage)				
	Income Tax	Surcharge		Cess
		Net Income 1 crore to 10 crore *	Net Income exceeds Rs. 10 crore*	
Domestic Company (Turnover does not exceed Rs. 400 Crore)	25	7	12	4
Domestic Company (Others)	30	7	12	4
Foreign Company	40	2	5	4
*Marginal relief shall be available				

TAX LIABILITY UNDER DIFFERENT STRUCTURES

Let us assume that Mr X wants to start an entrepreneurship with initial capital of Rs 40 Lakhs and he expected that he will earn profit of Rs. 15 Lakhs from its business at the of year. He has following options-

- He starts his business as proprietorship concern and he does not opt for new tax regime u/s 115BAC
- He starts his business as HUF and proprietorship concern and get profit of Rs. 10 Lakhs in proprietorship concern and Rs. 5 lakh in HUF
- He starts his business as partnership firm with his partner and both are having equal profit-sharing ratio & firm earns profit of Rs. 30,40,000 before interest and remuneration. Each partner gets remuneration of Rs. 6 lakhs, interest of Rs. 4,80,000 and profit after tax Rs. 4,20,000.
- He starts his business as a private company and expects that company will pay Rs 15 lakhs. As salary, dividend or other monetary benefits out of profit.

Table 1 Showing tax liability and benefits under different business structures in the hands of entrepreneur for the Assessment year (A.Y.) 2021-22

	Proprietorship Concern	Proprietorship and HUF to Save tax		Firm/LLP		Private Company
		As Individual	As HUF	As Partner	As Firm	
Profit of Business	15,00,000	10,00,000	5,00,000	Exempt	8,40,000	-
Salary from firm/company	-	-	-	6,00,000	-	12,00,000
Interest on capital	-	-	-	4,80,000	-	-
Dividend						3,00,000 (Dividend)
Gross total income	15,00,000	10,00,000	5,00,000	10,80,000	8,40,000	15,00,000
Less: Deduction's u/s 80C	1,50,000	1,50,000	1,50,000	1,50,000	Not available	1,50,000
Total income	13,50,000	8,50,000	3,50,000	9,30,000	8,40,000	13,50,000
Tax liability in the hands of entrepreneur	2,26,200	85,800*	5,200*	1,02,440	-	Rs. 2,26,500
Tax liability in the hands of business	-	-	-		1,31,040 (Share of partner)	Rs. 1,05,405
Total tax liability	2,26,200	91,000		2,33,480		3,31,605
		* Tax liability may change due to change in income ratio.		* Share in profit of firm is exempt in the hands of partner. But firm has to pay tax on it @ 30% + cess		* Tax liability may change due to change in income ratio.

Table 2 Showing tax liability on share of dividend of a private company by taking total income of Rs. 10,00,000 for the Assessment year (A.Y.) 2021-22

Particulars	Amount
HEAD: Income from Business & profession	
Profit from Business (after payment of salary to directors)	10,00,000
Net Total Income	10,00,000
Total Tax Liability @ 25% (Including Cess)	2,60,000
Profit after Tax	7,40,000
Share of dividend received by entrepreneur (assumed)	3,00,000
Apportioned tax paid by company on the share of dividend of entrepreneur	1,05,405
$\frac{\text{Dividend}}{\text{total income of company}} \times \text{share of dividend}$	

As per tax calculated in Table 1, we can conclude that an entrepreneur has least liability in case of having HUF with individual firm and highest tax liability in case of Company. Thus, H_{01} is rejected. Selection of a particular business structure has significant impact on tax liability. But this is only one factor of decision for business structure. It also depends on capital, profit, risk, entrepreneur's personal ability, place and Government policies. Thus, H_{02} is rejected. All the business structure has different tax liability due to the provisions of Income Tax Act, 1961.

CONCLUSION

Selection of business structure is key decision for an entrepreneur. If he works as individual proprietorship, all the capital, risk, turnover, profit, and tax liability will depend on his personal capacity. Another selection of business structure is partnership firm, limited liability partnership, a HUF and a company. Present study shows that in case of individual and HUF, the tax liability is minimum while in case of partnership firm, LLP and Company it is higher because they are separate entity from an individual so they have to pay tax separately.

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INTERVENTIONS, CONVERGENCE, SUSTENANCE STRATEGIES AND TECHNOLOGY FOR RURAL PRODUCERS TO COPE WITH CHALLENGING TIMES IN WESTERN RAJASTHAN

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ABSTRACT

Western Rajasthan in India is desert, a harsh, dry and resource-less ecology. Agriculture production is limited and non-farm activities like weaving substitute the income of rural communities for their livelihoods. The COVID-19 pandemic has affected the entire world very hard. The repeated lockdowns, supply chain disruptions, and market inactivity made it almost impossible for rural artisans to sell their produce in the market and earn their living.

Urmul, a development organisation works with the entrepreneurs, local rural producers, farmers, traditional women craft artisans etc. The organisation took the responsibility to take care of marginalised artisanal families; they developed strategies, provided the emergency services, mentored and enabled the capacities of the communities of the region. Also, provided the integrated support services to cope with challenges of unexpected tough times.

The paper analyses the sustenance strategies, interventions, mechanisms and alternatives to sustain during the challenging times of pandemic. A case study approach was followed and data was gathered through focused group discussions and in-depth interviews with the participants. The paper establishes the fact that focused business strategies, adopting suitable technology and appropriate interventions for entrepreneurial processes can help the producers and entrepreneurs in dealing with challenging times of COVID-19 pandemic.

Keywords- *Interventions, Sustenance Strategies, Rural Producers, Challenging Times, Desert, Western Rajasthan*

INTRODUCTION

The COVID-19 pandemic has affected the local rural producers and women artisans. The repeated lockdowns, supply chain disintegration, and market closures have hit the local producers and small entrepreneurs hard. Haleem and Mashroofa (2020) reports that 'Covid 19 pandemic has devastated the globe in multidimensional aspects. The primary traits are healthcare, economy, education, agriculture, hospitality and tourism, aviation and finance industry, especially small and medium sized enterprises'. Micro, Small and medium sized businesses have suffered disruptions in their supply-chain and income sources and are facing financial troubles. Leave alone profitability, these enterprises are barely surviving; struggling for business continuity and repayment of debts and had to lay-off their skilled staff even in a high growth market like India.

The International Labour Organisation (ILO) (2020) evaluates that the pandemic has affected around 81 million jobs in Asia and Pacific, in the year 2020. ILO states that COVID-19 pandemic has massively impacted small businesses and resulted in decrease of worker's income worldwide. 'In the first three trimesters of 2020, the global labour income in the first three trimesters of 2020 has declined by 10.7% or estimated it to be USD 3.5 trillion'. Gwatidzo and Chazovachii (2020) mention that Covid-19 turned out to be a global catastrophe affecting all facets of life and living. COVID-19 has caused great devastation worldwide but little has been written on how lockdown coping up strategies and intervention measures have impacted and support the producer based micro and small enterprises.

The desert region in western Rajasthan has a high population of local rural producers and women engaged in non-farm activities for income generation. They work to earn money for food, fodder and fuel, to meet the daily demands of the lives of their families. According to Narain and Kar (2005), “the sources of rural income in western Rajasthan are usually agriculture, livestock, agricultural labour and other labour.”

URMUL, a non-governmental organization working in Thar Desert since the year 1987 organized these local producers and artisan women in groups, trained them in entrepreneurial skills and on market dynamics through continuous skill development programmes. URMUL identified potential markets for their produce and created market linkages for them. This initiative that was visualized for creating and enhancing sustainable livelihoods in the drought prone areas of western Rajasthan has now proven itself as a brand in the global market.

The Covid-19 response and support to producers by Urmul organization has been enormous. According to Urmul (2020), ‘The major ramification of this clampdown has been the rise in unemployment; this, in addition to the existing age old problems of water scarcity and extreme climatic conditions has resulted into a situation of frustration and despair. The survival of the rural community in Thar Desert has come under threat’. Gwatidzo and Chazovachii (2020) states that, ‘the COVID-19 induced lockdown paralysed entrepreneurial women’s capital assets thereby militating against their self-sustenance, self-reliance and advancement. The closure of markets, mobility permits, corruption on COVID-19 relief cash transfer worsened the entrepreneurial women’s shocks, stresses and restlessness’. Earlier Urmul used to support these local producers to market their products globally but the pandemic posed a great threat to their work and its survival. It was becoming a challenge for the producers to sustain their work.

In these challenging times, Urmul handheld the producers through relief interventions and devised strategies and mechanisms so that they could continue their work. Urmul network has provided the artisan families with essential amenities like food items, masks, sanitisers, soaps, sanitary napkins etc. during countrywide lockdowns (Urmul, 2021). Raw material for production was arranged to be sent to artisans’ doorsteps and was likewise collected in vehicles with special permission. The paper establishes the fact that the focused business strategies, adopting suitable technology and appropriate interventions for entrepreneurial processes can help the producers and entrepreneurs in dealing with challenging times of COVID-19 pandemic.

THE OBJECTIVES OF THIS PAPER ARE

- To understand and explore the issues and problems faced by producers and artisans in the desert region of western Rajasthan.
- To analyse the sustenance strategies, interventions, mechanisms and alternatives to sustain the producers, entrepreneurs and artisans during the challenging times of pandemic.

REVIEW OF LITERATURE

The term artisan can be understood as ‘culturally embedded material production’ (Sennett, 2008). Non-farm and artisan activities form a major chunk of the limited livelihood options in developing communities and societies. Artisanal enterprises have traditionally been associated with locale and geography (Brown, 2015). The small-scale rural economic activities are widely known as the engine of rural development (Seedhouse et al., 2016; Newbery et al., 2013; Igwe et al., 2018). The rural micro and small enterprises are emerging as the prominent and important ventures supporting rural economic activities in communities. The artisanal non-farm based income generating activities are prevalent in rural economies (Lyee and Cowling, 2015; Apostolopoulos et al., 2018; Muhammad et al., 2017; Koyana and Mason, 2017). Shastri and Sinha (2010) states, that, “all conditions for exploiting entrepreneurial opportunities such as education, experience and energy may exist, but the social, cultural and environmental constraints such as gender or societal discrimination and religious beliefs especially in developing economies, may hinder the entrepreneur”.

The COVID-19 pandemic crisis threatens the survival of enterprises at a global scale with potentially devastating societal and economic outcomes (Wenzel, 2020). Gwatidzo and Chazovachii (2020) explores the conditions characterizing the COVID-19 led lockdown that impacted small enterprises and also badly hit the womenpreneurs in Zimbabwe’s Masvingo. COVID-19 induced prolonged lockdowns in Zimbabwe led to a suspension of all economic activities, also engulfing the womenpreneurs in the informal sector. The

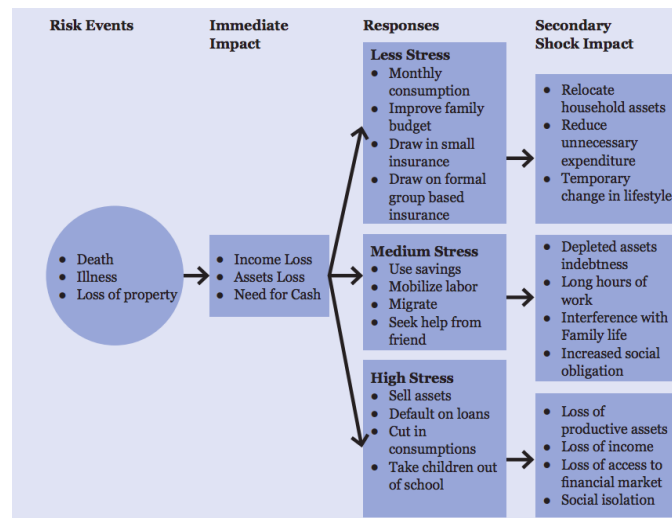
vulnerability context among women includes shock, stress and restlessness. “The interplay between ecosystem diversity and coherence, in turn, produces resilience” (Roundy et al., 2017).

“The coronavirus (COVID-19) pandemic has undeniably influenced the global economy and environment. Major victims of the COVID-19 outbreak are Micro and Small Enterprises (MSEs), especially in developing countries. Institutions must support MSE resources and capabilities to adopt digital transformation for business continuity, and sustainable production and consumption. MSE managers and other stakeholders rethink their business strategies, incorporating crisis scenarios and business continuity plans to sustain customers virtually to enhance sustainable development” (Bai et al. 2021).

THEORETICAL BACKGROUND

The study uses the ‘BasixFramework of Responses and Coping Mechanisms of The Poor Producer to Shocks’ by Mahajan, Dutta and Kandrapa (2014). The framework puts forward that the risks are potential hazards or situations leading to adverse consequences in the form of shocks and are interposed by the vulnerability of a producer or an enterprise. There could be ‘Idiosyncratic risks’- those typical to individual producer households, like medical emergencies in the family; or it can be ‘Systemic risks’- those affecting majority at the community level in the same time span or same vicinity such as pandemic, famines, tremors or earthquakes. The paper explores the risks events, immediate impact, responses and immediate shock impact due to COVID-19 on the local producers, artisans and micro-small enterprises. With the context of COVID-19, the model indicates that the pandemic has increased both the idiosyncratic and systemic risks and shocks for the rural producers and local artisans involved in micro & small businesses.

Figure:1. Basix Framework of Responses and Coping Mechanisms of the Poor Producer to Shocks



Source: Mahajan, Dutta and Kandrapa (2014)

RESEARCH METHODOLOGY

The case study research approach was followed and data was gathered through focused group discussions with beneficiaries and in-depth interviews with the participants and Urmul team members. We designed the research tools including a semi-structured interview schedule and FGD checklist. In addition to the primary data, the analytical insights on the study were also drawn based on the secondary desk research.

We analysed Urmul’s sustenance strategies, interventions, mechanisms and alternatives to sustain the producers, entrepreneurs and artisans during the challenging times of pandemic. The locale of the study covered the villages spread across Bikaner, Jodhpur, Nagaur and Jaisalmer districts of western Rajasthan.

The locale of the study covers the great Thar Desert spread in the western strip of Rajasthan state in India. The rough, hot, windy and sandy landscape is characterised by water scarcity and extreme temperatures. The desert land, bearing one of the world's harshest climates, is the project territory of Urmul Trust, a group of a dozen of developmental organisations. Urmul is a not-for-profit organisation founded in 1986. From the very beginning, Urmul grew as a 'for the people, by the people' organization and flourished as an integrated agency with diverse projects and programmes focused on rural development. Urmul Trust believes in people's capacities and has always promoted zealous individuals and groups with a commitment to bring transformation in their lives and uplift the community, via structured development practices and management.

Map 1. Map showing Thar Desert of Western Rajasthan



Source: Maps of India (<https://www.mapsofindia.com/>)

ANALYSIS, INTERPRETATION & DISCUSSION

The Case: Urmul's Crisis Coping Up Strategies in Challenging Times

Urmul has spearheaded the measures to aid communities in the Thar Desert for about three decades. Urmul has a long history of working with rural communities and establishing successful models bridging the rural and urban divide in every sphere of work. Despite facing severe constraints, Urmul teams were the first responders to the COVID-19 pandemic in the year 2020. Working in the remotest of villages spread across Bikaner, Jodhpur, Nagaur and Jaisalmer districts of western Rajasthan Urmul has been at the forefront of swiftly responding to crises. Urmul has initiated help that addresses the concerns of the vulnerable sections—children, women, farmers, migrant workers and pastoralists. “The most important factor is the strategies adopted by the people on the basis of an understanding of the constraints as well as the potential” (Rathore, 2004).

Towards the fourth quarter of the year, once the cases subsided and the economy started getting back on track, everyone got busy with covering up for the lost time and getting the economics back to the pre-pandemic state. There was little planning for the second wave but the previous experiences of the first wave gave strength to the working group to be helpful to the producers and community. In the second COVID-19 wave Rural Rajasthan is no longer just a receiver for returning migrants but already a site where resources and coping mechanisms have been stretched or non-existent. The unexpected surge in the number of COVID positive patients in desert villages is a matter of concern as the health infrastructure is insufficient, the medical staff is overburdened, and basic facilities are not enough. Awareness about pandemic among rural producer communities is also low.

“Covid-19 triggered lockdown has called for extending immediate support to the deprived producer communities. Urmul network has prioritized to provide this aid in different regions of this difficult desert region since the lockdown initiated” (Urmul Trust, 2020). The people living in hinterlands of western Rajasthan found it difficult to timely access credible information and healthcare facilities. The restrictions on

movements made it even difficult for people to access welfare services. The crises had a severe impact on the health, social harmony, economy and psychology of the people. So, it became imperative for Urmul to design their interventions in a multi-pronged manner. Urmul also thought of adding mask production during Covid times just to sustain the work of artisans and masks. The organisation could tap many production opportunities for artisans. The digital media platforms, social media and communication apps like WhatsApp, Zoom, Google Meet, and Facebook were preferred to communicate and promote artisanal business. The organization mentored and enabled the capacities of the communities of the region and provided the integrated support services to cope with challenges of unexpected tough times.

Urmul with its expanse of workers reached out to the communities in Bikaner, Jodhpur and Jaisalmer districts with reliable information and relief resources. The Urmul team leveraged the network with government officials, youth, volunteers and other sister organisations. Similar to previous crises, the same vulnerable sections needed urgent support. The nature of support ranged from extending help to healthcare facilities via medical equipments, government-run quarantine centres, distribution of ration such as wheat flour, pulses, etc. and hygiene relief packages such as medicines, sanitary napkins, masks, soaps, etc. to families with scarce means, vaccinations for diseased animals, and extending psychological support to the families that were in need of support. This was done through village level volunteers, youth cadre, women groups connected with the organisation.

In the first and second wave, Urmul network of organizations distributed over 2 Lakh masks in the region; provided support to the government bodies with distribution of 500 PPE kits; supported over 21,000 individuals through ration and hygiene kits; and provided veterinary support to over 10,000 animals in Bikaner, Jaisalmer and Jodhpur districts.

RESULTS AND DISCUSSION

The Specific Crisis Coping Up Programmes, Strategies and Interventions of Urmul

A. Strategy I- Skills to Succeed Programme: COVID-19 Relief to Artisans

The second wave of COVID 19 pandemic has been furthermore harsh on everyone. Scarce medical facilities and the basic necessity of food have added a difficult situation to the Urmul artisans in the rural area. Due to the nationwide lockdown, artisans were not able to work and generate income, which directly affected their livelihood, and they became helpless to the basic requirements for survival. The skill to succeed programme helped to provide the relief material to women artisans by giving medical equipment, medicines, basic food supplies and hygiene kits.

The aim of this initiative was to provide urgent support to artisans and their families during the initial months of the pandemic. 32 villages in Bikaner district were covered under the initiative during the period, May 2020 to June 2021. The key stakeholders were the rural artisans, frontline healthcare and essential services workers. 1500 direct beneficiaries, 3500 indirect beneficiaries were benefited through this program.

As RanguBai, an artisan with Urmul Desert Crafts says, *“This is the longest I have not been working. I miss being involved in my work. I hope the COVID-19 pandemic dies soon and I can go back to work.”*

Another artisan with Urmul Desert Crafts, Bhajan Devi mentions, *“the situation is worsening by the day. 20 people in my village have succumbed to COVID. The nearest healthcare facility is around 60 kms away. We are scared for ourselves and our loved one’s lives.”*

THE INTERVENTIONS OF STRATEGY I

Urmul with assistance from its crafts program Urmul Desert Crafts and the field teams has been present on the ground. Their teams have reached the producers’ communities with medical and essential supplies amidst the crisis in 2020-21.

The Urmul team initiated its response strategy around the following:

DISTRIBUTION OF 20,000 HYGIENE KITS WITH COVID INFORMATION BOOKLETS

In the second wave they distributed hygiene kits including 5 masks, 4 soaps, 1 pack of sanitary napkins, 1 thermometer, 1 oximeter and a “how to deal with COVID” booklet in local language with helpline numbers. This kit is being distributed to 167 families across rural communities in Bikaner district. This work is in progress and there is a waiting list ready to be catered.

PROVIDING PRIMARY MEDICINES AND NUTRITION SUPPORT

Most of the patients are from extremely poor backgrounds who are mostly malnourished and do not have resources for either medicines or food support. Urmul teams have been distributing WHO prescribed vitamins and health support supplements such as zincovit, limcee, and thermometers etc for curative preparedness of these communities.

OXYGEN SUPPORT

Most critical aspect in the second COVID wave curation has been oxygen mapping. Most of the community cases are becoming fatal because there is not any equipment available to check for oxygen deficiency in the body. For this they are providing support to village workers with Oxi-meters and training them on the usage.

AWARENESS GENERATION

URMUL Trust conducted awareness campaigns, to mitigate the spread of COVID-19 virus, in association with the Zila Parishad- the district-level local self-governing body. The campaign was run in clusters of Bajju, Kolayat, Khajuwala, and Dantaur, regarding preventive hygiene measures and protection against the virus.

FACE MASK PRODUCTION TO ARTISANS AND THEIR FAMILIES

The Urmul Desert Crafts team (UDC) stepped up to volunteer efforts towards alleviating the challenges of coronavirus, and provided support immediately in the Bajju area by producing masks at mass level and distribution to the village communities. Urmul Desert Crafts was already working to address the prevalent shortage of masks and essential medical supplies. Urmul's artisans were roped into make three-ply cloth masks. The artisans were previously trained under the Accenture skill-development program. With support from the crafts program, they have now made more than 50,000 masks for distribution in the villages, hamlets and the local administration. The program directly benefited 25 women artisans trained in Bajju and Beethnok area, who helped stitch masks and cloth bags for relief work and continued earning an income. The masks were handcrafted at homes with great care and clear hygienic directives. These masks were provided to the frontline community health workers and other essential services personals at a non-profit cost.

PROVIDING URGENT SUPPORT TO HOUSEHOLDS AND THE GOVERNMENT

COVID-19 and the government lockdown have left many weaker community members extremely shattered economically. Urmul Trust with help from Charities Aid Foundation and Accenture extended the following support: Distributed 1,900 dry ration kits to various artisans and extremely poor families. In this ration kit, it was made sure that the procurement of spices and wheat was done from the local women's federation and farmers to support them with livelihood as well. The team procured spices from the 2,000 women strong *Ujala Mahila* Federation in Lunkaransar. The voluntary support from Sangati Foundation, Delhi for medical equipment and medicines donation was gathered. The organisation supported distribution of 150 medical kits including medicines, thermometer, sanitary napkins, Information and Education Communication material (IEC), oximeters in Bikaner district. The Health4TheWorld organisation stepped up to support with two oxygen concentrators and 20 oximeters. One of the concentrators has been sent to the CHC in the Lunkaransar block and another in Bikaner. The oximeters have been distributed to village workers in Bajju, Lunkaransar and Dungargarh block. These are also being used for children's health monitoring. The team also distributed 1,900 hygiene kits consisting of 3,200 masks and 3,200 soaps to the local population as part of the preventive measure. Also, provided 300 PPE kits to the Bikaner District Collector for distribution and usage in the COVID-19 centers struggling with infrastructure. Along with that, 1,000 posters and 12 hoardings were developed to promote hygiene and protective measures in the entire area.

CHALLENGES AND MITIGATION

The safety of Urmul team distributing kits was a major concern. Identifying the most vulnerable families was a task and the team did not want to aid a family not in need of the aid. The work of the artisans is mostly driven by market demand. A lot of them were scared of losing their livelihoods. The most needy producer families were identified and reached. The team mitigated the challenges by providing sanitizers and masks. The team was strictly instructed to maintain social distancing at all times. For the identification of families and distribution of ration kits the aid of the local administration was sought when needed. The Urmul team constantly allayed the fears of the artisans and supported them with the required relief measures.

STRATEGY II- TAKING EVERYONE TOGETHER

As the pandemic caused lockdowns resulting in closure of marketing facilities in the villages and hamlets, the artisans were stuck inside their homes. Urmul provided dry ration kits to 1100 below poverty line artisan households with a special attention and priority to the most needy like pregnant women, disabled family members, and the poverty stricken residing in the area. The support kits included wheat grains, cooking oils, spices, sugar, salt, millet, and other essential items, which could help extremely marginalised families to survive at least for a month.

For this distribution, to help other small artisanal enterprises, it was made sure that most of their procurement is done through SHGs and local groups. They purchased spices from the women artisan federation – *Ujala Women's Federation* based in Lunkaransar, which indirectly affects the lives of 2,000 members. Similarly, the grains were purchased from *Beejbhandar – Kisaan Club*, Bajju which is a group of 1,000 farmers and helped move their inventory.

STRATEGY III- LIVELIHOOD SUPPORT PROGRAMMES TO MARGINALISED FARMERS DURING PANDEMIC

The second wave of the pandemic has weakened the already overwhelmed livelihood security of farmers of the arid region. The soaring number of cases, fatalities and restriction in movement has intersected with their pre-existing disadvantages, bringing to the fore income insecurity, inequalities, discrimination, anxieties and misinformation. The major aim of the programme was to provide livelihood support to marginalised farmers to ensure enhanced income during the pandemic. 11 villages in Bikaner district were covered in the programme. The key stakeholders were farmers both men and women. 345 farmers were directly impacted out of the intervention.

The Interventions of Strategy III

- Extended support to 215 farming households for better milk production during extreme summer months. The cattle feed supply to marginalised farmers will help produce better and higher quantities of milk, resulting in their livelihood enhancement. The feed will carry quantities of MoongChuri, Corn, Rice Bran, Khal Cotton, Khal Sarson, Multi-vitamin & Minerals, Dalia and Bajra.
- Hydroponic machines distributed to 22 households for provision of green fodder to cattle. This will help with fodder security for livestock during the 6 months dry spell in the desert in their households and not worry about movement in the lockdown. Improved milk production shall help the health and the incomes of the household.
- Farmers will be provided with Harvest+ (An ICRISAT organisation) developed zinc fortified wheat seed and iron fortified pearl millet seeds. These seeds would be made available to support the hydroponic units provided to farmers.
- The value chain material support to dairy farmers by providing them with milk cans (for those who are closer to markets). This will help 82 milk-producing households transport milk in better containers to the dairy, therefore improving their household incomes.
- Procurement and distribution of 4 milk testing kits for quality control of milk being sold and ensuring high market grade milk.

CHALLENGES AND THEIR MITIGATION

Amidst the crisis, the team found it challenging to identify farmers who were open to innovating their regular animal husbandry practices. Another challenge was remote training, procurement and installation of the identified technology. The team however, has been keeping a close eye on the processes and functioning of these units to ensure enhanced livelihood avenues for the farmers and animal rearers.

CONCLUSION AND SUGGESTIONS

The paper shows that the focused strategies, adopting appropriate digital technologies and interventions for entrepreneurial processes can help the producers and entrepreneurs in dealing with challenging times of COVID-19 pandemic. People are important for enterprises or businesses. Triple bottom line not only focuses profit in businesses but also people and the planet. The external organisational support, interventions, convergence and localised strategies can be replicated in other areas as well to support entrepreneurs and producers to increase the scale of the efforts. The present experiences of Urmul organisation have paved a path to provide help to the producers, rural artisans who became helpless during the challenging times of pandemic and were stuck inside their homes. Also, the relief support that has reached them is a gesture that establishes mutual trust amongst various sections of the community at large. It regenerates hope and faith in human bondage.

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A STUDY OF RELATIONSHIP BETWEEN DIVERSITY AND ENTREPRENEURSHIP

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ABSTRACT

Diversity is progressively being regarded as an intention or motivation for entrepreneurship. In the current research paper, hypothesis will be set that diversity positively or emphatically influences independent employment. To prove this hypothesis, the research paper examines two important sections of literature reviews. The very first is related with the connection amid culture, entrepreneurship and ethnicity. On the other hand, the second one is about gender and entrepreneurship. Furthermore, the present research work also talks about the last investigation drove by OECD on gender-oriented entrepreneurship. The research paper finally uncovers that culture as well as ethnicity might be regarded as a centre variable which significantly influences the entrepreneurship in all and also gender entrepreneurship. To dissect the various factors in addition, check the connection amid diversity like sexual orientation, culture, ethnicity, and entrepreneurship, the initial section of the research paper will discuss what culture and nationality mean for entrepreneurship. In the subsequent part, the paper will examine sexual orientation as a variety aspect and the manner it helps in promoting entrepreneurship. Headed for the end, the research work will be going to confirm or nullify the affirmative link amongst diversity as well as entrepreneurship.

Keywords: *Diversity, Entrepreneurship, culture, gender and ethnicity.*

INTRODUCTION

All in all, it is always deliberated that entrepreneurship is firmly connected to the personality of the businessperson. Specialists ruminate the "business person" as a person with various capabilities such as daring individual, inventive, great director, arbitrator, etc. Therefore, when people are not same as per their sexual orientation, socio-cultural foundation, or their schooling, a distinction in the inspirations for business and a distinction in abilities or practices can be noticed. As a rule, every general public is made out of various social as well as cultural gatherings. A few researchers at that point talk about diversity or assortment. This assortment could be assessed beside the elements related to gender, culture, individuality, sexual role, monetary position, oldness, definite measurements, severe principles, governmental principles, or else unlike certainty structures. For other people, diversity incorporates apparent qualities like identity, nationality, sexual orientation and age. As per the explanation by Eraydin *et al.* (2010), variety actually is very significant for the purpose of boosting innovation. As per the quote of Fainstein (2005) which states that unlike types of diversity such as cultural, social, ethnic along with longitudinal diversity helps in attracting numerous types of human capital, at the same time also supports in encouraging creativity in terms of culture, technology, scientific and artistic.

Notwithstanding, diversity is being regarded by certain researchers as an important factor of attractiveness. Quoted and expressed by Amin (2002) and Graham (2010) and Eraydin *et al.* (2010) that each and every place has never been a homogeneous substance rather a social, cultural as well as cultural types of diversity have dependably been important possessions on the metropolitan examination plan. According to the argument of Fainstein (2005), the upper hand of urban areas and in this way the most encouraging way to deal with accomplishing monetary achievement, depends on the improvement of diversity within the general public, monetary base plus accumulated climate. Additionally, Eraydin *et al.* (2010) has quoted Zachary (2013), Florida (2002) and Rath & Kloosterman (2000), who defines the affirmative portion of variety in realizing a cutthroat frugality. Humpen-Turner *et al.* (2010) further recognize the fixed variety as well as the intentional variety. Immovable of fixed variety incorporates culture, identity as well as sex, when deliberate variety is impartially a method of mobilisation progressively more used by numerous multinationals for the purpose of improving their representation as well as their position headed for their partners and to display

that they are linked with a CSR procedure, and to respond to the genuine requirements in some industrialized nations which bound firms to give employment to disabled workers.

In this present research paper, attention will be given on the connection among assortment as well as entrepreneurship as indicated by the qualities of sexual orientation, culture, and nationality. The hypothesis is being set in the present research paper that there is a positive connection among diversity as well as entrepreneurship. Towards the end, paper will affirm or invalidate the positive connection among variety as well as free enterprise.

Against this background an attempt has been made in the present research paper to:

- Understand the importance and requirement of entrepreneurship.
- Trace various factors of diversity.
- Understand the relationship between various factors of diversity and entrepreneurship.

REVIEW OF LITERATURE

Researchers have been done extensive review of literature to find out the research gap. The entire review work has been divided into three groups. These are-

- Role of Culture in entrepreneurship
- Role of Ethnicity in entrepreneurship
- Role of Gender in entrepreneurship

ROLE OF CULTURE IN ENTREPRENEURSHIP

According to Hofstede (1980), culture is being referred as a set of shared qualities, convictions and anticipated practices. He likewise pronounces that public cultural and social qualities impact the manner in which the business is conducted in specific nations. In a similar line, Sowell (2010) asserts that distinct monetary results across various ethnic gatherings are because of culture as opposed to institutional and market segregation. Besides, Lavie (2011) brings up that business essentially happens inside culture, it is completely moulded by culture, and it in a general sense comprises in deciphering and affecting society. Consequently, the communal investigator might understand it just on the off chance that he will submerge himself in the shared or common circumstantial in which the dealings of the business happens. Thus, it can be said here that culture is the mainstay of entrepreneurship, it is a factor to contemplate while examining entrepreneurship on the grounds that as per the culture we have a place with, entrepreneurial conduct might be unique. As per Sobel et al. (2010), the association among variety in terms of culture as well as entrepreneurial activity is measured by utilizing five particular extents of undertaking such as typical business fire awake proportion, disposable occupational formation proportion, financing for every capita, licenses for every capita, extent of valuable business in a cross-state examination. The result uncovers that the states with the most variety in their social personality have higher speeds of venturesome development. Also, they track down those unmistakable combinations of resources across the world are depicted by having their own exceptional societies. At the point when individuals move starting with one country onto the next, they bring a portion of their extraordinary social capital with them. Since business is tied in with thinking of new and extraordinary mixes of assets, this trade of thoughts may prompt more advancements, novel items, and for the most part a higher pace of entrepreneurial drives.

ROLE OF ETHNICITY IN ENTREPRENEURSHIP

According to Bogan and Darity (2008), cultural business people are regularly indicated as all the while being administrators as well as rulers who are considered as the owners of their organizations, further their group participation is linked with an archetypal communal inheritance. They are being referred to out-bunch individuals as having such attributes; all the more significantly, they are characteristically interwoven specifically friendly constructions wherein singular behaviour, communal associations, and financial connections are constrained. As per Pecoud (2010), ethnicity based clarifications of business venture exist

together with two contentions. The first, generally fashioned through British investigators, considers entrepreneurship as a setting in which transients live plus work: delayed beginnings, unemployment or discrimination compels itinerants nothing but to conduct business. There are different elements that impacts the business. Ethnic beginning as well as likelihoods factors plays a major role in splitting plus authorising or debilitating business. However, there can be varied variables which might takes the ethnic individuals towards self-governing labour as well as business venture: inspirations and direction, work and capital condition, client relationship, gender and age contrasts.

Other than every one of the old styles thought processes that always drive the interest group in the direction of entrepreneurship, the presence of folkloric as well as informal organizations assumes likewise a significant part in propelling foreigners towards business venture. Typically, ethnic organizations start with an emphasis on customers on or after their peculiar cultural congregation, with customary items, administrations plus correspondence networks. This inner direction and the shared faith or belief inside the ethnic organization give an ensured market and a legitimate workforce and make a reliability amid the ethnic firm and his customers. According to Baycan et al. (2010), generation as well as age might influence the sort of business venture. As per them, the second ages include more push factors, while the subsequent age may show more force factors. Original ethnic business people are more moved by separation, issues with the adaptability of their certificates and acquiring status, contrasted with their second-age partners. In simpler words, although original settlers might be all the more oftentimes constrained business visionaries, second-age foreigners may act all the more as often as possible as deliberate business visionaries. This presumes that the subsequent age is allowed to contribute on new business sectors outside the interior market as referenced earlier.

ROLE OF GENDER IN ENTREPRENEURSHIP

Entrepreneurship related to women is being regarded as a factor of financial improvement particularly in agricultural nations. Without a doubt, females by making their own organizations, assist their nations with lessening joblessness rate and even increment work rate when they can select different people. Thus, females can add to their country's monetary development and expand the various areas. Be that as it may, females and males entrepreneurship vary by way of towards their personal as well as professional outline; they flinch in addition to run organizations in various areas, foster various items, seek after numerous objectives as well as design their organizations in an alternate style. Progressively, investigation considers the distinction in entrepreneurship among male and female. Overall, it is considered that ladies are a smaller amount robust as compared to men to pick free enterprise to sustain their existence for various motives, for example, hazard avoidance, culture, monetary issues and so forth. Verheul et al., (2003) have concentrated on some large-scale climate factors on the nation level, like mechanical turn of events, financial components, segment factors, institutional elements and government mediation and social variables. As indicated by their examination, per capita pay, joblessness, previous socialist country, and casual investment, effectively impact entrepreneurial movement. Likewise, they track down that adverse consequence of joblessness is more modest for females and the impact of life expectancy accomplishment on commercial movement is optimistic for females in addition absent for menfolk. However, the family is significant as much for men as well as for ladies. To be sure, as indicated by their investigation, family decidedly affects independent work. Two variables could assume a part. First of all family can be helpful or sympathetic to the firm by giving the business visionary some assistance. Secondly, independent work empowers adaptable working hours and telecommuting. Another consequence of their investigation is that females are bound to be associated with their better half's organization plus likely to contribute as neglected labourer. Actually, men are not able to be engaged with their significant other's organization when they choose to make their own business.

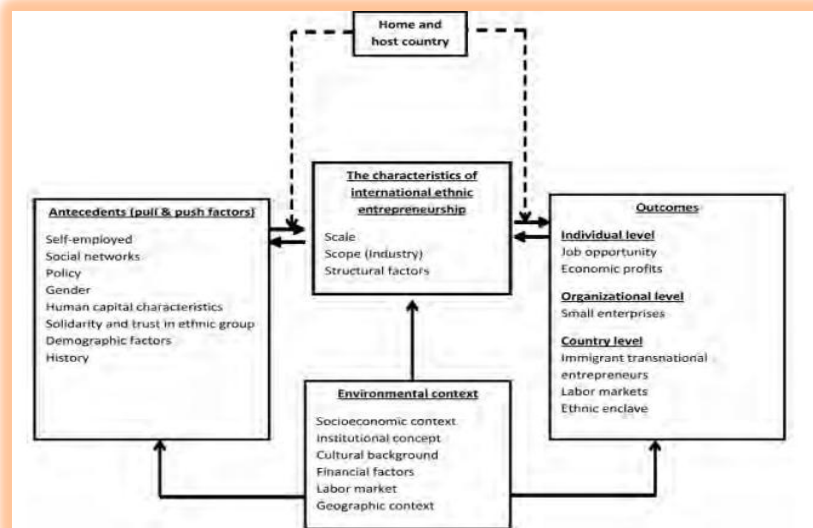
According to Grilo and Irigoyen (2006), females are less inclined to advance in entrepreneurial interaction and hazard avoidance is an added significant element for women in comparison to masculine business visionaries. The dread of disappointment is assessed as a hindrance for ladies to entrepreneurial exercises and to submitting as business visionaries all in all. Females contrasted with guys are additionally more averse to look for outer monetary help. As per Tsyganova and Hirokova (2010) females are relatively unfavourable to procure business degrees along with work understanding in business. According to Swinney et al. (2006), the execution of business in male-drove organizations is generally quite more in comparison with their female-run partners with a similar degree of instruction, until female proprietors get a professional

education. They further contend that male entrepreneurs don't show improvement in business execution while their degree of schooling increments. According to Wilson et al. (2007) who perceive the significance of instruction as far as expanding self-discernment, which supposedly is higher for ladies than for men. Numerous variables accordingly impact feminine free enterprise, such as socio-social factors yet additionally capability in addition to understanding, hazard avoidance plus monetary issue, and the areas of work.

ANALYSIS & DISCUSSION

After analysing different literatures concerning the topic, it can be very well said notwithstanding, different elements ought to be contemplated to more readily comprehend the role being played by culture in entrepreneurship. Considering an example, Ibrahim and Galt (2011) feature the significance of human resources determining factors like education, teaching and different characteristics that helps in determining productivity. Ibrahim and Galt (2011) likewise quote Knocke (2000) who encounters the contention that inherent social components are impediments to work market reconciliation by showing that joining, isolation, or oppression traditional subgroups are consequences of financial requirements and primary work market attribute. Evans & Harika (2017) who pay attention on the reality that there is a connection amid the monetary circumstance as well as entrepreneurship for certain gatherings, when the underlying blessings are limited or when the admittance to reserves is troublesome, there is probably going to be inferior amount of empire-building undertaking and the other way around. As per Ibrahim and Galt (2011) the part of official game plans anticipated via the new official monetary specialists in diminishing exchanges costs. These expenses might be characterized under three headings such as search and data expenses, haggling and choice expenses, policing and authorization costs. Regarding the connection among culture and business, it is contended that some ethnic gatherings are blessed with social organizations as well as social standards that cultivate entrepreneurial ability.

Figure -1 the physical appearance of global cultural free enterprise.



Source: Ilhan-Nas, T., Sahin, K., & Cilingir, Z. (2011). International ethnic entrepreneurship: antecedents, outcomes and environmental context, *International Business Review*, Vol. 20 No. 6, pp. 614-626.

Note: The model sums up each and every quality of the business venture considering all possibility factors. Researchers recommend that the ecological setting like financial setting, institutional idea, social foundation, monetary elements, work arcade, as well as topographical setting, impact the results at the individual, hierarchical and country levels. Other than the ecological setting, remaining components are straightforwardly connected to the draw and push factors like informal community, gender, segment factors. Twitch plus drive elements may likewise impact the attributes of global cultural free enterprise.

CONTRIBUTION OF THE OECD

As per the OECD (2012), ventures owned by women with representatives are essentially lesser than men-possessed undertakings. The information affirms the overall finding that females will in general pick unexpected areas in comparison to men, being moderately more addressed in retail exchange and in ventures with inferior wealth control. The rate of starting a new venture being claimed by females is quite more in comparison with males. Thus, it can be said that the amount of endeavours being possessed by females is more compared to the quantity of men-claimed ones due to new manifestations. In relation with the education, as per OECD (2012), it isn't the level but instead the kind of education of females that is important entrepreneurship. Instruction in regards with entrepreneurship in essential as well as auxiliary schools is increasingly alleged as an important element for forming pioneering mentalities of young ladies and men in OECD nations. In any case, female entrepreneurs generally have a smaller amount of knowledge in comparison with mankind in the possession of trade or any sort of business. A straightforward clarification of why less females than males own a business may be that entrepreneurship doesn't pay-off for ladies, for example profit from business possession are excessively low or dubious to inspire this profession choice. It appears to be that females are less able to face challenges than males however this factor doesn't influence their income plus it isn't connected to their ethnic foundation.

FINDING & CONCLUSION

The major aim of this research paper is to approve the theory that there exist an optimistic connection among variety or diversity as well as free enterprise. To approve this theory, we examined in the initial segment what culture as well as ethnicity mean for business venture, and in the following fragment, emphasis was being given on sexual orientation as a diversity factor and the manner it prompts business venture. As indicated by the literature review, it can be concluded that gender entrepreneurship as well as ethnic entrepreneurship are considered as the mainstays for improving the financial conditions of a nation containing the developed countries as well. It shows the clear connection among values, traditions and entrepreneurship. Further, there is an association amid sexual role, culture as well as entrepreneurship.

As per the current research paper, entrepreneurship is regarded as an important prospect for sustaining living along with gaining status in the community for settlers. In addition to this, deprived immigrants are very eager to have their own business as they don't have required education which acts as a roadblock for searching a good job for them. Other than this, the discrimination in contradiction of their ethnic origins also drives them to have self-employment. Nevertheless, ethnic entrepreneurship is impacted by varied kind of factors like societal connections as well as family which are systematized in a different manner in each and every ethnic. Because of their presence, these people are committed to have entrepreneurial initiative and this also gives them permission to achieve a competitive edge over others. Besides this, unforeseen factors like topographical context, ethnic background and workplace environment also helps in encouraging and discouraging entrepreneurship. Thus, at this point of time, it can be understood that ethnic background along with the culture impacts entrepreneurship however they are not the only factors which helps in leading to entrepreneurship. Age and contingencies factors might also impact and act as a desire for entrepreneurship. Therefore, it can be considered that the hypothesis being set in the current research paper is authenticated partially.

In respect with the gender orientation business venture, the OECD study (2012) affirm the writing survey and exhibit that females have far to go as far as financing, profits as well as schooling is concerned. The investigation shows that female entrepreneurs fall behind men in connection with the numbers, yet in addition of normal turnover, usefulness and benefits of their organizations. Notwithstanding, female business person could be more instructed than male business visionary. In this way, education is definitely not a thought process in independent work and it is the situation for culture gatherings. For sure, culture could hinder women entrepreneurship and suitability. Therefore, there is a solid connection among culture and gender business venture.

Culture is being regarded as one of the most vital along with crucial contributing factor for attractive quality, possibility and fittingness of female business venture. At last, the current research paper shows that different elements influence entrepreneurship. Diversity as introduced in the paper (sexual orientation as well as

culture) mostly influences independent work. As, it is a centre thought process in business venture, it can be inferred that the theory is mostly approved.

SUGGESTION

For future examinations, it is prescribed to lead further explores on the connections between age, sex, and culture to finish the current investigations on diversity and business venture. Different examinations could be done on metropolitan business and in transit that culture and sexual orientation could meddle out in empowering or debilitating entrepreneurship.

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PROBLEMS CONFRONTED BY SHG MEMBERS IN MARKETING THEIR PRODUCTS WITH REFERENCE TO CHENNAI

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ABSTRACT

This paper focuses on the various problems faced by members of SHGs in marketing their products in Chennai. Formation of SHGs helps in providing benefits to women which in turn helps them in attainment of self-empowerment, upliftment from poverty line and development of society in India. In spite of SHG providing ample opportunities to women, it cannot be denied that when it comes to marketing their products they do face a lot of problems. Such problem in turn are found out to be crucial on which depends the very success of every SHG members initiative to come up in life. The primary aim of this paper is to identify the socio-economic profile of such SHG members and to know the various problems confronted by them with respect to marketing of their products. This study includes both primary and secondary data. Primary data have been collected by questionnaire distribution among small scale enterprise entrepreneurs in Chennai. Secondary data has been mainly compiled from books, journals, etc... The collected data have been analysed and interpreted by Friedman mean rank test to enlist the marketing problems faced by them. The study also attempts in putting forth suggestions to help SHG members manage and overcome those marketing problems in an effective manner.

Keywords: *Small scale enterprises, SHGs, members, marketing related problems.*

INTRODUCTION

The concept of SHGs was initiated by Nobel prize winner Mohammed Yunus 1975. In Tamilnadu formation of SHGs was implemented during 1989. Self Help Group is a voluntary association of 12-20 women members who are in the same socio-economic profile combined together and engaged in group business activities and encourage them to follow savings habit. The main objectives of SHGs are formed are to motivate savings habit among the group members. to build self-confidence and skill development, to make collective decision making among the members related with their group business and to encourage them to involve in social related activities.

Self-help Groups (SHGs) are loosely organised groups of people that meet together to discuss how to improve their living situations. They are self-governing and peer-controlled in general. People from similar economic and social backgrounds band together with the aid of a non-governmental organisation (NGO) or government agency to address problems and better their living situations.

SHGs assist women gain self-empowerment, rise above poverty levels, and contribute to the development of India's society. Despite the fact that SHG provides many chances for women, it cannot be denied that they confront several challenges when it comes to selling their products. Such a difficulty, in turn, is discovered to be critical, on which the success of each SHG member's attempt to advance in life is predicated.

In India, rural women are the most marginalised demographic, having little access to government financial resources and social activities. Microcredit is the most effective tool for women's empowerment since it helps them to meet their basic requirements throughout their lives. Microcredit allows them to have more financial services available to them.

The notion of microcredit was put into reality through Self Help Groups, in which members pooled their modest savings and distributed cash with minimal interest to other members. Microcredit movements enable impoverished women to participate in income-generating and social activities through their respective SHGs. This will assist them in being empowered in all aspects of their lives. It enables underprivileged people in backward places to advance and improve their living situations. In this case, measuring the impact

of microcredit necessitates an evaluation. As a result, the current study aims to comprehend the issues surrounding SHG women empowerment in Chennai.

OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the SHG members
- To know the various challenges faced by Women SHG members
- To recommend how to overcome the challenges to compete in the market

REVIEW OF LITERATURE

Siva Kumar and Kavithasri (2017) carried out a study which has focussed attention on the problems confronted by SHGs in Thimmampalayam village at Mettupalayam Taluk in Coimbatore District. Their study has surveyed 114 members and has helped in depicting the various problems faced by SHGs such as social, personal, financial and marketing problems etc., high competition was the major reason associated with marketing their products.

Krishnaveni and Haridas (2014) carried out a research to explore the various marketing problems faced by women SHGs in Chennai. Primary data was collected from 600 samples and secondary data was compiled from various journal, books, websites etc. Results of the study shows that lack of machines and equipment, lack of knowledge with respect to marketing, inadequate resources for marketing their products were the major problems faced by group members with respect to marketing their products and their study suggested to initiate training effectively.

Swami Doss and Manjula Devi (2013) carried out a study which focussed attention on revealing the major reasons and factors influencing in marketing the products of self help groups functioning Virudhunagar District. The major marketing problems were ranked based on the survey conducted from 225 SHG members. high competition, inadequate marketing strategy, inadequate raw materials, family condition and shortage of finance were ranked through analysis. Initiation of training would solve these problems SHGs and also members must be able to withstand all kind of risk.

Parthiban and Baba Gnanakumar (2013) have brought out a paper which narrates the major marketing complications faced by women SHGs in Tamilnadu and data was collected from 500 SHG members. Their study reveals high level of problem faced by people who are below 30 years and also people who are doing other than tailoring, craftwork and catering facing high level of complications. The recommendations of their study was to select right product, proper training, govt support and market awareness would help them to strengthen their market capabilities.

RESEARCH METHODOLOGY

Research Design: This study is based on survey method under descriptive research and which covered both primary as well secondary data collection method. primary data has been collected through distributing questionnaire to the SHG members belonging to Chennai region and secondary data has been collected through journal references, reports, magazines and websites etc.

Sample Size: The number of samples were taken for this study is 120 and questionnaire were distributed to members who were fruitfully functioning their SHGs for the past 5 years.

LIMITATIONS OF THE STUDY

This study is confined within Chennai alone. The result of this study cannot be generalised to the Tamilnadu as whole. The researcher has made special effort for preparing questionnaire in Tamil language for collecting data due to SHG members' comfort and some of the SHG members were shown disinterest in filling the questionnaire.

ANALYSIS & DISCUSSION:

Table 1: Age of SHG members

Age	Frequency	Percent
Up to 30 Years	10	8.3
31-40 Years	45	37.5
41-50 Years	44	36.7
Above 50 Years	21	17.5
Total	120	100.0

From the above it is clear that 37.5% of SHG members were in the age of 31-40 years, 36.7% of SHG members were in the age of 41-50 years, 17.5% of SHG members were in the age of above 50 years and only 8.3% of SHG members were below 30 years.

Table 2: Educational Qualification of SHG members

Educational Qualification	Frequency	Percent
Primary Schooling	19	15.8
Secondary Schooling	30	25.0
Intermediate	50	41.7
Graduates	21	17.5
Total	120	100.0

From the above table it is observe that 41.7% of SHG members have completed schooling up to the intermediate level, 25.0% of SHG members have completed secondary schooling and 17.5% of SHG members have completed graduates and 15.8% have completed primary schooling.

Table 3: Type of Family

Type of Family	Frequency	Percent
Nuclear Family	70	58.3
Joint Family	50	41.7
Total	120	100.0

It is evident form the above table that 58.3% of SHG members belongs to nuclear family and 41.7% of SHG members belongs to joint family.

Table 4: Monthly Family Earnings

Monthly family earnings	Frequency	Percent
Up to 10,000	20	16.7
10,001-20,000	60	50.0
Above 20,000	40	33.3
Total	120	100.0

From the above it is obvious that 50% of SHG members are getting 10,001-20,000 as monthly earnings, 33.3% of SHG members are getting above 20,000 and 16.7% of SHG members are getting up to 10,000.

Table 5: MonthlyFamily Spending

Monthly family spending	Frequency	Percent
Up to 10,000	20	16.7
10,001-15,000	40	33.3
Above 15,000	60	50.0
Total	120	100.0

From the above table it can be clear that, 50% of SHG members have spent above Rs.15,000 for their family every month, 33.3% of SHG members have spent 10.001 to 15,000 and 20% of SHG members have spent less than Rs.10,000 every month.

Table 6 : Mode of Sales offered

Mode of sales offered	Frequency	Percent
Cash Sales	70	58.3
Credit Sales	20	16.7
Both	30	25.0
Total	120	100.0

The table given above shows that 58.3% of SHG members sold their products on cash mode, 25% of SHG members followed by both including cash and credit mode of sales and 16.7% of SHG members sold their products on credit mode.

Table 7: Types of business

Mode of sales offered	Frequency	Percent
Craft work	34	28.3
Tailoring	23	19.17
Catering	20	16.7
Trading	25	20.83
Others	18	15.0
Total	120	100.0

From the above it is clear that 28.3% of SHG members are involved in craft work business, 20.83% of SHG members were engaged in trading business, 19.17% of SHG members were engaged in tailoring business and 16.7% of SHG members involved in catering services and 15% were engaged in other business.

Table 8 : Area of sales

Area of sale	Frequency	Percent
Within the City	80	66.7
Other District	30	25.0
Other State	10	8.3
Total	120	100.0

From the above it can be clear that 66.7% of SHG members made their sales within the city, 25% of SHG members doing their sales activities other district and 8.3% of SHG members doing other state also.

FRIEDMAN TEST

Null Hypothesis: There is no significant difference between mean ranks of various

Marketing challenges faced by women SHG members.

Table 9 : Friedman Test for significant difference among Mean ranks of various Marketing related problems faced by women SHG members

Marketing related problems	Mean Score	Mean Rank	Chi-Square Value	P Value
Lack of branding	5.71	9	159.339	<0.001**
Financial Limitation in promoting the product	7.97	2		
Difficult to Compete MNC	7.20	5		
Less orders from customers	5.02	12		
Bargaining power with buyer	6.57	6		
Lack of channel of distribution	5.76	8		
Lack of Public Support	5.58	10		
Inadequate technological Support	7.37	4		
Lack of sustained Market	5.03	11		
Lack of Technological Advancement	8.10	1		
Unable to be part of Govt Stalls due to timings	5.95	7		
Lack of Advertisement	7.73	3		

With the P value seen to be < than 0.01, above framed null hypothesis is rejected at 1% level of significance. Thus, it can be concluded that there exists a significance difference among mean ranks of various marketing challenges faced by women SHG members. based on Friedman mean rank test lack of technological advancement (8.10) stands primary marketing challenges followed by financial limitation in promoting their products (7.97), lack of advertisements (7.73), Inadequate technological support (7.37), difficult to compete MNC products (7.20), bargaining power with buyer (6.57), difficult to accommodate govt stalls during late

evenings(5.95), lack of channel of distribution (5.76), lack of branding (5.71), lack of public support (5.58), lack of sustained market (5.03) and less orders from customers (5.02).

It is evidence from the above that lack in technological advancement has been the major challenges vested with women SHGs as it leads to difficult them to competing their products in the market.

FINDINGS

- Most of the SHG members were in the age of 31-40 Years
- 41.7% of SHG members have completed intermediate schooling
- 58.3% of SHG members belongs to nuclear family
- 50% of SHG members are getting 10,001-20,000 as monthly earnings
- 50% of SHG members have spent above Rs.15,000 for their family every month
- 58.3% of SHG members sold their products on cash mode
- 28.3% of SHG members are involved in craft work business
- 66.7% of SHG members made their sales within the city
- Technological advancement and financial limitation in promoting their products has been placed major problem met by women SHG members on the other side lack of sustained market and less orders from customers have placed with least mean rank.

SUGGESTIONS

This study offers many suggestions which will help the SHG members to overcome their major problem with respect to marketing their products which are; Governments and NGO's can initiate conducting more training sessions to update their knowledge on technological advancement and also they can extend their financial assistance exclusively for promoting their products in the market.

CONCLUSION

This study has been helped in tracking the various marketing problems of women SHGs in Chennai region. In the present scenario the movement of Women SHGs have proven that they are Job Creators rather than job seeker. Even though their problem with respect to marketing has been solved to succeed in their career and at the same time the SHG members also come forward in attending training sessions, proper utilisation of funds for their group business and benefit from placing stalls when government taking initiatives for them.

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DIGITAL ENTREPRENEURSHIP: THE AVID RECOVERY & THE NEW NORMAL OF 21ST CENTURY

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ABSTRACT

Covid-19 pandemic captured the globe from the end of 2019. Its burst unfavourably influenced almost all countries around the globe representing another test for the Indian entrepreneurship ecosystem. Covid is currently upsetting our method of living, working, behaving and learning to sustain the level of performance in the work environment and in the marketplace. The spread of the COVID-19 pandemic seriously affects the worldwide economy and numerous jobs are lost worldwide because of COVID-19. The worldwide health crisis challenges business visionaries, firms and policymakers to foster new creative thoughts which present a higher strength and lead to a more digital, feasible and comprehensive future. Digital entrepreneurship is the major tool to get rid of social and economic problems brought about by this pandemic. Digital entrepreneurship is mounting as Internet access increase. It accepts every single new pursuit and the change of existing organizations by making and utilizing novel digital technologies, and new opportunities for digital entrepreneurship are emerging. This pandemic has given a birth to the demand for digital entrepreneurship.

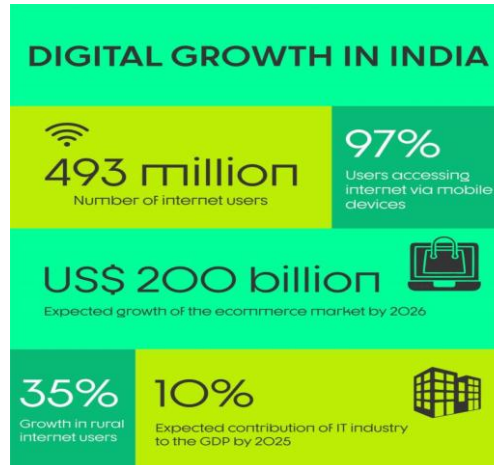
The primary motive behind conducting this research is to examine the concept of digital entrepreneurship in the time of global crisis, under the umbrella of digital entrepreneurial ecosystem. The objective of this study was to analyze how digital entrepreneurs cope with environmental changes due to the COVID-19 pandemic with the support of digital technologies and what are the challenges and opportunities faced by digital entrepreneurs to establish themselves in the rapid changing market.

Key words: *Digital Entrepreneurship, Technology, Covid-19, Indian Economy*

INTRODUCTION

Innovation is a key to reach digital entrepreneurship. Undoubtedly, digital entrepreneurship provide immense opportunities and a huge platform for new & budding entrepreneurs, on the other hand posing challenges in front of orthodox businesses to modify their strategies & approach in order to sustain. To endure the ongoing emergency, the capacity to power digital gear has turn out to be a must for entrepreneurs. The pandemic has accelerated the process of digital transformation across almost all sectors. Feasibility of doing business, expansion and reach to masses is only possible due to digitization. In the global crisis time, a bundle of restriction was put by the government such as restrictions on travelling, social distancing, nationwide lockdown, social distancing, etc; some business was shut down due to global pandemic. Entrepreneurs need to discover innovative approaches to endure and to get their product to the consumers. Digitalisation helps entrepreneurs to overcome successfully form all the challenges and assist to give fresh avenues.

The pandemic has sped up the interaction of digital change across practically all areas. As the world gradually however consistently moves to the recovery stage, we've likewise seen that the pandemic has welcomed changes to consumer behaviour that are probably going to remain for great. In the first place, it is clear the digital economy will assume an inexorably significant part in the recuperation of the worldwide economy post-COVID-19. As reflected in the reaction in China, an environment based upon the digital economy is versatile, agile, and ready to quickly adjust to change. The digital services that people depended on during the outbreak like online marketplaces, paperless payment, contactless conveyance, and live streaming will in all likelihood become universal at this point.



Source: <https://hetic.in/blog/what-is-the-difference-between-digital-business-and-digital-marketing/>

With regards to the global outbreak, fresh environment for entrepreneurs is the need of an hour. They need to face the challenges and implement innovative skills to battle the outbreak. As an entrepreneur, they will likewise have to utilize diverse activity as per their domain.

The Government of India has accompanied a few plans to advance digital entrepreneurship during and post covid-19. Atma Nirbhar Bharat is one of them. The plans give monetary help and direction to digital entrepreneurs having answers for battle COVID - 19 pandemic. Start-up India plot advancing assets with different partners to promote start-ups. With the aid of virtual webinars and seminars, government direct entrepreneurs with necessary data and information to combat the crisis. The COVID-19 pandemic has caused remarkable environmental changes that urge firms to embrace advanced digital innovation on a more extensive scale and under time limit. The organizations and entrepreneurs have adopted the digital tools in a very short span of time, in light of the fact that the more slowly it is embraced, the greater the gap will respect the progressions required in the business environment. Also, employees who are working from home or remotely have expanded the requirement for firms to urgently embrace digital transformations; in any case, the organizations can't work as expected. The pandemic is an eye opening for organizations and entrepreneurs that have been unenthusiastic to accept digital transformation.

OBJECTIVES OF THE STUDY

- To examine the theory of digital entrepreneurship in encouraging business growth and economic prosperity.
- To discover the challenges faced by digital entrepreneurs during COVID -19 outbreaks.
- To confer the opportunities of digital entrepreneurship in pandemic to beat the crisis.
- To identify the factors to encourage digital entrepreneurs in India.

RESEARCH METHODOLOGY

The research is completely relied on secondary data source, taken from a bundle of websites, newspaper, journals, online media, etc.

DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship is a global phenomenon, which has been progressively rising during covid-19 pandemic which embodies a new paradigm shift from a traditional business method to digitally empowered business.

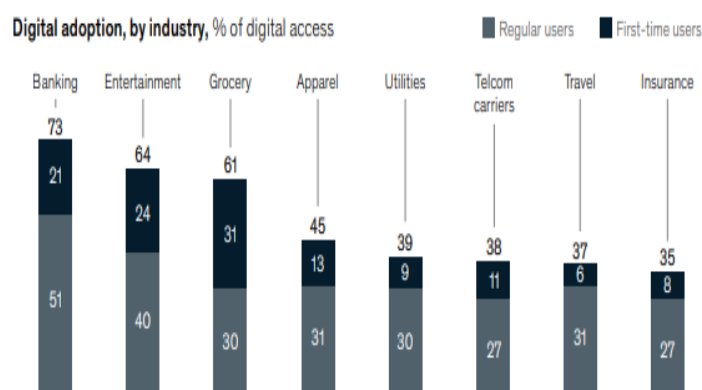


Source: <https://www.fernandoraymond.com/what-is-digital-entrepreneurship/>

It is an expression that represents how entrepreneurship will revolutionize, as industry and the general public adopting change by digital innovation. It is more inclined towards exploring customers for commercial journey. Digital entrepreneurship incorporates all that is novel and distinctive about entrepreneurship in a digital world, comprises of:

- Novel approaches of discovering customers.
- Innovative techniques of designing and offering goods & administrations.
- Fresh scheme of creating income & decreasing expense.
- Fresh freedoms to work together among numerous platforms and partners.
- Innovative wellsprings of prospects, threat, and competitive advantage.

From a realistic viewpoint, digital entrepreneurship unlocked the added advantages for budding entrepreneurs. It is feasible for those who acquire essential skills to grab opportunities virtually. These critical aptitudes integrate discovering new customers virtually, implementing fresh new commerce thoughts, and improving business thoughts..



Source: US consumers accelerating adoption of digital channels, a trend seen across global regions. McKinsey COVID-19 US Digital Sentiment Survey, Apr 25–28, 2020

CHALLENGES OF ENTREPRENEURSHIP POSED BY GLOBAL PANDEMIC

- **Nationwide Lockdown**
- A cross country shutdown, organizations come across with numerous challenges such as need to reshape their business strategy, explore new client digitally, etc. Issues, for example, social distancing, voyaging limitations, employment boundaries, and shifting environment influenced entrepreneurship.

- **Operational hindrances**
- Entrepreneurs that needed to concede their actual physical operations with social distancing turning into a standard moved their activities on the web and executed virtually work from home. The undertakings need to modify the substantial errands to another stage.
- **Drop off in trade**
- Diminishing of sales during crisis time frame antagonistically influenced the activities and income of organisations and entrepreneurs. The customers made purchase items as per their needs. Those organizations confronting lacking conveyance instruments meet boundaries in deals. A decrease in sales prompts falling income of the venture
- **Trouble in generating money**
- There is difficulty in making money, as there is a decrease in income. Instalments to a bundle of stakeholders cannot be met in the precise period.
- **Personnel management**
- Due to lockdown restrictions, organisations are unable to retain employees as employees are unable to report at work place. The employees who go to isolate are perhaps approved to come up to to employment in the event that they don't have the sickness. So the entrepreneurs dealt with the issue of administering workforce. This critically hampered the dealing of organisation.
- **Novelty**
- The entrepreneurs need to present novel strategies for dealing with the current emergency. And by using digital tools and technology, entrepreneurs cope with the environment.
- **Digitally empowered surroundings**
- Pandemic keeps on upsetting organizations around the world, purchaser shopping propensities have changed, making numerous organizations change to digital platforms to look after sales. Entrepreneurs need to alter their tasks to digital stages. Entrepreneur should re-examine their digitization technique and set up measures that set up manageability for the more drawn out term difficulties to return.
- **Promotion Approach**
- Active promoting techniques may come up short at the hour of global outbreak to convey the item to clients'. The advertising methodologies ought to be changed by the evolving circumstance.

HOW IS DIGITAL ENTREPRENEURSHIP IMPORTANT?

- **More customers**

As digital entrepreneurship is connected with the use of digital frameworks for execution of all business exercises, the correspondence between a purchaser and a vender turns out to be simple the correspondence through web is simple when contrasted with different methods for correspondence. Purchasing merchandise and items through online is the advantageous route for customers to purchase. Presently days, individuals are more intrigued to buy anything on the web than investing their energy in going to stores. Consequently the quantity of customers can be expanded because of comfort of purchasing.
- **Keep up with the competition**

Stay aware of the opposition: The use of digital advertising empowers an organization to accomplish more customers and sufficiently able to meet the opposition. To confront different market difficulties, digital innovation is extremely fundamental for each business to confront the difficulties and develop their business.

- **Maximize the value of website**

Every website of a business should offer administrations however much as could be expected to make guests as effective customers and thus purchasers. Various entrepreneurs follow various approaches to accomplish this however one regular focus on everybody is to have high sales for their organization. Subsequently, all around well planned website for each business can be a stage to accomplish this objective.

- **Reduced costs**

Digital innovation is entirely achievable in monetary angle. This implies digital advertising is entirely reasonable. The expenses are fluctuated relying upon the sort of technique & strategy they use for promoting products. So consequently the expenses can be diminished with the utilization of digital technologies.

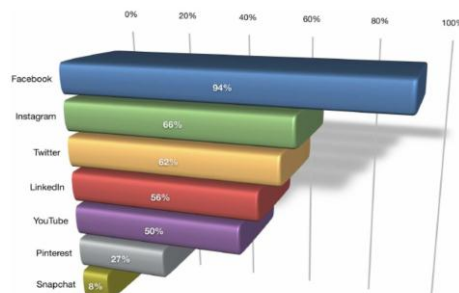
- **Instant feedback**

One of the significant benefits is that individuals can exceptionally include interactive process with the customers. As this discussion is two ways, the entrepreneurs can get input immediately. A business visionary can know promptly when the client isn't happy with the item advertised

OPPORTUNITIES TO DIGITAL ENTREPRENEURSHIP

The COVID-19 pandemic has uplifted the requirement for organizations to embrace advanced plans of action—and just cloud stages can give the readiness, versatility and development needed for this progress. Despite the fact that there have been disappointments and bogus beginnings in the endeavour excursion to the cloud, organizations can drastically speed up their advancement by centring interests in constructing virtual working model.

The advantages of the digital economy will likewise see mass entrepreneurship spike on social versatility, and there will be more prominent monetary interest from marginalized populations. Additionally, the expanded adoption of remote work because of COVID-19 likewise opens new freedoms for entrepreneurs to re-evaluate their organisational constructions as their reach to ability will be extended beyond physical boundaries.



Source: Approximately 90% of entrepreneurs stated that their strategy to promote business on social media has prolonged openness for their company, and 75% reported that they've lengthened web traffic.

India is one of the quickest developing advanced economies on the planet. The most recent IBEF report expresses that about 75% of the worldwide digital talent is available in India alone.

- According to Zion Market Research, the worldwide digital business emotionally supportive network market will arrive at US\$ 7,416 million by 2025, developing at a CAGR of 15%
- As of July 2018, 52.95% of individuals use mobile contrasted with 43.11% on desktop around the world.
- 59% of shopper's referred to in any event at least one online channel as a wellspring of initial awareness
- In 2021, 86% of independent companies say that their marketing strategy will utilize visuals.
- Nearly 90% of video advertisers consider video a decent profit from return on investment

- 71% of extravagance brands measure influencer accomplishment through web traffic.

CONCLUSION

Covid is currently upsetting our method of living, working, behaving and learning to sustain the level of performance in the work environment and in the marketplace. The COVID-19 emergency apparently gives an abrupt look into towards future, one wherein virtual digital platforms has gotten vital to each communication, driving the two associations and people further up the selection bend practically for the time being. A world wherein digital channels become the essential client commitment model and digital measures become an essential tool of efficiency—and the premise of adaptable, straightforward, and constant stock chains. The COVID-19 worldwide emergency that has set small and medium entrepreneurs under gigantic strain to endure, expecting them to react adequately to the emergency. SMEs have received different digital advancements to adapt to this emergency. The experimental outcomes show that digitalization has empowered SMEs to react viably to the public emergency by utilizing their dynamic abilities. What's more, digitalization can help improve SMEs' presentation.

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A STUDY ON FACTORS DETERMINING PERFORMANCE OF WOMEN ENTREPRENEURS IN NCR

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ABSTRACT

Mostly all women are starting their business activities from their homes and later they are expanding their entrepreneurial functions with the objective of performing well in the highly competitive business atmosphere through active involvement, bearing risk, networking of markets and efficient use of resources. Market accessibility, financial accessibility, social acceptability and personality are factors determining performance of women entrepreneurs. Significant difference exists amid factors determining performance of women entrepreneurs and their demographics. Market accessibility, personality, financial accessibility and social acceptability are positively and significantly impacting annual turn over of women entrepreneurs. Thus, accessibility to market and marketing technologies and availability of market information should be strengthened for women entrepreneurs and marketing infrastructure and networking of markets must improved for them. Adequate financial assistance at reasonable interest rate should be provided to women entrepreneurs and they must maintain good relation with community and society in order to market their products and services across different market segments. Further, women entrepreneurs should improve their knowledge, risk bearing capabilities and managerial abilities in order to improve their performance.

Key Words: *Factors, Performance, Women Entrepreneurs*

INTRODUCTION

Women entrepreneurship is the practice through which women start their business activities, accumulation of resources, bearing risks, meeting challenges and creates employment to other persons and handle business activities without dependency (Vinesh, 2014). Around one third of entrepreneurs are women and women entrepreneurship is a business activity possessed and managed by women with lowest economic assistance and technical support (Rani, 1996). Women entrepreneurship is business activity that is initiated by a woman or set of common interested women and role of women is changing over the period of time because of education, industrialization, urbanization and knowledge on values of democracy (Suba and Sneka, 2016)

Women entrepreneurship is considered as vital source of growth of economy and they are remarkably reducing unemployment and poverty problems and they are giving solutions to different problems associated with organization, business and management of resources (Talreja, 2017). Conversely, they are still representing a small portion of entrepreneurs and they are usually facing gender based constraints to start, manage and grow their entrepreneurial activities and they are also facing cultural, social, legal, religious and economical problems related to their business activities (Vijayakumar and Jayachitra, 2013).

Women entrepreneurs are significantly contributing to development of family, community, society and economy and they are performing wide range of economic and entrepreneurial activities (Colaco and Hans, 2018). Women entrepreneurs are generating employment opportunities for considerable amount of people and are improving their social and economic status in India (Kaviarasu and Francis, 2018). Generally, women are operating micro, small and medium sized enterprises (MSMEs) in different business domains and they are also facing various problems in developing their enterprises and carrying out business operations (Kumbhar, 2013).

Further, women are having family and social responsibilities and they restrict themselves for involving in entrepreneurial activities and generation of income for personal and family development (Rajan et al 2019). At the same time, they are largely interested in carrying out some kind of entrepreneurial activities in order to use their competencies (Saad et al 20118) and attain their goals in doing business and they are highly successful entrepreneurs (Pharm and Sritharan, 2013). Mostly all women are starting their business activities from their homes (Dhaliwal, 2000) and later they are expanding their entrepreneurial functions with the

objective of performing well in the highly competitive business atmosphere (Ganesan et al 2002) through active involvement, bearing risk, networking of markets and efficient use of resources (Tiwari, 2017).

Performance of women entrepreneurs is usually measured in terms of sales, profit and personal satisfaction and contribution to economic condition of their families (Rashid, et al 2015). But, an array of factors is determining performance of women entrepreneurs and it is highly necessary to know them to modify various strategies (Palaniappan et al 2012) in order to enhance their performance. With this background, the present study is made with the aim to study factors determining performance of women entrepreneurs with the following objectives,

- To discover factors determining performance of women entrepreneurs.
- To examine difference amid factors determining performance of women entrepreneurs and their demographics.
- To evaluate impact of factors determining performance of women entrepreneurs on their annual turn over.

REVIEW OF LITERATURE

- Ekpe et al (2011) found that social, economic and cultural factors, financial and market supports, personal interest and desire to achieve were significantly affecting performance and success of women entrepreneurs.
- Javadian and Singh (2012) concluded that technical, financial, market, administrative and legal aspects, taxation and policies of government were significantly impacting performance among women entrepreneurs.
- Yassin et al (2013) revealed that access to finance and market, availability of market information and infrastructure, cultural, economic and social factors and prior experience were significantly affecting performance of women entrepreneurs.
- Kamunge and Tirimba (2014) indicated that access to training, finance, information, market and infrastructure, support from family and government and prior business experience were positively and significantly affecting performance amongst women entrepreneurs.
- Sunandha (2015) showed that institutional and financial supports, location, market access, support from family, self confidence, risk taking abilities and market information were significantly influencing performance of women entrepreneurs.
- Hasan and Almubarak (2016) found that motivates and goals, entrepreneurial orientation, opportunities for recognition and type of industries were positively and significantly relating with performance among women entrepreneurs.
- Al Mamun and Ekpe (2016) stated that managerial abilities, risk bearing capabilities, access to market, financial and technical supports and personal competencies were significantly influencing success of women entrepreneurs.
- Roy et al (2017) concluded that financial, psychological, social, work and entrepreneurial oriented factors were significantly and positively influencing performance of women entrepreneurs.
- Wangari (2017) mentioned that finance, market, infrastructure and personal factors were affecting performance of women entrepreneurs.
- Guled and Kaplan (2018) revealed that financial support, support from government, networking of markets, market information and policies were significantly affecting performance and success amongst women entrepreneurs.
- Meresa (2018) stated that access to market information, financial support, linkage with markets, previous business experience and infrastructure were affecting success of women entrepreneurs.

- Ali et al (2019) showed that social, economic, administrative and legal factors were significantly influencing business performance of women entrepreneurs. In addition, their knowledge, prior experience and business skills were also positively affecting their performance.
- Danga (2019) mentioned that access to finance, market and information, infrastructure, support from government and entrepreneurial skills were significantly affecting performance and success of women entrepreneurs.
- Alene (2020) indicated that accessibility to finance, information and training, support from peers and government, ownership, tax structure, prior experience, and knowledge were significantly determining performance amongst women entrepreneurs.
- Dhaliwal and Sahay (2020) stated that psychological, personal, marketing and business environmental factors were significantly influencing success of women entrepreneurs.
- Khan et al (2021) found that self confidence, risk taking capacity, drive for achievement, cultural, social and economic factors were significantly influencing performance and success of women entrepreneurs.
- Ingalagi et al (2011) concluded that psychological, financial, social and resource factors were significantly affecting performance of performance and success of women entrepreneurs.

RESEARCH METHODOLOGY

The current study is conducted in NCR. Convenience sampling techniques is used for selecting women entrepreneurs and it is used because additional information is not required for carrying out this research. Women entrepreneurs are selected based on proximity and those who are accepting and responding properly. With the help questionnaire, data are gathered from 350 women entrepreneurs. Descriptive research design is employed for this study and it explains discover factors determining performance of women entrepreneurs and get meaningful outcome on impact of factors determining performance of women entrepreneurs on their annual turn over. Percentage analysis is used to understand demographics of women entrepreneurs in terms of their age, education, business area, annual turn over and marital status. An exploratory factor analysis with principal component analysis method along with Varimax Rotation is carried out to discover factors determining performance of women entrepreneurs. t-test is used for examining difference amid factors determining performance of women entrepreneurs and their marital status. ANOVA test is employed for finding difference amid factors determining performance of women entrepreneurs and their age, education, business area, and annual turn over. Regression analysis is employed to evaluate impact of factors determining performance of women entrepreneurs on their annual turn over.

ANALYSIS, INTERPRETATION AND DISCUSSION

DEMOGRAPHICS OF WOMEN ENTREPRENEURS

The demographics of women entrepreneurs are shown in Table-1. The results show that 31.71 per cent of them are pertaining to 36 – 45 years of age, 32.85 per cent of them are holding under graduation, 44.57 per cent of them are involving in business area of service, 39.14 per cent of them are attaining an annual turn over of Rs.5,00,001 – Rs.7,00,000 and 85.14 per cent of them are in married status.

Table-1. Demographics of Women Entrepreneurs

Demographics	Number (n = 350)	Percentage
Age		
Less than 25 Years	62	17.72
26 – 35 Years	102	29.14
36 – 45 Years	111	31.71
More than 45 Years	75	21.43
Education		
Secondary	66	18.86
Higher Secondary	91	26.00
Diploma	78	22.29
Under Graduation	115	32.85
Business Area		
Agriculture	76	21.72

Manufacturing	118	33.71
Service	156	44.57
Annual Turn Over		
Less than Rs.5,00,000	109	31.14
Rs.5,00,001 – Rs.7,00,000	137	39.14
More than Rs.7,00,000	104	29.72
Marital Status		
Married	298	85.14
Unmarried	52	14.86

FACTORS DETERMINING PERFORMANCE OF WOMEN ENTREPRENEURS

An exploratory factor analysis is used to discover factors determining performance of women entrepreneurs and results is shown in Table-2. Value of Kaiser-Meyer-Olkin test to assess adequacy of sampling is 0.892. Chi-square value of Sphericity of Bartlett test is 0.0058 and it is significant in one per cent level. These measures are showing that method for factor analysis is best suitable. Principal Component Analysis method is employed to get factors through varimax type of rotation and it is converged by 9th iterations. Value of Cronbach's Alpha is 0.87 disclosing that it has acceptable level of internal consistency. The obtained four factors are having 79.98 per cent of variation for variables used in the study.

Table-2. Factors Determining Performance of Women Entrepreneurs

Factor	Variables	Factor Loadings (Rotated)	Eigen Value	Variation (%)	Name
I	Accessibility to market	0.69	3.27	23.92	Market Accessibility
	Availability of market information	0.67			
	Networking of markets	0.68			
	Access to marketing technologies	0.65			
	Market competition	0.63			
	Marketing infrastructure	0.64			
II	Access to loan	0.68	2.40	20.85	Financial Accessibility
	Interest rate	0.63			
	Condition of lending	0.65			
	Credit facilities	0.61			
	Repayment capacity	0.62			
III	Acceptance of society	0.65	1.15	18.73	Social Acceptability
	Relation with community	0.67			
	Customs and values	0.61			
	Attitude of public	0.64			
IV	Knowledge	0.62	1.03	16.48	Personality
	Risk bearing capability	0.66			
	Managerial ability	0.64			
	Total	-	-	79.98	-

Factor - I covers accessibility to market, availability of market information, networking of markets, access to marketing technologies, market competition and marketing infrastructure. Thus, this is portrayed as **Market Accessibility** and it is sharing 23.92 per cent of variation.

Factor - II consists of access

to loan, interest rate, condition of lending, credit facilities and repayment capacity. Hence, this is declared as **Financial Accessibility** and it is sharing 20.85 per cent of variation.

Factor - III comprises of acceptance of society, relation with community, customs and values and attitude of public. So, this is named as **Social Acceptability** and it is sharing 18.73 per cent of variation.

Factor - IV contains knowledge, risk bearing capability and managerial ability. Therefore, this is designated as **Personality** and it is sharing 16.48 per cent of variation.

Market accessibility, financial accessibility, social acceptability and personality are factors determining performance of women entrepreneurs.

FACTORS DETERMINING PERFORMANCE OF WOMEN ENTREPRENEURS AND THEIR DEMOGRAPHICS

The difference amid factors determining performance of women entrepreneurs and their demographics is shown below as.

Factors Determining Performance of Women Entrepreneurs and Age

The difference amid factors determining performance of women entrepreneurs and age is shown in Table-3.

Table-3 Factors Determining Performance of Women Entrepreneurs and Age

Age	Number	Mean	Standard Deviation	F-Value	Significance
Less than 25 Years	62	65.89	7.34	4.905**	.000
26 – 35 Years	102	69.60	6.30		
36 – 45 Years	111	66.33	7.78		
More than 45 Years	75	65.71	8.32		

** *Significant in 1% level*

Mean value of factors determining performance of women entrepreneurs is varying from 65.71 for women entrepreneurs pertaining to more than 45 years of age to 69.60 for women entrepreneurs pertaining to 26 – 35 years of age. This elucidates that factors determining performance is higher for women entrepreneurs pertaining to 26 – 35 years of age as compared to others.

The F-value is 4.905 revealing that there exists significant difference amid factors determining performance of women entrepreneurs and age.

Factors Determining Performance of Women Entrepreneurs and Education

The difference amid factors determining performance of women entrepreneurs and education is shown in Table-4.

Table-4 Factors Determining Performance of Women Entrepreneurs and Education

Education	Number	Mean	Standard Deviation	F-Value	Significance
Secondary	66	64.15	8.38	5.108**	.000
Higher Secondary	91	65.78	7.93		
Diploma	78	67.28	7.23		
Under Graduation	115	69.10	7.14		

** *Significant in 1% level*

Mean value of factors determining performance of women entrepreneurs is varying from 64.15 for women entrepreneurs holding secondary education to 69.10 for women entrepreneurs holding under gradation. This elucidates that factors determining performance is higher for women entrepreneurs holding under gradation as compared to others.

The F-value is 5.108 revealing that there exists significant difference amid factors determining performance of women entrepreneurs and education.

Factors Determining Performance of Women Entrepreneurs and Business Area

The difference amid factors determining performance of women entrepreneurs and business area is shown in Table-5.

Table-5 Factors Determining Performance of Women Entrepreneurs and Business Area

Business Area	Number	Mean	Standard Deviation	F-Value	Significance
Agriculture	76	64.03	8.86	5.446**	.000
Manufacturing	118	66.83	7.53		
Service	156	69.19	6.71		

** *Significant in 1% level*

Mean value of factors determining performance of women entrepreneurs is varying from 64.03 for women entrepreneurs involving in business area of agriculture to 69.19 for women entrepreneurs involving in

business area of service. This elucidates that factors determining performance is higher for women entrepreneurs involving in business area of service as compared to others.

The F-value is 5.446 revealing that there exists significant difference amid factors determining performance of women entrepreneurs and business area.

Factors Determining Performance of Women Entrepreneurs and Annual Turn Over

The difference amid factors determining performance of women entrepreneurs and annual turn over is shown in Table-6.

Table-6 Factors Determining Performance of Women Entrepreneurs and Annual Turn Over

Annual Turn Over	Number	Mean	Standard Deviation	F-Value	Significance
Less than Rs.5,00,000	109	69.94	6.98	7.926**	.000
Rs.5,00,001 – Rs.7,00,000	137	66.95	7.43		
More than Rs.7,00,000	104	63.85	8.17		

** Significant in 1% level

Mean value of factors determining performance of women entrepreneurs is varying from 63.85 for women entrepreneurs attaining an annual turn over of more than Rs.7,00,000 to 69.94 for women entrepreneurs attaining an annual turn over of less than Rs.5,00,000. This elucidates that factors determining performance is higher for women entrepreneurs attaining an annual turn over of less than Rs.5,00,000 as compared to others.

The F-value is 7.926 revealing that there exists significant difference amid factors determining performance of women entrepreneurs and annual turn over.

Factors Determining Performance of Women Entrepreneurs and Marital Status

The difference amid factors determining performance of women entrepreneurs and marital status is shown in Table-7.

Table-7 Factors Determining Performance of Women Entrepreneurs and Marital Status

Marital Status	Number	Mean	Standard Deviation	t-Value	Significance
Married	298	67.08	7.70	4.241**	.000
Unmarried	52	62.12	8.31		

** Significant in 1% level

Mean value of factors determining performance of women entrepreneurs is 62.12 for unmarried women entrepreneurs and it is 67.08 for married women entrepreneurs. This elucidates that factors determining performance is higher for married as compared to unmarried women entrepreneurs.

The t-value is 4.241 revealing that there exists significant difference amid factors determining performance of women entrepreneurs and marital status.

IMPACT OF FACTORS DETERMINING PERFORMANCE OF WOMEN ENTREPRENEURS ON THEIR ANNUAL TURN OVER

The regression analysis is employed for evaluating impact of factors determining performance of women entrepreneurs on their annual turn over and the results are shown in Table-8. R^2 and Adjusted R^2 are 0.58 and 0.56 respectively and they show that model is in good fit. F-value is 24.328 and it indicates that the model is significant.

Table-8 Impact of Factors Determining Performance of Women Entrepreneurs on their Annual Turn Over

Factors Determining Performance of Women Entrepreneurs	Partial Regression Coefficients	t-Value	Sig.
Constant	1.018**	11.794	.000
Market Accessibility (X_1)	.462**	6.978	.000
Financial Accessibility (X_2)	.434**	6.185	.000
Social Acceptability(X_3)	.411**	5.846	.000

Personality (X ₄)	.453**	6.652	.000
R ²	0.58	-	-
Adjusted R ²	0.56	-	-
F	24.328**	-	.000

** Significant in 1% level

Market accessibility, personality, financial accessibility and social acceptability are positively and significantly impacting annual turn over of women entrepreneurs. Keeping things constant, one per cent increase in market accessibility, there will be 0.46 per cent increase in annual turn over, one per cent increase in personality, there will be 0.45 per cent increase in annual turn over, one per cent increase in financial accessibility, there will be 0.43 per cent increase in annual turn over and one per cent increase in social acceptability, there will be 0.41 per cent increase in annual turn over.

CONCLUSION AND SUGGESTIONS

The results elucidate that 31.71 per cent of them are pertaining to 36 – 45 years of age, 32.85 per cent of them are holding under graduation, 44.57 per cent of them are involving in business area of service, 39.14 per cent of them are attaining an annual turn over of Rs.5,00,001 – Rs.7,00,000 and 85.14 per cent of them are in married status. Market accessibility, financial accessibility, social acceptability and personality are factors determining performance of women entrepreneurs. Significant difference is there amid factors determining performance of women entrepreneurs and with respect to their age, education, business area, annual turn over and marital status.

Market accessibility, personality, financial accessibility and social acceptability are positively and significantly impacting annual turn over of women entrepreneurs. Keeping things remain constant, one per cent increase in market accessibility, there will be 0.46 per cent increase in annual turn over, one per cent increase in personality, there will be 0.45 per cent increase in annual turn over, one per cent increase in financial accessibility, there will be 0.43 per cent increase in annual turn over and one per cent increase in social acceptability, there will be 0.41 per cent increase in annual turn over.

Thus, accessibility to market and marketing technologies and availability of market information should be strengthened for women entrepreneurs and marketing infrastructure and networking of markets must improved for them. Adequate financial assistance at reasonable interest rate should be provided to women entrepreneurs and they must maintain good relation with community and society in order to market their products and services across different market segments. Further, women entrepreneurs should improve their knowledge, risk bearing capabilities and managerial abilities in order to improve their performance.

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DEVELOPING ENTREPRENEURIAL TALENT AMONG WOMEN THROUGH THE EFFORTS OF SELF-HELP GROUPS WITH REFERENCE TO CHENNAI

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ABSTRACT

Women Entrepreneurship talent could be developed through the efforts of SHGs which strive to provide self-employment opportunities to their group members by working mutually for the empowerment of women. In addition, SHGs provide financial support, moral assistance and a cooperative mind set among the women by motivating them to become self-reliant. This paper attempts to focus attention on development of entrepreneurial talent among women through the efforts of SHGs in Chennai. The major objective of this paper is to analyse the demographic profile of members of SHGs, identify the barriers faced by them and have a better understanding of how SHGs truly are able to develop entrepreneurial talent among the women making them self-reliant and thereby have a better standard of living. .

Keywords: *Entrepreneurial talent, SHGs, self-employment, self-reliant.*

INTRODUCTION

Development of any nation depends on the level of economic growth attained by the people in a society. Entrepreneurship eradicates unemployment issues to the societies and contribute to the economic growth of a nation. Women composed half of the population across the world. The report of women entrepreneurs both in organized and unorganized sector shows below 10% of total small-scale units in our nation. Self Help groups is a voluntary composition people who initiate business unit as a small level and contribute their efforts for revenue generation. Self Help Group not only gives self-employment but also give their hands to uplift another by giving employment besides SHGs is a effective tools for those who are educationally and economically no sufficient in the society.

A self-help group is a small, economically homogeneous group of economically disadvantaged women who meet on a regular basis to save a small amount of money. Which are deposited into a common fund to meet member emergency needs and are available as collateral-free loans at the discretion of the group.

SHGs have been employed to serve such category of individuals in a variety of ways during the last 20 years, and self-help groups of individuals with disabilities and their families are involved in a variety of activities such as health care, rehabilitation, education, microcredit, and advocacy which helps SHGs with economic disadvantages gain empowerment. Belonging to a group or an organisation is one of the most important ways for them to participate in their communities. It is through involvement in groups that they can begin to develop their awareness and ability to organise, take action, and effect change.

In a modified version, India has embraced Bangladesh's approach. Microfinance has evolved as a strong tool in the new economy for alleviating poverty and empowering women. Self-help groups (SHGs) and credit management groups have sprung up in India as a result of the availability of microfinance. As a result, the SHG movement has expanded across India. In India, banks are the most common source of microcredit.

Women's empowerment is a goal of SHGs. Empowerment is a transformational process through which people or communities gain power and control over their life. It entails more active involvement at the decision-making level with an opportunity to carry on negotiation with respect to power, as well as access to more benefits, resources, and one's own life, as well as enhanced sense of confidence, self-respect and above all self-esteem. This makes it obvious that empowerment is a multi-faceted term that encompasses mainly economic, social, and political aspects besides others.

In light of the foregoing, this essay looks at how SHGs in Chennai are helping to foster entrepreneurial talent among women.

WOMEN ENTREPRENEURSHIP

An entrepreneur is one who starts business and is capable of taking risk whenever it is required and who search for change and react to it. In the contemporary world women being recognized by the nations mainly developing countries like India to start business and contribute to the economic growth of the nation and it is being proved by the report given by United nations that economic development of a nations depends upon the progression of women in the country. advancement of women in country could bring stable economy and when it is being stopped and country would be stand still.

WOMEN SELF HELP GROUPS

Women SHGs is a voluntary association of women who composed of 10-15 members and contribute everyone's savings part and collectively work for their group business and attain empowerment in their life.

OBJECTIVES OF THE STUDY

- To study the demographic profile of women turned entrepreneurs through efforts of SHGs.
- To know the various constraints faced by women in becoming entrepreneurs
- To identify the role of SHGs in helping women becoming entrepreneurs

REVIEW OF LITERATURE

Swapna Dutta (2016) study was undertaken to know the motivational factors to initiate business through SHGs and to find the major problems faced by women entrepreneurs in Lakhimpur district of Assam state. study covers purposive sampling method of surveying 200 members from two developmental block in this area. results of the study shows that the primary motto of women entrepreneurs to start their business is to earn income to the family and women entrepreneurs engaged in handloom related business and major problem faced by them with respect raising finance to their business and study has contributed some valuable suggestions to overcome the major problems faced by them.

Sibanarayan Mishra and Chinmayee Sahoo (2018) carried out a research to analyse the movement of SHGs through banking linkages and analyse the role of SHGs in women entrepreneurship and their savings habit in Odissa. survey was conducted among 40 members from two SHGs running in Puri district of Odissa. their study revealed that most of SHGs availed financial resources from bank than others, financial inclusion on the part of SHGs after joining shown incremental and loan amount have been utilized for their business and finally concluded that women SHGs are stepping stones in overcoming social exclusion among marginalized people. Suresh Babu & Maran (2013), research work involved a conceptual study in order to reveal the growth and trends of SHGs in Tamilnadu and in Tamilnadu and also narrated the major problems met by women SHGs with respect to social aspects. finally suggested to initiate education and training for skill enhancement.

RESEARCH METHODOLOGY

Nature of this study is based on descriptive research design and which covers survey of 200 samples who were members of SHG in different group entrepreneurial activities running in Chennai. The required samples have been selected under non probability sampling and data was collected from distributed questionnaire. This study also covers secondary sources from journal, websites etc.

LIMITATIONS OF THE STUDY

The output from this study can be applicable to Chennai only and it cannot be generalised to all the urban areas in India. This study could not cover all the aspects of entrepreneurship in detailed manner due to time factor.

ANALYSIS & INTERPRETATION

Generally, data is meaningless unless it is being processed through various statistically analysis. This study covers percentage analysis and chi-square method for giving meaningful conclusion.

Table1: Age of Respondents

Age	Frequency	Percent
Below 25 years	12	6.0
25 - 35 years	48	24.0
36 - 45 years	84	42.0
Above 45 years	56	28.0
Total	200	100.0

From the above table it is clear that 42% of respondents were belongs to the age group of 36-35 years followed by 28% of respondents were belong to above 45 years, 24% were belong to 25-35 years and 6% of respondents were belong to below 25 years.

Table 2: Type of Family

Type of Family	Frequency	Percent
Joint family	60	30
Nuclear family	140	70
Total	200	100.0

From the above table it is clear that 70% of respondents are belong to nuclear family and 30% of respondents are belong to joint family.

Table 3: Type of Business

Type of Business	Frequency	Percent
Production	40	20.0
Trading	140	70.0
Others	20	10.0
Total	200	100.0

From the above table it is clear that 70% of respondents were engaged in trading related business followed by 20% respondents were involved in production related business and 10% of respondents were involved in others.

Table 4: Method of Solving Problem

Problem solving method	Frequency	Percent
Applying own skills & knowledge	84	42.0
Discuss with group members	76	34.0
Discuss with family Members	16	8.0
Help from government	24	12.0
Advice from expert	8	4.0
Total	200	100.0

From the above figure it is clear that 42% of respondents are applying own skill & knowledge when they have problem with respect to their business followed by 34% of respondents discuss with group members, 12% of respondents seeking help from government, 8% of respondents discuss with their family members and 4% of respondents expecting advice from expert.

Table 5: Frequency of Experiencing Stress

Frequency	Frequency	Percent
Always	20	10.0
Occasionally	80	40.0
Rarely	90	45.0
Not at all	10	5.0
Total	200	100.0

From the above table it is clear that 45% of respondents were getting stress rarely, 40% of respondents were occasionally, 10% of respondents were always getting stress and 5% of respondents were not at all getting any stress

Table 6: SHG Helps in Balancing Work and Life

Level of agreement	Frequency	Percent
Strongly agree	50	25
Agree	110	55
Neither agree nor disagree	0	0
Disagree	40	20
Strongly disagree	0	0
Total	200	100.0

From the above chart it is depicted that 50% of respondents were agree that their nature of business helps to balance both work and life followed by 25% of respondents were strongly agree, 18% of respondents were disagree, 5% of respondents were neither agree nor disagree and 2% of respondents were strongly disagree.

CHI SQUARE TESTING

Null Hypothesis: There is no association between type of family and motives for becoming a Member of SHG to start one's own business

Table 7 :Cross tabulation between type of family and motives for becoming a Member of SHG to start one 'sown business

Type of Family	Motives for becoming a member				Total	Chi Square Value	P Value
	To earn money	Become Self-Reliant	Avail Govt. benefits	Apply One's Skills			
Joint family	20	30	10	0	60	23.81	<0.001**
Nuclear family	60	20	10	50	140		
Total	80	50	20	50	200		

From the above table, P value is less than 0.01 with the chi square value of 23.810. Since it can be concluded that the null hypothesis is rejected at 1% level of significance and it is obvious that there is an association between type of family and motives for becoming a member of a SHG to start one's own entrepreneurship.

Null Hypothesis: There is no association between type of family and frequency of SHG members experiencing stress

Table 8: Cross tabulation between type of family and frequency of SHG members experiencing stress

Type of Family	Frequency of experiencing stressed				Total	Chi Square Value	P Value
	Always	At times	Rarely	Not at all			
Joint family	0	40	40	0	60	11.376	0.010*
Nuclear family	40	60	50	10	140		
Total	40	80	90	10	200		

From the above table, P value is greater than 0.01 with the chi square value of 11.376. Hence it can be concluded that the null hypothesis is accepted at 5% level of significance and it is proved that there is no association between type of family and frequency of experiencing stress.

Null Hypothesis: There is no association between age of SHG members and motives for becoming a Member of SHG to start one's own business

Table 9 :Cross tabulation between Age of members and motives for becoming a Member of SHG to start one's own business

Age of SHG members	Motives for becoming a member				Total	Chi Square Value	P Value
	To earn money	Become Self-Reliant	Avail Govt. benefits	Apply One's skills			
Below 25 years	20	0	0	0	20	141.667	<0.001**
25 - 35 years	40	0	0	0	40		
36 - 45 years	20	50	10	0	80		
Above 45 years	0	0	10	50	60		
Total	80	50	20	50	200		

From the above table, P value is less than 0.01 with the chi square value of 141.667. Hence it is concluded that the null hypothesis is rejected at 1% level of significance and it is clear that there is association between age of SHG members and motives for becoming a member of SHG to start one's own business.

Null Hypothesis: There is no association between age and problem faced by SHG members

Table 10 : Cross tabulation between Age and problem faced by SHGs members

Age of SHG members	Problems faced by SHGs members					Total	Chi Square Value	P Value
	Financial Problems	Production Problems	Marketing Problems	Managerial Problems	Personal Problems			
Below 25	20	0	0	0	0	20	126.429	<0.001**
25 - 35	20	0	20	0	0	40		
36 - 45	30	0	30	20	0	80		
Above 45	0	40	0	0	20	60		
Total	70	40	50	20	20	100		

From the above table, P value is less than 0.01 with the chi square value of 126.429. Hence it is concluded that the null hypothesis is rejected at 1% level of significance and it is clear that there is association between age of SHG members and various problems faced by them.

FINDINGS

- Majority of the women who are members of SHGs are in the age group of 36-45 years, they are belong to nuclear family with their business activities related to trading.
- Majority of respondents are applying their own skill and knowledge when the problem is arising, they also agree that their nature of business helps to balance both work and life and majority of respondents are getting stress rarely
- There is association between type of family and motives for becoming a member of SHG to start one's own business,
- There is no association between type of family and frequency of getting stressed, There is association between age of SHG members and motives for becoming a member of SHG to start one's own business and There is association between age of SHG members and various problems faced by them.

SUGGESTIONS & CONCLUSION

The above findings could initiate some valuable suggestions to improvement of women entrepreneurial activities in Chennai. Most of the SHGs in Chennai carrying their business in trading related and less people on production oriented. Government could initiate training programme, educate and encourage SHGs to come forward in taking production-oriented business. many SHGs suffers from financial and marketing problems with respect to running their group business and to overcome this issue the banks, governments and NGO's support them by way of timely disbursement of loan, subsidies and take some necessary steps to reduce their marketing problems. This study finally concluded that women entrepreneurship in SHGs would be grateful if the above listed minor issues overcome timely.

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ENTREPRENEURSHIP IN DIFFICULT TIMES WITH SPECIAL REFERENCE TO SCHOOL INDUSTRY OF JAIPUR

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ABSTRACT

An entrepreneur is someone who combines all the resources of production and is an agent of change. During these turbulent times, as we continue to confront with the impact of covid -19, entrepreneurs are facing it with perseverance, resilience and determination and grit. That is what the mantra is! Being an entrepreneur, is to deal with unforeseen challenges and to turn them into favour. The paper has highlighted the impact of the pandemic on entrepreneurship, how the world looks for new entrepreneurs. Covid -19 has dramatically changes our lives, causing social and economic disruption all over the world. It has resulted in trade restrictions, business closures, adverse public health, unemployment, layoffs. But as we know, it is the process of innovating and discovering new ways to success. An entrepreneur is the one who focusses on the silver lining behind the dark cloud.

Keywords: Covid -19, School Entrepreneurship, trends, challenges

INTRODUCTION AND OBJECTIVES

An entrepreneur is a person who takes risks and innovates product, service or generates an idea. Jeffrey Preston is an American entrepreneur and businessmen, started Amazon, to sell books. Today, Amazon is the leading online retailer in the world. It has generated employment to millions of people and improved the everyday life of billions of people. During these trying times, entrepreneurs must deal with big challenges and struggles as covid has adversely impacted the economy worldwide. The worst hit are restaurants, tourism and aviation and daily wage earners. How the world will be back to normal life is difficult to answer? But, we have seen houses converting into online education hubs overnight. Objectives are as follows-

To analyse the recent trends in entrepreneurship, especially with reference to school industry in Jaipur, as a result of covid 19.

To study new opportunities and key challenges created by covid 19.

REVIEW OF LITERATURE

Vanessa Ratten(2020)- The study shows that education community has a massive shift towards online learning which resulted in quick transformation of the curriculum.

Shane and Venkataraman 2000. "Any crisis is followed with an opportunity behind it". The outcome of the study lays emphasis on innovation and increased attention to new ventures which has made it possible for entrepreneurship to gain popularity among the masses. Government has taken various measures by financially supporting small businesses(Song et al.2020).

Robert Fairlie(2020). The study lays emphasis on early stage impacts of Covid -19 on US economy and shows that major industries that faced the biggest setback were restaurants, hotels, transportation, construction in the initial months as a result of governmental restrictions on public movement. As a result of inactivity, revenues, profits were impacted adversely and number of layoffs increased subsequently.

RESEARCH METHODOLOGY AND DESIGN

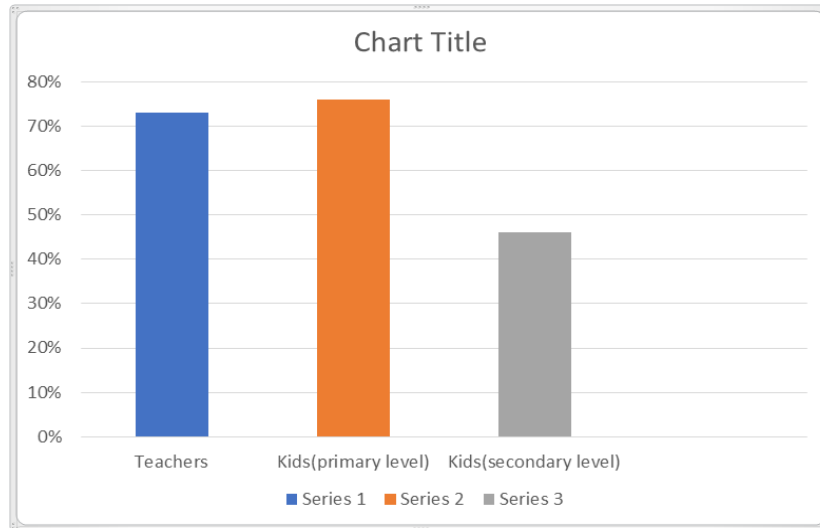
The research is based on the primary and secondary sources of data collected from school entrepreneurs, teachers and students. Random Sampling method(which included school directors and teachers) was followed. To gather valuable insights for primary sources- google forms, interview schedules were made and entrepreneurs were interviewed online through various platforms viz Google meet, Microsoft teams, Zoom.

Other ways that were included were tele calling and questionnaires were sent via mail and whatsapp groups. For secondary sources newspapers and journals were referred.

In addition, a literature review was conducted to give deeper understanding of problems and opportunities because of Covid -19.

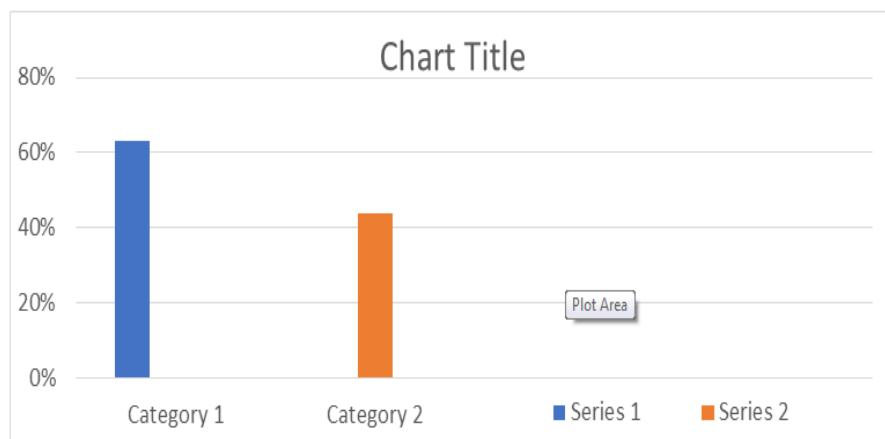
ANALYSIS, INTERPRETATION AND DISCUSSION

Pre Covid scenario - 73% teachers, 76% (kid's primary level) and 46% (kids secondary level) were not fully familiar with technology to be used for online teaching.



Source: Primary data

63% of pre primary schools and 44% of schools(class1 -12) were not fully equipped with technical know how for virtual teaching mode. They were primarily using computers for office work and backends and at front desk.



Source: Primary Data

Apart from being not fully equipped with technical resources, teachers faced teething problems related to technical aspects, know how, delivery of lecture and network problems as overnight homes were transferred into virtual classrooms.

80% teachers received training regarding online mode of teaching while others faced issues with training not being given to them.

Educators had to face salary cuts up to 50% as whole economy was shaken due to pandemic.

School fraternity also faced issues related to non-payment of fees by parents as business disrupted as a result of pandemic.

As per the primary data from school directors, 50% of the schools did not receive fees from parents and those paid asked for grants, sibling concessions etc.

KEY FINDINGS

There has been 100% rise in demand for laptops, ear phones and other gadgets used for online classes. Blended learning will be the future of education in India as approximately 69% of directors showed their consent for continuing with the online mode in future also as a mode of teaching and training. E learning platforms like DIKSHA, SWAYAM have helped educators with e-content from improving teaching. The world seems to be shifting towards new style of living. Though the future seems to be challenging as economy needs to recover from the jolt of corona virus but it will emerge as a strong global economy. Though, professionals are benefitted because of online mode of education but have negatively impacted few small age group learners as their habit of writing assignments have deeply affected.

CONCLUSION AND SUGGESTIONS

How covid will lead to future of school education is one important question lingering in the minds of all. Blended learning methodologies will be followed as answered by most of the directors of schools while interviewing sessions. It will definitely result in rise in demand for skill based courses for professionals, thus leading a rise to edtech products.

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DIGITAL ENTREPRENEURSHIP AS A TRANSFORMATIVE OPPORTUNITY DURING THE ONGOING COVID-19 PANDEMIC IN INDIA

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ABSTRACT

The outbreak of COVID-19 posed a new challenge to the Indian entrepreneurship ecosystem affecting the growth and viability of the enterprises. Entrepreneurs are adopting the new norms like working from home, maintaining social distance, following travel restrictions, etc. This paper identifies the challenges COVID-19 has imposed in the field of entrepreneurship in India and the role of digital entrepreneurship as an opportunity that was created during the ongoing pandemic to reverse some of the adverse effects that the entrepreneurs had to face. In India, the majority of the population has access to high speed internet and smart-phones, which has enabled the digital entrepreneurs to directly communicate with their customers via different digital platforms and create a good interpersonal relationship which is helping them to sustain in this period of crisis. Artificial Intelligence (AI) and Data Analytics are opening up new horizons in the field of digital entrepreneurship. In a developing country like India, digital entrepreneurship is among the preferred strategies for success and sustenance in the field of entrepreneurship, especially during such challenging times.

Keywords: *Digital Entrepreneurship, Pandemic, COVID-19, Entrepreneurial Ecosystem, Artificial intelligence.*

INTRODUCTION

During the pandemic epoch, the main problems faced by Indian entrepreneurs include finding new consumers and retaining the existing customers, lack of finances, self-doubt and anxiety, changing laws, policies, and regulations, a scarcity of competent workers, lack of information, education, or expertise essential for running a business in a pandemic, and a lack of social support. The COVID-19 pandemic has shifted priorities, jumbled up plans, disrupted existing networks, and reminded us all that we can't foresee the future. Nationwide lockdown was imposed to stop the spread of the virus and hence many entrepreneurs either had to temporarily shut down, or had to carry out operations on a small scale. Therefore, in order to survive and to make their products available to the customer, a huge deal of entrepreneurial efforts in terms of innovation needs to be implemented. Indian entrepreneurs are currently focusing on sustainable development. The government of India has taken various steps and introduced many new schemes, policies and campaigns like 'Start-up India', 'Make in India', 'Digital India' and so on, for promoting entrepreneurship in the country. The 'Digital India' initiative was launched with the goal of transforming India into a digitally empowered economy. For aspiring and established entrepreneurs, the programme promises to offer good changes and numerous chances for growth. To overcome COVID-19 related constraints, Indian entrepreneurs are strategically implementing new systems, technologies, and tools to sustain and supply their products to customers, with digital-entrepreneurship employing virtual platforms and Artificial Intelligence-based innovation, being one such strategy. Digital entrepreneurship is described as the establishment of new initiatives and the transformation of current enterprises via the invention and/or application of novel technology which can be a complete game changer in the face of adversities like the ongoing pandemic. Using advanced technologies such as AI, Blockchain, Big-data, IoT, Robotics, 3-D printing, and VR/AR, digital entrepreneurship has provided unique and creative solutions for specific challenges faced by Indian entrepreneurs. The current scenario can thus act as a boon in disguise if the steps taken are strategically devised. The pandemic has hastened the digital transformation process in nearly every industry. To survive the current economic downturn, entrepreneurs must be able to use digital technologies. On the road to recovery, entrepreneurs may take advantage of increased social mobility and shared value

creation by utilizing digital technologies. As the globe slowly and gradually returns to normalcy, changes in consumer behavior is observed. Entrepreneurs who use digital technology to aid others will not only be able to modify their own enterprises to meet new problems, but will also be able to learn new skills and help others to sustain. Digital Entrepreneurship thus can be used as a tool not only to counteract the current crisis but also enhance and transform the traditional approaches to business.

OBJECTIVES

- To identify the challenges of entrepreneurship during COVID -19 in India.
- To discuss the opportunities of entrepreneurship during COVID-19, with reference to digital entrepreneurship in India.

LITERATURE REVIEW

Sajitha (2020), discussed the challenges in the domain of entrepreneurship due to COVID-19 and various opportunities which were created to combat the situation. The author goes on to elaborate that entrepreneurs must regard this pandemic crisis as an opportunity to create new ideas as they take on new challenges. The government has devised programs to encourage current MSMEs and Entrepreneurship in order to address COVID-19 issues such as health care, social protection and obstacles. Ratten (2020), presented an in-depth analysis of how severely entrepreneurs are affected by COVID-19 with reference to cultural entrepreneurship, lifestyle entrepreneurship and social entrepreneurship. The finding of the paper states that the severity and the duration of the pandemic has created unique obstacles for entrepreneurs and the issues can be linked to how businesses deal with uncertainty by being adaptable and creative. Sangem (2020), identified the present challenges women entrepreneurs are facing during COVID 19, new business models opted for sustenance. Thukral (2021), studied the impact of the pandemic on small and medium scale enterprises (SMEs) and their response to the crisis. It was observed that enterprises adopted resilient measures and addressed the problems to avail the opportunities even in the crisis and survive. However, for restoring the detrimental impacts of lockdown, some arbitration from the government is required. Akpan et al. (2020), addressed the limitations that underdeveloped economies face in implementing digital technologies and concluded that in order to survive the 'new normal' market and cut-throat global competition induced by COVID-19 adoption of advanced technologies is a must. Purbasari, Muttaqin, et al. (2020), studied Digital Entrepreneurial Ecosystems of various SMEs of Indonesia which are based on digital platforms. In the paper, the Digital User Citizenship aspect has been found to be considerably fragile and weak due to unavailability of stringent policies in the regulation of legitimacy and the social norms among the users of digital platforms of Indonesia; on the contrary the growth of Multisided Digital Platform and Entrepreneurship in Digital Technology are poised to expand along with the growth of SMEs which are based on digital platforms and the expansion of the internet based market and according to the authors, the Indonesian SMEs, which are being developed annually thereby playing a vital part role in the economy of Indonesia, must also transition their business into a digitized one. Pandey and Sharif (2020), discussed thoroughly about the major 'Pillars of Digital Entrepreneurship', its importance, advantages and the major challenges that the digital entrepreneurs face. The authors also reiterate that every company should think about establishing an online presence since it is the only way to survive and succeed in this ever-changing entrepreneurial ecosystem. Giones, Brem, et al. (2020), analyzed empirical evidence based on extensive research work and provided insights on three major perspectives: business planning, prudence and thriftiness, and the emotional support pertaining to entrepreneurial shocks like the pandemic. The authors emphasize the ways, in the light of the COVID- 19 Pandemic, that can assist the entrepreneurs to take action by presenting their findings as applicable to both scholars and practitioners in coping with the unusual scenario that has disastrous economic and social implications.

METHODOLOGY

This study employs qualitative approaches, including descriptive analysis and contextual procedures. Literature reviews and documentation in the form of journals, government documents, books, online news, and websites pertinent to the idea of digital entrepreneurship were used to obtain secondary data. Each of the sources of data has been duly acknowledged. The paper is based on secondary data analysis by reviewing the available research on COVID-19 that focuses on the pandemic's impact on entrepreneurs. Pre-existing

studies on adaptability, modification and development in the entrepreneurial practises during uncertainties can be combined using this strategy. As a result, a contemporary view on how entrepreneurs might contribute to the well-being of the society during times of enormous social and economic turmoil has emerged as well. The study thus highlights the fundamental components that are required to convert any traditional businesses into a click version. The thorough literature review renders this paper a wide elbow room for chiming in a kaleidoscope of economic and societal considerations that are not only pragmatic but also universal in nature. In order to collect systematic information or data for this paper, various subjective techniques have been resorted to. The in-depth exploratory approach of this paper delves into the various aspects of digital entrepreneurship and explains thoroughly how digital entrepreneurship can help the business world, in India or abroad, and all other stakeholders of such businesses embark into a journey that facilitates hassle-free entrepreneurial experience and at the same time can act as the need of the hour. The current research is entirely theoretical and is based on previous work by a number of authors. This study gives a fresh perspective on digital entrepreneurship which will assist people in gaining a fundamental understanding of digital entrepreneurship and its importance.

ENTREPRENEURSHIP: CHALLENGES AND OPPORTUNITIES IN INDIA DURING COVID-19

Entrepreneurs are exposed to an uncertain and unstable environment induced by COVID-19. Entrepreneurs are taking the risk and implementing innovative skills to tackle the pandemic, yet there are certain challenges that are observed in the field of entrepreneurship like national and global lockdowns, restrictive measures such as travel limitations, maintaining social distance, adopting digitalization, difficulty in personnel management, unavailability of capital, frequent sanitization, etc. Furthermore, lower consumption demand has resulted in lower sales and, as a result, lowers revenue for businesses. Therefore it became difficult for the enterprises to pay-off the current debts. Enterprises have suffered growth setbacks as they couldn't launch new products. They couldn't secure more funding either, as investors are not willing to invest in this extreme situation. However, the government of India has come up with schemes, campaigns and grants like “Atma Nirbhar Bharat Abhiyan”, “Vocal for Local” campaign, etc., to encourage entrepreneurship. Startup India is a plan that pools resources from a variety of sources to help entrepreneurs get on their feet in these exceptional times by hosting webinars and providing information and resources. SIDBI introduced Timely Working Capital Assistance to Revitalize Industries in Times of Corona Crisis (TWARIT), a scheme to aid the smooth functioning of MSMEs during these testing times (Sajitha, 2020, p.16).

Despite the unimaginable amount of unforeseeable crisis that the entrepreneurs are facing every day, there are certain ways by which these short terms hindrances can be counteracted to a certain extent:

In these perilous times, many e-commerce companies and shops have commenced dealing in fruits, vegetables and regular essentials. Some of the companies are even providing logistics support.

Car manufacturing companies are now involved in manufacture of ventilators; wine sellers are currently producing hand sanitizers. Adaptability of this sort enables the firms to not only keep the cash flow coming but also helps in earning some favorable marketing points by serving consumers in desperate times like these.

The temporary hitch in the growth of the firms could act as an opening for the companies to showcase pliability of operations. Maintaining an optimistic and buoyant attitude towards the current scenario and adapting to the new norms will definitely add high value to the investors, employees and other stakeholders. The costs of investments might be very high in the current scenario, however, by allowing time for the situation to ameliorate the companies can avail themselves ample time to revamp the targets, the plans and the monetary requirements that might crop up in the future. On the flip side of the multiple sectoral downplaying in the economy, many new ventures have emerged epitomized by the hygiene industry that has gained irrevocable significance with the advent of the pandemic. Hand sanitizers rose to its peak acclaim when the pandemic hit the country, before which a handful of companies were known to be manufacturing hand sanitizers. The consumption has also risen several notches since then. Similar is the case for products like masks, surface disinfectants, hand gloves, soap bars, etc.

Other opportunities which also rose to significance with the advent of the pandemic include Digital Entrepreneurship which transforms traditional business models into modern technologically advanced

business ventures by taking help from advancement in information technologies. Direct selling is yet another option where a retail channel is used by various big as well as smaller brands to get their products or services marketed via digital entrepreneurship. Many people are also opting for 'solopreneurship' as their profession, due to the enormous amount of lay-offs and retrenchments all over the country. Online influencers have also turned to social media based business ventures. With the widespread use of mobile phones and internet providers in the country, a phenomenon has emerged in which digital entrepreneurs are making a considerable amount of revenue by providing goods and services to fulfill the requirements of people.

COVID-19 induced entrepreneurial opportunities in India in terms of Digital Entrepreneurship

The world is heading toward digitalization, and India is closely following global trends. India is one of the most densely populated countries in the world, and its scale draws both domestic and international marketers. India's population is diverse in terms of traditions and cultures, as well as purchasing and consuming patterns of commodities, services, and ideas. As a result, it is quite responsive to any entrepreneurial initiative, especially given the widespread availability of mobile phones and low-cost internet access, and thus digital entrepreneurship is one of the emerging opportunities, especially during the current pandemic.

The direct-selling segment is one such sector that has strengthened its hold as customers seek online solutions for problems of varying sorts. Top worldwide brands as well as smaller enterprises use direct selling to sell a wide range of products and services to their consumers including jewellery, cooking appliances, supplements for nutrition, housewares, cosmetics, etc. In India, the majority of the population can afford smart-phones. Moreover, the availability of cheap high-speed internet connection is making it even more easier for the entrepreneurs to connect directly with the customers through different virtual platforms. Eventually the solopreneurship opportunity is engaging solopreneurs into direct selling activities via digitalization thereby providing an excellent choice for those who want to establish their own business with meagre initial outlay. Thus the advent of digital entrepreneurship along with the direct-selling technique will re-equip the entrepreneurs to survive in the new normal by using technology and data.

During the present scenario of the pandemic, digital entrepreneurship has enabled the entrepreneurs to share images and demonstrative videos of the products with consumers via virtualization, without having to spend time and energy for the same. Digital entrepreneurship has the potential to reach a large number of customers as compared to traditional entrepreneurship.

In India, digital entrepreneurship can aid in the resolution of the economic and social issues that have arisen as a result of the epidemic. It is increasing as the number of people who have access to the internet grows. It encompasses all new enterprises as well as the transformation of the current businesses via the development and application of novel technologies.

The metamorphosis of Social Media from being merely a communicative medium to a vast platform for brands to promote and engage with its present customer base, potential future customers, etc., has been a huge leap towards digitization and virtualization of traditional marketing practices. Customers and entrepreneurs can develop their relationships through digital channels as they interact virtually for exchanging catalogues on social media. By ensuring continuous connectivity and commerce, social media platforms have greatly aided the entrepreneurs.

To summarize, digital entrepreneurship has proven to be a robust and resilient field that can weather economic downturns. With the advent of Artificial Intelligence and Data Analytics it is now much more efficient and easy for the entrepreneurs to respond to the dynamics of the market and accordingly steer the revenue, profitability and the satisfaction of the customers. Modern technologies like Artificial Intelligence and Data Analytics are not limited to big technology-based companies anymore. An overwhelmingly large number of medium and small scale entrepreneurs are anchoring their positions as up and coming faces in the business world and leveraging their business activities to a higher level with the help of modern tools like artificial intelligence and data analytics.

AI and analytics can contribute in the field of digital entrepreneurship to instigate economic growth of the in a variety of ways:

Customer satisfaction: In the digital realm, the impact of work is multiplied, the recording of interactions results in vast amounts of data that can be utilized to enhance the experience of the customers in real time, thereby satisfying the customer and boost profitability.

Optimization of Marketing expenses: Analytics and machine learning can be used to evaluate the marketing expenditure across all platforms and the best combination for generating revenue and building brand equity can be determined.

Gaining Competitive Advantage: Combination of the information generated through analytics and AI, enable businesses to achieve competitive advantage by gaining knowledgeable perception of sales; identify potential gaps of the market and improve the overall quality of the product/service offered.

Supply Chain Optimization: Usage of analytics to guarantee that supply is maintained with demand by lowering cost can be ensured, which is primarily important given the needs of digital business models that require quick deliveries to the clients.

Digital entrepreneurship thus embraces the advancement of information and technology and does not shy away from taking meaningful risks towards improvement of business activities. Therefore, it is high time for digital entrepreneurs in India to establish systematic business models in order to sustain themselves in this crisis, and the ideal plan is to combine local competencies and market research with standardized international practices. Thus, it is necessary to have an effective mixture of global as well as local knowledge.

CONCLUSION

The cataclysm caused by the rampant spread of COVID-19 has resulted in the alteration in behavior that has a negative impact on entrepreneurship. Entrepreneurs are harnessing their creativity and innovative skills to get through the crisis. The capacity of the entrepreneurs to adapt to these changes is reliant on their commitment to continuously coming up with new and creative ideas as well the growth-driven economic policies of the government. The Indian government has provided financial aid and taken the necessary steps to ensure that current micro, small, and medium businesses remain viable and that new entrepreneurs are encouraged to enter the market. Also, India's enhanced technical advancements, has provided the perfect scope for digital entrepreneurs to enter the market with creative solutions that take into account numerous elements such as acceptance, awareness, availability and affordability of the products and services by the masses.

Digital Entrepreneurship in India can help with the economic and societal issues that have surfaced due to the pandemic. As the number of individuals who have access to the internet rises so does the potential impact of digital entrepreneurship. It includes both new businesses and the transformation of the existing firms through the creation and implementation of novel technology.

Digital Entrepreneurship poses a wide variety of unimaginable possibilities. The consequence of identifying, strategizing, adopting and implementing these possibilities can cause a high degree of disruption and remodeling in the way we visualize businesses. Considering all the advancements that technology have had on enterprises all over the world until this point, it is not very hard to imagine the quintessential disruptions that information technology is about to bring to the entrepreneurial ecosystem and force various enterprises to either restructure their business model or be superannuated completely. The changes which we can bring forth by adapting to the norms and perspective of Digital Entrepreneurship, can allow us to tap into the unfathomable realm of futuristic business modeling where we can revolutionize the procedures involved in entrepreneurship. India's digital sector is rapidly expanding, with the introduction of a plethora of digital platforms that offer a wide range of innovations and can compete on both a national and worldwide level. Indian SMEs, which continue to develop year after year, play a vital role in boosting the Indian economy.

A large number of unemployed individuals are thus opting for digital entrepreneurship as their profession to boost their income online. The COVID-19 pandemic restricts our ability to grow as a community by means of healthy entrepreneurship, yet it provides us with the opportunity to look beyond the conventional and seek ways that have the potential to drive humanity to a new dimension of progress and sustainability. Therefore, in a post-pandemic era, digital platforms will aid professional development and sustenance of entrepreneurs, especially in a developing country like India.

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