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Research paper on: Prepayment strategies for Housing Loans by

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Abstract

The Prepayment is the most intelligent strategy every which can be made by the Loan Investor. It is further a lot of savings in terms of loan tenure and also creating economy of benefit for maximising greater value by decreasing the debt obligation of the loan taker.

Introduction: 'To Prepay the housing loan' is one of the first wishes of Indian middle class'. Especially in the metro cities, it is the first priority of every individual to prepay the housing loan obligation. The latest facts reveal that about 15% to 20% of the loan takers usually prepay the housing loans in the initial 7 to 8 years so that they can start investment in the housing project. There is also a strong case in favour of prepayment as there has been recently a steep rise in the home loan interest rates by Reserve Bank of India.

One hence need to ensure that there is need to ensure an early repayment of the housing loan as this will not only save the amount of credit due on the housing loans but also create a good corpus which shall be adequate for providing the secured and more prompt approach for creating the required growth in the credit development and hence creating strong base of ensuring a proactive and prompt repayment of loan.

The loan prepayment is thus not to be seen as a burden some concept by the modern loan seekers, but as an opportunity which can enrich the better and more prompt support by which one can ensure asset creation and hence better and more real help for improving one's credibility and good response in the market.

Objectives of Research:

The researcher further provides the following objectives of the research

1. To ensure promptness and better clarity among the loan takers to prepay loan.
2. To establish Loan prepayment as an effective tool by which there can be more effective tool to generate better and effective idea to ensure better and creative loan management
3. To provide a strong and reliable base of loan early payment as a strong case to deliver and co-create a better asset in the future.

Hypothesis

Null Hypotheses: Loan prepayment is not healthy practice for loan takers

Alternative Hypotheses: Loan prepayment is a healthy practice for Loan takers

Assumptions:

The Researcher makes the following assumptions in this research

1. Loan prepayment is necessary and the active tool by which there can be a greater and more wealth creation is possible.

2.Its through the process of creative and prompt loan settlement there can be a actually a better focus on achievement of the objectives

3.Early loan payers are always promptly required and preferred by the bankers.

4.It is due to the prompt and well settled system of the loan payment ,there can be accurate and more realistic approach which can help in regulating business response over a long period of time.

5.this way there is an accurate effort to streamline the loan prepayment process which is helping in managing the business progression as per the better business initiatives.

Review of Literature

1.Harish and Ghag (2019)In their research paper titled' Making a better home loan settlement' have highlighted the better and the more effective ways in which there can be prompt loan repayment and thus there is more focus on increasing the impetus on making and managing the right and balanced idea for home loan repayment.

2.Jagdish and Seth(2020) In their research paper titled 'Making and Managing better homes' have provided a deeper insight into how there can be active role of home seekers in terms of helping in the prompt and the timely home loan prepayments. This is thus one of the most creative and reliable approaches which can create a good help in the realisation of the objectives and thus improves the better business position, towards satisfying the target of early loan repayment.

3.Kelly and Rodrigues(2021) In their research paper titled 'managing the EMI's in financial crisis'Theauthors have clearly provided the basic idea of how there can be better and more realistic base of determining payment of EMI's and the base by which there can be logical and more prompt approach for satisfying Housing loan prepayments needs ,which can strengthen one's payment capacity in the market.

4.Kunal and Fenil (2019) In their research paper titled 'How there can be an effective and prompt home loan set up' has provided the basic and the more focused idea of managing and determining the prompt loan payment, which can be an effective and the motivating tool for not just enhancing the idea

5.Manish and Janish (2020)In their research paper titled, 'Determining the changing housing needs and the management of the EMI's; have highlighted how there can be an accurate and the most balanced idea for the management of the home loans in india . It has further provided a closer understanding of how there can be a healthy and progressive management of the home loans in India which can be effectively be useful by understanding the business needs and thus can lead to ensuring a better and more progressive approach for prepayment of home loans.

Research Methodology

In the present research the researcher has provided the Random sampling approach as the main method for the data collection. This approach is thus helpful in understanding a better and reasonable help for managing the right and the better source which is useful in determining better and the more accurate ways for home loan repayment.

The sample size taken by the researcher is 270, researcher has used technique of regression and correlation for data analysis and interpretation purpose. In addition the researcher has also provided degrees of freedom as 1. The researcher has taken all possible measures to ensure that the sampling error is least in the process and thus there is a more synchronised and reasonable effort to maintain thoughtful and the active research for achieving the objectives.

In addition to this researcher has also focused on understanding the various deviations which can affect the outcome of the research. This is leading to identifying how there can be a logical and more realistic approach in managing the deviations and thus easily achieving the research objectives.

Data analysis and Interpretation:

The Researcher has provided the following data interpretation as per research

1. From the analysis of about 270 samples studied by the researcher more than 60% of the respondents have agreed in favour of an early and prompt payment of the home loan. There is also a better and strong sense of focus in the business which says the need to create a better and reasonable way to achieve the business objectives in the long run
2. There is focus of majority of the research in the present context to understand how there can be more and more creative ways to analyse the data of the research so that there can be more attention of the new house seekers to repay their existing loans at the earliest.
3. This thus ensures that the gap in achievement of objective of zero Non performing Assets(NPA's) of most of the institutions can be easily be handled by making the home loan seekers more and more prompt and ensuring that they take upon themselves as a social responsibility to pay the home loan responsibility on time.

Rationale of study

The researcher had relied on the rationale of prepayment and zero debt as primary objectives which can actually create a strong base to manage the research basis. There is thus a greater and more scientific approach by the researcher to ensure that prepayment is emerging as one of the strongest of the solutions to overcome the default ratios and the Non performing assets of the Indian banks

1. Habit of prompt and risk free prepayment It is pertinent to note that one has to ensure prompt and timely prepayment of the housing loans, so that there can be a realistic and more prompt support for ensuring better and timely settlement of the housing loan.
2. building upon strong credit score: One must appreciate the merits of early and regular prepayment of the housing loan, this not only removes the problem of achieving the objectives

smoothly but also creates as strong base of materialising the long term objectives so that the same can be very useful in determining one's long term position in the market.

3.Determining basis of better and reliable business structure There is definitely a better and the more reliable base of the business. This is thus creating a strong case of deciding how there can be a accurate and timely system which can be very helpful in realising the prompt and regular payment, this is thus a reliable base which can lead to determining the strong sense of achieving the various business objectives.

Limitations

The researcher further presents the following limitations in the present research:

1.lack of data from Reserve Bank for early repayments: There is certainly a lack of data from Reserve Bank of India, about why the individuals are not coming forward to make the prompt payments. Majority of the loan seekers are hence more or less indifferent in terms of making the right and the active prepayments to the parties.

2.Limited incentives for early payments-The early payments are not sufficiently rewarded by the govt.This is further creating problem in satisfying the clear and better role in making the corrective and better steps in managing the right steps for encouraging more people to repay.

3.Banks still on passive role for prompt payment: Majority of the banking institutions in India are still passive with respect to recognising the individuals who are making the early and the prompt payment which is hampering the much needed growth of the institutions in the long run.

4.lack of govt initiatives to ensure prepayments: there is need for making the greater focus on the govt initiatives, which can be made better by making the better and the right idea for encouraging the support for developing the business and thus creating right and the regular base for the realisation of the objectives.

Suggestions and Recommendations:

Following are the suggestions made by the researcher

1.Need for awareness for prompt and early prepayment: there is strong need for providing a better and prompt payment of the housing loans in India.The banks need to exempt upto 2 years EMIs for such prompt payments.

2.More campaigns to reduce NPA's by early payment: there is further need that the banks can reduce NPAs by ensuring a very prompt and wide spread campaign which can create a strong sense of achieving the balancing of the objectives.

3.Creating base for regular and timely payments: there is thus a strong and the much needed support required from the govt initiatives to honour and appreciate the early loan repaying individuals in the money market.

Conclusion

The individuals which are able to ensure a prompt and more responsible approach for loan early payment definitely deserve a more preferred treatment. As a starting initiative the govt must promote such individuals which can lead to making the best of the change and thus creating the most reasonable motivation for the repayment.

One hence needs to provide a reasonable and more systematic approach for managing the loan needs, which creates base for creating a logical and better approach for managing the loan liability. In fact Reserve Bank of India (RBI) can be a lead initiative in this direction for improving the business and thus creating support in ensuring an early loan repayment.

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ROLE OF WOMEN IN START-UP INDIA

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ABSTRACT –

The present study is qualitative in nature and it is based on secondary sources. The study is an attempt to discover the inspiring factors responsible for women to becoming entrepreneurs. It also studies the contribution of women start-up in economic development. Finally, the paper critically examines the constraints faced by women entrepreneurs. It was found that the efforts of women for business have fairly contributed to the economic growth of the county. There are various motivating factors responsible for women to involve in start-up India such as to be self-reliant, to be independent economically, to have additional income, for the bright future of their ward, etc. The Government of India has initiatives like “Make in India”, “Start-up India”, “Mudra”, etc. proved to be platforms for the growth of entrepreneurs and they bridge the gap from the grass root to top level enterprises.

KEYWORDS –

Women, Start-up, Entrepreneur

INTRODUCTION

Woman entrepreneurs may be a contemplation of as a single lady or a group of them who commence enterprise, set up system, and give a life blood cell to the business enterprise. Through the definition of Government of India, competences of taking ownership, ability to control the business and having least financial interest of 51% of capital and generating at least 51 % employment in the business for other women. The past decades record that out of the total entrepreneurs, women contribute only 10% that has been considered as significant growth in self-employment of women with women starting a new business at three times the rate of men. This statistic shows that women should be encouraged to come out and to contribute towards the economic growth of the country and one way of achieving this is by motivating them to become entrepreneurs.

Since mid-1991 just after the financial crisis in India, the Indian economy has been witnessing tremendous change with new policies of economic liberalization, globalization and privatization initiated by the Indian government. Furthermore, the women entrepreneurs have been awarded since the last three decades with the sudden growth of increasing ratio of women ventures and their sustainable contribution towards economic growth.

CONCEPT OF WOMEN ENTREPRENEURS

Woman who takes initiative to start her a venture personally or in group with others and run a business enterprise to fulfil the desire to be socially and economically independent by keeping in mind about her personal, family needs and social recognition. Women entrepreneurship can be considered as an ownership, creation and control of business by women which results in social and economic empowerment of women.

WOMEN START-UPS IN INDIA

To begin with, the current ecosystem for women to start their venture is encouraging. There is a significant change into the field of entrepreneurs and start-ups. India is considered at third rank on number of businesses started with more than 4000 businesses started from home. Now investors are looking forward to give funding and that has increased the incubation facilities and supportive start-up ecosystem. Changing their visionary concept amongst women who performed as entrepreneurs; the identity of woman entrepreneur is considerably counted as persevere, creator, risk taker, knowledgeable, confident and passionate with versatile ability to manage her own enterprise. Now it is not a talk of rumours that more and more women are in business but they inspire others too.

OBJECTIVES AND METHODOLOGY

The secondary data was collected from the published journals, printed reports, national & local surveys, news and media, e-websites, etc. The study was conducted on the basis of the following objectives are mentioned below:

- To discover the inspiring factors responsible for women to becoming entrepreneurs.
- To study the contribution of women start-up in economic development.
- To critically examine the constraints faced by women entrepreneurs.

WOMEN START-UPS IN ECONOMIC DEVELOPMENT

Indian women have made a significant change to the economic development of a country like in India that cannot be ignored. The feeling of being one's own boss encourages women to become entrepreneurs. India has become the favorite destination for start-up and also for global investors, who are looking forward to invest, across a wide array of businesses, ranging from technology to fashion. Though women are facing problems and struggling a lot, they are chasing their dreams at the workplace and competing with everyone to reach great heights in their respective fields of entrepreneurship.

Below are some exemplars of women start-ups in India:

1. Falguni Nayar, Nykaa.com

Nykaa is an e-commerce website providing beauty cosmetics and wellness products from all the leading brands, founded by Falguni Nayar in 2012. Nykaa follows the inventory-based model with warehouses at Mumbai, Chennai and New Delhi as its offline presence in more than 35 stores. It claims to have more than 850 well-known brands with more than 35,000 products. Nykaa began as an online retailer and started its first offline physical store at T3 Indira Gandhi International Airport in November 2015. Along with Nykaa have two offline stores – Nykaa Luxe and Nykaa On Trend. The start-up provides employment to 546 employees and has a net-worth of \$750 million.

2. Shradha Sharma, Your Story

Shradha Sharma, the founder of Your Story, studied at St. Stephens College in New Delhi and MICA, Ahmedabad. She worked with CNBC TV18 and the Times of India which gave her the requisite experience in the field of reporting. She started Your Story in 2008, a platform where entrepreneurs share their stories. Individuals with its net worth being valued at \$678 thousand

FACTORS AFFECTING WOMEN START-UPS IN INDIA

The reasons for initiation of start-ups vary from women to women which include but are not limited to factors such as separation from family, death of spouse, less education, need for additional income, poverty, aspiration to become self-reliant, creation of socially respectable self-identity, and others.

1. Internal and external factors:

Women in Start-up India competencies of self-efficacy and risk-taking. Self-efficacy is defined as capabilities of one person to initiate the required course of action for producing given attainments. Self-efficacy means to impact entrepreneurial intention and entrepreneurial growth of success.

Another external factor described in their study is gender stereotypes, culture and tradition of the society. The study refers to gender stereotypes which women have to face and which also affect to the intention of women to start their enterprise. Culture and tradition is an environmental factor which limits the mobility and their intention to do something new that is not attached to their gender role

2. Opportunity and necessity entrepreneurship:

Necessity based entrepreneurship refers to the person who sets up a business as one does not have good options for livelihood. This type of entrepreneurship comes out from the market function and considered as a non-innovative firm. Opportunity based entrepreneurship it's a type of entrepreneurship that motivates young people to own his or her business and pursue a perceived business opportunity.

3. Pull & Push Factors:

K.A.Sunandha has described two major factors which are considered as inspiring factors to women to become entrepreneurs and they are the pull and the push factors. Pull factories a kind of factors that inspire women to become entrepreneurs to do something new, to be independent, availability of finance, concessions and subsidies while, push factories another one that forces women to become entrepreneurs in the critical circumstances

Major Challenges & Constraints dealt by women entrepreneurs.

The economic development of our country is now being realised because of the equal contribution of women. As the adage goes, *a smooth sea never made a skilful sailor*, the women entrepreneurs and their start-ups we see now have not been the outcome of any easy road. They have glaringly faced several challenges and have risen above these:

1. Patriarchal society:

The field of Entrepreneurship is considerably seen as a field of male members whereas female entrepreneurship considered as a distant dream. This has been a major obstacle, which we see being overcome now by women entrepreneurs.

Also, due to societal stereotype working against the women, they still face constraints on a daily basis in their contacts with banks, clients and suppliers at their place of business

2. Access to finance:

Finance is a critical resource as it's very important for anyone to set up a business and to plan out the future outcomes. It is very important for any woman entrepreneur to have knowledge about various financial institutions that render financial assistance and any other ways that reach out to a woman to initiate start-ups. Due to lack of knowledge and financial skill, it's quite difficult for them to be friendly with government institutions, banks and innovation funders and as a result they have to largely depend on their own savings to operate their business.

3. Access to market:

To tap in to the new market, extensive travel, establishment backward and forward linkages, expertise of product on offer and a strong network is essential. Traditionally, women in India lack good skills and adequate knowledge about gaining market access and market management and therefore, they are unable to carve a niche for themselves as entrepreneurs or start-ups.

4. Role challenge:

In a country like India, women who have been performing traditional roles with a family focus have to undergo a great ordeal when they are looking forward to entrepreneurship opportunities. The familial and societal role expectations pull them far from the risk-taking and a few can survive to initiate their start-ups.

5. Occupational mobility:

Many women are introvert and shy by nature and due to that they are facing the problem of marketing and selling of the product. Transporting products from one place to another, as well as their own mobility being constrained by cost – time – personal safety and familial pressures, is another such challenge that woman entrepreneurs always face.

ROLE OF GOVERNMENT TO ENCOURAGE WOMEN IN START-UPS IN INDIA

In to the modern world, women have been continuously participating in the corporate world and have revolutionized the entrepreneurial field. Encouraged through the participation of women and their contribution to economic development, NITI Aayog has launched Women Entrepreneurial and Innovation Cell which offers financial support of Rs 10,000 crore under the scheme of Mudra Micro Loan Scheme and Mentorship to Women Entrepreneurs. Furthermore, government and non-government bodies are increasing their attention towards women's contribution to economic development by launching various schemes operated by different department and ministries

CONCLUSION

The involvement of women and their efforts for business are quite visible to economic growth of the county. There are various reasons which contribute to women involved in start-up India such as to be self-reliant, to be independent economically, to have additional income, for the bright future of their ward, etc. The Government of India has initiated various programmes such as "Make in India", "Start-up India", "Mudra", etc for the growth of entrepreneurs and bridging the gap from the grass root to top level enterprise. Make in India has been a great opportunity for the Indian start-ups. In this scenario, women have actively participated and contributed to national economic development.

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“A STUDY ON THE ROLE OF BEAUTY PARLOUR BUSINESS IN PROMOTING SELF EMPLOYMENT FOR WOMEN EMPOWERMENT (with reference to Thane and Mumbai regions)”

(Asst. Prof. Radha K. Kanakamalla, Siddharth College of Commerce and Economics)

INRODUCTION :-

Looking beautiful and handsome is the dream of most human beings. Now a days, if we observe around us, everyone wants to look younger than of their age. So for this purpose people start colouring their hair, give more importance to their skin and body etc. Going out for parties, weddings or even for the small an occasion people have started going to the beauty parlours. Even young girls and kids are giving more importance to their looks. Everyone wants to look very attractive and beautiful in comparison to others. So beauty parlours are become an importance parts of the people’s lives. So demand for the beauty parlours is increasing day by day and its becoming one of the booming business for today’s women, who would like to start their own business. Even with small investment, with less qualification and experience a woman can start her business which helps her to create employment at least herself.

Life-styles are fast changing in the modern era and women have become more conscious about their make up the status of women has improved a lot and is improving further. Their also their economic independence encourages them to employ these type of services.

Historians can trace our use of [beauty products](#) and cosmetics back to 4,000 BC, and the ancient Egyptians who used kohl to accentuate their eyes. Today, the worldwide [beauty industry](#), which covers everything from hair and skin care to make-up, is an estimated \$425 billion industry. The history of the beauty industry is as diverse and colourful as the lipsticks and nail polishes on display at your local make-up counter.

A striking example of this is the story of Martha Matilda Harper. Martha, was a native of Canada, a housewife who worked as a servant for 25 years. During this time, she learned a lot about the use of herbs in face and skin care. She realized her experience by opening the first beauty salon in Rochester, New York in **1888**.

Key words :- Beauty Parlour, Women employment.

REVIEW OF LITARATURE

Savla Swati Jayesh and Manjrekar Pradip (2014) have explored the perception of women as customers towards beauty services and also to understand the factors that influence women to visit beauty salons as customers.

Sheikh Majedul Huq & et al., (2015) have examined customer satisfaction towards the beauty parlour which is connected with our feelings, perceptions and emotions. Customer satisfaction is a very significant issue which attracts new customers and retaining the existing through enhancing their own beauty. The main objective of the study identifies the factors influencing customer satisfaction and loyalty towards the beauty parlour.

Sureka & et al., (2015)examined that customer satisfaction and service quality are very important concepts that remain competitive and grow. The author has identified the customer satisfaction access to the service quality towards quality, ambience, brand image, the response in beauty Parlour.

Farzana and Priya (2016) have examined the satisfaction level of customer independent variable categories and dependent variable categories are same or not. The author analysed the consumer preference towards the beauty parlour and its effectiveness towards the media to promote the brand in the present market.

Vidya Panicker and Khalil Ahmad (2017) have kept their focused on the study for the Service Quality Attributes of the Parlous Service employees and their contribution towards customer Satisfaction in the beauty care and the author have investigated the preference for the services of particular parlour employees and customer satisfaction.

Dr.Kishori Jagdish Bhagat (April 2018) have examined the Impact of GST on service Industry w.r.t Beauty industry and Gyms in DombivliCity.The author anlayzed the taxation system in general and GST in particular and impact of GST on Beauty Palours and Gyms in Dombivili .

RESEARCH GAP.

The preliminary review of literature while preparing this research proposal has enabled the identification of following research gaps.

- Workers employed in beauty parlour have not been surveyed and surveys are limited to owners of beauty parlours.
- None of the studies have taken the views of women who operate as free-lancers in this business.
- None of the studies reviewed have identified the Socio- economic status and educational qualifications of women in this business.

The proposed research intends to cover some if not all of the above research gaps

OBJECTIVES OF THE STUDY

- To find out the positive impact of beauty parlour business on women's empowerment
- To find out the negative social views regarding women working as beautician or operating in beauty parlour.
- To understand whether the beauty parlour business is suitable for women.
- To understand the socio economics status of women who work in this beauty parlour business
- To identify the different categories or segments of women engaged in this business
- To find out the educational level of women who are engaged this business.
- To find out the how much degree of family support is available to women working in this beauty parlour business.
- To find out whether this business allows flexible working hours for ladies involved in this business.

STATEMENT OF HYPOTHESES:

After studying the available literature related to the beauty parlour business , the following hypotheses need to be tested

- 1) H0-The beauty parlour business is not suitable for women.
H1 - The beauty parlour business is suitable for women.

- 2) H0-There is no positive impact of beauty parlour business on women's empowerment.
H1- There is a positive impact of beauty parlour business on women's empowerment.
- 3) H0-There are no negative social view regarding women working as a beautician or operating in beauty parlour
H1- There are negative social view regarding women working as a beautician or operating in beauty parlour.

RESEARCH METHODOLOGY.

➤ **TYPE OF RESEARCH:-**

This research is Descriptive and analytical in nature. This research includes quantitative analysis in the form of percentage.

➤ **DATA COLLECTION AND SAMPLE:-**

The data collection includes primary as well as secondary data. The primary data will be collected from 500 respondents. The said service organizations will be of different in size (small, medium and large) in the Thane and Mumbai regions. A structured questionnaire will be prepared for collection of data. Interview and surveys methods are used for primary data collection . The Secondary data will be collected from books, journal and websites.

➤ **Data Analysis and Testing of Hypotheses.**

The data collected from the 500 respondents. The questionnaire will be analysed by percentage and other methods as per the requirements.

LIMITATIONS

- Only covering Mumbai and Thane regions
- Only interviewing women not men
- Data is limited to 500 respondents

As yet the summary of literature is very limited. Are more extensive survey may be leads in addition or removal of some of the objectives of the proposed research,

RELEVANCE AND IMPORTANCE OF THE STUDY

This study may benefit researchers who may want to conducted research in other regions, state or even countries. It may also be extended to salons operated by men.

- **Research Relevance** – The study is relevant to the present conditions and development of beauty parlour business. It will help us to study the role of beauty parlour business for creating employment opportunities to the financially poor and less educated women.
- **Academic Relevance** -This study will be relevant to other researchers, since it will provide a framework for analysis women related in other businesses like Cake Making, home made masala and pickles, ready to cook material, Polibaji Kendra etc. .The questionnaires will also be useful to other researchers who may have to prepare questionnaires for their own research.
- **Policy Relevance**- The Proposed research work will be an attempt to critically assess the requirement of women in India for their skill enchantment and self-empowerment

in general. There will be an attempt to achieve the proposed objectives . It will also provide suggestions and recommendations for efficiency improvement in a number of ways. Therefore , it will serve as a very useful research document on the basis of which, the women and government together can take some decisions for women empowerment like self-help groups.

DATA ANALYSIS AND INTERPRETATION

(Questionnaire's and percentage of answers)

Q1.This is your own shop or rented?

- Own shop or home (25%)
- Rented shop (75%)

Q2. AGE GROUP

- 18-25 years (NIL)
- 25-40 years (75%)
- ABOVE 40 years (25%)

Q3. GENDER

- MALE (NIL)
- FEMALE (100%)
- OTHER (NIL)

Q4. STATUS

- Married(50%)
- Unmarried (50%)
- Widow (NIL)
- Divorce / separated (NIL)

Q5.QUALIFICATION

- UPTO 7 standard (25%)
- UPTO 10 standard (30%)
- UPTO 12 standard (10%)
- GRADUATE (10%)
- POST GRADUATE (25%)

Q6.Since how many years are you running this business?

- 0-5 years (50%)
- 6-10 years (25%)
- 11-15 years (NIL)
- 15-20 years (25%)
- above 20 years

Q7.How much is your monthly income?

- 1000-5000 (25%)

- 5000-10000 (50%)
- 10000-20000
- 20000-25000
- above 25000 (25%)

Q8. Do you have a flexible timing ?

- Yes (75%)
- No (25%)

Q9. Do you think girls working in this business may find it difficult to get married?

- Yes (25%)
- No (75%)

FINDINGS AND ANALYSIS

It was found that

- 75% of responses said that , they run their business outlet are on rental basis.
- The 75% age group who involve this business are 25 to 40 years.
- Most of the females are running this business .
- There are married and unmarried women's are equally involved to run this kind of business.
- 30% of responses said about their qualification are up to 10 or 12 standard.
- 50% of the responded run this business since 5 years. And 25% since 10 years and above.
- This business allows 75% of flexible working hours for ladies involved in it.
- 50% responses said that their earnings are between Rs. 5000 to 10000 per month

SUGGESTIONS

- This business very much suitable for women.
- There is positive impact of beauty parlour business on women's empowerment.
- There are some negative social views regarding women's working as a beauticians.
- There are all the educational levels of women can start this business
- Even with less investment one can start this business.
- The family support is comparatively less specially for married women
- This business allows flexible working hours for ladies involved in it.

CONCLUSION-

There is good opportunities are available for the women to make their career in this beauty parlour business. Because comparatively it required less investment and qualification as

compared to other business. It is creates good opportunities for those who want to became self-reliance. It is also a very good business which creates good employment for young generation also. it will serve as a very useful research document on the basis of which, the women and government together can take some decisions for women empowerment like self-help groups.

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A STUDY ON ENTREPRENEURIAL MOTIVATION AMONG UG AND PG STUDENTS

(WITH SPECIAL REFERENCE TO KALYAN REGION, THANE)

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Abstract

Entrepreneurship and self employment are the key elements of employment generation in a society. They provide solutions to unemployment and underemployment problems. This paper is paying attention to the learning and examining of the entrepreneurial motivational factors that can drive UG and PG students to start their own business. The data for this research is collected from the primary sources. The primary source of the data collection is based on structured questionnaires using Google Form. The sample size denotes the number of samples used for conducting study. In this study the total sample size was 102. The collected data is analyzed and interpreted by using percentage analysis and expressed in the form of tables and charts. The results of the study shows that students are having motivational traits to become an entrepreneur. The best motivational quality required for an entrepreneur is that he or she should be a self-starter and interested in entrepreneurship. It can be influenced by family business, ideas from friends and relatives, education and entrepreneurial schemes offered by the State and Central Government.

Keywords: Entrepreneur, Entrepreneurial Motivation, Self-starter, Analysis etc.

1. INTRODUCTION

In a developing economy entrepreneurial development is of vast importance. The major two issues faced by developing countries are unemployment and underemployment. An entrepreneur is self-employed and who starts, organizes, manages, and takes responsibility for the business. Entrepreneurs accept the personal financial risks that come with owning a business but also benefit directly from the potential success of the business. Entrepreneurship is an effective remedy for this unemployment and underemployment. Entrepreneurship is a collaboration of people having an objective to implement their business idea. Entrepreneurial motivation develops a person to become an entrepreneur. It can be developed by enabling student's personal interest and pursued with relevant activity. Entrepreneurial preferences have a direct relationship with future business orientation. Wherever the well qualified, educated, proficient youth encounter the severe issues of unemployment, entrepreneurship can be promoted. If students are motivated they are more likely to start their own business. They feel success, recognition and can evaluate their own and others interest. Motivation of college students towards entrepreneurship and innovation will have an impact, both regionally and internationally.

2. LITERATURE REVIEW

Seven studies have been reviewed and formulated in tabular form which enumerates major objectives and findings.

Sr. No	Title	Author Name	Year	Conclusion
1	A study on entrepreneurial motivation among college students (with special reference to Changanacherry Taluk)	Aby George, Aaron Joseph George	2020	The college students have a positive attitude towards being an entrepreneur. Respondents agree that the university motivates entrepreneurship, educational qualification was a key determining factor in deciding the success of an entrepreneur.
2	A Study on Entrepreneurial Motivation and Challenges faced by Women Entrepreneurs in Thanjavur District	C. Rathna, V. Badrinath and S. C. Siva Sundaram Anushan	2016	The result reveals that improper market conditions and the strict legal and regulatory conditions have been more difficult than the other problems. Apart from that the women entrepreneurs face problems like lack of information and unevenness between personal and professional life.
3	Entrepreneurial motivation and Challenges: A Study on Women Entrepreneurs in Sylhet City	FathemaFarjana Hani	2015	The study indicates that majority respondents are self-motivated to be entrepreneurs. The reasons to start a business consist of- to be self-dependent, extra income for the family, to run the family business, for economic freedom, etc. The study also shows that the women entrepreneurs in Sylhet city are getting the support of family members, and they can manage start-up capital.
4	A Study on the Entrepreneurial Intention among Student	Dr.NanuLunavath	2015	This paper focuses on a student's intention to become an entrepreneur. The findings reveal that the entrepreneurial self confidence of the student and the perception of entrepreneurial intention in India continue to face

				limitations in terms of societal pressures and self-confidence constraints.
5	Entrepreneurial motivation among final year graduation students in Surat Region	Nidhi Halvadia		The researcher indicated that, it is equally important to all qualifications or degrees regardless of being from humanities, science, commerce or management background
6	Motivational and success factors of entrepreneurs: the evidence from a developing country	Ivan Stefanovic, Sloboda Prokic et al	2010	The findings indicate that there is a deficiency of motives linked with progress of business. On the other hand, there are many success factors affecting entrepreneurs, which depend on the situation in the local environment.

3. OBJECTIVES OF THE STUDY

- 3.1 To determine motivational factors of entrepreneurs
- 3.2 To analyze the entrepreneurial attitude of students in general.
- 3.3 To analyze the role of academic institutions in developing entrepreneurial behavior.
- 3.4 To analyze the awareness of self employment and entrepreneurial schemes offered by the State and Central Government.

4. SURVEY AND METHODOLOGY

- 4.1 Research Design: The study follows Exploratory as well as Descriptive research design. The study describes the factors that motivate students to become entrepreneurs.
- 4.2 Sample Unit: The sample unit is students studying in UG and PG from different Colleges in Kalyan region.
- 4.3 Sample Size: The sample contained 102 students.
- 4.4 Data Collection Tool: A Google Form link was circulated among students
- 4.5 Statistical Analysis: The collected data was analyzed using descriptive analysis and factor analysis.

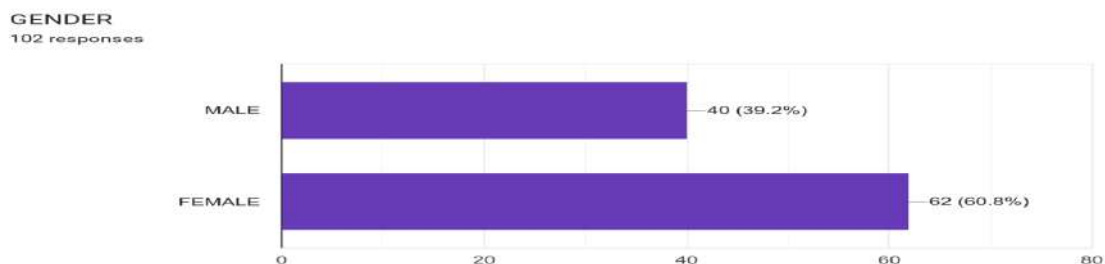
5. DATA ANALYSIS AND INTERPRETATION

The data were collected from 102 respondents from colleges situated in Kalyan region through structured questionnaires. The tables, charts and graphs are on the basis of primary data collected.

Table 5.1 Table showing Gender wise Classification of respondents

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE
MALE	40	39.2
FEMALE	62	60.8
TOTAL	102	100

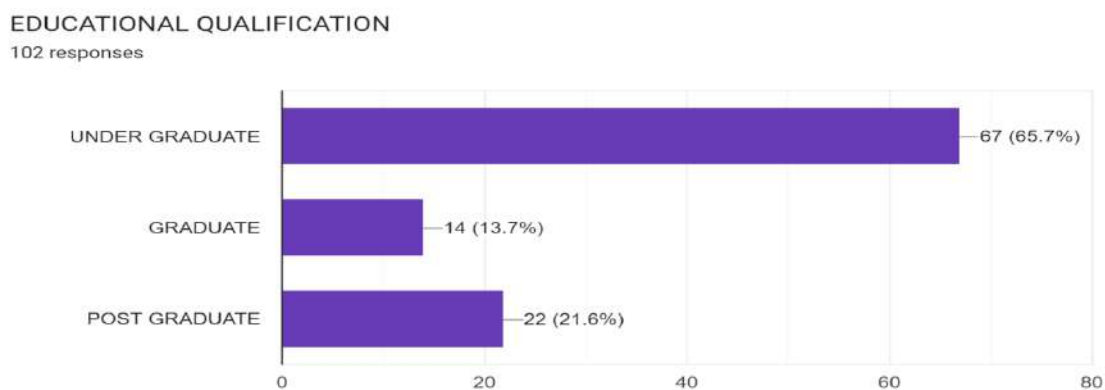
Figure 5.1 Gender wise Classification of the respondent



Interpretation:

The above table shows the gender wise classification of respondents; the analysis shows that 39% of the respondents are male and 61% are female. Here the majority of Respondents are female.

Table 5.2 Educational classification of the respondents



Interpretation:

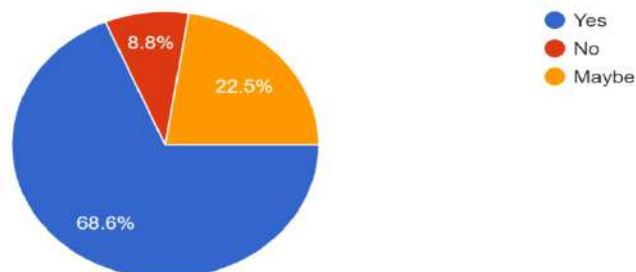
The data on the chart shows the educational qualification of the respondents. From the analysis it is clear that 67% of the respondents are U.G students, 14% of the respondents are Graduate students and 22% are P.G students in the classification majority of respondents are U.G students.

Table 5.3 Table showing the attitude of the respondents towards becoming an entrepreneur

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	70	68.63
NO	9	8.82
MAY BE	23	22.55
TOTAL	102	100

Do you wish to become an entrepreneur (Business man/woman) ?

102 responses



Interpretation:

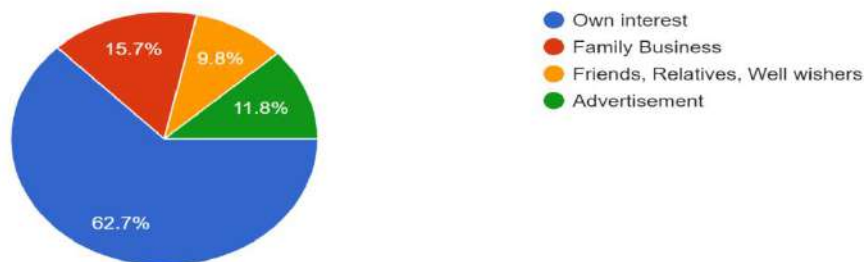
The data on the pie chart shows that 68.63% have an attitude to be an entrepreneur and 8.82 % respondents don't have an attitude to be an entrepreneur and 22.5% have not decided whether to be an entrepreneur.

Table 5.4 Table showing who influenced them to be an entrepreneur

INFLUENCED BY	NO. OF RESPONDENTS	PERCENTAGE
Own interest	64	62.75

Family Business	16	15.69
Friends, Relatives, Well wishers	10	9.80
Advertisement	12	11.76
Total	102	100

Who influenced you to be an entrepreneur (Business man/woman) ?
102 responses



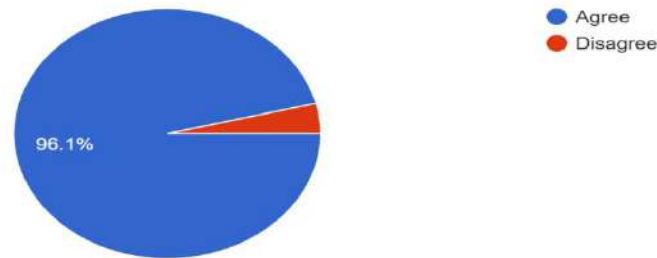
Interpretation:

The data on the pie chart shows who influenced them to be an entrepreneur. From the analysis it is clear that 63% of the respondents have their own interest to be an entrepreneur, 15.69% of the respondents have their own business, 9.8 % of the respondents are influenced by friends, relatives and well wishers and 11.76% of the respondents are influenced by advertisement in the news paper, magazines etc. to start a business.

Table 5.5 Table showing the role of University curriculum in motivating entrepreneurship

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	98	96.1
NO	4	3.9
TOTAL	102	100

Do you think you can apply your knowledge from the study to practical work?
 102 responses



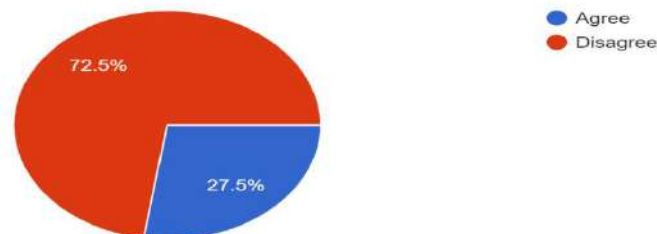
Interpretation:

The above pie charts shows the awareness of respondents towards the role of university curriculum in motivating entrepreneurship. From the analysis it is clear that 96.1% agree that universities have a role in enhancing entrepreneurship and 3.9% disagree that university curriculums have no role in motivating entrepreneurship.

Table 5.6 Table showing the gender plays an important role in an entrepreneurial development

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	28	27.5
NO	74	72.5
TOTAL	102	100

Do you believe gender plays an important role in an entrepreneurial development?
 102 responses



Interpretation:

The above pie chart shows gender plays an important role in an entrepreneurial development. From the analysis it is clear that 27.5% agree and 74 % disagree that gender plays an important role in an entrepreneurial development.

Table 5.7 Table showing whether the respondents are mentally prepared to be an entrepreneur

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	72	70.6
NO	30	29.4
TOTAL	102	100

Interpretation:

The above pie chart shows whether the respondents are mentally prepared to be an entrepreneur. From the analysis it is clear that 70.6% agree that they are mentally prepared to be an entrepreneur and 29.6% disagree that they are not mentally prepared to be an entrepreneur.

Table 5.8 Table showing Problems faced by the students while planning to be an entrepreneur

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
FINANCIAL PROBLEMS	37	36.27
LACK OF PROFESSIONAL EDUCATION	8	7.84
LACK OF KNOWLEDGE ON ENTREPRENEURSHIP	30	29.41
NONE	27	26.48
TOTAL	102	100

What are the problems faced by the you while planning to be an entrepreneur
 102 responses



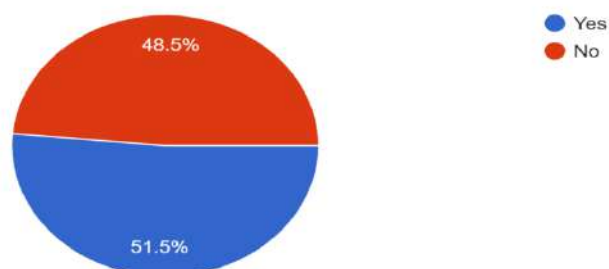
Interpretation

The above pie chart shows the challenges faced by an entrepreneur. From the analysis Financial Issues was ranked 1 with 37% of the respondents. Lack of professional education with 8% is ranked 3. Lack of knowledge on entrepreneurship with 30% ranked 2. 27 % of respondents were not having any problem in starting a business.

Table 5.9 Table showing awareness of self employment and entrepreneurial schemes offered by the State and Central Government

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	52	51.5
NO	49	48.5
TOTAL	102	100

Are you aware of self employment and entrepreneurial schemes offered by the State and Central Government?
 101 responses



Interpretation

The above pie chart shows the awareness of self employment and entrepreneurial schemes offered by the State and Central Government

From the analysis 51.5% respondents are aware of the schemes and 48.5% respondents are not aware of the schemes.

FINDINGS

Through the study it was learned that most of the college students have a positive attitude towards becoming an entrepreneur. Majority of the respondents agree that the university motivates entrepreneurship. It was found that educational qualification was a key determining factor in deciding the success of an entrepreneur. The analysis made it clear that a majority of students faced financial problems as the main reason for not pursuing entrepreneurship as a career. Lack of knowledge on entrepreneurship was cited as the second biggest reason that limits the growth of entrepreneurship. The other factors were ranked in the following order: Lack of education, not knowing about incentives provided by State and Central Government and others.

SUGGESTIONS

1. Awareness campaigns should be conducted regarding the schemes provided by the State and Central Government at the college level for creating awareness among students for setting up entrepreneurial firms.
2. The curriculum has a direct impact on the students. Adding more practical sessions into it will boost entrepreneurial motivation into the students.
3. Extension activities should be held by college entrepreneurial clubs to increase the practical awareness among the students.
4. Financial institutions must take efforts to provide liberal financial assistance like loans having lower interest rate or security free loans.
5. The students themselves can form groups and motivate each other to pursue entrepreneurship. These groups can make arrangements to interact with other entrepreneurs, visit their firm etc.

CONCLUSION

The study was conducted to analyze the factors that motivate students in taking up entrepreneurship. Through the study it is concluded that there are a number of factors that affect growth of an entrepreneur. The motivational factor has a direct impact on students and their growth as potential entrepreneurs. Most of the students are attracted towards entrepreneurship and are well versed regarding the risk involved in entrepreneurship.

Academic, government and financial institutions act as pathways for entrepreneurial growth. The motivating factor provided by these groups of

institutions have direct implications in the minds of students. Inclusion of more advanced methods in motivating students should be taken up by the educational institutions.

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Abstract: -

Role of English in Global Marketing in Modern Period

In 21st century we found rapid changes in all sectors basically in the field of culture and industrialization. After the world war the population of world starts migration from one place to another. This creates a mixed culture in globe. Language also affected through this system of activities. Overall we came to know that language plays a virtual role in the development of world market in modern period of time. Large numbers of languages were used in worldwide for communication, But in present time we need such languages which interact or creates special bonding with large mass. As we found from 18th century the spread of English reaches the large mass of population in globe. Nearly almost all countries of the world adopt English as their official language. More or less English is used in technical fields. To find the communication a familiar language should be used. For development of world market English plays an important role because through it we may communicate a broad mass of population in smooth way. The communication skill through English is more effective than other languages of world. To learn skills of work language is very important so we should choose languages like English which were used in world wide, To spread the markets in present time we should first share and exchange information ideas with somebody. We should need to know thoughts and feelings of other. So in that purpose English is really favourable. The possibilities of development in global market can be achieved by joining the world through languages such as English.

Introduction:-

In Modern period of time the world needs full supports and collaboration to rise the economic conditions of world markets. From ancient to Modern we found different countries as nations of world try to set a link of marketing with other nations basically the neighbor countries. Different forms, styles and methods were used in business to develop their wealth and incomes. In ancient period of times by deep observation we came to know that the trades were limited with long distances as with other nations. People try to do trade and business with the joining areas. Number of factors were responsible for it like transport systems and also political issues. The conflict between other parts of the world was the major obstacles in the field of world market. From time to time we found revolutionary changes. Two world wars play a virtual role in the development of world marketing – People migrate from one part of the world to another in search of better opportunities of livelihood. And due to it people all around the world start to learn new culture and heritage. People adopt number of things from other. They try to follow the

lifestyles of people around the world. Though migration languages also transfer from one place to another. No doubt it takes several years and number of decades but now in modern periods of time we found people learn many foreign languages of world. By

a study we came to know that around 7,100 languages are spoken in the world today. A result list of top most spoken languages of world were as follow – i> Mandarin Chinese (1,117 million)

Hindi (615 million) Spanish (534 million) French (280 million) Arabic

(274 million) Russian (258 million) Portuguese (234 million)

Indonesian (198 million) English (1,132 million) Bengali (265 million) Russian (258 million). By keen observation of list we came to know that English is the highest spoken language of world. The influence of English as compared with other languages is more in present time. Various factors were responsible for it but the major things were –

1> Many countries of the world were under the British rule. They were known as colonial countries. To spread the empire in past the government try to set their own rules and regulations and also try to develop their own culture and heritage. They appreciate their native language (English) as mother tongue to those countries which they rule they gave priority to English languages. English became the court language and number of regional languages a native language texts were translated into English, so such circumstances were created that large mass of population adopted English as their main and somewhere as their second language.

So after they achieved freedom from British government they countries English has their second language. In present day of world we found English occupies special place in the hearts of people all through the world. English is used as the main communication language. Of world today, so it can play virtual role in the development of world marketing. Different countries need certain languages which connect large mass of population over the world. In this stage English plays crucial role to connect large population. In 21st century we found industrial revolution which directly and indirectly effects world marketing. Advance technologies were adopted through – out the world and their texts were generally written in English.

The important of English can't be ignore in global marketing. Large population of the world connects themselves more easily through the language which were more used in contemporary or day to day life. And so English is one of them many scientific knowledge were given in English in few decades and English is widely used in large parts of the world. Other than eroup we found the colonial conclusion also adopts English in 21st century. For business purpose English can be widely be used. To trade with foreign countries of Europe we also adopts English to sponsor. To advertise or represent our goods in foreign countries we should use such language which were commonly used in abroad. English is the language of science and technology. So to develop the skill of arts business we should learn English to interact we can say to communicate with large people. To know the taste of people all through the world we need to know their thoughts and feelings. So their mother tongue should be know. Both in expert and impact polices worldwide. English is the largest language of the number of speakers. It is the official language of 67 countries. So the adaptation English has the language of business in world stage will be much easier than other languages of the world. Number of factors which came

in favor and supports that English shoot
 beadopts 1) English is the dominant language in academia 2) English is the most common business language 3) the most popular entertainment in the world is in English 4) English is the most useful language for travel 5) English is the language of the online world 6) English is the easiest language in the world to learn

Why English only? If you want to buy or sell products or goods you have to be able to communicate which can be done by your native language—but you can't court one if. Companies that fail to devise a language strategy are essentially limiting their growth opportunities to the markets where their language is spoken. Clearly putting the mselves at a disadvantage to competition that have adopted English only policies. Globalization of tasks and resources—without common ground. Communication will suffer. Adaptation English as the language of commerce will improve the skills of arts and business because people all through the world learn. In the time industrial revolution in 21th country as we can say in modern time people adopt English much faster as compare with other languages of the world so we should adopt English as language of education but also language of commerce. A smooth language always favour to improve the conditions of business and represent skill labours in world markets. A good communication skill will rise the confidence of business in modern time. A positive step is found all through but the world to adopt English as language of commerce. the percentage of people rises who makes English as business skill. And I hope the governments always take some positive steps to appreciate English in world stage. The collaboration with people of a nation is very much essential to make a link with a common language which is spoken. I hope at time comes when all through the world English became the language of global marketing.

Keywords:- communication, medium, modern period, industrialization, global

Review Of Literature:-

Literature plays an important role in the development in all sectors of human life. The Importance or impact of English in world trade and commerce is basically explain in this research study. Though this deep observation we can to know that in 21st century we can't ignore the importance of English as language and impact of English in business in global marketing we need large numbers of materials and resources in the form of texts and books. Though my collection of several nation and international books and survey reports. We found the influence of any language role to communicate large people all through the world. Business One One in which we came to know how English can be using in modern time business. It also provide key vocabulary, phrases and grammar for specific specific speaking and writing skill. It contains simple lesson but in an efficient way. Total business 1- Teacher's Book. Rolf cook and marapedretti deals with Business English. "ESL Business English". "25 Business stories" etc in "Speak better Business English and make more money" will be more favourable to students of initial stage. It mainly focuses on everyday or day to day business English used by most business people in the U.S. . it contains business idioms international "One more thing about this text is that it is available in audio

casset too. Which will be allow students to hear the idioms often reading the text. Though the book "Speak Business English like on America" Here we came to know about idioms and common business expression in American English and it is also available in CD Form.

Problem Statement :-

No doubt in modern period of time we find rapid development in the field of industrialization and trade. Through deep observation we came to know that English became the language of trade and commerce. But in this field the world is facing number of obstacles. So of the major problems that the world facing in the way English were as follow – 1) Conflict between nations in present time. 2) Unequality in the field of education.

3) Apathy or lack of will by the political powers of the world. 4) Competition with other languages of the world. 5) Lack of resources to develop English all through the world because of instability of economic conditions of the world. From the above points we came to know that various factors responsible in the way to make English as language of world trade and commerce. In present period it time specially the world facing numbers of wars with different nation from time to time which direct or indirect effect the business and trade of world and because of it we found lack of collaboration between different nations of the world to make a policies in favour of making English or some major languages of the world as the language of trade to all. One more important things which I try to focus is that we find unequality in the field of education. The literacy rate of world population was so low or not upto the mark.

The education system of world is vivid and depends on economic conditions of a nation. And so un equality in different class of population. Every nation give priority to the native languages English no doubt widely used all over the world but it did not achieve the goal became the 1st language of whole world. The government policies also effects the growth of English as the medium of communication because English is not the mother tongues of every nations. Still many technical texts were not translated into English due political will power. Many countries skill not realise the importance of English as medium of communication in world stage. On the other hand other languages of the world give strong competition to English. It may also considered as an obstacles in the field of communication through English.

Need For The Research:-

To develop the world business for the welfare of a nation and also for the whole world we need such techniques and methods which will be favourable to all human beings and also support nature. To mention a balance in trade and commerce all through the world the links between different countries is needed. The main aim and objective in the field of importance of English as the language of communication is need to find out the present stage of English in global making how in present period of time English impact is shown all through the world. The benefits of common languages such as English in connecting business throughout the world. As compare to recent past the value of English in commercial purpose. Deep Observation we find that numbers of obstacles in the field to make English as the main language of trade. With the passage of time the situation generally changed people realise the importance of any language in rising of trade such as English with the rising ratio of world education in modern time a good representative language is need which will be fulfilled by English and also some related language of the world. Some positive steps should be adopted in support and collaboration with all nations of the world to make policies for common trade language. English is the language of social media in present time. The world system of internet is largely consumed English. The influence is clearly found communication almost adopts English as their main language. Through migration in search of job opportunities people almost realise its importance because non native language can favour in abroad. To learn the art and skill of any business in foreign countries English is the basic needs of time today. Certain steps should be applied such as translation of science and technologies of different language into English. From initial stage of education basically from school day English should be promoted parallel to native language they uses. From childhood days we should try to build link with English so they produce skill of communication in future. Equality and some there can be build in proper way by common language such as English.

Research Methodology:-

Research Methodology is the specific procedures as methods and techniques used to analyze on a subject. It is process through which one can examine different aspects of subjects as topic. The word Research "Means re + search as we may define as searching again and again on same thing but the results always be new and vast. In this topic came to know that world market needs revolutionary changes in modern time. The adaptation of different methods and tools were needed to bring rises in commerce all through the world. The role of English in modern time to develop a good connection of link all over the world is shown in very systematic way. The needs of adopting English as language of commerce is realise in this research study, The collaboration of large mass needed for this process.

Limitation of research:-

No doubt in present period of time there is rapid speed in the field of trade and commerce. In 21st century of time the world done place to another and also from one nation to another. And because of it all though the world people learn different cultures and trades and adopts in their contemporary life. The

World population rises in high speed as compared to 18th century and 19th century. Due to industrialization and scientific invention the trade of any nation generally increasing. Large numbers of goods and services were sold. Many cities of the world become the main center of business in world stage. To increase the rate of selling goods and services numbers of methods and tricks were adopted. To connect direct links with large mass of population. And for that we good of knowledge though which one can appreciate our goods in proper way. And for that good communication skills is more common to large mass and connect people to people. As compare to other language of the world English is find more comfortable their others. In present time all through the world people adopts English as the language of commerce but the conditions were not upto the mark because their were vividness from ancient time to present time adopts any language as their main language. The reason behind it were large numbers like 1) Differ in world cultures 2) High Competition from major language of the world 3) Government policies towards the development of any language as language of commerce. 4) Lack of collaboration with other nation of the world.

EXPECTED OUT COME:-

By deep observation we came to know that we need collaboration of different nation of the world to rise the economic condition in present period of time. We should left out various issues which creates conflicts in the world and try to adopt some positive steps which will be favourable to all. To connect a link in trade and commerce language plays an important. So we should chooses such languages which will be much easier to adopt and used in communication to large mass of population. Through further survey we came to know that English is more effective in trade and commerce compare with other languages of the world. Already English is world language and large mass adopts it as their main language. But still we need few more steps in favour of English overall it is not only favour English but also rise business in all sectors. With the passage of time the development in the field of business or trades is due migration of people from one place to another. Every nations of the world try to establish their trade to different parts of the world. In present time to develop trade we need various social medium to increase the nation of world business, The scientist methods were scripted mostly in English and which creates good sense of imagination. Foreign trade can be more flexible through common language like English. Social medium plays a vital role in developing of broad trade and commerce. To rise the demand or we can say the export of goods will be mostly depends of advertisement of sell and service. A good and skilled labour can be produced by art of knowledge which needs languages such as English. It is the needs of time that we should adopts English as medium of trade and business in 21st century. The frequent way of English makes it more easier to adopt to large population in modern time.

Today's world of business require confidence and strong communication skills. It is the dominant language of negotiation in business across the world. Large number of non-native English

speakers are seeing the importance of studying business English to improve their professional success – A good ability to internet with English-speaking countries are companies, In present environment, presentation and confidence are important skills, Through English one feel more confident when it comes to negotiating with others. Generally or often in business we will need to communicate with multiple people in a group setting. That is why strong English language skills are so important. One can speak and express own thoughts and feeling more smoothly. It also helps us to connect with your colleagues in Business, speaking the same language is the basic as important part of making those connections. It favour any misunderstandings and communicate with colleagues in both a casual and creates professional way. Through the Knowledge of English one can ready to advance your career in the world of business – Many scholars believe that good English skills provides one – way ticket to business success Through English one can take all over the world As we known 1500 million around people speak the language worldwide one more important think is that English is the language of the internet There are many resources for looking to learn English for business, So language barriers have blurred as the English language training industry soongrew as well.

From time to time we found numbers of changes in the field of marketing in world wide. In ancient times, trade began as a barter system in which people exchanged one object for another. In almost all civilizations we found such methods of trade in which people generally exchange goods with one another, But this types of systems have its own limitation and scope, In modern time we found the world market is quite vast and unlimited in which we found competitor in trades and business so we need advertisement to appreciate one's goods and we also need skilled labours. Both the major key things can be achieved by or through good communication which could be possible only through languages which is used by large mass of population. So we should such language for communication which is widely used all over the world, And in this steps English plays an vital or or important role because English is not only the language of large mass of population but also the language of science and technologies, By deep observation we came to know that the English is almost adopted by numbers of countries of the world as the language of commerce. A good and smooth communication can be more effective Through English because English is not only the main language of Europe but also the 2nd language in other in come ages English will became the link of trade and commerce, So now the time arise when we have to adopt English as the language of world market.

Basically in modern time we find the interest to learn and communicate through the medium of English. The important of English generally all over the medium of English. Many Asian countries like India who try to establish English language lab which favour to develop skill labours who frequently communicates people of abroad, The art of trades and technologies can be easily learn through a common Language, so in this field English will be one of them in present and also in future ages to come, The impact of English is found not only in European countries but also in other continent of the world. The influence of English is generally found in colonial countries of Europe. So this opportunity should be taken as the merit to make English as language of

commerce. Large numbers of scientists and economists done their research through English and they given preference to published their texts in same language that is English, Some of basic qualities of English were as follow 1) Fairly easy to learn 2) latin alphabet 3) Its simple inflection

4) Receptiveness 5) Its (generally) fixed world order. 6) Pronunciation 7) Continuouse tense 8) Articles 9) Phrasal verbs Non-tonal 1) sound and spelling on most important thing about English is that it is the most using language in the field of media today. And through median numbers of goods and services were highlight to increasing their selling rate or rate. People have deep impact of media in present time. Through various research we came to know that social sites were use to communicate seller and buyer. No doubt advertisement is a powerful tool which can help to attract customers, inform them about products and build customer trust, To polish the hands of labours can be possible through good knowledge of subject to produce. It can cross international borders and transcend language compatibility barriers that have made English the most sought after language in today's corporate world, To achieve job opportunities in abroad or foreign countries English will be more favourable as compare to other language of the world.

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**MULTIDISCIPLINARY NATIONAL CONFERENCE THEME:
START-UPS IN INDIA: PAST, PRESENT AND FUTURE**

TITLE: Review of Factors encouraging Youngsters to take up Entrepreneurship as a pathway for growth

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Review of Factors encouraging Youngsters to take up Entrepreneurship as a pathway for growth

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Abstract: In recent times, there has been a significant rise in entrepreneurship in the country. This advancement of entrepreneurship results in new innovations, job creation and attraction of foreign investments. In higher education institutions, creation of startups and nurturing ideas has become utmost imperative. The launch of NEP 2020 has given a boost to development of skills and focus on creativity & innovation by setting up startup incubation facilities hence fostering the student startups. Various factors that play a substantial role in developing an entrepreneurial mindset and competencies at higher educational institutions should be examined and such factors should be emphasized.

Whilst taking interviews of various startups that have actively been working on their ideas during college, the observations were documented, analysed with reference to the key factors that have been instrumental in the success of the entrepreneurial ecosystem. Also the key role played by different stakeholders such as mentors, investors, government, faculty alumni and peer group also has been observed and analysed.

An innovative nature can be inculcated in the young generation through entrepreneurship education and by offering the right training and opportunities. The purpose of our research is to apprehend the factors that encourage youngsters to take up entrepreneurship and develop an entrepreneurial mindset.

Keywords: start-up, innovation, networking, entrepreneurship education, mentorship, NEP

Introduction:

In a country that has one of the youngest populations among key world economies, job creation, sustaining & nourishing the start-up ecosystem is imperative for growth. The problem gives the impression of not only the scarcity of jobs & the dearth of employability amongst students entering the job market but also privation of appropriate skills required.

Over the last few years, there have been so many startups that have blossomed. The Indian start-up ecosystem has seen exceptional growth across multiple sectors like edtech, healthcare, fintech, media and entertainment, consumer goods to name a few. There has also been an rise in different government schemes offered through initiatives like Start-Up India. The number of DPIIT recognized start-ups has also gone up. Creation of YUKTI portal or launch of KAPILA scheme all are different support mechanisms developed by the government to support higher education institutions. There also exist different schemes which provide loans to startups. It is crucial to promote the growth of start-ups and to support the nation's mission of building the next generation of job creators. Youngsters strive for financial independence, freedom and success at an early age today. Many young budding entrepreneurs are emerging as a result of this and they need to be provided support and guidance so that they grow in the right direction. Entrepreneurial education is of utmost importance in ensuring that students are made available practical exposure and the right opportunities.

Significance of the Study:

This study will help to understand and apprehend the factors which inspire youngsters to take up entrepreneurship at higher education institutions. This research aims at understanding factors which play a noteworthy role in working on their ideas to start ups. This study is focusing on the role of higher educational institutions to develop an ecosystem which can nurture creativity and innovation and result in the youth to build start-ups hence converting job seekers to job creators. A growth in start-ups will help to increase employment levels, increase innovation and support the Indian economy. It can also result in an increase in Indian businesses in the world markets as well as increase in foreign investment in the country. Educational institutes across the country should understand these factors and promote entrepreneurship education to achieve more growth and a brighter future.

Research Objectives:

1. To identify factors critical for students at higher educational institutions to be a part of entrepreneurship cells, skill hub, incubation centre.
2. To understand the major factors encouraging youngsters to work on their ideas while studying in college.

3. To understand different initiatives taken by educational institutions to develop an entrepreneurial ecosystem that drives students.
4. To identify the key factors that play a significant role for the startups to emerge at higher educational institutions.
5. To determine how mentorship and the opportunities provided to start-ups by incubation centers and entrepreneurship cells in their college can encourage the youth to take up entrepreneurship.

Research Methodology

- **Primary Data:**

The data used is primary data collected from students and startups of different educational backgrounds across Mumbai. A structured blend of open and close-ended questionnaire format was used to collect data from the respondents which has been analyzed with the help of statistical tools including graphs, tables and correlation.

- **Secondary Data:**

Relevant secondary data is also considered in the form of references from books, articles in journals, periodicals and magazines. The use of online resources was also made to seek current relevant information required in the research study.

Limitations of Study:

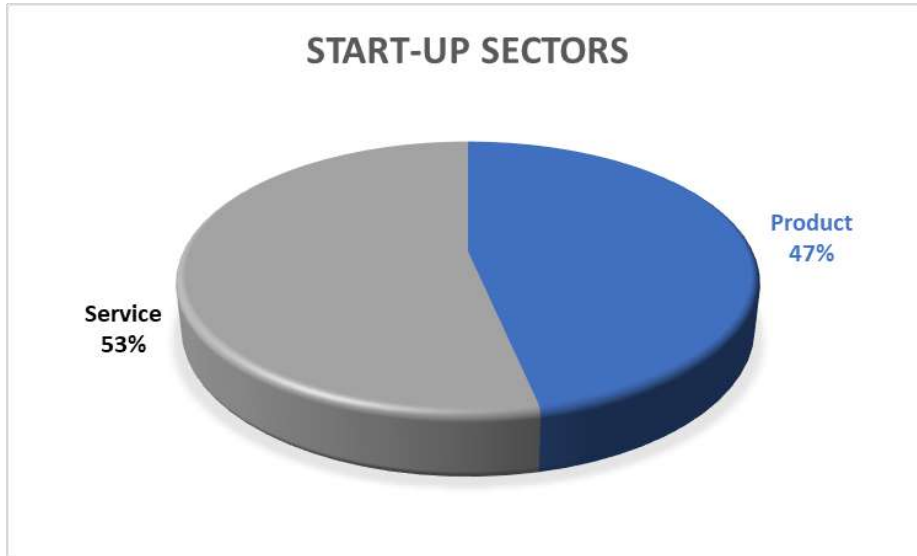
1. Researchers found it difficult to receive a large sample size because the study was restricted only to student start ups of a few higher educational institutions in the city of Mumbai.
2. The data of startups also is collected from Mumbai and Mumbai suburban region . There was a challenge in obtaining data from different cities due to time limitations.

Data Analysis & Interpretation

The data has been collected from 100 students who are from diverse academic backgrounds studying in Mumbai and are a part of innovation hubs, Entrepreneurship cells.

The data is also collected from 60 students who have worked on startups during college and some students who are effectively running either the same venture or the second or & third venture.

Sectors of the start-ups

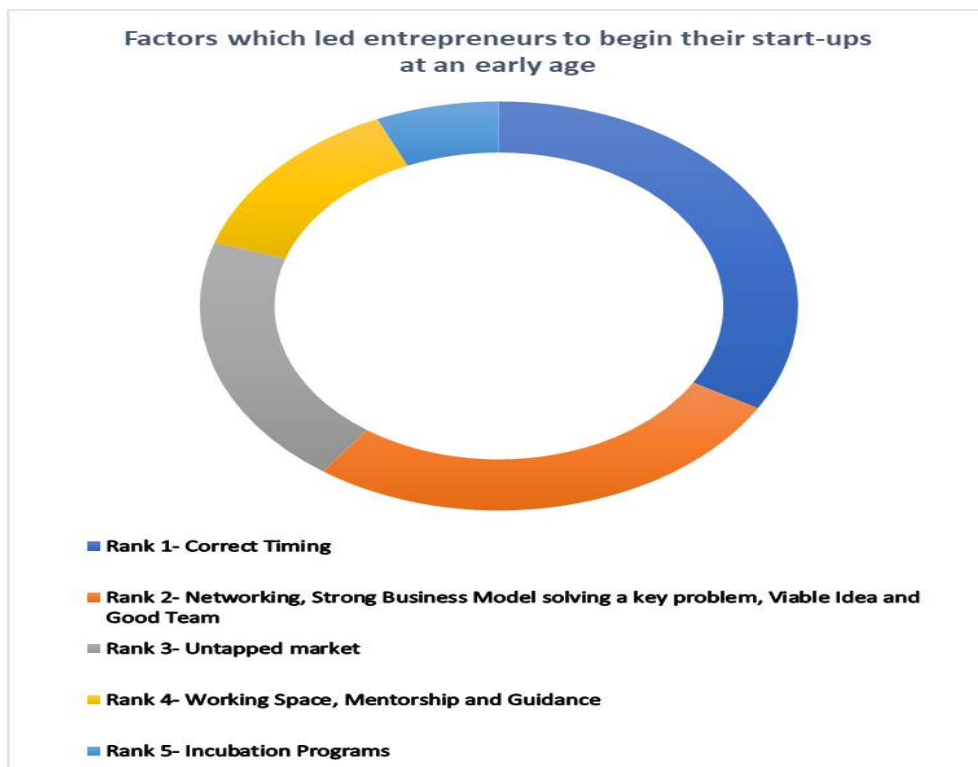


Source:

Primary Data

53% start-ups from whom the data has been collected are under service based whereas 47% are product based .

Factors that encouraged entrepreneurs to start their ventures at HEI



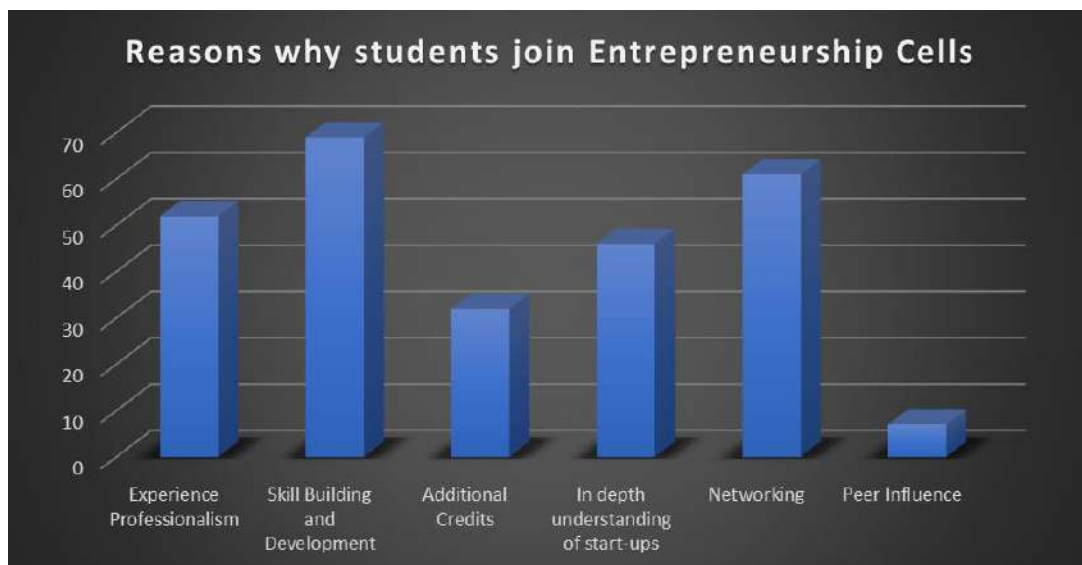
Source: Primary Data

Interpretation

From the above data it can be established that the correct timing is the cause which influences youngsters to begin working on their start-ups at an early age. During college, students work on startup ideas for numerous live projects as part of their curriculum, entrepreneurship challenges and courses. If the students find these ideas viable when they develop in college, they may feel it is the right time to start their start-up due to additional support provided by their educational institution, due to benefits provided through government initiatives like Start-Up India or because of an untapped market.

Further on, networking, availability of working space, funding opportunities and mentorship usually provided through incubation centers encourages entrepreneurs as seen in the above chart. Youngsters usually begin their startups by bootstrapping and an opportunity to avail funding as they grow plays an important role in uplifting them to begin the venture. Start-Ups constantly face new trials every day and having mentors to guide them along the way boost them. Another factor, working space plays a crucial role as start-ups find it costly to rent a place and do not have to be concerned about that huge expense if provided for the same at a nominal rate.

Key factors motivating students to join Entrepreneurship /Incubation centres



Source:
Primary Data

Interpretation

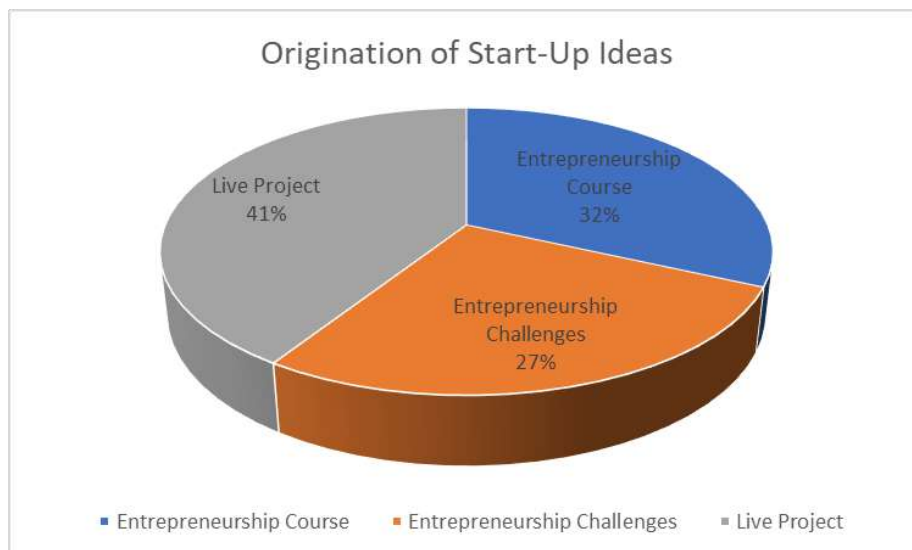
Today, a number of HEI run entrepreneurship cells or societies in order to foster the young generation through innovation and entrepreneurship. Students who are a part of these entrepreneurship cells get opportunities to network with business professionals, to learn through the experiences of others, to absorb the start-up ecosystem better and encourage students to become job creators.

From the above graph, it can be deduced that the largest number of students join these cells in order to enhance their skill set, to build knowledge and to develop essential competencies to face the

challenges of the entrepreneurial world. Youngsters consider their “network to be their net worth”. They understand the importance of building their networks as they pursue their degrees and realize the benefits that can be reaped if they choose to begin a start-up.

Youngsters also wish to experience professionalism and understand how business really works in this ever changing fast paced world. Further on, being a part of such cells or societies gives them the opportunity to speak to other budding entrepreneurs and founders of start-ups in various stages. The learning they receive helps them to change their perspective and keeps them ready to deal with obstacles. A smaller portion of youngsters also join entrepreneurship cells merely to earn additional credits or as a result of peer influence. Although they join the cell with this objective in mind, being a part of and organizing various entrepreneurship related activities can influence them to take on this path.

Review of factors from where the ideas originated



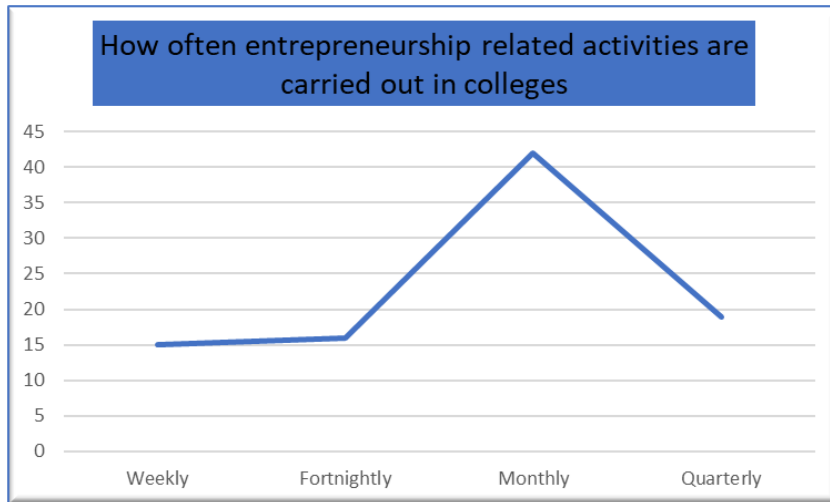
Source: Primary Data

Interpretation

While pursuing their degrees in college, students are made to work on a variety of projects, take up additional courses or participate in different competitions so that they gain more exposure. This also results in a more practical learning approach. As shown in the above chart, 41% students have engaged in this activity as a result of a live project, 27% due to entrepreneurship challenges and 32% due to different challenges and competitions.

This shows that youngsters are constantly being given different opportunities to take up the entrepreneurial journey. During the above mentioned activities, they not only think of a business idea but also work on the business model, identify competitors, potential customers and form a base for their idea. Since the students have strenuously worked on the idea, it results in them implementing the start-up if they find an untapped market and see a potential to grow.

Analysis of entrepreneurship related activities are conducted in HEI



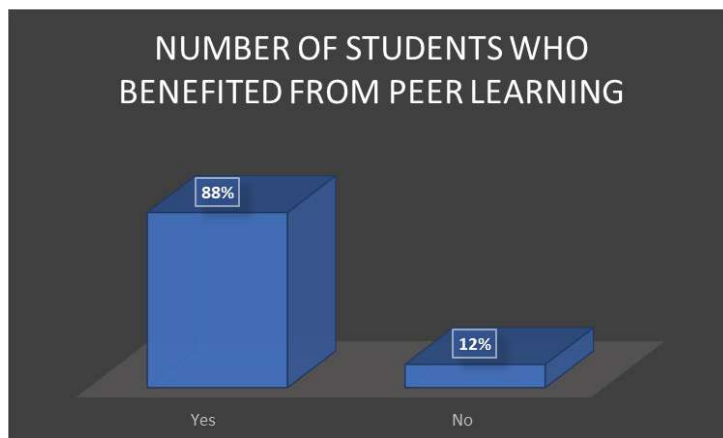
Source: Primary Data

Interpretation

Educational institutions play a major role in the growth and development of their students. The above graph shows that majority institutes do conduct at least one entrepreneurial activity in a month. There are few HEI who organize activities only once a quarter, however events should be organized more frequently like the HEI where entrepreneurial sessions, workshops take place on a weekly or fortnightly basis.

From the entrepreneurship activities carried out, 88% students have benefited from peer learning.

Thus, it can be said that peer learning is also one such factor resulting in students getting more acquainted with entrepreneurship. Students working on start-ups also take back a lot of learnings on areas where they lack from their peers.



Source: Primary Data

Hypothesis Testing

The researchers have used chi-square testing to further test to determine the relationship between two aspects of this study.

The test has been done to understand if a relationship exists between the possibility of students taking part in entrepreneurship activities and the impact it has had on them to work on a start-up.

Null Hypothesis- There is no relation between the possibility of a student taking part in entrepreneurial activities and the impact it has had on them to work on a start-up.

Alternative Hypothesis- There is a significant relation between the possibility of a student taking part in entrepreneurial activities and the impact it has had on them to work on a start-up.

Table 1 of chi- square testing

Table of Observed Values						
Impact						
Possibility	1	2	3	4	5	Total
Always	0	3	3	5	10	21
Sometimes	5	3	12	10	5	35
Never	1	0	3	0	0	4
Total	6	6	18	15	15	60

Table 2 of chi- square testing

Table of Expected Values					
Impact					
Possibility	1	2	3	4	5
Always	2.1	2.1	6.3	5.25	5.25
Sometimes	3.5	3.5	10.5	8.75	8.75
Never	0.4	0.4	1.2	1.00	1

Degree of freedom= (number of rows-1)(number of columns-1)= (5-1)(3-1)=8

Significance Level= 0.05

Table 3 of chi- square testing: Calculation of χ^2

Observed Values (O)	Expected Values (E)	(O-E)	(O-E) ²	(O-E) ² /E
0	2.1	-2.1	4.41	2.10
3	2.1	0.9	0.81	0.39
3	6.3	-3.3	10.89	1.73
5	5.25	-0.25	0.06	0.01
10	5.25	4.75	22.56	4.30
5	3.5	1.5	2.25	0.64
3	3.5	-0.5	0.25	0.07
12	10.5	1.5	2.25	0.21
10	8.75	1.25	1.56	0.18
5	8.75	-3.75	14.06	1.61
1	0.4	0.6	0.36	0.90
0	0.4	-0.4	0.16	0.40
3	1.2	1.8	3.24	2.70
0	1	-1	1.00	1.00
0	1	-1	1	1.00
Total of (O-E) ² /E				17.24

χ^2 tabular= 15.51

X² calculated= 17.24

17.24 > 15.51

Therefore, we reject the null hypothesis and accept the alternative hypothesis

This proves that there is a significant relation between the possibility of a student taking part in entrepreneurial activities and the impact it has had on them to work on a start-up.

Findings of the Study:

It is extremely vital to ascertain what skills are required by the existing startups to survive, strengthen and sustain the startups and it is imperative for the HEI to focus on the same. Nurturing ideas and innovation is a key for the success of the startup ecosystem.

Idea generation to opportunity evaluation and pivoting at the right time is prerequisite for developing startup culture in the highly competitive world. It is not plan A which is always successful. At times it is plan B which is successful as opined by taking interviews with various startups. If we change the timeline by ensuring the correct factors of integration in the higher education institution then the outcome will be the development of entrepreneurial mindset, startups thereby resulting in job creation helping the economy. Also it is vital for the higher educational institutions to celebrate the failure of a Startup when in college so that the learnings from the failure can be incorporated in the nurturing of ideas and innovations subsequently. Research and interviews with the startups, the founders explicitly mentioned that it was the third startup which has given the desired results. In the instant case the first startup was during college, second one was in the third year of the college, subsequently realizing a failure the entrepreneur started the third company which

has now grown to a team of 55 employees. Had the first startup been not encouraged during college the second and the third one wouldn't have happened. The journey of a student entrepreneur is not at ease. It is the responsibility of the Institute and its stakeholders to promote innovations, Idea generation and skill building programs so that students can be trained to take calculated risks and contribute to the economy.

Problem solving , logical reasoning, critical thinking, innovative mindset ,leadership are must have skills and there should be continuous process through which such skills can be upgraded.

Recommendations:

Timing tactics: It's been always said in strategy that timing plays a significant role but in case of startups also as found that timing plays a very important role for the success which indicates that scanning and analyzing the opportunities is critical task and need to be assessed with the help of right mentors, programs, workshops so that students are able to pivot start at the right time.

Skill building programs: It is found that the right launch of skill based programs play a significant role not only in the generation of ideas but also converting that idea to an opportunity as found after interviewing certain startups. It is imperative that skill based programs or courses should be launched and continuously developed keeping in mind the market with a futuristic approach. These courses are essential for the startups to take up the right path. As per the findings, skill programs help startups to work towards the ideas and understand the finances. certain programs recommended by startups are financial planning, startup costing, payback period, customer Discovery and branding. Another area after completing the gestation period recommended legal and intellectual property rights information or support to be given on a regular basic. Right set of knowledge during development of an idea and research help startups to make right decisions.

Idea Evaluation workshops: Idea evaluation and affordable loss is another area where emphasis should be placed by higher education institutions to create a Startup ecosystem and foster culture of creativity & innovation.

Practice ventures on Campus: Creation and encouragement of Ventures also are instrumental when they are during their course of journey as student. Based on the research it's found that various students were able to learn critical thinking, logical reasoning, analytical skills while working on practice Ventures during the course of study.

Defining Key Problems Correctly: Identification of key problems and defining the problem correctly helps the startups to find the right set of customers and subsequently create a lean model.

Networking Skills & Platform: Networking is the net worth of a Startup. Majority of the students are inclined to join innovation hubs, incubation centers, entrepreneurship cells, skill hub to build a network which helps subsequently in identifying resources and support while working on their startups. Innovation hubs promote networking are required at Higher educational institutions who are focusing on creating a startup ecosystem. Coworking space and incubation programs are important but they are the supplement to the mentoring support and guidance which are crucial for a start up&innovation hub as a way forward.

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Towards a better society: Impact of Servant Leadership on Social Entrepreneurship

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Towards a better society: Impact of Servant Leadership on Social Entrepreneurship

Abstract

This paper studies the impact of servant leadership on the effectiveness of social entrepreneurship that has been extensively acknowledged by successful startups across the globe. It generates hypothesis about the impact of seven dimensions of servant leadership viz., empowerment, conceptualization, followers influence, emotional convalescence, follower's growth and succession, value-creation for the community and ethical behavior on effectiveness of social entrepreneurship. The data was received through e-mail survey from 158 entrepreneurs located in

Bengaluru. Hypothesis testing was done using multi-regression analysis technique. Results of the study specify that the seven dimensions of servant leadership except conceptualization have significant impact on the effectiveness of social entrepreneurship. Further, the study continues with discussion of the inferences for practice by the social entrepreneurship, suggestions for future studies, and the continuous advancement of leadership tactics as well as styles that support upcoming social entrepreneurship ventures.

Keywords: social entrepreneurship, servant leadership, emotional convalescence, empowerment, value-creation for the community

Introduction

Over the past few decades, it can be seen that social entrepreneurship has grown in importance as global artistic phenomena. Several powerful organizations are supporting social entrepreneurship by offering convincing subjective confirmation of valiant individuals "changing the world" (Bornstein 2004). The focal point of social entrepreneurs is on societal concern. They arrive at innovative practices instead of routine commercial criteria by building novel social arrangements, and marshal resources as a prompt response to the problems that arise during the process. During the latest years, there has been a surge in interest in social entrepreneurship as a way to address some of society's most pervasive social issues (Mair and Marti, 2006; Nicholls and Cho, 2006). While a universally agreed definition of social entrepreneurship (Defourny & Nyssens, 2010; Hill et al., 2010; Light, 2008) is difficult to find in the literature, yet there is some agreement that it entails the pursuit of social transformation through the use of novel resource combinations (Mair and Marti, 2006).

The choice of organizational type is impacted by the relative weight given to social or economic aims. Social entrepreneurs might build for profit or non-profit companies (Mair and Marti, 2006). In social entrepreneurship, many definitions emphasize the role of innovation. To some extent, this may be due to the early emphasis on individualistic potential. As the field expands, it is becoming clear that, like social change, innovation is frequently incremental (Light, 2008; Zahra et al. 2008). One implication is that, like traditional entrepreneurship (Shane and Venktaram, 2000), social entrepreneurship includes leadership in existing firms as well as the creation of new ventures.

Though the concept of servant leadership was found by Greenleaf (1970) forty years before, only recently it has attracted the interest of academicians and practitioners. Servant leadership as a style of management was defined by Greenleaf (1977) in which the leader is first among equals. Along with highlighting on follower progress and empowerment throughout, servant leaders emphasize the significance of value creation outside the organization by functioning in the interests of the larger community (Greenleaf, 1977; Ehrhart, 2004; Parris & Welty Peachey, 2013; Liden, Wayne, Zhao, & Henderson, 2008; Stone, Russell, & Patterson, 2003; Sendjaya, Sarros, & Santora, 2008). The present study uses Liden et al (2008)'s servant leadership measure, which signifies seven main dimensions demonstrated by servant leader - conceptualization, emotional convalescence, followers' influence, followers' growth and succession, ethical behavior, empowerment, and value-creation for the community. Social enterprises may be seen as productive environment for

practicing servant leadership because entrepreneurs focus more on employee growth and the workforce have a greater impact on the society.

Review of Literature and Hypothesis Development

Various groups engage in a wide range of economic, educational, research, welfare, social, and spiritual activities as part of social entrepreneurship (Leadbeater, 1997). The majority of the literature about social entrepreneurship had emerged from non-profit, non-governmental groups. Several studies (Sullivan Mort, Weerawardena, & Carnegie, 2003; Dees, 1998b) contend that for social entrepreneurial ventures, social goal is explicit and important. On the financial front, novel strategies were used by social entrepreneurs to ensure that their companies will be able to attract funds from various stakeholders as long as they are providing social benefit.

According to researchers in this field, social entrepreneurs have various leadership qualities, including strong personal credibility, honesty, and the capacity to elicit subordinator commitment to a mission by outlining it in the form of essential social ideals instead of solely commercial terms (Lewis, 1980; Borins, 2000; Waddock & Post, 1991). In this arena, a research study on social entrepreneurship has mostly conceived the set up in terms of human leadership skills. Within the social action framework, social entrepreneurship has been defined as transformational leadership in the areas of societal issues with the goal of changing the terms of public policy relating to that area of social distress. (Waddock & Post, 1991; Hibbert, Hogg, & Quinn, 2001). Hence, the review concludes that there is scarcity of literature on social entrepreneurship rising from array of spheres and is uneven which has not resulted in the growth of an empirically consequential framework on the impact of servant leadership style on the effectiveness of social entrepreneurship. Hence this research study is being conducted to generate a theoretical framework for servant leadership style and social entrepreneurship.

Hypothesis development

Supervisors represent the face of any organization and implement the organizational policies by treating their co-workers in a friendly manner so that the co-workers reciprocate the attitudes such as organizational commitment, engagement and their citizenship behavior. Developing key leadership behaviors in the servant leadership through strong relationships should lead to emotional identification and attachment with the organization. However, we anticipate a significant impact of servant leadership on social entrepreneurship because of the fact that this leadership style aligns with the social enterprise's vision and mission through value-creation in the external environment of the organization. Employees function in social enterprises for selfless reasons in order to give back to the society by sharing similar values with the servant leaders. They practice a serving mentality and respond quickly to the servant leadership when compared to the commercial companies.

Furthermore there is evidence in literature on the relationship between employee work attitudes and servant leadership and organizational commitment (Schneider & George, 2011; Miao et al., 2014; Liden et al., 2008). However the previous studies lack in such relationship establishment. It can be anticipated that there is a significant relationship between servant leadership and social entrepreneurship as followers respond to the leader's support to act entrepreneurially (Renko et al., 2015). This preceding argument has led us to develop the following hypothesis:

H: Servant leadership (seven dimensions) has significant and positive impact on the effectiveness of social entrepreneurship.

Research Methodology

The current research study belongs to descriptive type of research and the sample respondents were chosen based on the convenience sampling technique. The data collection instrument was a structured questionnaire developed using the servant leadership scale and social entrepreneurship scale. An Email survey was conducted in the geographical region of Bengaluru by sending 385 questionnaires to the entrepreneurs of 5 industrial sectors. We received the responses from 158 entrepreneurs accounting for 41.1 percent response rate. The study was conducted during January 2022 and June 2022.

The Servant Leadership Scale (SLS) by Liden, Wayne, et al. (2008), a 28-item scale that measures seven major dimensions of servant leadership: conceptualization (CON), emotional convalescence (EMH), followers influence (PFF), follower’s growth and succession (FGS), ethical behavior (BET), empowerment (EMP), and value-creation for the community (VAL) was used to measure Servant Leadership which is taken as independent variable for the study.

The following conceptual framework (Fig1.) was used to study the impact of seven dimension of servant leadership style on the effectiveness of social entrepreneurship. Statistical results including reliability analysis, item statistics and hypothesis testing of the study derived through multiple regression model were done using SPSS version 21 software.

Servant Leadership Style

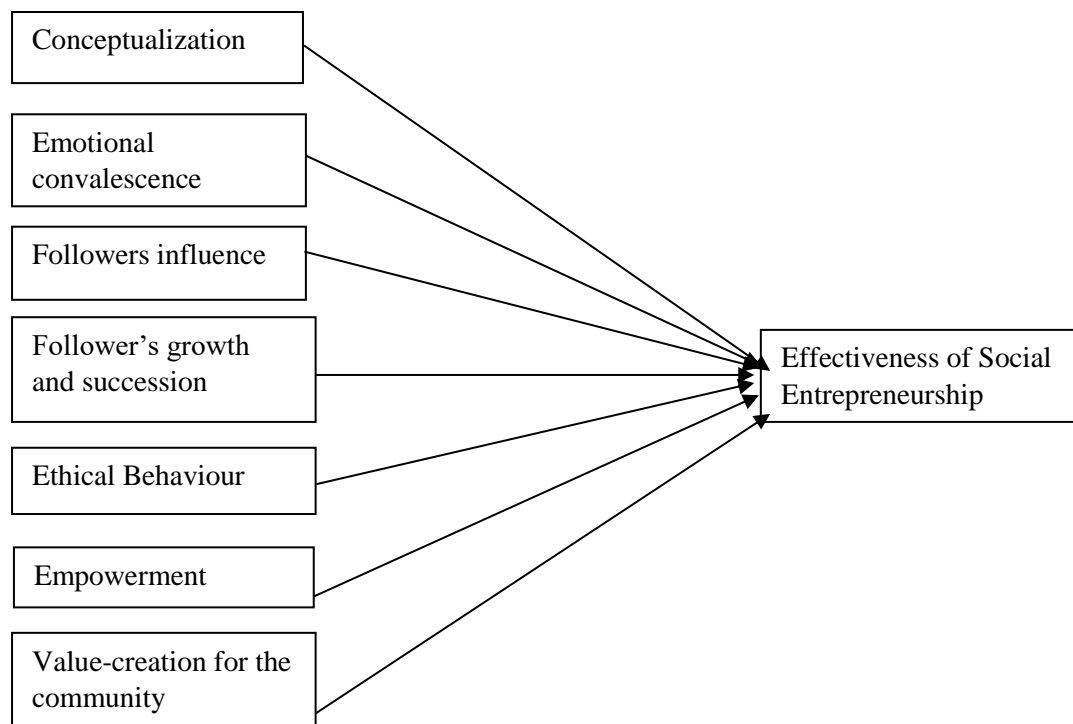


Fig. 1: Conceptual framework of the Study

Results and Discussion

Table 1 shows the demographic details of the survey respondents. The respondents participated in the study constituted from 5 industrial sectors of the entrepreneurship with majority of them from sustainable consumer goods (41.2%). Majority (73.4%) of the survey respondents were males, while 26.6% were females. Most of them (48.7%) were qualified with under graduation with majority (38%) having a work experience of 10-15 years.

Table 1: Demographics of the Respondents

Variable		N	Percent
Industrial Sector of the Entrepreneurs	Healthier Foods	36	22.8
	Next wave logistics	28	17.7
	Pet Wearables	13	8.2
	Space Technology	16	10.1
	Sustainable consumer goods	65	41.2
Gender	Female	42	26.6
	Male	116	73.4
Education	Intermediate	24	15.2
	Under graduate	77	48.7
	Post graduate	43	27.2
	Doctorate	14	8.9
Work Experience	Less than 5 Years	17	10.8
	5 - 10 Years	43	27.2
	10 - 15 years	60	38.0
	Above 15 Years	38	24.0

Source: Primary Data

Cronbach Alpha of all 34 items used under seven dimensions of the Independent variable i.e., servant leadership and dependent variable social entrepreneurship was found to be 0.945 (Table 2) which is far above the acceptable value of 0.7. This shows that the data collected is more reliable and suitable for further statistical analysis. The table 3 gives item statistics of all 34 items along with their description. Table 4 provides the details of Cronbach alpha for the seven independent dimensions of servant leadership and dependent variable – social entrepreneurship taken individually. All the values in the table are above the acceptable value 0.7.

Table 2: Reliability Statistics of all 34 items

Cronbach Alpha	N of Items
.945	34

Source: SPSS V.21 Output

Table 3: Item Statistics of all 34 items

Variable		Description	Mean	S.D.
Conceptualization	CON1	He or she would come to him for help if they had a personal issue.	4.234	1.0355
	CON2	He or she stresses the significance of giving back to the community.	4.259	.9251
	CON3	If something goes wrong at work, he or she can tell.	4.146	.7967
	CON4	He or she delegates authority to make important decisions concerning their own careers.	4.089	.7931
Emotional convalescence	EMH1	He or she prioritizes the advancement of others' careers.	4.392	.7724
	EMH2	He or she is more concerned with the success of others than with his or her own.	3.873	1.0389
	EMH3	He or she is a person of excellent moral character.	3.842	1.0376
	EMH4	He or she is concerned about the well-being of others.	4.399	.7309
Put followers first	PFF1	He or she is constantly eager to assist others in the community.	3.823	.9678
	PFF2	He or she is capable of deducing solutions to complicated situations.	4.373	.7612
	PFF3	He or she encourages others to make crucial job decisions independently.	3.772	.9504
	PFF4	He or she is concerned in ensuring that others achieve their professional objectives.	3.468	1.1154
Follower's growth and succession	FGS1	He or she prioritizes the needs of others before their own.	3.924	.8926
	FGS2	He/she is always truthful.	3.949	.9564
	FGS3	He or she takes the time to speak with them on a personal level.	4.019	.9063
	FGS4	He or she is active in the community.	3.437	1.0059
Ethical behavior	BET1	He or she is aware of the organization's mission and objectives.	3.918	.9508
	BET2	He or she allows others to handle the problems in the way that they see fit.	3.424	.9728
	BET3	He or she gives employment opportunities to people to learn new task/skills.	3.968	.8988
	BET4	He or she puts others' needs ahead of his or her own.	4.342	.7801

Empowerment	EMP1	He/she will not sacrifice ethical beliefs to accomplish success	4.215	1.0365
	EMP2	He or she can empathize others during their tough times.	4.424	.7679
	EMP3	He or she inspires others to participate in community service.	4.076	.8709
	EMP4	He or she can come up with creative ways to solve the problems/challenges at work.	4.152	.7752
Value-creation for the community	VAL1	He or she does not expect others to contact them while making significant decisions serving common good.	4.241	.9268
	VAL2	He or she is interested in learning about other people's job aspirations.	4.171	.7754
	VAL3	He or she does all possible to make others' duties simpler.	4.108	.7786
	VAL4	He or she places a higher priority on honesty than earnings.	4.133	.7664
Social Entrepreneurship	SE1	He/she commits to a mission of generating societal benefit.	4.165	.7560
	SE2	He or she sees fresh ways to contribute to the enterprise's mission.	4.158	.8022
	SE3	He or she participates in a constant adaption process relating to the corporate mission.	4.177	.7862
	SE4	In carrying out the enterprise mission, he/she acts boldly without being constrained by resources.	4.259	.8900
	SE5	He/she is always on the lookout for fresh ways to help the company achieve its goals.	4.259	.9112
	SE6	He or she is passionately concerned about the outcomes that result from the achievement of the corporate mission.	4.190	1.0354

Source: SPSS V.21 Output

Hypothesis testing

The above-mentioned hypothesis was tested using a multiple regression analysis technique with the help of SPSS V21 Software. The multiple regression analysis technique best explains the link between several aspects of the independent / regressor variable and the dependent / regressand variable. In this study, we attempted to explain the relationship between the regressand variable (Social Entrepreneurship) and the regressor variable (Dimensions) - conceptualization (CON), emotional convalescence (EMH), followers influence (PFF), follower's growth and succession (FGS), ethical behavior (BET), empowerment (EMP), and value-creation for the community (VAL). The model was arrived at using SPSS Version 21 Software.

Model	R	R ²	Adjusted R ²	SE of the Estimate	F	Sig.
1	.782 ^a	0.704	0.699	0.129	201.417	.000 ^b
a. Predictors: (Constant), VAL, PFF, CON, FGS, EMH, BET, EMP						

Source: SPSS V.21 Output

Table 4 indicates the regression model fit of the data. The value 0.782 in the R column point out a good level of prediction. The R square column indicate that 70.4% of variance in the effectiveness of social entrepreneurship (dependent variable) can be explained by the regressor comprising seven dimensions of servant leadership. We can also see that the overall regression model is a good fit as indicated by the F-ratio and the values being F (7,150) = 201.417, p<0.05.

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.032	.164		-.195	.846	-.355	.291
	CON	.018	.026	.019	.703	.483	-.033	.070
	EMH	-.147	.042	-.155	-3.508	.001	-.230	-.064
	PFF	.075	.038	.078	1.978	.050	.000	.149
	FGS	.172	.057	.200	3.035	.003	.060	.284
	BET	-.172	.066	-.179	-2.601	.010	-.303	-.041
	EMP	.555	.084	.496	6.607	.000	.389	.722
	VAL	.516	.075	.496	6.855	.000	.367	.665
a. Dependent Variable: SEN								

Source: SPSS V.21 Output

The standard form of the equation to predict 'Effectiveness of Social Entrepreneurship' from the seven dimensions of Servant Leadership is:

Predicted 'Effectiveness of Social Entrepreneurship' = -0.032 + (0.018 x conceptualization) - (0.147 x emotional convalescence) + (0.075 x followers influence) + (0.172 x follower's growth and succession) - (0.172 x ethical behavior) + (0.555 x empowerment) + (0.516 x value-creation for the community).

Hence we can conclude that the seven dimensions of servant leadership except conceptualization have significant influence on the effectiveness of social entrepreneurship.

Conclusion and Scope for Future Research

The main objective of this research was to check the impact of servant leadership on the effectiveness of social entrepreneurship as a separate field of study. Results of the study specify that the seven dimensions of servant leadership except conceptualization have significant impact on the effectiveness of social entrepreneurship. Despite the limitations of the available literature, we suggested that servant leadership is a significant factor in determining the performance of social entrepreneurship and so has potential as a research domain. It is advised that future empirical

study on national leadership culture in social entrepreneurship address these issues. Furthermore, study into the servant leader's impact on workplace spirituality, which in turn influences staff creativity is also suggested.

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Title of Paper: Role of Digital Platforms in developing Digital Entrepreneurship in India

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Role of Digital Platforms in developing Digital entrepreneurship in India

Abstract:

India is a country of youth. A large population of the country is youth. The youth is energetic and creative. They show the determination to do something new. Government of India launched Start Up India scheme on 16th January 2016. The aim was to inspire the youth to become successful entrepreneurs. As a result, India has become the number one ecosystem in the world with more than 8900 tech startups and more than 25 unicorns. At present, people's eyes are fixed on the government of India in terms of destroying employment in the country. Every researcher, scholar, doctor, youth etc. are paying attention to the work done by various Indian government. And there are a lot of expectations. The digital platform has awakened a ray of hope among the youth from urban to rural areas. The youth are highly connected on social media. There is a huge scope for digital platforms. Due to this, digital entrepreneurship has been created in the society. It helps to make India's economy strong. India has less than 10 unicorn startups before 2015. At present, the medium has a good response to the progress of the digital age. According to a report by HDFC SECURITIES LTD, India has added about 42 unicorns in 2021. 37 unicorns have been created in it. It seems likely that 100 unicorns will be created in the future. The main objective of this study is to spread information about digital entrepreneurship to the people and to increase the confidence of the people.

Introduction At present various efforts are being made in India with the aim of creating new entrepreneurs. With the aim of creating self-employment in India by various sectors like education, entertainment, literature, commercial etc. many new researches were done in various fields. Even in the new education policy 2020, the Start Up concept has been developed in various courses in line with the promotion of new entrepreneurs. During the Corona period, most of the industries were shut down and the employees had to face the challenge of completing the affairs of many companies from home. Without eliminating

unemployment completely, it was kept online. And today on the same basis the importance of online has increased a lot. There are a wide variety of digital platforms available today. At present there are a total of 20 Start Up platforms operating in India. All these efforts contribute to India's economic growth and hence the role of Start Ups in India's overall development and employment growth is crucial. Digital platforms are being developed through Start Up. From cities to villages, digital platforms are being used with passion. The main objective of this study is to review the increase in economic development of India due to start ups through digital platform and employment generation through it.

Startup India is a brainchild of the Government of India., which aims to catalyze India's startup culture and create a robust and inclusive ecosystem for innovation and entrepreneurship in India. Start Up India is a scheme launched to strengthen the economy in our country and give scope to entrepreneurship in the society. Start Up India started this scheme in 2015 by Mr. Narendra Modi and implemented this scheme in 2016. This study covers various content about role of social media, digital process and SD. Also focus on self-employment is successful or not by digital platform.

Keywords: Entrepreneurship, digitalization, social media, Digital Employment, Sustainable Development

Objectives of Study: India has tremendous features about creativity in skill development content. India Government has started the “Digital India” concept overall India. Within this concept, many peoples were coming under digital platform and the purpose of India Government providing the digital platform is self - employment. On this basis, in this study the purpose is taken according to the need of employment at present date. Some Objectives are here-

1. To provide awareness within society about digitalization in India.
2. To maintain Sustainable Development through Digital India.
3. To provide digital employment in youngster.
4. To study the startup project.

Review of Literature

Dr. G. Nedumaran & R. Saroja has analyzed the study on support digital entrepreneurship. This study explains about entrepreneurship and digital marketing, problems of entrepreneurship. Also discussed about the role of Indian practices according to the Innovations implement in India. (June 2020)

Dr. Mrs. Vaibhava Desai has researched a topic of Digital Marketing and finalized that Digital Marketing is plays a role in Sustainable Development. Also focused on digital technology teaching and learning process. (March-2019)

Deepashree Chatterjee focused on innovations in technology used in startup India project. She discussed on various action plans and schemes within startup India Plan. She also explains how start up worked, what are gains or losses. (Jan 2020)

Waseem Akram has been showed plus minus content in social media which affected on Society Habit. How the media works on society in the way to encourage the features of Indian Population in different area like education, health, cultural etc. (Sept 2017)

Methodology

In this study, some data is taken from secondary sources like books, newspapers, periodicals, articles, websites etc. some data is primary type was received by online survey. As well as it primarily depends upon exploratory in nature.

Digital Entrepreneurship and Sustainable Development

Digital approach brings new concept of employment in young generation. Digital concept helps the environment to be safe and sustainable development takes place. The Government of India has implemented this digital concept through various platforms. There are many positive things which provides courage in society like online platform. Digital things play an important role in improving the economic level of society. This digital platform is helpful for the youth with different skill sets. Digital platforms can make the impossible possible. Latent qualities of people are exposed. There are three main components of the Digital India initiative, namely building digital infrastructure, digital delivery of services and digital literacy. As technology evolved in India, digital platforms helped enable it. In India, there are many areas like agriculture, entertainment, education, travelling, manufacturing, trading, real estate etc. are developing with the help of advance technology. Due to these areas, a society developed in various manner by digital literacy. Digital Literacy provides knowledge about how we can use digital platforms and how we can earn by learning this. Digital platforms are a ray of hope for entrepreneurship in India. This has developed a motivation for self-employment. Digital entrepreneurship helps for getting opportunity in employment. We can learn this method for solving our problems. This is the Start Up India.

Make in India & Start Up Fact Various innovations were created by the Indian government. These include Make in India, Start Up India, Digital India, Stand Up India etc. A large number of innovations have been implemented by the Indian government to boost

employment growth. India is on the way to become a superpower in manufacturing. The Make in India initiative is based on four pillars to encourage entrepreneurship not only in the manufacturing sector but also in other sectors.

1. New concept of doing business – Ease of doing business is a vital factor in promoting entrepreneurship. Several measures have already been initiated to create an environment conducive to industry. Many attempts are being made to create a de-licensed and de-regulated system.
2. New Infrastructure- Having modern and convenient infrastructure is very important for the development of industries. That is why the government has decided to create industrial zones and smart cities. It can use high speed communication tools. Also, the infrastructure in the industrial sector will be updated and the existing infrastructure will be increased.
3. New Sectors- 25 sectors have been selected under Make in India in manufacturing sector, infrastructure, service work, the details of which will be given through the web portal.
4. New Term- The industry feels that the government is the controller for the industry. But through Make in India, the government is going to focus on communicating with the industry by dispelling this misconception. Government will work as a partner of industry in the economic development of the country. The approach of the government is not going to be that of a controller but of a facilitator.

The Government of India is developing pentagonal zones across the country for industrial friendly environment to increase the manufacturing sector and to make India a global manufacturing hub.

Stand-Up India Scheme was launched by Prime Minister Narendra Modi in April 2016. It is a part of Department of Financial Services (DFS) initiative. This scheme focuses on providing loans to women entrepreneurs belonging to SC/ST category to finance their businesses. The scheme is available for women working in the fields of manufacturing, services and trade. Launched in 2016, Start-up India Scheme is an initiative of the Government of India. The main objective of the scheme is to encourage start-ups, create employment and create wealth. The plan has launched several programs to build a strong ecosystem and transform India. These programs are regulated by the Department of Promotion of Industry and Internal Trade (DPIIT). Start-up India scheme has many benefits like ease of work, financial assistance, government tenders, networking opportunities, income tax benefits etc.

Digital India-

To connect every citizen of India with the digital world, the government has taken this amazing step and launched the Digital India Project, Digital India is the biggest driver of change in the country. The Digital India Platform is a program that transforms the country into a digital nation and gives a new look to India. For the financial year 2020-21, the government has collected a fund of Rs 3958 crore. It is predicted that the employment will increase, the economic affairs of the country will gain momentum.

Various important aspects have to be taken into consideration in the plan of Digital India in order to find different shares of development. It includes public internet, broadband highway, E-Governance, Mobile Connectivity, E-Revolution etc. There are many projects has been under process like IT training for jobs, Manufacturing of Electronic, Global Information, Website of MyGov.in etc. Digital India has provided Wi-Fi hotspot services in village panchayats, schools, colleges and other public places. In order to make this program successful, IT is providing services using the popular domain in health department, education, banking, agriculture etc. Both the concepts of Start Up India and Digital India are challenging for Indian innovators as well as new entrepreneurship. The Government of India believes that these two activities will be important for making India a superpower. In 2014, as a step taken by the Government of India to meet the growing needs of the growing population, the concept of Digital India increased the number of internet users. In 2014, the number of internet users was 233 million and now it has reached 504 million. Digital service delivery is a way to exchange goods and services, information and recommendations between the government and the public. It aims to bring digital literacy from urban to rural areas and create inclusiveness in development. Digital India in turn promotes infrastructure, services and empowerment. The increasing use of internet and cheap internet during the Corona period has given rise to the start-up economy and new age digital companies in large numbers and today the number of digital companies has increased. In the initial period in January 2022, there were 658 million people using the Internet in India. Its proportion is 47%. Social Media is playing an important role in increasing digital customer. Hence, the number of digital platforms is increases rapidly.

Role of Unicorn in Digital Entrepreneurship

India ranks third in the world in the world of start-ups. Now India has ambitions to become the number one start up destination in the world. This start-up scheme represents the innovative ecosystem of the entire country, thereby moving the country towards a new dynamic path. A concerted effort is being made by the Centre, States and Union Territories to put India first.

Various efforts are made by the Government of India to make this initiative more efficient. As of 2022, 108 Unicorns India's start-up ecosystem is growing rapidly. Start-ups that have been valued at more than \$1 billion have received the recognition of unicorns. In 2021, India is the country that hosts the third most unicorns in the top list.

Digital Platforms and Digital Economy

Today, digital platforms are ubiquitous. It is seen that digital platforms are being used in every sector of society. Digital platform becomes most important in the field of education. As compared to the last three years, currently 71 billion transactions have been done on digital platforms in India. In India, almost 9 million jobs have been created through the digital economy. In the third quarter of 2022, 2.96 billion people were online on Facebook monthly. Instagram own account has 520 million followers. It was number one then and has grown again with 16 million followers. In 2022, Currently, the number of WhatsApp users has reached 2000 million. Google Play was the most preferred app by Android users out of 3.55 million apps. With more than 900 million internet users, India is the second largest online world in the world after China. 50% of the world's total population are social media users today. This number is 3.78 billion. According to IDC, like Europe and China, India will also be the country that invests the most in digital transformation. The digital global economy was \$11.5 trillion in 2016 and is now \$15 trillion. There is a possibility for India to open a new opportunity for the global market.

Various challenges facing India in terms of digital marketing-

There is a lack of digital strategy for digital transformation. Digital platforms are a very broad field. But the skill to use it accordingly has not been developed. By doing digital employment, a large number of youths need to undergo training in various AMPs. For that, it is necessary to make a mindset of spending. It is necessary to create awareness that digital platform is also an area of employment generation. There is a lack of digital literacy in the society. Digital economy is dependent on technology. But there is lack of creation of e-business, e-commerce and infrastructure etc. Society does not trust digitization as there is no privacy in the world of technology concept.

Conclusion- India is currently putting a lot of emphasis on skill development, with the online format expanding. Hence, digital transactions are seen to increase. Also, with the increase in the use of social media, the facility of digital emoluments has been created. But for that awareness of digital functions, its training, investment in it, strong plan of the government in that regard

is very important. In today's era, digital employment has a different confidence among the youth. Social media has to be looked at in terms of employment generation. Only then will the digital economy become stronger.

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STARTUP INDIA: Opportunity to Grow

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The India is young country having 112 million working-aged people between the age of 20-24 so it is not possible to employ them with the existing Economic status therefore Start-up is Must with which one can start earning without being fear of not getting employed or losing job.

Objective of the study

The objective is to research government assistance through various government programmes designed to help new businesses succeed.

Limitations

This is a conceptual study. It is supported more by facts than by numerical data. The study is further limited to the discussion of the various government schemes for stratus.

Hypothesis

The Indian economy is developing at a steady peace due to development of thousands of start-ups.

Methodology

This study is based on secondary data. The information has been collected from books, journals, magazines, newspaper, and websites.

India being a developing country with various landforms, diverse Culture, Languages, Massive Labour with many intelligent youngsters is definitely a great place and an opportunity to Start with.

Start-up starts with the ability of one taking Risks and we are good at it. We trust more on humans than machinery.

One should not get depressed or leave the task just because they failed as it's the perception of the person how they see it. Even though Albert Einstein did not succeed to glow bulb 1000 times but when asked he replied, he knows 1000 different reasons of why a bulb will not glow.

Failure is not when the things does not go as per your plan, but you fail the moment you stop learning and accepting the reality. We all are in a world with thousands of hurdles in our life but it's you who will have to handle it by your own mind-power.

GOVERNMENT SUPPORT

India is promoting "Start-up India" and "Make in India" scheme which is providing various opportunities to grow and start your own business.

1. Pradhan Mantri Mudra Yojana

Under this scheme Micro Units Development and Refinance Agency Bank or MUDRA Banks provide loans at low rates to micro-finance institutions and non-banking financial institutions, who in turn provide low-interest loans to start-ups and MSMEs. Loans up to Rs 10 lakh can be availed under the MUDRA scheme.

It was launched in 2015 and within 2 years, more than 1.8 crore jobs were generated due to the loans and business generated via MUDRA.

MUDRA Yojana created 1.12 crore jobs in 3 years; loans worth Rs 14.9 lakh crore disbursed

There are three categories of businesses, which can avail loans under MUDRA loan for start-ups:

Category 1: Shishu, which is for new businesses. Loans up to Rs 50,000 can be availed.

Category 2: Kishor, which is a mid-aged business. Loans up to Rs 5 lakh can be availed.

Category 3: Tarun, which is an existing, experienced business. Loans up to Rs 10 lakh can be availed.

Credit Guarantee Trust Fund for Micro and Small Enterprises

CGTSME is one of the biggest Start-up Loan Schemes launched by the Ministry of MSME in India.

Under this Government scheme, a collateral-free loan of up to Rs 1 crore is provided to eligible start-ups and MSMEs.

Financial Support to MSMEs in ZED Certification Scheme

This scheme provides both financial support, and technology and tools to ensure zero defects in their products to encourage manufacturers to create better products, with high quality and zero defects.

Credit Linked Capital Subsidy for Technology Upgradation (CLCSS)

Under CLCSS, Govt provides a 15% subsidy for investment up to Rs 1 crore for upgrading technology for start-ups and MSMEs in India. More than 7500 products/services are covered under this Government scheme.

Design Clinic for Design Expertise to MSMEs

Under this Government scheme, Govt. will provide up to Rs 60,000 aid for attending design seminars and up to Rs 3.75 lakh or 75% of the cost of a seminar, wherein the entrepreneur and/or their team can learn and implement design theories and learn more about them. Via this program, entrepreneurs can know about the latest trends and practices related to designs, interact and network with other designers, entrepreneurs, and learn in-depth about design mentality and theories.

NATURAL BENEFIT

Various Landforms

Himalayas:

The Himalayas form a natural barrier to the cold winds coming from the North (i.e., China and Tibetan Plateau)

The Himalayas flourishes in economic resources that includes pockets of rich arable land, extensive grasslands and forests, workable mineral deposits, easy-to-harness waterpower, and great natural beauty. It is also beneficial for agriculture of large crops of corn, wheat, potatoes, and sugarcane, Fruits such as apples, peaches, pears, and cherries, Tea is grown in plantations mainly on the hills.

The Himalayan rivers have a tremendous potential for hydroelectric generation which has a storage capacity of around 348 billion cubic feet (10 billion cubic metres) of water and generating capacity of 1,050 megawatts.

Plane Land

Land is an asset and one of the most profitable assets. On this region numerous businesses can be setup like Amusement Park, Restaurants Garden, Dairy Farms, Cell Phone Towers, Outdoor Shooting Range.

River and Ocean

India is Peninsular Country surrounded by Arabian Sea (in West), Indian Ocean (in south) and Bay of Bengal (in east).

Many businesses can be setup such as Water Resort, Scuba Driving, Water adventure activities, River rafting, etc.

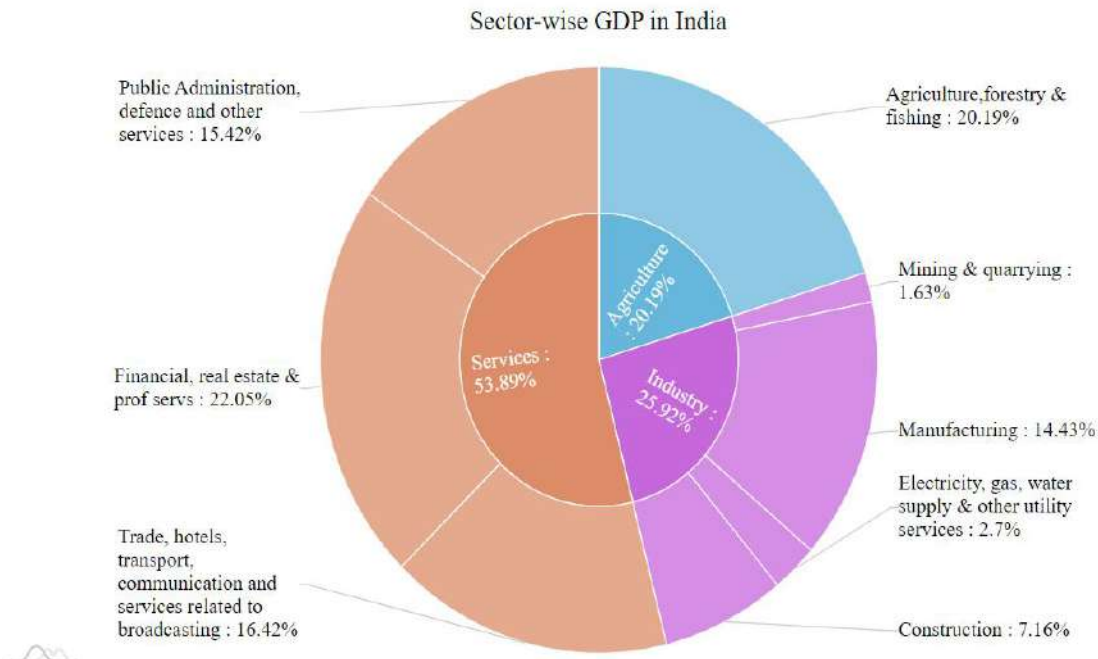
Along with this there is Ocean Based Sector including fisheries, shipping, tourism, deep sea mining, offshore energy resources, marine research, ocean conservation, and ocean sciences.

India's blue economy accounts for approximately 4% of the GDP and is estimated to increase once the mechanism is improved.

LABOUR INTENSIVE

Labour intensive is when products are mainly produced by humans. Here, Machines and special tools along with human's creativity which will give a personal touch to it. Having massive labour makes it easier to produce Customized products at a reasonable price.

These comprise garments and apparel, textiles, food processing, leather and footwear and wooden furniture etc.



Source: <https://statisticstimes.com/economy/country/india-gdp-sectorwise.php#:~:text=Sector%2Dwise%20GDP%20of%20India&text=The%20services%20sector%20accounts%20for,and%20allied%20sector%20share%2020.19%25>.

The services sector is the largest sector of India contributing 53.89% in GDP of 2020-21. This is sub-divided into

- Public Administration, defence, and other services: 15.42%
- Financial, real estate & prof services: 22.05%
- Trade, hotels, transport, communication, and service relating broadcasting: 16.42%
- Agriculture, forestry& fishing: 20.19%
- Mining and quarrying: 1.63%
- Manufacturing: 14.43%
- Electricity, gas, water supply and other utility services: 2.7%
- Construction: 7.16%

Suggestions

Create knowledge of the various government initiatives and make an attempt to utilise them as much as possible. This will lead to better nation building.

Conclusion

As the number of startups increases in an economy, the growth rate increases, unemployment decreases, and the country's economy grows.

There is a great quote by Dhirubhai Ambani, “The success of the young entrepreneur will be the key to India’s transformation in the new millennium.”

Machines are just for support, but ultimate decisions are taken by we humans. So, stop talking excess and let your actions speak the rest.

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TITLE OF PAPER: EDUCATION INSTITUTE-MAJOUR ROLE IN NEW TRENDS OF ENTRENEURSHIP

DATE: 06/01/2023

SIGNATURE:



**EDUCATION INSTITUTE- MAJOUR ROLE IN NEW TRENDS OF
ENTRENEURSHIP**



Abstract:

The important sources of start-ups making evolution is Education and its institution. India's started start-ups scheme in country which is distributing several career opportunities and growth of progress as per economic analysis. This research paper presented mainly aims of educational institute formation of start-ups of new trends of entreneureship.

Start-up India is a revolution scheme that has been started to help the people, who want to start their own business. These people have ideas and capability so government will give them support to make sure they can implement their ideas grow. The campaign was first announced by Prime Minister Modi in his 15 august 2015 address from the Red Fort. Success of this scheme will eventually make India's a better economy and a strong nation. Start-up India in an action plan to develop an ecosystem to promote and nature entrepreneurship across the country. Start-ups and entrepreneurship are critical to India's efforts to restart private investment into the economy. The government of India to build and strong ecosystem for nurting innovation and empowering start-ups in the country.

Entrepreneurship education is an important factor in determining and developing entrepreneurial qualities in individuals. Role of educational institutes in entrepreneurship development means of paramount for an individual for an individual who wants to bring his idea successfully into the market. And educational institutes can help these individual in nurturing and developing necessary skills and competencies. These Institutions provide guidance, allow for routines to develop and ultimately reduce the uncertainty of social interaction.

Keywords:

- ❖ To explain important of education in our society.
- ❖ The aim of the analysis, in education institution in promoting to start up.
- ❖ Role of educational universities to making start up.
- ❖ Opportunities for student to start up their own entrepreneurship in small or big scale.

Definition of Education:

The word '**EDUCATION**' is derived from the Latin words—'Educare ,Educere, Educo and Educatum' 'Educare' means 'to bring up' or to 'nourish', 'Educere' means 'To draw out' or to 'manifest' 'Educo' means 'to lead out of' 'Educatum' means ' Act of teaching or instruction ' 'Educere' means To draw out or to manifest. The term Educare or Educere mainly indicates development of the latent faculties of the child.

Aims give direction to activity, the aims of life determine aims of education.

Education in the social institution through which society provides its members with important knowledge, including basic faces, job skills, and cultural norms values. One of the most important benefits of education is that it improves personalities and helps the society to run smoothly.

Education is the most powerful weapon which can use to change the world (Nelson Mandela). Its means keys of success. Whereas important extend the word key as

K= knowledge

E= emperors

Y= you

Education gives everyone a chance to acquire new knowledge and learn off skills that all help them improve their life. Education also helps to appropriate themselves their activities and knowledge form an early age and to understand that they have been given a once in a life time opportunity.

What is Higher Education? Higher education, post-secondary education, or third level education is an optional final stage of formal learning that occurs after secondary education. Often delivered at universities, academies, colleges, seminaries, and institutes of technology, higher educations also available through certain college-level institutions, including vocational schools, trade schools, and other career colleges that award academic degrees or professional certifications. Tertiary education at non-degree level is sometimes referred to as further education or continuing education as distinct from higher education.

Education is important but learning is more valuable.

- creating more employment opportunities.
- securing a higher income.
- developing problem solving skills.
- improving the skills.
- providing a prosperous and happy life.
- giving back to the charily
- enacting modern society.
- introducing empowerment.
- creating equal opportunity
- scope of new talents

Education is a stairway to the growth and development of humankind. Education shapes society into a better world.

Education are responsible for teaching values, such as, discipline, respect, objectives etc. they are to teach coeternity by encouraging young people to be good students, hand making futures workers and law –abridging citizens. Cultural innovation is educational institutes create and transmit cultural values.

Educational institution:

An educational institution is a place where people of different ages gain in education. Education can be both formal and informal through the method of teaching which is called pedagogy. Formal education is achieved through educational institution including preschools, childcare, primary elementary schools, secondary high schools and Universities. They provide a large variety of learning environments and learning spaces. However, informal education

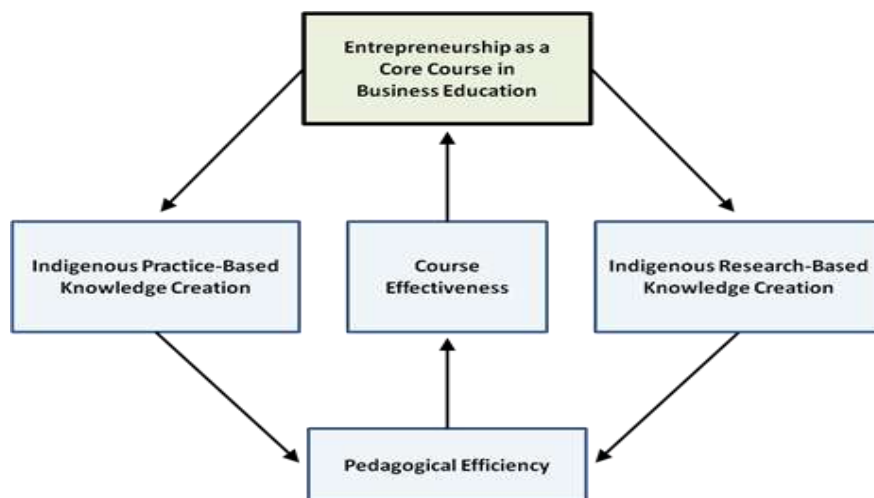
covers from self-oriented learning, evidence based learning open learning and electronic learning. Education in any form refers the life of an individual and the society as a whole.

It is important to realize the importance of education in today's society because even in the 21st century many fight for the right to education in our society.

Educational institutions is not limited technology progression on improvement in there and economic values, but also it to teach the lesson of harmony, humbleness, tolerance, equality and justice. Educational institutions are not merely building individuals to strengthen society and eradicated the negativities but also to build a peaceful society.

Educational institutions happens to be the centres of human resource development and the learners who come out of there centres are accepted to go the society and take up some responsibility including business.

Entrepreneurship: -



It is a multi-faceted phenomenon. In simple words, we define an entrepreneur as “an individual who establishes and manages a business for of India.

Entrepreneurship education through these institutions can help in increasing awareness of entrepreneurship as viable career option and the support received through incubation a help student entrepreneur awareness handles to starting and growing their business.

Entrepreneurship and start-up activities in India have not only grown significantly in numbers and geographic spread, but also in terms of creating a dynamic support system to foster entrepreneurship, enhanced levels of innovation and employment creation, according to a new analysis. The most important trend is that education institutions in India are beginning

to play a vital role in developing entrepreneurial competencies and include entrepreneurship as a core course in business education according to a new report.

There exist, however, a number of threats to the continuing development of the Indian start-up ecosystem because of prevailing social conventions regarding education and career choices and the relative difficulty of doing business in India.

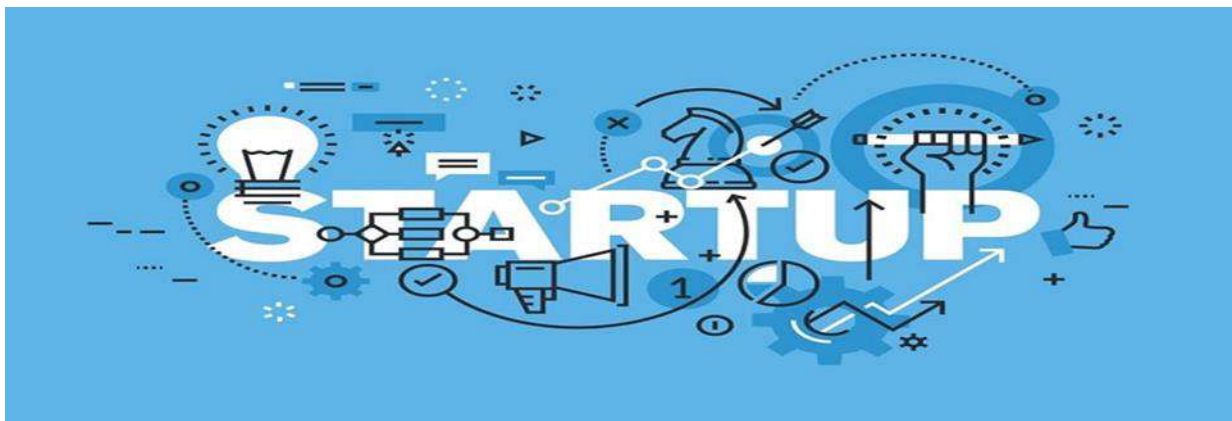
The aim of the analysis, [*Entrepreneurship and Start-Up Activities at Indian Higher Education Institutions*](#), was to inspire Danish higher education institutions and companies to take an interest in the opportunities India offers in this field.

The present research report said that India is witnessing a tremendous rise in the start-up creation and business incubation, driven by an extremely diverse, inclusive entrepreneurial landscape and easy access to capital.

Started with the National Science and Technology Entrepreneurship Development Board, or NSTEDB, which launched the Science and Technology Entrepreneurs Parks in the early 1980s and the Technology Business Incubators in early 2000. A number of academic and non-academic institutions have now joined forces.

Most of the top business schools and technical schools offer entrepreneurship education in the form of short- and long-term programmes

Opportunities for students



But opportunities are also being provided for students to set up ventures. About 40% of the incubated companies at the Society for Innovation and Entrepreneurship, IIT Bombay are student-faculty projects. IIT Hyderabad has two successful start-ups which are joint ventures between students and faculty.

The government of India has contributed significant risk funding to promote an entrepreneurial spirit among students. It has launched two new investment and loan programmes for start-ups and small and medium-sized enterprises or SMEs, with a combined budget allocation of INR120 trillion (US\$1.76 trillion).



The Finance Ministry is also investing in venture capitalist funds for meeting the equity requirements of start-ups and has set up an India Aspiration Fund to support the entrepreneurial ecosystem,

To present an overview of the multi-faceted world of entrepreneurship and the start-up ecosystem in Indian higher education institutions.

It found that although the origin of incubation centres in India is a recent phenomenon, they have managed to contribute significantly in promoting an entrepreneurial culture within the country. The start-ups have also demonstrated the potential to create breakthrough technologies and fascinating service delivery mechanisms. The Indian government is equally involved in promoting the start-up culture by way of risk funding and in designing effective policy framework.

However, interviews with institutions indicated that peer pressure for placement in secure jobs with predictable monthly incomes is still a social force preventing many Indians from pursuing the entrepreneur path, according to interviews with representatives of Indian institutions.

The paper is an attempt to identify the role played by educational institutions in promoting entrepreneurship. Educational institutions creates the foundation of any nation and

hence the budding citizens need to be educated and inculcated with the concepts of entrepreneurship. Educational institutions are the platform which will help the budding entrepreneurs not only to learn the basic concepts and principles of entrepreneurship but also to connect them with various experienced mentors who can hold hand and support at various phases of entrepreneurship process. Education institution through their practical oriented curriculum extended support through incubators and initiative towards implementing government initiatives towards entrepreneurship can contribute more towards developing entrepreneurial ecosystem .

Educational institutes play a significant role in promoting entrepreneurship. They are the nurseries where the students are to shape their careers. It is important to inculcate the concept of entrepreneurship among the budding future of nation, as well as educate them with various supporting wings available to mentor them in the process of starting a venture .Entrepreneurship is important for the growth and development of the nation .They create jobs for themselves and for others. In India, the role of higher education institutions is undergoing a fundamental change to encourage and support young entrepreneurs.

Education needs to develop entrepreneurial skills required to generate an entrepreneurial mind-set to prepare future leaders for solving more interlinked, complex and fast changing problems.

Aim of Entrepreneurship education comprising the following 3 components:

Self-Development: Entrepreneurship education should build capability in individual by motivating, building confidence and strengthen the entrepreneurial mind-sets, to achieve desired and inspired action.

Venture Development: Role of education institutions is to play vital role in business development. Skill required for development of business like, technical, financial literacy, skill to engage in self-employment & employment in entrepreneurship can be built at institutional level. This would improve the expected business and functional curriculum.

Entrepreneurial Skill Development:

Entrepreneurship education should give training in social skills, networking, creative problem solving, opportunity seeking, selling, interviewing, presentations, group leadership, community co-operation, dealing with bureaucracy, local cultural norms and how they affect business, etc.

Various initiatives to encourage entrepreneurship in educational institutions Entrepreneurship Development Institute of India (EDII) in coordination with Department of Science & Technology (DST), Government of India, will take up over 2,000 innovative projects in Science & Technology (S&T) over the next three years. Students from over 40 institutions across India, including the Indian Institute of Technology, Guwahati, SRM Institute of Science and Technology, ITS Engineering College, Indian Institute of Information Technology, will be encouraged to explore the commercial possibility of these projects. PM Yuva Yojana -Entrepreneurship certification programme directed towards under graduate and post graduate students. Atal Incubation Centre – Any academic and non-academic institutions will provide a grant-in-aid of upto Rs. 10 crore for a maximum period of 5 years to cover the capital and operational expenditures to establish the AIC. Other institutions like Wadhvani Foundation work with private, government and government aided institutions in order to promote entrepreneurship they have different certification programmes that helps to understand the concepts of entrepreneurship as well as initiative like entrepreneurship development cell(ED cell). Helping students to built network with experts (already successful entrepreneur) and other college students organising various events to promote creativity and innovation.



Small Industries Service Institutes (SISI) is affordable,

- Three months part time evening courses in management
- 4-6 weeks part time courses in intensive training in functional areas (marketing, finance)
- Special courses in quality control, HR, production planning, product development etc.
- Mobile workshops imparting training on correct usage of tools and equipment
- Helps with preparation of plant layouts
- Helps individual firms on specific problems faced
- Education institute-major role in new trends of entrepreneurship

Role of B School in developing Entrepreneurship some of the prominent B schools with active entrepreneurship development programmes are listed below-

- NS Raghavan Centre for Entrepreneurial Learning – IIM Bangalore This institute carries out international collaboration projects.
- IIM- Calcutta: In IIM Calcutta activities on innovation and entrepreneurship are more practical, driven by students, along with the faculty advisors. This institute holds on of the biggest plan contest in Asia. ideas to implementation with Yale University's Yale Entrepreneurial Society.
- Indian Institute of Science Society for Innovation and Development (SID) at IISc has achieved a notable feat in a project called SUTRA ---sustainable transformation of Rural Areas which uses non edible oils from indigenous neem trees as a substitute for fuel generation. Many ideas are focused on solving the problems of rural poverty since “innovation is getting compassionate too.”
- IIM – Ahmedabad, SPJIMR, Mumbai have modified placement rules to offer “Placement holidays” where students can try their hand at setting up their own venture and should things don't work out, they can come back to the campus for placements within two years of passing out.
- FMS, University of Delhi- MBA in Entrepreneurship
- Christ University, Bangalore- - MBA in Entrepreneurship
- ICFAI Business School, Hyderabad-- MBA in Entrepreneurship
- Symbiosis Institute of Management Study (SIMS), Pune-- MBA in Entrepreneurship

Entrepreneurship and Start-up Policies play a vital role in the economic and social development of a nation. In fast developing economics like India, these policies are critical and very important for innovators, entrepreneurs and start-ups in overcoming barriers while trying to market their innovation and growth of start-ups from scratch to scale. Higher Educational institutes in general and technical institutes in particular, play an imperative role in shaping the start-up movement for a country like India where the large section of young talents are in their academics.

As per research knowledge, Ministry of Education and apex regulatory bodies such a University Grant Commission (UGC) and All India Council of Technical Education (AICTE) together have designed a more inclusive version with detailed guidelines on the ‘National Innovation and Start-up Policy 2019 for students and faculty’ for implementation and adoption

in both technical and non-technical HEIs across the country. Hon'ble minister of Human Resource Development has launched the 'National Innovation and Start-up Policy 2019 for students and faculty' on 11th September 2019 at AICTE, New Delhi. The Policy will be implemented by MoE's Innovation Cell and in coordination AICTE, UGC, state governments & UTs and universities, policy will be taken to ground for quick adoption by HEIs.

This journey began on 16th November 2016, when AICTE launched the first version of policy in the hands of the then Hon'ble President of India Shri Pranab Mukherjee aiming at 10,000 AICTE approved technical institutions spread in almost 600+ districts of the country and approximately 80 lakh technical students and 7 lakh faculty members in accordance with Government of India's "Start-up India" Action plan launched on 16th January 2016. The present policy is a way forward to the earlier version of AICTE's Start-up Policy being implemented by the AICTE Start-up Policy Implementation Committee. The present policy highlights various important and practical aspects of promoting and supporting innovation, technology commercialisation and start-up in academic setup. It delineates pre-incubation and incubation support system in campus, incentives for faculty and students involved in innovation and start-up, and suggests mechanisms in the areas of IP ownership, revenue sharing, equity sharing between institutes and incubated start-ups.

Encouraging entrepreneurs to start new businesses is a priority for any government and is only increasing in importance as nations look to grow, become self-reliant, and overcome economic uncertainty. These are multi-dimensional objectives that can be fulfilled by promoting entrepreneurship in any economy, but in India, they take on added significance because of the size and age of the population. India's total population of 1.3 billion people ranks second only to China, and with 28% of those people aged 10 to 24 (28%), the country has 367 million young people that are either at the start of their careers or soon will be (UNFPA, 2015). Hence, it is the national interest to provide education, support, and facilities that can help guide this large and young segment of the population towards careers in entrepreneurship and to help them build and grow their businesses. Keywords: Higher Education, Business, points about Make in India. Everyone notice and feeling about role of how government consider regarding education with entrepreneurship creativity. The question is that, *What is make India?* Which is mainly formation of 'Make in India' program is an initiative launched to encourage companies to increase manufacturing in India. This not only includes attracting overseas companies to set up shop in India, but also encouraging domestic companies to increase production within the country. 'Make in India' aims at increasing the GDP and tax revenues in the country, by

producing products that meet high quality standards, and minimising the impact on the environment.

CONCLUSION

Educational institutions play a prime important role in developing entrepreneurial ecosystem. The concepts of entrepreneurship need to be introduced from primary level to inculcate and motivate the students to become an entrepreneur. Our higher educational system needs to have curriculum designed for entrepreneurship which is more practical oriented. The risk factor related to failure of any venture is another cause of student's delima towards starting a venture. Education institution not only need to provide support system through incubators and mentors but also need to extend support to ventures in long run. Government initiatives need to be brought down to grass root level for whom it is directed hence educational institutions need to be well informed about various government initiatives towards entrepreneurship and adequate measure to implement the same. More research need to be encouraged by educational institution for upliftment and development of entrepreneurship.

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TITLE -A Study of The Rise of Trading Apps Since COVID-19

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A study of the rise of Trading apps since COVID-19

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ABSTRACT: -

The COVID-19 crisis has recently stirred up the business world and the functioning of the economies. Investing in the stock market has seen a rise among retail investors, especially on mobile trading apps. This is due to the essential features of these mobile trading apps. Studying mobile application data from a globally representative sample, we find that the spread of COVID-19 and related government lockdowns led to a sizeable increase in the rate of finance app downloads. This research paper makes an attempt to look into stock brokers and their trading apps. The research paper presents important managerial implications for these investing apps' owners and designers.

KEYWORDS: Mobile Trading Apps, Trading behavior, Stock brokers, COVID-19.

INTRODUCTION: -

“Whatever you are, be a good one.”

- Abraham Lincoln

Indian stock market is an important constituent of the Indian financial system. India is one of the emerging economies. Indian stock market is one of the largest recipients of FDI (foreign direct investment) in major sectors and also it follows an open economy policy. Over the past two decades, the Indian stock market has shown magnificent growth. The novel coronavirus pandemic discloses to every individual the importance of building an emergency fund. Because of their income levels, millennials depend on investment apps to save for emergencies and be prepared for future rough times. So, if you are new to investing, start by saving for your first goal—an emergency fund—and work your way towards other financial goals through various SIPs in mutual funds in the right financial app.

A wide array of digital apps such as stock market apps, tax-saving tools, investment, and digital lending apps emerged to help millennials address their financial planning needs. This new trend is revealing young investors' appetites to save and invest and discover new investment opportunities. Investment apps provide some benefits these are - Allows for low minimum deposits, Excellent for new investors, It comes with low fees, Easy to use, Presents a curated basket of funds. However, the emergence of micro-investment apps has broadened investment options for the common man. This new, rebellious concept of investing has helped introduce a record number of new investors to the stock market.

Nikhil Kamath, co-founder and chief investment officer of Zerodha, said that "Retail investors, after a long time, seem to have come into the markets after a crash, buying large-cap blue-chip equity among the falls in between 8000 and 9000 Nifty, and are seeing substantial returns. This is a big hopeful for the ecosystem overall and could lead to increased participation from retail

in the days to come."The list of most popular stocks amongst the new beginners is dominated by large-cap companies like Infosys, Reliance, SBI, and HDFC Bank.

As per the Securities and Exchange Board of India (SEBI), the number of new demat accounts opened in the fiscal year 2020 was the most in at least a decade at 4.9 million, a 22.5% jump from the 4 million accounts opened in the previous year. We show that investors increase their average weekly trading power by 13.9% as the number of COVID-19 cases doubles. On average, investors add funds to their accounts, open more new accounts, and settle more new positions. We noticed the largest increase in trading between February 23 and March 22. This research paper makes an effort to look into some popular stock brokers and their mobile trading apps, analyse them using factors, and comment on the significance of these features from a marketing perspective.

LITERATURE REVIEW: -

Balapur et al., 2020 said that, Mobile apps have started dominating our everyday lives.

Anand et al., 2020 expressed in his research, Due to the proliferated technology and 'App Culture', we need them every nano second of our lives. From the 'Good Morning Messages' to the 'Daily Fitness Regime' to the 'Entertainment and Enjoyment' all have now been ruled by mobile apps. And the lockdown blues have added to this growth of 'App Culture' where people sitting in the hem of their houses have resorted to using more apps than ever. One such area where mobile app culture has grown is the stock market.

Rukhaiyar, 2020 explained that, many people have been using the mobile trading apps of stock broking brands since last couple of years. But the lockdown has witnessed a surge in stock trading and investing activity on mobile phones to the extent of 45% in May 2020 as compared to 24% in last year for the same.

Mookerjee et al., 2020 expressed, with 1.2 million new accounts opening at CDSL in March and April, stock broking brands apps like Zerodha and Upstox have seen around 20% rise in first time investors mainly under the age of 30 years.

Anand, 2020 said that, the two-month lockdown and the work from home ease have given more time to investors and users of mobile trading apps more time at their hands to concentrate on stock prices in a more focused way. The technology savvy investors of the new times also make the mobile trading apps a preference choice.

Welch 2020 explored security concerns as a potential demerit for growth of mobile trading apps. In stock trading and investing, time is actual money where information needs to be provided information at friction of zoom seconds to enable the investors make quick decisions.

Goodell, 2020, said that "the novel coronavirus has led to unprecedented repercussions on daily life and the economy." The outburst makes investors, policymakers, and the public at large aware of the fact that natural disasters can impose economic damage on a previously unknown scale.

Mookerjee et al., 2020 said that, many people jumped on this rise feeling the justified valuation of stock prices post March lows.

Anand, 2020 said that, many stock market analysts have also predicted this rise could go to doubling in 2020 and beyond in years ahead. With many people facing salary cuts, the stock markets give an extra advantage to people to earn some more money, which they see as a silver lining of the pandemic. This is not only a visible trend in metro cities but also in non-metro cities like Vizag, Patna, Agra, Jaipur etc.

Welch, 2020 explained, Mobile trading apps are more likely to attract to tech savvy investors when they find the user interface experience appealing in the first-time use.

Kindberg et al. 2004 have studied that it is often security concerns that make users susceptible to mobile apps.

Venkatesh 2000 found that the easy to use feature of an app makes the acceptance and usability of an app more favourable and likeable. So, ease of use becomes a key feature which an investor user of a mobile trading app looks for.

RESEARCH OBJECTIVES: -

- To study the rising of investment apps during the COVID-19 pandemic in India.
- To learn the concept of discount brokerage.
- To examine the impact of the mobile app during pandemic.
- To know the online discount broking apps in India,
- To find an increase in the number of trading platforms with a minimum brokerage fee.
- To move towards digital transformation.

RESEARCH METHODOLOGY: -

The data for the research was based on secondary sources of information. Different research papers, journals relevant websites have been consulted in order to make the study an effective one.

TOP 5 ONLINE DISCOUNT BROKERS IN INDIA: -

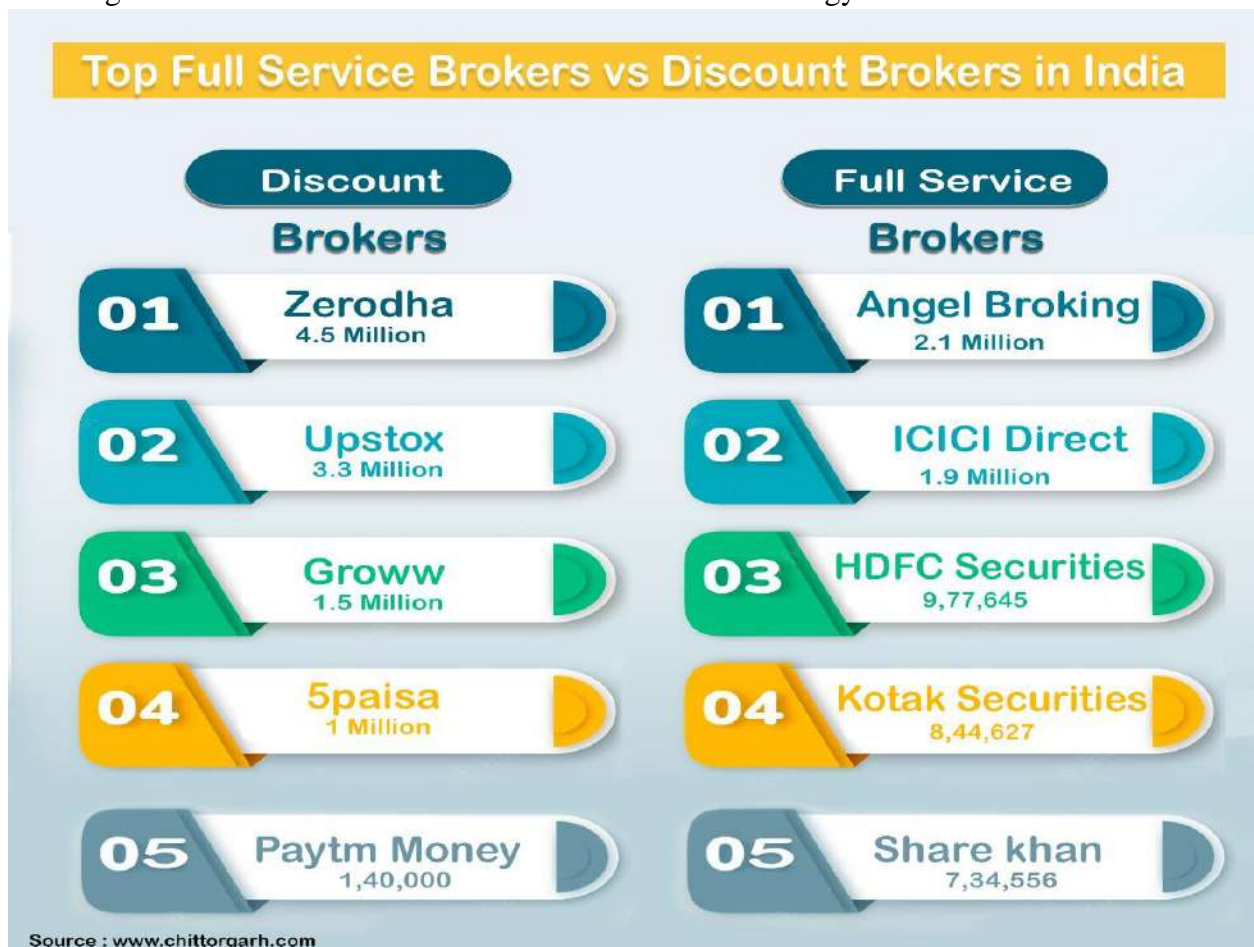
1. Zerodha is recognized as India's first and Best Stock Broker in India. In terms of total active client base, it is India's largest stock broker. Since 2010, it is the only stockbroker with a 6 million-plus active client base. Zerodha is one of the newest members of the Indian equity and derivatives trading economy and has pioneered the art of interweaving technology with conventional financial services. Zerodha is facilitating trading and investment opportunities for its customers.

2. Since 2011, Upstox has been a private discount broker located in Mumbai, India. Upstox has come up as a creative entity in recent times for its easiest access features on the mobile application. Users can find all the trading facilities on Upstox's trading platforms. They can trade in equity futures and options, commodities, equity intraday, currency, and derivatives via Upstox Pro. The Upstox trading platforms have impressive trading features, including charting, analysis, and more. The broker normally helps users place orders across its trading platforms easily and is highly recommended as the best stock broker in India offering online trading.

3. Groww is an innovative platform. The company was started in 2016. Every single thing is done electronically, giving ease to investment options as everything can be done on online platforms without physical mobility. As far as their extension is concerned, they have acquired a huge client base and expanded by partnering with 34 mutual fund houses.

4. Angel One, formerly known as Angel Broking, is a hybrid broker providing all services of full-service brokers at discounted brokerage rates. Angel One offers its services in the form of in-house trading solutions. It has just now been rebranded as "Angel One," whereas it was called "Angel Broking" earlier. It is a public limited company and a full-service and discount broker. Angel One provides intraday trading, investment advisory, portfolio management, demat account, IPO, portfolio health score, loan against shares, and much more. They give one of the best brokerage rates in the trading market, which is why more and more people are going for this brokerage house.

5. 5paisa.com is a major online stockbroker offering discount brokerage services to retail investors in India. 5paisa Capital Ltd. is a publicly traded and professionally managed company upgraded by IIFL founders. As of March 2021, it had over 1.2 million clients. 5Paisa online trading is accessible in equity, commodities, and currency at the BSE, NSE, and MCX. It is a flat rate discount stockbroker. It offers three subscription plans; Basic Pack, Power Investor Pack, and Ultra Trader Pack. The 5paisa trading platform has a mobile trading app, a trading website, and an installable trading terminal. These platforms are based on the latest technology and recognised for the best use of mobile technology in financial services.



TOP 5 TRADING APPS OF 2022: -

1. Zerodha is one of the top discount brokers that provides trading services. The Zerodha Kite app is accessible on both Android and iOS devices. It is one of the fastest-moving performance trading apps in the country, with a high volume of trades daily. The Zerodha Kite mobile app provides all the features that ensure a smooth trading experience. Kite App covers all technological features and is easy to use; another option is available in which you can manage your trading experience via a financial intermediary. The Zerodha Kite app is well-equipped with new features, including customer support that can get you past any obstacle.

2. Groww App is an extremely capable app that facilitates trading from anywhere and everywhere. Groww is in the process of introducing easy, fast, and convenient mutual funds and stock market investments via its Groww Mobile Trading App. The app is available for usage after registration, which is 100% paperless. The Grow app is the perfect centre for the best mutual funds and stocks. The app is the entry point to check share prices live and carry on with the trading process to make considerable returns from the stock market.

3. ICICI Direct Mobile App is replacing all other trading platforms of ICICI like the trade racer terminal & web application. Since mobile trading is suitable for any user, ICICI direct mobile app is getting more popular day by day. New traders and investors these days want a platform where the complete trading process can be controlled with their smartphones themselves. Therefore, the ICICI Direct App has become the best trading app in India for newcomers with its comprehensive mobile trading app. The ICICI Direct Mobile App comes with numerous features. The app is fully user-friendly, and its usability is very decent.

4. Upstox Pro Mobile App is one of the fastest & smoothest Mobile Trading apps available. No matter whether you are a first-time trader or a professional, In the stock market world, if you like to trade the right way, you will need an automated tool that makes investing easy. The Upstox Pro App will permit you to trade without taking on any real risk. It gives you directions daily and allows you to check your performance. Traders can create numerous watch lists, offer a real-time view of every stock, and provide you with up-to-date market news. And with these superior qualities and the advanced technique, you can only get them in the Upstox Pro Trading App, the stock market trading app for NSE, BSE, and MCX.

5. Angel One App makes sure that it aligns with the customer base's needs, offering the best possible trading platforms. The main aim of the Angel One app is to allow traders to trade stocks they have ordered. Angel One Broking has generated the Angel One app. The mobile app and the broker also offer various trading platforms, such as a Web trading platform, a robo-advisory platform, and a trading terminal. Additionally, the app guarantees best-in-class features besides an easy-to-use interface. The Angel One app is ideal for beginners and has emerged as the best trading app in India. It makes the best bet for beginners as well as for professionals with the help of its easy usability. The Angel One app is a source that brings up all the valuable stock market information, and it makes trading seamless for traders.



FINDING: -

In this research paper, I find that since the pandemic, there are more investors involved in the stock market. Especially youth move more toward the stock market because of the easy features of mobile apps. There are multiple reasons, therefore, why people are attracted toward the discount broker app. As per my findings, I found some good features of this app, like how we can easily open a DEMAT account online with no need to physically submit documents. Most of the discount brokerage apps provide zero account opening charges as well as low brokerage commissions compared to full-service brokerage firms. To use discount brokerage apps, people don't need technical knowledge; they can be easily used, and there are multiple videos available on YouTube that show people how to use these apps. This application can be used on both mobile devices and PCs, which is helpful to both users. This application provides all necessary security measures to secure the app from online hackers.

CONCLUSION: -

The development of financial and investment apps has helped level the playing field. Today, several millennials are benefiting from an automated investment advisor through investment apps. If you're coming into the world of investment without putting in time and effort, using the right investment app can help you grow wealth and meet your financial goals. After demonetization, a large number of people are now learning to invest and grow their money. For newcomers moving into the market, discount brokers make perfect sense to start with. Young traders are close with new technology; thus, they prefer discount brokers built on newer, more advanced platforms over traditional brokers. Discount brokers offer multiple advantages that facilitate the type of investor in India. In India, the number of traders and investors continues to increase every day at a rapid rate. This research paper also shows the top five stock brokers according to their client base and the top five trading apps according to their rating base in India.

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<https://www.investopedia.com/>

MAKE MY TRIP: IT'S START-UP JOURNEY FROM RAGS TO RICHES – A CASE

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ABSTRACT

Startups have emerged as a successful business opportunity for those who want to develop something unique either a product or service which are commercialized making it irreplaceable for customers. Anything to be introduced as brand new begins with an idea of giving to the society which has not been created or thought about. One such idea struck Deep Kalra who found that Indian people had to wait in queues at ticket counters for hours to get their tickets booked so he thought to take this opportunity of starting an online travel company “**Make My Trip**” by launching its website in the year 2000 which has made journey of people simple and easy. It provides online travel service including air linetickets, domestic and international holiday packages, hotel reservation and bus tickets booking which is helping million of customers. The company started with scratch which faced a huge turmoil within 2 years of its start as dot com market crashed creating havoc in the business. Kalra took the initiative to bring back the business to track which lead to reaping awesome revenues in no time and the company crossed 1000 crore milestone which was possible only through the hard work and resilience of Deep Kalra which are important traits of an entrepreneur. It has 65 retail stores in different cities in India, New York city and Sydney. Now the company has revenue which is more than triple in third quarter of 2020 despite the fear of pandemic which existed. The case focuses on the history of the company, its growth, performance, its prospects and challenges it faces. It has won million of customers trust and Make my trip is now perceived as one of India's best travel entrances.

Key Word: Customers, Innovative, Opportunity, Revenues and Service

"However big or small, make it a good business, make it a clean business, make it a business you are very proud of" - Deep Kalra

INTRODUCTION

Make My Trip is an Indian Million dollar online travel company which was founded by Deep Kalra, an Alumnus of Indian Institute of Management, Rajesh Magow, Chartered Accountant and Keyur Joshi, MBA from City University in the year 2000. The company has created various travel apps for all

types of operating systems and has acquired 3 companies in 2011 namely My Guest House Accommodation (New Delhi, India), Le Travenues Technology Private Limited (Gurgaon, India) and Luxury Tours and Travel Private Limited (Singapore).

HISTORICAL BACKGROUND

- 2000: MakeMyTrip was founded by Deep Kalra, an alumnus of IIM-Ahmedabad launched in US market in the year 2000 to cater to the overseas Indian community for their US to India travel needs.
- 2005 – September: MakeMyTrip started Indian operations in September 2005 offering online flight tickets to Indian travellers. company and started to focus on non-air businesses like holiday packages and hotel bookings.
- 2010 – September 17: On 17 August 2010, MakeMyTrip Limited was listed on the NASDAQ after its initial public offering.
- 2011: In 2011, the company created some travel related apps for mobile devices and made three acquisitions—Luxury Tours and Travel Private Limited (Singapore), ITC Group Hotel Travel Group and ETB Group—to enter new markets in Southeast Asia and Europe.
- September 2014, MakeMyTrip instituted a \$15 million innovation fund to support travel start-ups.
- 2015 -April: MakeMyTrip acquired My Gola, a travel planning website in April 2015. The acquisition was done through the innovation fund and all employees of MyGola were absorbed into the MakeMTRip team.
- 2015 – July: In July 2015, MakeMyTrip invested in the travel information and hotel review portal HolidayIQ and picked up approximately 30% stake in the company and invested \$5 million in Bona Vita Technologies, a start-up which plans to utilise the funds to build innovative products in the travel industry.
- 2016 : In January 2016 the Chinese travel booking company Ctrip agreed to invest \$180 million to MakeMyTrip.
- As of March 31, 2018, the company has 14 company-owned travel stores in 14 cities, including one in their office in Gurugram, over 30 franchisee-owned travel stores which primarily sell packages in approximately 28 cities, and counters in four major airports in India under their brand. They also have offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.^[9]
- 2021 – May: the company entered into a strategic partnership with the digital payment arm of Amazon—Amazon Pay for providing travel services on Amazon.
- 2022 – November: the company plans to enhance business-to-business segment.

INTRODUCTION

Deep Kalra having a strong professional career and corporate experience in companies like GE Capital ,ABM AMBRO Bank and AMF Bowling . As he desire to do something more he quit his job and started his research on the growing dominance of online industry and after his interaction with agents, brokers and middlemen he thought of which niche to start his own start up and he reached a conclusion that the online travel industry was at a mess so he took a step forward by investing USD 2 Million as a good start to his business. Deep was facing a very crucial time and as an entrepreneur Deep took the risk of this own business as the company did not have a good start within two years of its establishment as dot market crashed. Deep realized that he should take a firm decision regarding bringing back his business

on track and thought of ways to win the trust of his customers. With his strong desire of doing the best for his company his efforts reaped benefits where the company crossed 1000 crore milestones in 2008

BUSINESS MODEL

BUSINESS TO CONSUMER (B2C) Model

This model facilitates users to book holiday packages, book air tickets, book hotel accommodation, hire vehicles and buy bus tickets through third-party vendor services such as travel insurance, visa processing which can be accessed through its website, app, store, and franchise stores.

MyBiz -

They have also introduced this model to offer travel services to corporate people. MyBiz manages the travel and accommodation of the company's employees and makes it easier and hassle-free for them.

REVENUE MODEL

It earns most of the revenue from hotel & tours bookings and ticketing i.e 44% of its revenue from airline ticketing and 56% of the revenue from hotels and packages. It is the leading player in the market of domestic flight ticketing with a 25% share.

FUNDING AND INVESTORS

It has raised total funding of \$748 million in over 6 rounds by the following companies:

\$10 mn – Series A, Tiger Fund, Sierra Ventures, Helion Venture Partners, May 2005

\$13 mn – Series B, Helion Venture Partners, SAIF Partners, Sierra Ventures, Dec 2006

\$15 mn – Series C, Helion Venture Partners, Tiger Fund, Sierra Ventures, Oct 2007

\$180 mn – Post-IPO Equity, Trip.com, Jan 2016

\$330 mn – Post-IPO Equity, May 2017

\$200 mn – Post-IPO Debt, Feb 2021

MAKE MY TRIP GROWTH, PROGRESS AHEAD AND TURNOVER

- 14 plus company-owned travel stores in more than 15 cities
- International offices based in Bangkok, Phuket, Dubai, New York, Kuala Lumpur and Singapore along with counters in 4 major airports in India
- An extraordinary collection with over 50,000 villas and hotels to book
- More than 30 franchisee-owned stores in over 29 cities
- Opened 51 retail stores in 47 big cities of India and book tickets by sitting at home

TURNOVER

The company's turnover kept increasing every year where in the fiscal year 2018, it was \$675 million, and in 2020 the company's turnover was about \$512 million.

MAKEMYTRIP – PARTNERSHIPS

- Ministry of Civil Aviation – November 2021
- IndiGo – November 2021
- AmazonPay – November 2021
- Hopper – October 2021

MAKEMYTRIP – COMPETITORS

- Yatra
- Expedia
- Oyo
- Booking.com
- Cleartrip
- Travelguru
- EaseMyTrip

AWARDS AND ACHIEVEMENTS

Awards:

- Top Agents Award – Singapore airlines, 2010
- Top Passenger Agent Award – Singapore Airlines, 2007
- Top Agent Award – Malaysia Airlines, 2007, 2009, 2010
- Outstanding Performance – Air Canada, 2008
- Achieving Highest Domestic Passenger Sales – Indian Airlines, 2006
- Outstanding Performance – Lufthansa, 2006
- Award of Excellence – Jet Airways, 2005
- Outstanding Performance – Cathay Pacific, 2007, 2009
- All India Top ten Agent Award – Air Mauritius – 2006, 2007
- Awarded as the “Best Travel Portal India” by World Travel Awards (2014, 2013)
- Awarded as the “E-tailer of the Year” by ET Retail Awards (2014, 2013)
- Awarded as the “Best Online Travel Service Firm” by Times Travel Honours (2011)

Achievements:

- Chairperson of the NASSCOM Internet Working Group
- Member of the Executive Council of NASSCOM
- Member of CII’s Tourism sub-committee
- Listed as “Ten Best Companies to Work For in India” by Great Place to Work Institute (2013, 2012, 2011, 2010)

JOURNEY OF MAKE MY TRIP FROM INCEPTION TILL PRESENT – PROSPECTS AND CHALLENGES

The company had a difficult start as it had difficulty in finding investors in early 2001 due to 9/11 attack , exit of venture capital which were reluctant to give USD 1 Million who initially extended helping hand and melt down of dot com. The company started off catering to overseas Indian community for their US to India based needs and as they progressed further that situation became worst and Deep Kalra only aimed to save his company by taking stern but intelligent decision such as reducing employee strength by half and let go of few top management employees salaries for next 18 months.As the situation got better the business began to pick up and increased customer base when Indian Railways Catering and Tourism Corporation launched their first online business model which enabled Indian travelers to purchase railway tickets via internet.Low Cost Carriers entered the aviation space which opened new

level of opportunities for travel market in India and in September 2005 they officially launched their services for Indian market. It's tie up with IRCTC online business model enhanced their revenues and demand was so much that 1 out of every 12 domestic flight in India were booked through Make My Trip. It had achieved 2,00,000 happy customers, launched a multi city travel related apps for all type of mobile services in 2008 which made them sure to leave no table unturned. It was listed on NASDAQ in August 2010 which was a proud moment for India as the company was very few Indian Dotcom companies which was listed on US Stock Exchange which opened a pool of foreign investment in India and IT Sector and also boosted the confidence of young entrepreneurs to start their own start up in future. Again in 2013 the company faced problems but they managed to come out of it bravely where \$ 50 Million was cut by half and net revenues declined by 5.5% along with booking losses worth \$ 2.6 Million. With previous experience they were able to handle the problem easily and once again they successfully came back with a bang and proved by reporting 27.7% rise in revenues. In 2014 they announced \$ 15 Million innovation fund for new entrepreneurs in travel circuit with a drastic growth in current market cap of \$ 934 Million. This was followed with various mergers, acquisitions and investments which are also follows:

1. **MyGola** – A start-up travel guide firm was acquired by MakeMyTrip for an undisclosed amount in April 2015
2. **com** – A Gurgaon based online health store received investment worth \$6 million from Deep Kalra along with other investors such as Sequoia Capital, Omidyar Network, Intel Capital and Kae capital April 2015.
3. **TrulyMadly** – Deep Kalra also made angel investments in the matchmaking website in March 2015.
4. **com (ETB)** – An online hotel operator based in Amsterdam was recently acquired by MakeMyTrip in February 2014.
5. **Hotel Travel Group (HT Group)** – Again a Travel firm with operations in Thailand, Singapore and Malaysia was acquired in November 2012
6. **ITC Group** – A Tour operating company based in Thailand was acquired in November 2012
7. **My Guest House Accommodation** – A Budget Lodging / Hotel Operator based in Delhi was acquired in November 2011
8. **Le Travenues Technology Private Limited** – The Parent company of Ixigo.com based in Gurgaon, which performs 'online travel meta search engine' was acquired by MakeMyTrip in August 2011.
9. **Luxury Tours and Travel Private Limited** – A Singapore based Travel Agency was acquired by MakeMyTrip in May 2011.

PANDEMIC SCENARIO

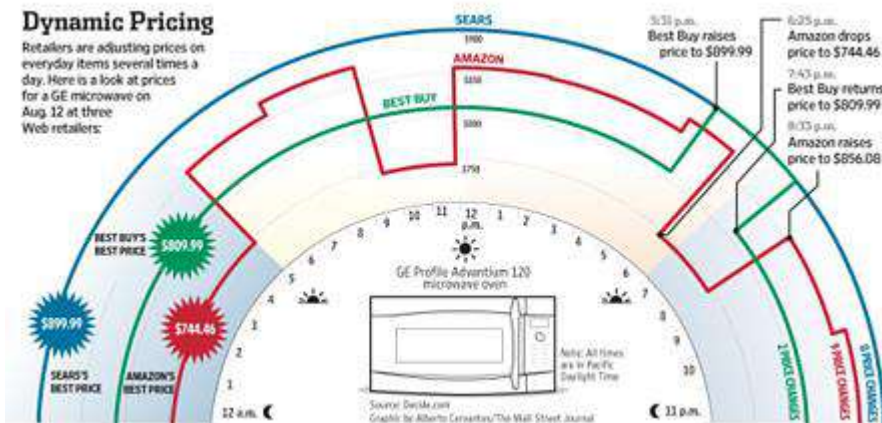
It has been the toughest time specially for Travel and Tourism industries as there was a complete closure with whole world in lockdown. It was a hard time for everyone, but MakeMyTrip survived this tough time and offered various support to its customers. The company also claimed by helping their users to get a 100% refund on their cancellation during the post-pandemic time.

MAKE MY TRIP :DYNAMIC PRICING

Dynamic pricing is something that small retailers and e-commerce players use to compete in the retail market which allows them to set product prices based on supply and demand. ML-powered software gets information from data to throw up dynamic pricing solutions. But before that, the retailer needs to know his customers and what data is incoming.



This model predicts whether someone will make a purchase at a price best optimized at that moment in time.



Benefits of Dynamic Pricing Model

- It can be used as a way to boost sales
- It can be used to maximize profits
- It can create higher levels of demand
- It provides more insights into customer behaviours

FINANCIAL PERFORMANCE OF MAKE MY TRIP

MakeMyTrip focuses on technology and data to personalize the customer experience. NASDAQ listed company saw net revenues from the hotel business surge by almost 140% to \$81.2 million in the first quarter of FY 2017-18. For the quarter ending 30 September 2019, MakeMyTrip reported revenue worth \$118 million. In the third quarter of FY 2019-2020, its revenue again increased from \$118 million in Q2 to \$146.9 million. Thus, the company's revenue increased by 15.9% YOY to \$146.9 million from \$124.8 million in Quarter 3 of FY 2018-2019. MakeMyTrip's losses have come down by 50% till Q3 of FY 2019-2020 as compared to Q3 of FY 2018-2019. It witnessed a steady decline since Covid -19 pandemic outbreak where its revenue declined by 68% to stand at \$163 million in FY21, which was reported to be \$511 million in the previous fiscal. The company has significantly improved on its losses in FY21 though, which decreased from \$447.5 million (FY20) to \$56 million during FY21. To trim the losses and expenses, the company went to tremendous cost-cutting measures, which included cutting down on the marketing and sales promotion of the company by trimming down the sales promotion spends and cancelling all other events associated with the same like brand building initiatives and others. This helped the company, which earned zero revenues between April and June 2020, to limit its losses. The FY21 expenses of MakeMyTrip were limited on all the 4 verticals - Service cost, Personnel expenses, Marketing and sales promotion expenses, and Other Operating expenses. However, with the reports of FY22, MakeMyTrip witnessed quite a few highs in its scale. MakeMyTrip revenue soared from \$163.4 mn in FY21 to become \$303.9 mn in FY22. The pandemic receded giving way to a much-needed recovery of the travel and tourism sector and the players operating in the same. The revenue MakeMyTrip earned from the air-ticketing business grew by 55.6% to be \$88.7 mn in FY22, whereas the revenue from hotel and packages grew by 131.4% to be \$157.3 mn.



MakeMyTrip Revenue FY15-FY22

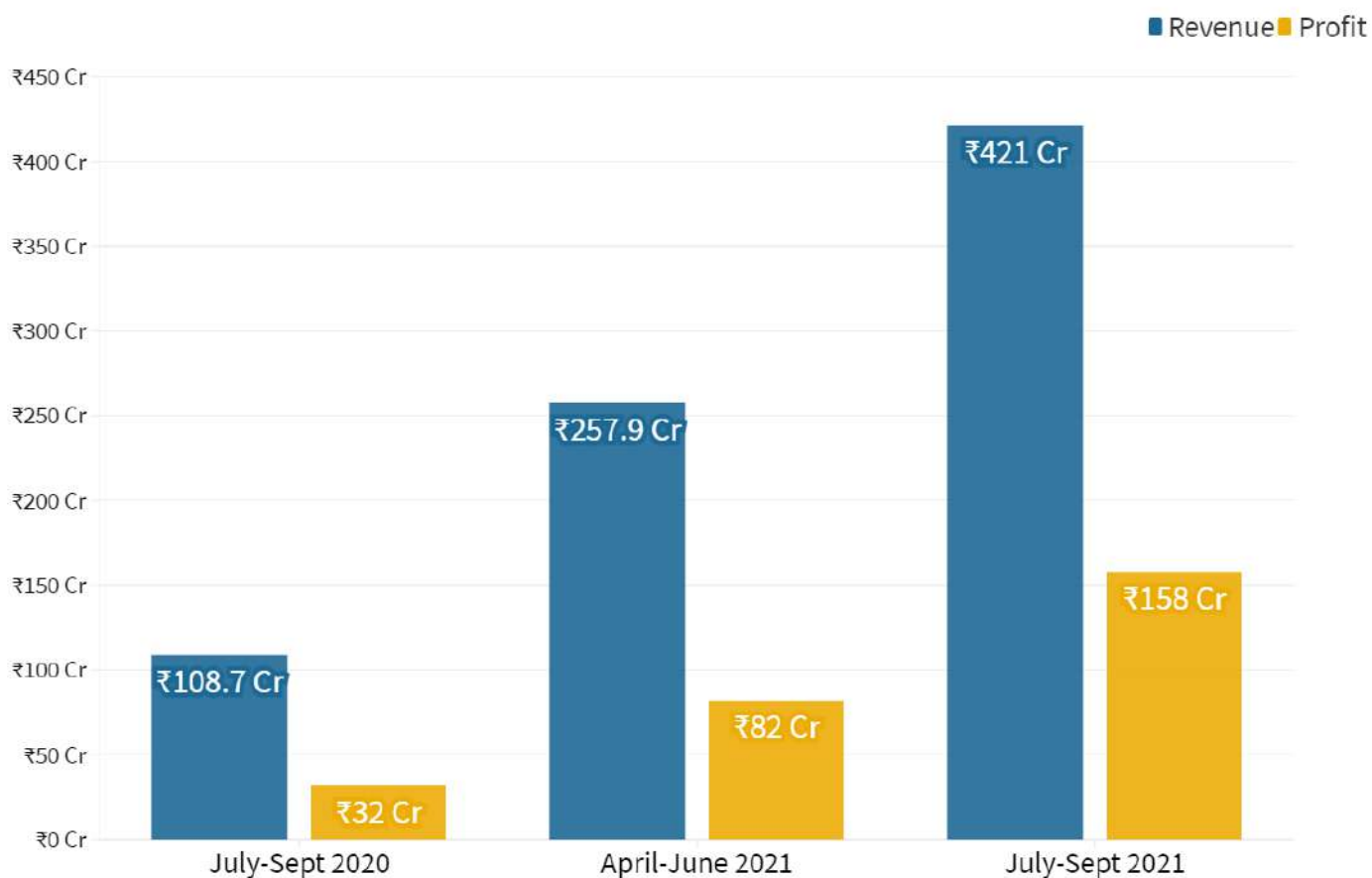
The adjusted loss of MakeMyTrip, which was recorded at \$18 mn in FY21 became adjusted operating profit for the company, which rose to \$23.2 mn in FY22.

Indian Railways Catering and Tourism Corporation (IRCTC) as well as online ticketing platforms Ease My Trip and Make My Trip have increased their net profit in the July to September quarter of 2021, which hints towards a strong recovery for the travel and hospitality sector that has been majorly impacted by the COVID-19 pandemic since March 2020.

The net profit of IRCTC grew nearly five-fold compared to last year. Its revenue, on the other hand, grew four-fold in the same time frame. The company has further doubled its financial metrics compared to the April-June quarter of 2021 that was clouded by the second wave of COVID-19.

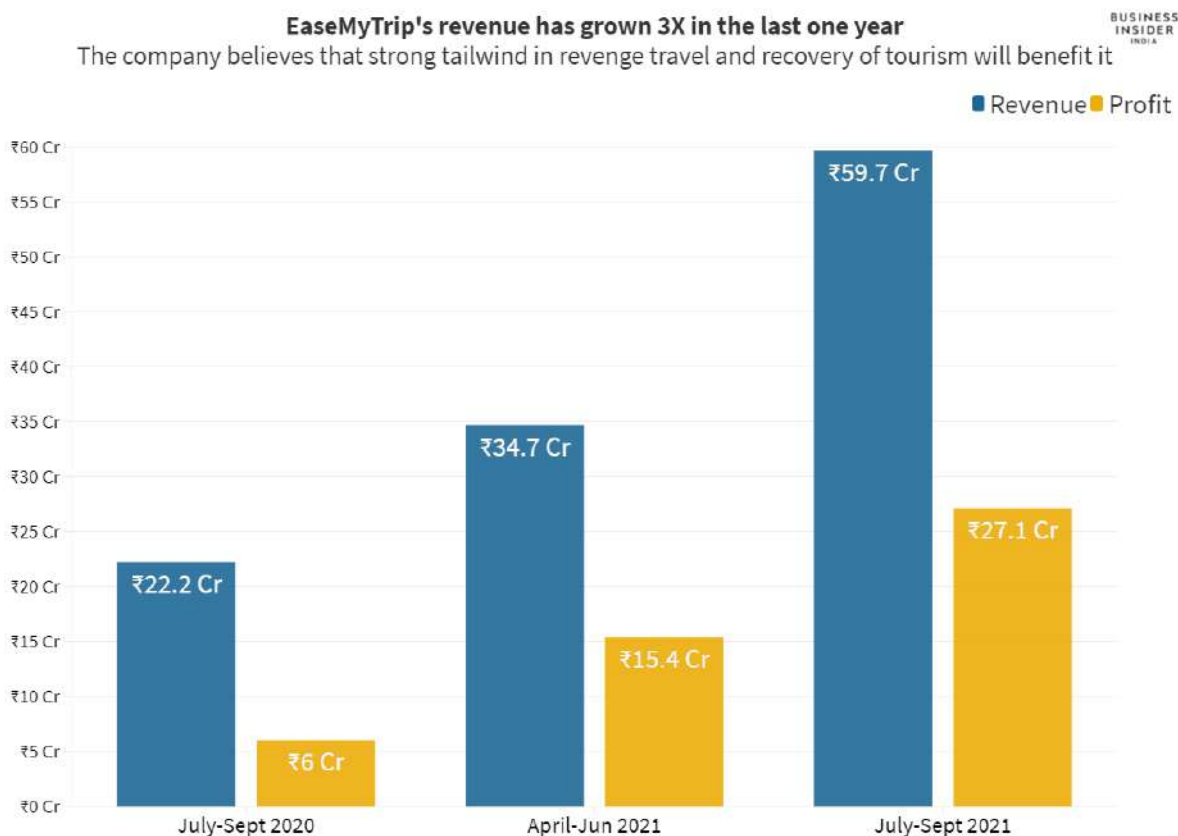
IRCTC's net profit has grown five fold to ₹158 crore since last year
Its revenue has grown four times since July-September quarter of 2020

BUSINESS
INSIDER
INDIA



Source: IRCTC Financial Statement

EaseMyTrip — which is operated by Easy Trip Planners Limited — reported over 330% year-on-year increase in its consolidated net profit. The company's revenue has grown another 164% year-on-year to ₹59.7 crore in the July-September quarter.



Source: EaseMyTrip Financial Statement

BI

The company believes that India's travel segment will witness a 'U-shaped recovery', with domestic travel taking a leap over international travel.

CONDENSED CONSOLIDATED INTERIM STATEMENT OF FINANCIAL POSITION(UNAUDITED)

(Amounts in USD thousands)

	As at March 3 1, 2021	As at December 3 1, 2021
Assets		
Property, plant and equipment	22,159	19,781
Intangible assets and goodwill	720,907	698,321
Trade and other receivables, net	2,154	3,796
Investment in equity-accounted investees	5,262	3,559
Other investments	5,508	3,963
Term deposits	25,043	25,093
Non-current tax assets	26,710	16,840
Other non-current assets	88	796
Total non-current assets	807,831	772,149
Inventories	40	10
Current tax assets	2	2
Trade and other receivables, net	25,177	32,090
Term deposits	129,825	282,664
Other current assets	51,069	70,178
Cash and cash equivalents	295,066	178,368
Total current assets	501,179	563,312

Total assets	<u>1,309,010</u>	<u>1,335,461</u>
Equity		
Share capital	53	53
Share premium	2,021,197	2,033,364
Other components of equity	69,604	75,715
Accumulated deficit	<u>(1,203,334)</u>	<u>(1,209,569)</u>
Total equity attributable to owners of the Company	887,520	899,563
Non-controlling interests	<u>3,667</u>	<u>2,390</u>
Total equity	<u>891,187</u>	<u>901,953</u>
Liabilities		
Loans and borrowings(#)	201,616	210,719
Employee benefits	7,479	8,083
Contract liabilities	453	47
Deferred tax liabilities, net	3,864	2,157
Other non-current liabilities	<u>10,217</u>	<u>5,267</u>
Total non-current liabilities	223,629	226,273
Loans and borrowings(#)	2,339	2,643
Trade and other payables	53,581	63,069
Contract liabilities	33,723	42,049
Other current liabilities	73,751	60,270
Provisions	<u>30,800</u>	<u>39,204</u>
Total current liabilities	<u>194,194</u>	<u>207,235</u>
Total liabilities	<u>417,823</u>	<u>433,508</u>
Total equity and liabilities	<u>1,309,010</u>	<u>1,335,461</u>

CONDENSED CONSOLIDATED INTERIM STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

(UNAUDITED)

(Amounts in USD thousands, except per share data and share count)

	For the threemonths ended		For the nine months ended	
	December 31		December 31	
	2020	2021	2020	2021
Revenue				
Airticketing	18,168	27,369	32,797	63,384
Hotelsand packages	24,405	67,248	29,914	112,135
Busticketing	10,096	14,673	13,086	27,256
Other revenue	4,137	5,733	8,422	12,560
Total revenue	56,806	115,023	84,219	215,335
Otherincome	479	2,562	2,255	3,282
Servicecost				
Procurementcost of hotels and packages services	6,167	28,990	6,801	38,896
Othercost ofproviding services	1,172	1,450	1,582	2,734
Personnel expenses	26,579	30,388	76,915	86,635
Marketingand salespromotion expenses	7,795	22,231	10,973	38,971
Otheroperating expenses	15,020	32,972	32,955	62,562
Depreciation, amortizationand impairment	7,895	7,766	25,248	22,538
Resultfrom operating activities	(7,343)	(6,212)	(68,000)	(33,719)
Financeincome	4,491	1,801	10,585	8,061
Financecosts	634	5,213	2,025	17,499
Netfinance income (costs)	3,857	(3,412)	8,560	(9,438)
Shareof profit(loss) ofequity-accounted investees	(83)	36	(142)	(17)
Loss before tax	(3,569)	(9,588)	(59,582)	(43,174)
Incometax benefit	73	553	339	1,663
Loss for the period	(3,496)	(9,035)	(59,243)	(41,511)
Othercomprehensiveincome(loss)				
Itemsthat will not be reclassifiedsubsequently to profit or loss:				
Remeasurementofdefined benefitliability, netoftax	—	—	500	143
Equity instruments at fair value through other comprehensiveincome(FVOCI) - net change in fair value, net of tax	1,041	—	1,300	33,543
	1,041	—	1,800	33,686
Items that are or may be reclassified subsequently to profit or loss:				
Foreign currency translation differences on foreign operations,netof tax	6,214	(1,260)	16,814	(9,201)
Othercomprehensiveincome (loss) for theperiod, net of tax	7,255	(1,260)	18,614	24,485
Totalcomprehensiveincome (loss)for the period	3,759	(10,295)	(40,629)	(17,026)
Profit(loss) attributableto:				
Owners of the Company	(3,393)	(9,067)	(58,811)	(41,340)
Non-controllinginterests	(103)	32	(432)	(171)
Loss for the period	(3,496)	(9,035)	(59,243)	(41,511)
Totalcomprehensiveincome(loss) attributableto:				
Owners of the Company	3,858	(10,324)	(40,194)	(16,898)
Non-controllinginterests	(99)	29	(435)	(128)
Totalcomprehensiveincome (loss)for the period	3,759	(10,295)	(40,629)	(17,026)
Loss per share (in USD)				
Basic	(0.03)	(0.08)	(0.55)	(0.38)
Diluted	(0.03)	(0.08)	(0.55)	(0.38)
Weighted average number of shares (including Class BShares)				
Basic	106,907,710	108,650,863	106,565,135	108,400,138

Diluted	106,907,710	108,650,863	106,565,135	108,400,138
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FUTURE PLANS

- MakeMyTrip wants to increase the number of its franchisee-owned stores in the number of cities.
- It is planning to open their counters in other major airports in the country
- They want to increase their customer satisfaction to a much higher percentage
- The company wants to increase their collection of hotels and villas booking
- MakeMyTrip wants to earn more revenue from airline ticketing.
- They are also planning to open their international offices in more foreign countries

CONCLUSION

Deep Kalra resilience and hard work successfully made his brand a monopoly in the market which is evident from the fact that the company's turnover has been increasing year after year with its revenues more than triple in the third quarter of 2020 despite the fear of pandemic across the country. The success story of Deep Kalra is a good example of how hard work, dedication and will to succeed will bring change in the world which is a guide to aspiring entrepreneurs who make the world a better place to live. Make my trip startup is included in name of all successful start ups making it as one of the biggest Online Travel Agents (OTAs) in India, having a base of over seven million happy customers and page views crossing 20 million every month.

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QUESTIONS:

- 1) Identify the main reasons for Deep Kalra to start an Online business of Make My Trip.
- 2) Comment on the financial performance of Make My Trip through its successful journey of Start Up.
- 3) List out the various entrepreneurial qualities found in Deep Kalra.
- 4) Assess the challenges faced by Make My Trip and state the suitable measures undertaken by Deep Kalra.

“CASE STUDY ON THE RISE OF UNACADEMY”

Ms. Vishakha Manoj Pandey (Assistant Professor, Wilson College)

ABSTRACT

As the classic and conventional classroom teaching methods increasingly fade into obscurity and become outdated, the education sector has already started to shape a revolution.

The Education Technology (EdTech) era has evolved over the past ten years, and as online tutorials and assessments have replaced textbooks and chalkboards, its erratic wave has affected the demographics of students across all age groups in the Indian nation. every passing year, the e-commerce industry is growing, and they are allowing the logistics sector to opt for new heights of success. The fact that more people are switching to online purchase everyday, is creating a better stepping stone for all these courier companies in India.

India is in danger of overlooking or missing out on the capital of untapped human potential due to the enormous learning gap caused by social, economic, geographic, and a variety of other factors. This is where new EdTech companies like BYJU's, Unacademy, and Toppr have seized the opportunity to rise and assume leadership.

The critical virus COVID19, which has caused students from schools and universities all around the world to turn to online education to restart their studies, has undoubtedly increased the popularity of online education. Due to the current situation, Edtech companies have the opportunity to emerge like phoenixes as online education becomes a requirement rather than merely an option. Unacademy, an online learning platform created with the goal of preparing students for competitive tests, is one such well-known startup EdTech company.

In order to help students adequately prepare for their particular competitive tests and practise self-learning, this platform facilitates content for significant competitive exams and offers quick lectures through videos on a variety of disciplines that are accessible for free. The EdTech company established itself as a top platform for EdTech after raising \$150 million from Japan's SoftBank Vision Fund in September 2020, when it became a unicorn.

INTRODUCTION

Unacademy, a platform for online learning that Sorting Hat Technologies owns and runs, allows users to access online videos of the curriculum that expert educators have created. In addition to 10+2 students, college applicants who are preparing for competitive examinations like the CAT, GATE, UPSC, etc. can also download the Unacademy app. The platform, which was established in 2015, was first introduced by Gaurav Manjal as a YouTube channel in 2010. Unacademy, the largest learning platform in India with its main offices in Bengaluru, brings together skilled educators for millions of students who are in need of higher-quality education. With a growing network of more than 1000 top registered educators and 50+ million active learners until November 2021, Unacademy is paving the way to revolutionise the way the country approaches education.

Unacademy, Unacademy Subscription, Wifistudy, Chamomile Tea with Toppers, and Let's Crack it Brands are all part of the platform's group.

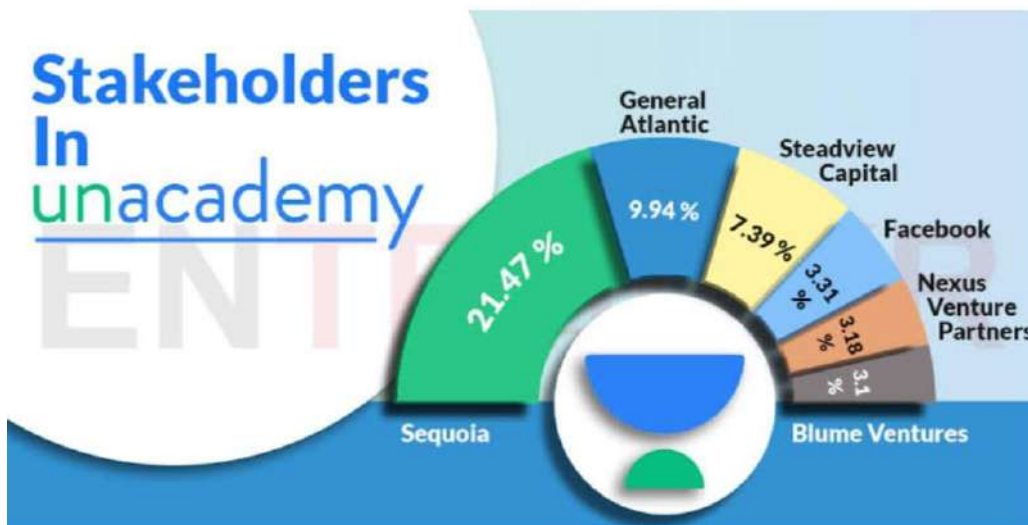
MODEL OF UNACADEMY'S BUSINESS

Initially, Unacademy was a Youtube channel that provided all visitors with free education. After a while, Unacademy, an official learning platform that provided free classes, was created as a result of its creators' consideration of the possibility of eventually monetizing their aided services. However, this time they made a few minor tweaks to their strategy. They started offering premium consumers only access to live classes. Additionally, they developed an ad-free version of Unacademy that is solely available to subscribers. One element that gives the platform a competitive edge is the availability of coaching for some of the most important and prestigious national exams, such as the UPSC and CAT.

Over time, many people have signed up for Unacademy's content package, which comprises a range of diverse courses like spoken English, computer programming (coding), and a number of other practically useful programmes. The Unacademy Plus app is the premium version of the platform and it provides access to a wide choice of courses that are not offered on the site as well as more individualised services.

FOUNDED BY-

Unacademy was first established by Gaurav Munjal, then Hemesh Singh and Roman Saini later joined. When he was an engineering student in Mumbai, Gaurav Munjal started the Unacademy YouTube channel. Later, he was hired to work as a software engineer for Directi. After that, he started his own business, Flat.to, which was ultimately purchased by Common Floor. Hemesh Singh received his engineering degree from the Motilal Nehru Institute of Technology. He was employed by Flatchat as the Chief Technical Officer before becoming CTO of Unacademy. Many customers still prefer the human touch and relationships that may be developed in a physical store. Customers looking for specialist products may find this very useful, as they may wish to consult an expert about the best product for their needs. A good customer service hotline won't be able to replace face-to-face engagement with a knowledgeable sales representative. After earning his medical degree, Dr. Roman Saini went on to pass the UPSC test at the tender age of 21. He eventually resigned from his position as assistant.



RECENT SUPPORT OF UNACADEMY

The rapid increase in smartphone penetration and low-cost internet access have created a massive global education market that is luring a number of investors. "Immersive technology can today deliver high quality education for millions of students and professionals, in a manner that is scalable and affordable." the managing director of Sequoia Capital India LLP, G.V. Ravishankar.

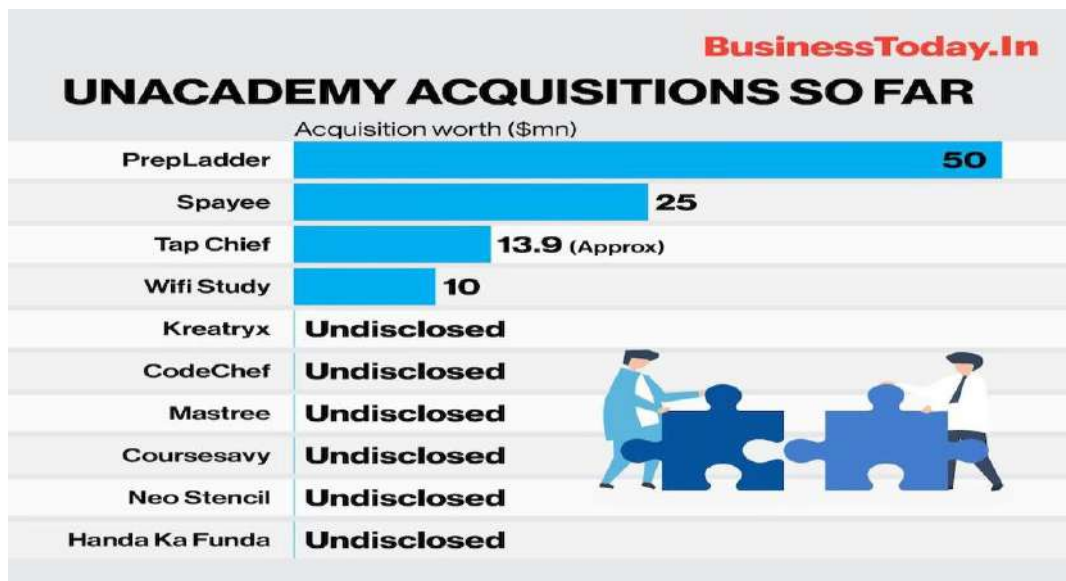
According to information obtained from crunchbase, Unacademy has raised \$838.5M in investment overall over 12 rounds. Their most recent fundraising came on August 1, 2021, when Temasek Holdings, a state-owned company in Singapore, led a \$440 million Series H round with a \$3.44 billion valuation.

PURCHASE BY UNACADEMY

The business has so far purchased 11 businesses, with Swiflearn being the most recent on November 2, 2021. One company is Kreatryx, an online testing centre for the Engineering Services Exam (ESE) and the GATE that was purchased at the end of March 2020 in a cash and equity transaction. Additionally, WiFi Study was bought by the platform back in 2018.

Unacademy announced in June 2020 that it has acquired CodeChef, an 11-year-old online platform for algorithms and coding. The acquisition will help the business develop a sector for teaching coding to schoolchildren.

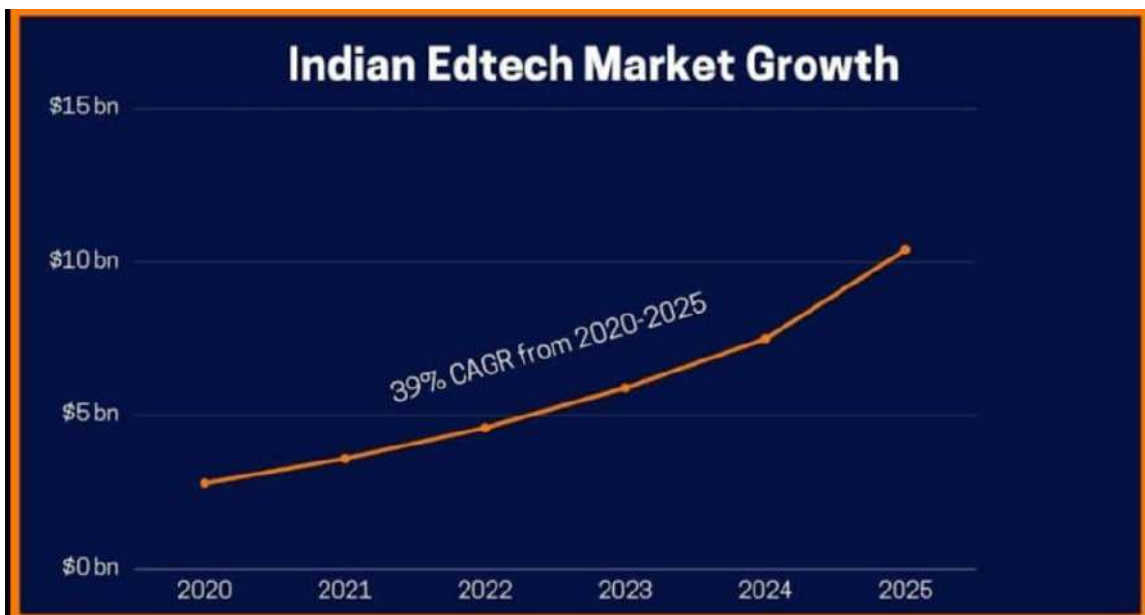
In July 2020, it also purchased the Chandigarh-based ed-tech startup PrepLadder. At the end of 2020, it purchased the exam preparation startup NeoStencil for an unknown sum. Then, in February 2021, it bought TapChief, Handa Ka Funda, Rheo TV, and Swiflearn, its most recent acquisition, in November 2021. (Referring to Crunchbase)



UNACADEMY’S DEVELOPMENT

Unacademy, an Edtech company, currently has a reliable YouTube channel as well as its own mobile application. The company is laying the groundwork for becoming one of the largest edtech platforms in the Indian education market. On both the app and the YouTube channel, they have a subscriber base that is continually growing. Unacademy provides study for over 60+ exam categories, including topics for a range of competitive exams. As of December 2021, the platform had hundreds of online educators and had received over 315 million views of their YouTube videos. The value of online learning platforms is increasing, so the platform will undoubtedly keep expanding. Unacademy is making progress in progressively reaching every corner of India to help and empower the youth with its more than one million+ video classes. The platform is also responsible for numerous well-known educators, including Kiran Bedi. A large number of students have benefited from the app by passing some of the most challenging competitive exams in the country.

Through the acquisition of K-12 learning platform Mastree and 'Graphy,' Unacademy hopes to strengthen its position in the test preparation market.



CHALLENGES IN THE UNACADEMY

Since its inception as an ed-tech startup in India, Unacademy has encountered many difficulties. Its biggest problem is the fierce competition it encounters from other successful Indian edtech businesses.

RIVALS

The primary rivals to Unacademy are:

- Academy of Khan
- Toppr
- Byju's
- Vedantu
- Burning Blueprint
- TutorVista

Given that Khan Academy offers high-quality educational information for free, much as Unacademy, and that a lot of students benefit from it, it appears to be the strongest rival. Unacademy asserts its exclusivity in the educational services it offers, despite facing other rivals around the country.

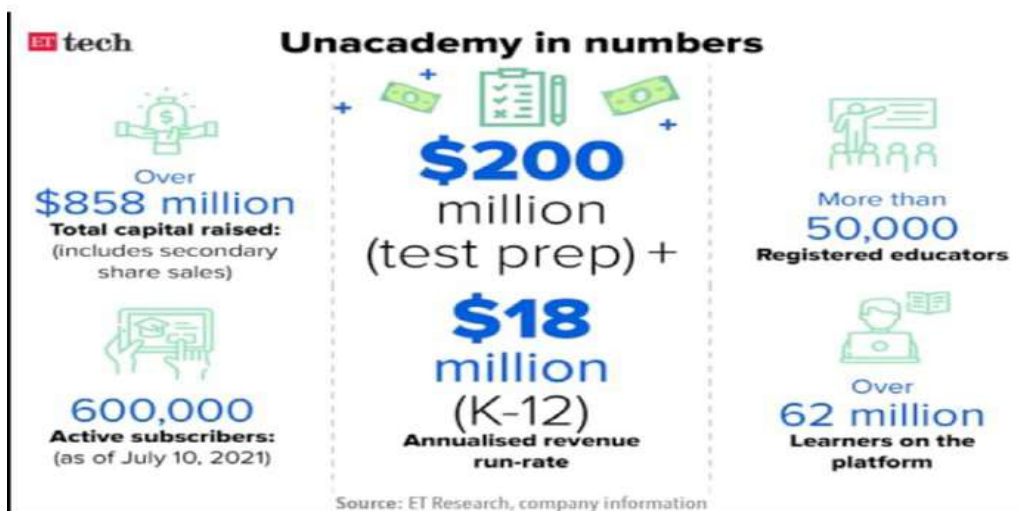
FUTURE PLANS FOR UNACADEMY

The entire market size for this EdTech startup is anticipated to increase from \$160 billion in 2017 to \$287 billion by 2023. With the largest distribution of free educational videos and more than 100 million monthly views, the company is working to produce videos in a variety of languages to help students around the world. These videos will also contain valuable content and test preparation modules for all potential competitive examinations, and they will partner with brilliant individuals to create a strong student network. According to a story from July 11, 2022, Unacademy CEO Gaurav Munjal purportedly discussed Unacademy's ambitions for an IPO within the following two years. Unacademy also aspires to achieve positive cash flow because of this.

CONCLUSION

Unacademy has done successfully for itself despite being backed by significant global firms like Facebook, General Atlantic, and Sequoia Capital. With a workforce that is motivated to get the most out of its resources, the platform currently has the best chance to grow its business to new heights.

Since its inception, Unacademy has worked to establish a monopoly in the market for difficult exams. It consistently made acquisitions of businesses that provided unique services and expanded its reach into new industries, including government employment exams, medical exams, judicial exams, primary school education, job creation, and even online gaming. Due to its ability to meet a wide range of needs that few other businesses can, it has carved out an ideal place for itself in the EdTech sector. Numerous businesses that Unacademy has purchased up to this point have a sizable user base, which has helped the company grow its market and enhance its course offerings. The EdTech company has also been successful in obtaining significant finance from international businesses.



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Opportunities for Startups for Trans Gender

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Abstract:

I AM ~~GAY~~.

I AM ~~STRAIGHT~~.

I AM ~~LESBIAN~~

I AM BISEXUAL

I AM TRANSGENDERED.

I AM HUMAN.

Entrepreneurship is all about how confident you are in changing something, because of most of the people will not accept that change so go ahead and learnt it.

Transgender people come from all walks of life. We are dada and moms, brothers and sisters, sons and daughters .We are your coworkers and your neighbours.We are 7 year old children and 70 year old grandparents. We are a diverse community, representing all racial and ethnic backgrounds, as well as faith backgrounds. Each person is unique and gender identity is a deeply personal choice that needs to be respect at an individual level. The program made by the transgender community in India needs to celebrated and further encouragement given to their endeavours.with the down of independence, India emerged as a sovereign, democratic, socialist, secular, republic. Since the advent of independence, the whole set up of Indian society has undergone a change. India is a democratic country. The spirit of Indian constitution is to provide equal opportunity to every citizen to grow and attain their potential, irrespective of caste, religion or gender. In India there are three gender, male, female, and transgender. In a landmark judgment, the supreme court of India on April 2014 created the 'third gender' status for hijras or transgenders.As per census 2011, there are around 4.9 lack third genders in the country who faces social discrimination and harassment. Now, transgender will study in schools and colleges with all facility approving their admission under the category of 'disadvantaged group' defined by the Right To Education Act 2009(RTE) .Transgender are eligible for twenty five percent reservation under the economically weaker section (EWS) and dis advantaged students category for admission. The Supreme Court said they will be given educational and employment reservation as OBCs. Transgender are deprived of social and cultural participation, are shunned by family and society. This paper is as step towards enhancing the participation of transgender in mainstream education including higher education, political involvement, employment, social acceptance and respect .Government should also provide benefits by launching schemes in budget, through which directly and indirectly

transgender are spent on commodity and services .so it's also great source to government for collecting of revenue in terms of tax.

Keywords: independence,Education,

Objectives-

- To study, problems faced by transgender in everyday life.
- To know the cultural and social aspects.
- To know the expectations of transgender from government and society.
- To gives platform to the hundreds of transgender across the country and will make everyone aware of their entrepreneurial potential.

Scope-

- 1) This study will help transgender individuals in learning more about entrepreneurship as a profession and may assist them in conquering problems encountered at the entry level.
- 2) This research illustrates some of the modifications that could be made at the societal level to bridge the gap between transgender people and the corporate world.

Limitations-

- Respondents' lack of time and preoccupation with other tasks.
- Respondents' lack of time and preoccupation with other tasks.
- Respondents distorted the information while sharing information.

Research Methodology:

Primary Data: - Surveyed 25 transgender and collect information from vitthalwadi area.

Secondary Data: - Web source, Journals

Introduction:

Transgenderism is closely associated with the term "Hijra" in India. Transgender people have been legally granted the status of a third gender in India, as well as in Pakistan and Bangladesh. In April 2014, a historic Supreme Court decision granted transgender people the right to identify as a different gender for government, documents, and voting, among other things. Though implementation may take some time, a bill has been passed in parliament requiring this in order to ensure that transgender people are treated as a minority group and have access to jobs and education.

Transgender people face daily challenges because there is no acceptance anywhere, and they are excluded from society and ridiculed. They are stereotyped in almost every aspect of their lives, including health, schools/colleges, and employment, social schemes, and projects. Some states in India are working to improve the lives of transgender people. Tamil Nadu is the only state that has successfully pioneered transgender inclusion by instituting a transgender (or "aravani," as they are known locally) welfare policy. In 2008, it was also the first state to establish a transgender welfare board, which would include representatives from the transgender community. In March 2009, the Tamil Nadu government established the

Manaus telephone helpline for transgender people, an initiative that led to the establishment of India's first LGBTQIA helpline in Madurai in 2011. Tripura's government announced in July a monthly allowance of Rs 500 for transgender people in the state to ensure their financial freedom.

Historical Background of Transgender:

However, the hijra community is said to have existed since ancient times, with references dating back four millennia. The Kama Sutra contains references to TrityaParkriti on transgender. Certain deities are also closely associated with the "Bahuchara" transgender community. Mata is a goddess whose temple in Mehsana, Gujarat, is a popular transgender pilgrimage destination. There is also a reference to transgender people in the Ramayana, where they are among the citizens of Ayodhya who follow Lord Rama into exile. When he orders the city's men and women to return to their homes as he enters the forests, the Trans genders, who are neither, remain on the forest's outskirts for the duration of his exile.

Lord Rama, impressed by their worship, grants them the power to give good wishes on auspicious occasions upon his return. This is the basis for the conviction that a transgender blessing on a wedding or birth in a family is beneficial.

Marriage System:-

Many hijras in India live in communities with a defined social structure. Typically, there is a group leader or Guru, and the rest of the community refers to themselves as her daughters and sister, our mother and grandmother. The communes are known to be very supportive and to have their own ecosphere, where other members marry with their guru in order to maintain the guru shishya relationship. They celebrate all functions, including haldi, Mehdi, and sangeet. And everyone in the community is a part of it.

➤ **Members:**

Neeta Kene-Team Leader (Guru)

Ravina Jag tap-Member of 6 Packs

Veena kene-member

Gauri Kene-member

Chiku Kene-member

Simran Kene-member

➤ **Results**

- **Age:** - The respondent's age at the time of interview varied from a minimum of 16 years to 56 years.
- **Education:** - A glance at Table I reveals that the transgender phenomena cuts across various educational levels. A huge variety of them were literate.

Table I: Education of Trans genders

Education	Frequency	Percent	Cumulative%
Illiterate	4	16	16
Primary School	6	24	40

Middle School	5	20	60
High School	9	36	96
Graduate	1	4	100
Post Graduate	0	0	0
professional	0	0	0
Total	25	100	

- Occupation: - Table II shows traditional occupation where 2 were employed in projects (NGOS) in SAHAD run by the Maharashtra State Aids Control Society, who have employed transgender in their respective community –based NGOs. These NGOs have a primary focus on :-
- Health issue
- Legal identity

Table II: - Traditional Occupations

Occupation	Frequency	Percent	Cumulative%
Sex Work	13	52	52
Begging	6	24	76
Social Offering	5	20	96
Self –Employment	0	0	0
Employed in a project	1	4	100
Total	25	100	

It is also important to note in table II, that the main occupations of the transgender are mentioned, though they may also be engaging in other types of occupation such as,

1. Tax Recovery
2. Segregation during time of Ganpati
3. Catering services
4. Candles making.

Income:-

Income	Frequency	Percent	Cumulative%
Below 10,000	5	05	20%
10,000 To 20,000	10	10	40%
20,000To30,000	9	09	36%
More Than 30,000	1	01	4%
Total	25	25	100%

➤ **Platform For Startups For Transgender:-**

It is not easy to face the world when you are constantly being looked down upon for your sexuality. Almost every other transgender person has to face the abusive behavior in the society they live in. Transgender can get a job in India .But it is not easy as it is for the rest of us. They face a lot of discrimination from the society.

- 1) **Catering:** - Start your own cafe and gain knowledge more from the Entrepreneur staff.
- 2) **Seminar Promotion:** - Start your own professional event enterprise.
- 3) **House Painting:** - Start preparing to paint by brushing up on your painting skills.
- 4) **Home Decorating:** - To coordinate the client's interiors, collaborate with local furniture and accessory stores, paint stores, and carpet and drapery outlets.
- 5) **Computer Repair:** - As a repair professional –equipped with some basic diagnostic equipment and technological savvy-you can get clients computer back up and humming again.
- 6) **Children's Party Planning:** - Plan birthday, holiday and religious-ceremony celebrations.
- 7) **Photography:** - Opportunities at weddings, parties, special events.
- 8) **Self- Defense Instructor:** - People from all ages and backgrounds can benefit from the self-defense skills you can teach them.
- 9) **Mobile Mechanic:** - A good knowledge of automobiles repair techniques and a list of referrals and provide service directly to clients homes or paces of business.
- 10) **Seamstress/ Tailor:** - Spread the word about your service at local boutique and dry cleaners, plug in your sewing machine and start stitching.
- 11) **Cover letter/ Resume Service:-** Not everyone knows how to look good on paper ,with your editing and basic layout skills ,a laser printer and some high quality stationery you are set to start shown clients how to put their best foot forward in their resumes and cover letters.
- 12) **Wedding Guide publishing:** - For photographers, bakers' caterers and florists, wedding bell mean big business.
- 13) **Dance Classes:** In the area of dance class, they will get a good platform from which they can teach other people as well as there were many people who know Kathak, Lavani dance.

- **List Of India's Transgender Entrepreneur:-**

- 1) **Kalki Subramanian- Journalist Writer, Actor Activist.**
- 2) **Manabí Bandyopadhyay- College Principal**
- 3) **Padmini Prakash-Television Anchor**
- 4) **Kamla Jaan-Mayor**
- 5) **Anjali Ameer- Act**
- 6) **Sathyasri Sharmila-First Lawyer**
- 7) **Joyita Mondal- First transgender judge**
- 8) **Prithika Yashini-First transgender police officer**
- 9) **Shabnam Mausi- First MLA**
- 10) **Shabi- SOLDIER**
- 11) **Jiya Das –Medical Assistant.**

Problems Faced By Transgender For Entrepreneurship:

This paper also tried to understand problem faced by transgender in civil society .It limit its presentation and problems faced due to police harassment.

However, given the current state of unemployment and youth, little to no attention is paid to the job struggles of the Trans community. While politicians have been making big promises

about job creation ahead of Assembly elections, where are the announcements about creating jobs and entrepreneurship opportunity for Tran's people?

1. Health Problem: - Almost 70% said that they do suffer from

- **HIV/AIDS**
 - **HIGH/LOW BLOOD PRESSURE**
 - **PILES**
 - **SEXUALLY TRANSMITTED INFECTIONS.**
- **Problems Faced Due To Police Harassment:** - A great majority of transgender stated that they have experienced problems caused by the police whether policeman from respective police stations, traffic police, railway police.
- **Problem of Finance:** It is crucial problem which is faced by transgender, because bank and financial institution not providing any financial assistance due to the lack of trust.
- **Lack of Confidence:** Many transgender have social phobia and lack of confidence among common people.

Scope of Entrepreneurship with small Amount of Investment:

1. Making Dhoopbatti
2. Hand Made Sanitizer
3. Handmade air freshener
4. Making Sticks
5. Pocket Sanitizer Dettol
6. Liquid Dish wash

There is presenting need to look into the deprivation of civic amenities on the basis of gender and make efforts for the following provisions:-

1. Right to travel: Legally in ladies compartments in trains, use seats meant for ladies in other public transports and access to use of ladies toilets and bathing rooms.
2. Right to Housing: Transgender look forward to free/subsidized housing policies.
3. All government and no government applications forms for whatever purposes, to have three options for gender namely Man/Women/Transgender.
4. Census data to cover the transgender population and their demographic indicators.
5. Issuance of identity card for transgender to distinguish them from fake hijras.
6. Provide adequate pension amount for transgender who are above 60 years
7. Disbursing interest free loans for transgender skilled in business entrepreneurship with minimum or no formalities.
8. Educational institutions need to identify students with hijra /transgender orientation and make space for acceptance and discourage any kinds of abuse. Formulate penalties for those causing abuse.

Conclusion: All transgender people are human beings, and all human rights logically pertain to all transgender. Transgender, as with all human beings, have the right to live

in dignity at all times, regardless of their legal, social, or political status. The content analysis of the problem described by the transgender revealed that the majority of them (87.5%) were harassed by police and the general public for begging and soliciting clients for sex work. There have also been reports of transgender respondents being raped and even gang raped by the general public. The evolving international system is redefining the roles of government, business, and civil society in protecting and advocating for human rights, particularly those of oppressed minorities. The citizens and civil society are the primary and most accountable actors in such processes.

ACKNOWLEDGEMENT:-

Special thanks to all the transgender who participated in the study and especially leaders of the community Based on organizations.

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Research proposal topic: - The study of Individual's conception towards setting up multi-level marketing business as a start-up business Idea – special reference to Kalyan & Dombivli region.

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Abstract:- setting up a business or practice entrepreneurship activity for self employment and become self reliant which boost confidence and provide employment opportunities to society where we live, but to maintain sustainability on continuous basis is the challenging job. In India, small, medium and large scale business operations were carried out since many centuries but still people might view towards setting up a new business is a risky task that's why people try to work under some firm or migrate some other places to get job and focus on their family and life. In 2014 Self reliant India mission was coined by honorable Prime Minister Shri Narendra Modi which he wants that Indian citizen should be self reliant and independent in terms of generating income for themselves as well as for the nation's economy. The Hindi translation of "Self reliant India" phrase, i.e, Atma-nirbhar Bharat was popularized during covid-19 period in the year 2020. During covid-19. During the covid-19 period, many multi-level companies came in active and provide self employment opportunities to the people through commission based referral marketers or provide distributor-ship to the people for selling their products. People view towards starting up a new business is still a mystery. Opportunities and various financial ways are provided but the interest of the individuals is also matter the most to commence or start the new business for their self survival and nation's economic growth.

Keywords:-Atma - Nirbhar Bharat, self reliant, start-up, multi-level marketing business.

Research paper on ‘Customer Satisfaction in Low Cost Airlines’

Ms Nital Kothari, Asst Professor, Dept of commerce Jai Hind college.

Abstract: The Low cost airlines in India like Go Air, SpiceJet, Indigo etc give the due importance to customer satisfaction in terms of improving the customer experience, developing pro-active customised offers and thus managing the right and the accurate base by which there can be improved source of empowering and motivating the masses to regulate and achieve a fair and more practical idea to consider the needs of the modern day traveller.

It is important to appreciate the fact that these airlines certainly give a high importance to creating and managing a better customer benefit and thus managing the most happening experience for the customer for improving the basic and thus entire idea of creating the most happening and the happier experience to customer in days to come. The innovative initiatives like surprise to consumer, creating discounted fare and also improving the customised packages are some of the other pioneering ways to delight the modern customer.

Introduction:

The customer service initiative for the low cost airlines is certainly an important area which is attracting more customers towards these airlines year after year. These support measures are lead initiatives, which can manage the base by which there can be more and more of the customer offers and a greater number of the lead initiatives for helping the customers.

This can be a good help for the business for managing the better and rapid flow of good services .It is also managing how there can be a lead initiative in managing and maximising the customised efforts for doing the business .It further provides a direct and major initiative which can help for supporting the business direction for not just serving the customers better but also to ensure that they remain for longer time in the business domain.

Objectives of Research

Following are the main objectives which are considered by Researcher in the present research:

- 1.Greater and more flexible initiatives which can help the customer to ensure a better and easy attainment of the objectives.
- 2.These initiatives are better options to create a right and the better idea by which there can be easy and more reliable attainment of the objectives.
- 3.This is creating a more simple and more supportive sense of defining how there can be more concrete and more definite approach to improve the market presence in the competitive business market.

Hypothesis

Null Hypotheses There are limited or no customised offers by the Low cost airlines in Indian aviation market.

Alternative HypothesesThe Low cost airlines are the better and the more logical base which can help in satisfying the emerging customer needs.

Assumptions:

- 1.The main assumption of the research is that low cost airlines have a series of customised initiatives to help the customers
- 2.There is a direct and better help to the customers by low cost carriers to manage the diverse market needs
- 3.Due to the low cost carriers there is certainly an increased attention to manage the diverse customer needs.
- 4.This is thus managing the various factors which can lead to increasing the business positioning and managing the customer needs with greater value addition.
- 5.There is a general focus on developing strong and reliable base to manage the reasonable and better idea to satisfy the emerging needs of the modern customers.

Review of Literature

- 1.Girish and Manjrekar (2020)In their research paper titled, ‘Low cost airlines and their future strategies’ have provided a strong case for improving and creating the low cost airline factors and thus managing the various customer needs.
- 2.Paul & Gresham(2021) In their research paper titled,’ More benefits from the Low cost airlines’ have given the clarity on how these low cost airlines provide a strong case for creating an accurate and realistic base for the budget consumers and also on how these airlines can certainly be useful in increasing their satisfaction for the long term.
- 3.John and Ghosh(2020) In their research paper titled,’ Creating better and distinct low cost carriers advantage’ have provided the more and better ideas which can ensure a better and string base which can be thus leading to a better business strategy in future.
- 4.Kensten & Vidal (2019) In their research paper titled, ’Maximising the better and greater focus in the low cost aviation’ have suggested the appropriate and better strategy by which there canbe more effective control for increasing presence and profits of low cost airlines.
- 5.Lonny &Mehta(2019)In their research paper titled,’Managing the new era of better aviation change’ have provided constructive and innovative ways through which the low cost airlines can certainly improve the customer experience.

Research Methodology

The sample size of the present research is 320 samples. The researcher had identified the random sampling method as a proper base of increasing the analysis and understanding of the samples. There is 1 degree of freedom which is followed by researcher and the degrees of freedom has been maintained at 99.In addition the researcher has used mean, median and mode as the most common method of analysing data and for the data interpretation purpose.

The researcher has relied on the primary and the secondary data for the study of research and thus focuses more on making the careful choice for managing the business decision as per the purpose of the research.There is further focus on more of secondary data as it is totally based

on making the realistic base for research and hence supports in achieving the various research objectives.

Data Analysis and Interpretation

The study of the data in present research has lead to the following conclusions:

1. There is more focus of the researcher in study of systematic data analysis and also to integrate various data sources to achieve the research purpose.
2. There is also a strong need of more than 62% of the respondents to know how there can be more effective measures to make the air travel more comfortable and more reasonable in the long term.
3. This data also requires the business to understand how there can be an effective and better solution to the diverse business solutions to the ever demanding aviation customers, and also about how there can be more better initiatives to improve the aviation sector upliftment.
4. More than 31% of the respondents have already provided the idea of making the business progression by making the suitable improvement in the aviation developm

Rationale of study

The researcher has further provided following rationale for research:

1. More better understanding of the business conditions by analysing focus and thus making the real and rapid growth in aviation.
2. Managing the challenges of giving superior experience to the customer everytime and hence creating right mix of quality with reliability.
3. Determining the strong case for improving the business returns, due to which the customers can certainly optimise the better and greater business returns.
4. There is also a direct focus of the business to ensure that the complete customised solutions are actually provided as per business priority and thus leads to better and scientific growth of the business.

Limitations

The researcher has mentioned the following limitations in the present research:

1. With the low profit margins of the low cost airlines it doesnot seem to be a possible option to manage the high customer expectations.
2. These researchers thus aim at determining how there can be a reasonable and better idea to create a unique and well formulated strategy
3. the researcher further suggests a series of small initiatives which can attract more customers for the airlines but are often not feasible due to the budget constraints.
4. There is a common observation by the researcher that more and more investors actually prefer a realistic and a regular approach to ensure betterment of solutions in the given market.
5. There is also a strong perception by the researcher to ensure a regular and systematic solution which can redress customer problems by giving a better solution.

Suggestions and Recommendations

Following are suggestions by researcher:

- 1.The researcher suggests that to ensure more progressive returns aviation companies must create a separate welfare fund to satisfy the changing expectations of the consumers.
- 2.There needs to be provision for full fledged consultant by aviation companies to manage the diverse requirements of the modern customers.
- 3.In today's changing times it is more necessary to ensure a better and reliable approach to create base for the long term achievement process for growth of aviation in India.
- 4.It is also necessary that by systematic efforts the aviation companies can systematically determine base to ensure a realistic and regular base in the long term

Conclusion

The researcher has thus provided a strong and reliable base to the aviation companies, which are definitely supporting to find out how there can be a realistic and more proper approach to create a business level change in favour of customers.

It also counts for all the needed and the desired changes which can thus ensure a better and more programmatic approach to handle the changes for the customers, this is thus a systematic and the more viable approach to sustain the market.

This way the researcher is providing a well developed and well satisfied guideline for helping the business dimension and thus leading to a better satisfaction of the customer expectations.

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Productivity performance of Thane JantaSahakari Bank Ltd. (2009-2022)

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Abstract

The urban cooperative banks play a very important role in providing credit to the weaker sections of the society, small traders, businessmen etc. in 1905, cooperative credit Act was passed, according to which first cooperative bank was established at Kanjivaran in Madras in October 1905. On 1st September 1988, the 11 urban cooperative banks were classified as schedule banks by RBI, of which 8 banks were from Maharashtra and 3 from Gujarat. In 2021, 1534 UCBs are working in India of which 54 are schedule UCB banks and 1480 are non-schedule UCBs. In India the number of UCBs is rapidly declining, the reason this study focuses on the productivity performance of TJSB bank, the top most bank in Thane district.

Keywords: deposits, advances, UCBs, productivity

Introduction:

In India Urban Co-Operative Banks (UCB's) are classified into schedule and non-schedule UCBs. The total number of UCBs are continuously declining in India.

Table No.1 Number of UCB's in India

Year	Schedule UCBs	Non-scheduled UCBs	Total
2008-09	53	1718	1721
2011-12	52	1566	1618
2016-17	54	1508	1562
2020-21	53	1481	1534

Source: RBI-Outlook development of cooperative banks

India adopted economic reforms in 1991. Due to liberalisation the competition in banking sector increased. Specially UCBs must compete with private banks which are technically and financially sounder. The UCBs that adopted modern core banking providing various services such as D-mat account, NEFT, RTGS, Online banking, mobile banking etc have sustained themselves successfully in the competition. TJSB being one of them. the Thane Janata Sahakari Bank (TJSB) was established in 1972. In 1996 TJSB bank received scheduled bank status and in 2008 became multi-state cooperative bank. At the end of 2022, total 136 branches are operational in five states.

Table No.2 Total number of branches of Thane JantaSahakari Bank Ltd.

Sr. No.	State	No. of Branches
1.	Maharashtra	113
2.	Gujarat	11
3.	Karnataka	06
4.	Goa	05
5.	M.P.	01
Total		136

Source: Annual reports of Thane JantaSahakari Bank Ltd.

TJSB Bank stands 1st among the top 5 UCBs in India and stands first in Thane District. In Thane District total 16 UCBs are working in which 07 are scheduled and 9 are non-scheduled UCBs

The Review of Literature

Das M.R (1997) he concluded that labour productivity in nationalised banks is very low and is gradually declining

Shilpi Kothari (2013), the researcher has made attempt to critically analyse the impact of financial reforms on Indian Banking sector. She concluded that the financial reforms do not help to improve the performance of banks on the basis of productivity and profitability.

Objectives

1. To study the various trends and growth rate of TJSB Bank from 2008-09 to 2022
2. To study the branch productivity and employee productivity from 2008-09 to 2022

Research Methodology

The secondary data is used to analyse productivity and various trends and growth rate. The secondary data is collected from annual reports of TJSB bank, Outlook-The development of cooperative banks by RBI, various articles, PHD thesis etc. To analyse the data, growth rate, ratios, tables and graphs are used.

Research work

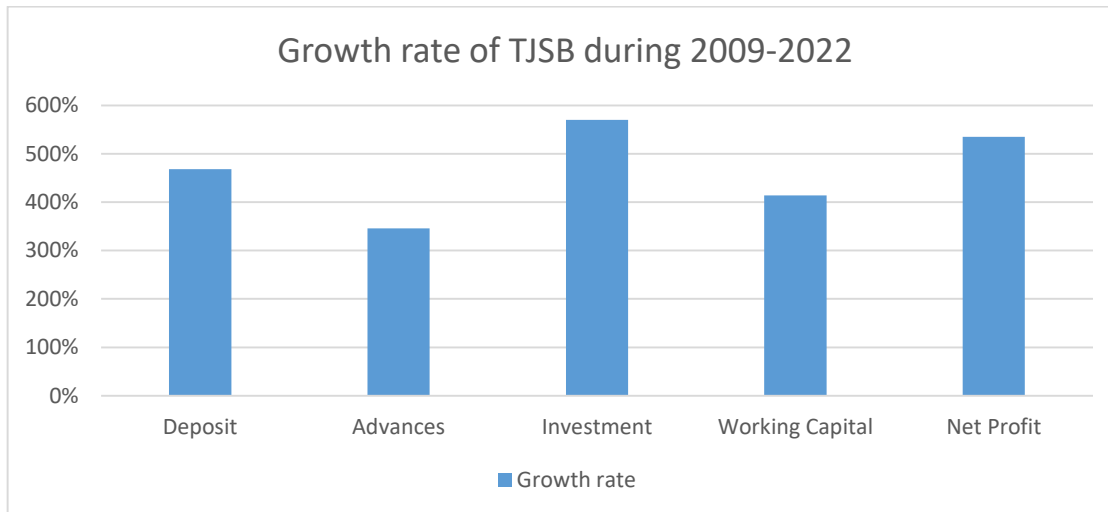
Banks accept deposits from public and use these deposits for advancing or for giving credits and investments. In short banks use deposits to generate income.

Table no. 3 Trends and Growth Rate

(in Crores)

Sr.No.	Indicators	2008-09	2021-22	Growth Rate (during the study period)
1.	Deposits	2347	13,336	468%
2.	Advances	1507	6,723	346%
3.	Investment	1098	7,353	570%
4.	Working capital	2952	15,172	414%
5.	Net profit	24.35	154.53	535%

Source: Annual reports of TJSB Bank



During the study period of 2008-9 to 2022 growth rate of deposits is 468% which shows in spite of competition bank succeeded in gaining the trust of people. The growth rate of advances is 346% it means loan policy of bank is suitable for consumer. Growth rate of investment is 570% and working capital was 2952 crores in 2009 and increase up to 15,172 crores. Net profit was 24.35 crores in 2009 which increased up to 154.53 crores in 2022. The growth rate of net profit is 535%

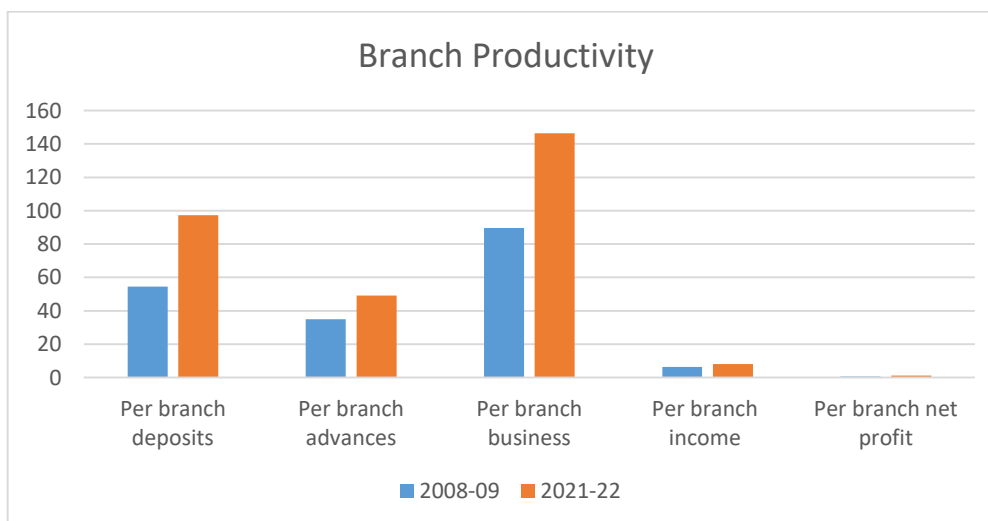
Productivity Analysis

Productivity shows how efficiently the bank is utilising deposits or resources to generate income. Productivity shows per branch or per employee production capacity during the study period of 2008 to 2022.

Table no.4 Branch Productivity (in Crores)

Sr. no.		2008-09	2021-22
1	Per branch Deposits	54.58	97.35
2	Per branch Advances	35.03	49.07
3	Per branch business	89.62	146.42
4	Per branch income	6.31	8.18
5	Per branch Net profit	0.56	1.13

Source: Annual reports of TJSB Bank

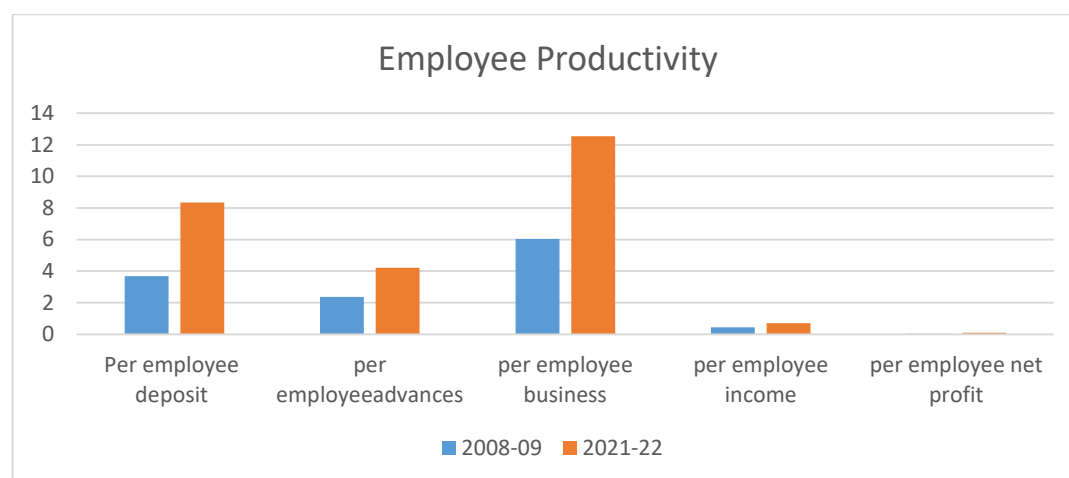


TJSB bank deposits per branch were 54.58 crores in 2009 and increased up to 97.35 crores in 2022. Per branch advances increased up 249.07 crores and income per branch was 631 crores in 2009 which increased up to 8.18 crores in 2022. Per branch net profit also increased up to 1.13 crore in 2022.

Table 3 Employee Productivity (in Crores)

Sr.no.		2008-09	2021-22
1	Per employee deposits	3.68	8.34
2	Per employee Advances	2.36	4.20
3	Per employee Business	6.04	12.54
4	Per employee income	0.43	0.70
5	Per employee net profit	0.03	0.09

Source: Annual Reports of TJSB Bank



The per employee productivity also increased during the study period. The per employed deposits were 3.68 crores in 2009 and increased up to 8.34 crores in 2022. In the same way per employee advances, business, income and net profit also increased during the study period

Conclusion

TJSB bank is top most urban Cooperative Bank of the Thane District. In Thane District 07 schedule UCBs and 09 schedule UCBs are operational (registered in Thane Cooperative office). There is stiff competition among the UCBs and private sector banks even though during the study period of 2009 to 2022 TJSB bank shows very high growth in deposits, advances, investment, net profit etc. The per branch productivity and per employee productivity also increased during the study period.

Suggestions

To sustain themselves in the competition and to improve the performance of the bank following suggestions are being made-

1. The consumers of few private and public sector banks can open online saving and current accounts such facility should also be provided by TJSB bank which will help to increase the consumer base
2. Considering the growing demand of D- mat and share trading accounts, bank should provide D-mat trading accounts to its consumer which will help to increase the non-interest income.

3. Bank should arrange workshop for customers from time to time to educate them about the online banking, mobile application services etc.

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START-UP IN INDIA : AN EMERGING BOOM

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Introduction:

The

Abstract:

This paper studies about what a start-up means, government initiatives to promote youth for establishing new ventures. It also discusses about past, present and future scenario of start-ups in India. Causes for failure are also discussed in the present paper.

Moreover, study related to employment generation and value creation by start-ups in India is also made using tables and charts.

Keywords: *Start-up, schemes, future, employment and failures.*

start-up scenario in India has gone a huge makeover, now people are not alien with the concept of start-ups. Earlier people had no idea what this concept is all about, thanks to the rise in media's encouraging coverage towards start-ups recently.

Start-ups are something to do with new product/process for the entire market or fraction of the market. Start-ups must not be confused with small business, as the biggest difference being is **INNOVATION**.

With hundreds of innovative youngsters choosing to pursue the path of entrepreneurship instead of joining the multinational corporations and government ventures, the business world has witnessed an explosion of ground-breaking start-ups providing solutions to the real problems at a mass level in the past years

Start-ups in India include ventures from different sectors like Fintech, healthcare and life sciences, ICT, E-commerce, Home services, Education, Hospitality, Food, etc. Some top start-up companies include *Cred, Meesho, Flipkart, Amazon, Urban company, Ola cabs, PayTM, Swiggy, Zomato, UpGrad, Byju's, Oyo* and many more.

This paper discuss how tremendously start-ups are rising and India is currently on footsteps for becoming next '*start-up capital*' in the world. It also deals regarding various government schemes to promote and provide assistance to new entrepreneurs for creating value by establishing new ventures. Moreover, it discusses the trend, employment opportunities, value created by leading companies and future prospects of start-up in India.

Objectives:

- (i) To study about the history of start-ups in India.
- (ii) To study different government steps taken to promote start-ups in India.
- (iii) To study about Value created by Leading start-ups of India.

- (iv) To study the trend of start-ups and its growth for the period of 2016-2022 in India.
- (v) To study about employment generation by start-ups in India
- (vi) To study about new emerging sectors for future start-ups prospects.
- (vii) To study causes of failure for start-up in India

Review of Literature:

According to *Rauch & Rijskik, (2013)*, the more a company grows the higher the possibility of it sustaining its operations for a long during of time to an extent of even becoming a global empire. They further mention that most start-ups in economies like the Indian economies has the tenacity to grow because of the population backup at their front yard.

According to *Ayadi-Frikha(2014)*, innovation is a key ingredient that accelerates the growth and profitability of most start-ups in India. Innovation in most Indians start-ups depends on the size, availability of ideas and experts to deploy new strategies and the willingness of the entrepreneur to incorporate the new technology.

Wakkee et al., (2015) states that high technologies are good for big companies but for start-ups, it is better for that entrepreneur to integrate innovation that they can manage as per the economies of scale of the start-up.

GoyalParkash, (2011), in their research paper concluded that at present the position of entrepreneur is better than before. Economies are taking the efforts to make and enhance the entrepreneurship. Government is providing the awareness and necessary steps are being taken up by them. Start-ups must be configured properly with the business expertise to encounter the latest trends and changes in the environment and capable enough for aspiring the supremacy in the entrepreneurial coliseum.

Research Methodology:

The study is based on secondary data which has been collected through websites, newspapers, magazines, government reports, books, research papers. Graphs and charts are used to show the trend of start-ups in India and employment generation respectively.

Pure research method is applied to study the scenario of start-ups in India including its history, current trend, employment opportunities, future scope and causes for failure.

What is a Start-up?

Start-ups are companies or ventures that are focused on a single product or services that the founders want to bring to market.

A start-up is defined as a 'temporary organisation with scalable business model'.

According to the Ministry of Commerce and Industry, GOI a start-up is:

- (i) A registered entity not more than 7 years old.
- (ii) Has never crossed an annual turnover of Rs. 25 crores in any preceding financial year.
- (iii) A company working toward innovation and development of products or services that have high potential of wealth creation or employment generation.

History of Start-up:

The story of Indian start-ups is not just limited to the current century, in fact it began over 4 decades ago. Through the 80's, a handful of pioneering IT service companies such as TCS, Infosys and Wipro placed India firmly on the global economic map.

Similarly, 90's witnessed the launch of Airtel, which today is India's largest telecommunication company, with over \$15 bn in revenues and more than 350 million consumers worldwide.

Also, during 90's launch of Many top-ranking banks took place like ICICI, HDFC and Axisbanks. In fact, ICICI and HDFC banks rank 2nd and 3rd position after SBI in India.

Over past 10 years, India has become one of the top five start-up ecosystems in the world, alongside US, China, UK and Israel. For the same period only, it has attracted nearly \$20 bn of capital inflows and employs about more than 1,00,000 people with the number doubling every two years.

Government of India Schemes to promote new start-ups:

- (i) ***Make in India***- To attract foreign investments in the manufacturing sector.
- (ii) ***Start-up India*** -This initiative provides 3-year tax and compliance breaks intended for cutting government regulations and red tapism.
- (iii) ***Stand-up India***- To promote entrepreneurship among women and backward category
- (iv) ***Digital India***–To ensure government services are made available to every citizen through online platform.
- (v) ***Mudra Yojna*** - Through this scheme, start-ups get loans from banks to set up, grow and stabilize their business.
- (vi) ***SETU (Self -Employment and Talent Utilization) fund*** – Government has allotted Rs. 1,000 Cr. In order to create opportunities for self – employment and new jobs mainly in technology driven domains.
- (vii) ***E-biz portal*** – Government launched e-biz portal that integrates 14 regulatory permissions and licenses at one source to enable faster clearances and improve the ease of doing business in india
- (viii) ***Atmanirbhar Bharat Abhiyan*** – To make India, “*a bigger and more important part of the global economy*”, pursuing policies that are, efficient, competitive and resilient, and being self-sustaining and self-generating.
Five pillars of Atmanirbhar Bharat are:
 - (a) *Economy*
 - (b) *Infrastructure*
 - (c) *Technology-driven systems*
 - (d) *Vibrant Demography*
 - (e) *Demand*

Value created by top Start-ups in India:

The following table shows top start-ups in India, their launch year, Industry which in belongs and estimated valuation till the year 2022.

No.	Name of the Start-up	Industry	Year of launch	Estimated Valuation by 2022

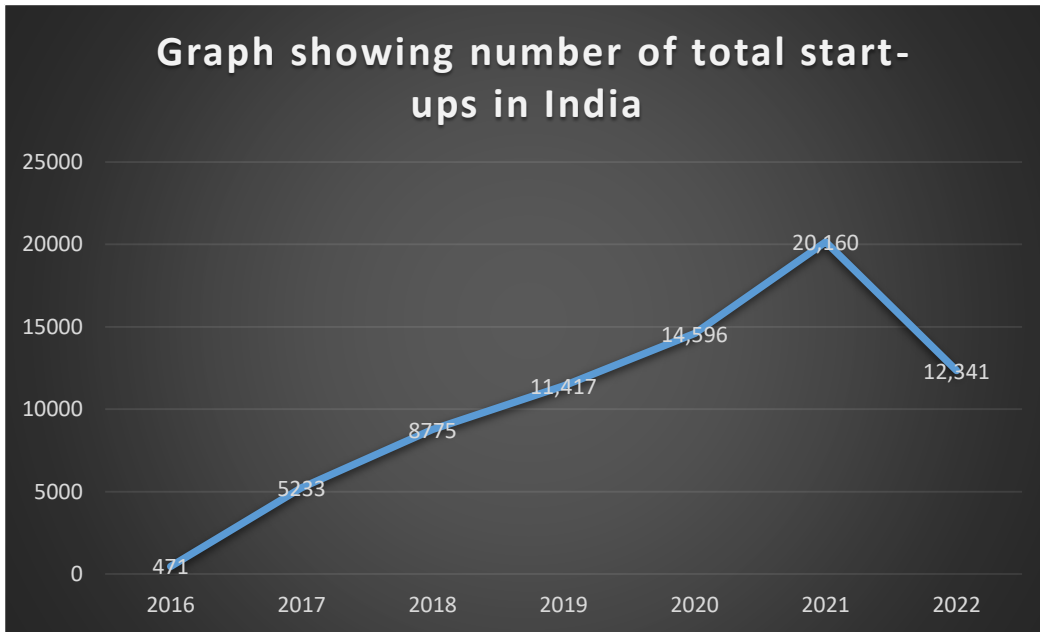
1.	Flipkart	E-commerce	2007	\$24 billion
2.	MakeMyTrip	Travel Agency	2000	\$23.5 billion
3.	OYO	Hospitality	2013	\$16 billion
4.	PayTm	Fintech	2010	\$15 billion
5.	Ola Cabs	Mobility	2010	\$6.2 billion
6.	Byju's	Education	2008	\$5 billion
7.	Swiggy	Foodtech	2014	\$3.3 billion
8.	Dream11	Mobile Sports	2012	\$2.25 billion
9.	Zomato	Foodtech	2008	\$2 billion
10.	Delhivery	Logistics	2011	\$1.5 billion
11.	Bigbasket	E-commerce	2011	\$1.2 billion
12.	Mobikwik	Digital Wallets	2009	\$1 billion
13.	PolicyBazaar	Insurance	2008	\$1 billion
14.	BookMyShow	Entertainment	1999	\$1 billion
15.	Nykaa	Fashion and beauty	2012	\$750 million

From the above data we can see that, Flipkart is on the top rank followed by MakeMyTrip and OYO at 2nd and 3rd position respectively amongst the start-ups in India. No doubt these successful start-up must have faced failures in initial stages but today have created a good fortune and are still counting.

Trend of Start-up in India:

Following Table shows Data regarding total number of Start-ups from period 2016 to 2022 in India:

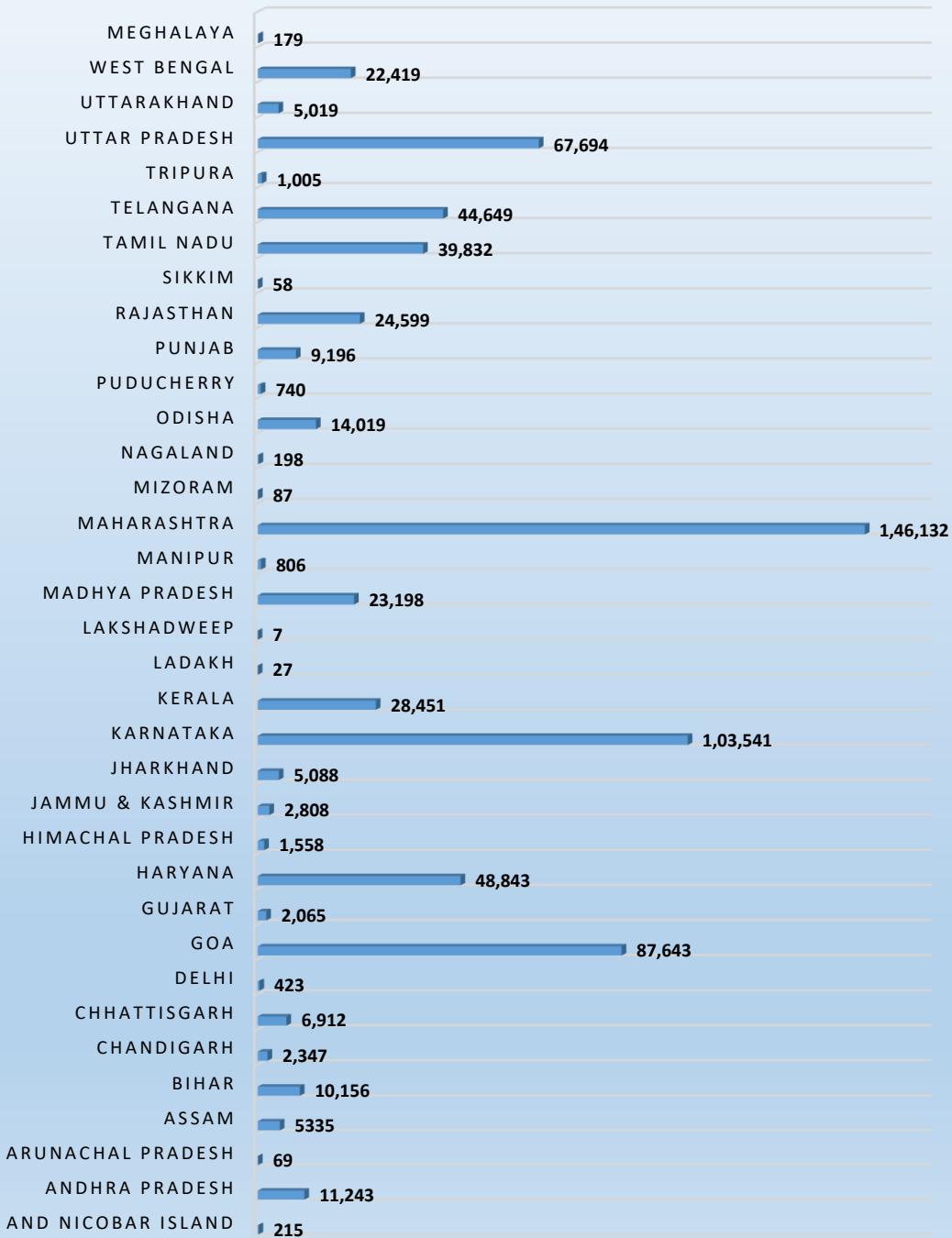
Year	Number of Total Start-Ups in India
2016	471
2017	5233
2018	8775
2019	11,417
2020	14,596
2021	20,160
2022	12,341
Total start-ups till 2022	72,993



The above data shows that there has been a tremendous growth of Start-ups in India. In, 2016 there were only 471 registered start-ups in India which rose to a total 72,993 start-ups in 2022 with a whopping growth rate of **15,397 %**. Moreover, there was continuous growth from the year 2016 to 2021 but we can see a downfall of 38% in 2022 compared to 2021.

Provider for Employment Opportunities in India

CHART SHOWING STATEWISE EMPLOYMENT GENERATION BY START-UPS IN INDIA AS ON 30 JUNE,2022



According to above data start-ups has generated in total **7,67,754** jobs in India as on 2022, where Maharashtra ranks top by providing 1,46,132 jobs followed by Karnataka and Goa .

Booming Sectors for future Start-ups in India:

1. *Cloud Computing*

The overall Indian public cloud services market is expected grow at CAGR of 24.1 % for 2020-25 to reach \$10.8 billion by 2025.

2. *Biotechnology*

With more than 4000 segments, the Indian biotechnology industry is expected to reach US\$ 150 billion by 2025. Globally, the biotechnology market size is forecasted to reach \$2.44 trillion by 2028, growing at a CAGR of 7.4%.

3. *Internet of things (IOT)*

IOT is likely to make regular life easier and comfortable through better experience. According to report, Indian IOT market is expected to reach US \$ 9.28 billion by 2025 from US \$ 4.98 billion in 2020.

4. *Data Analytics*

Data analytics is among the fastest-growing in demand jobs since 2019, as per reports in India it is predicted to grow to a market size of \$ 98.0 billion by 2025 and \$118.7 billion by 2026.

5. *Artificial Intelligence (AI)*

Every industry is integrating to AI to create better services and products, which includes industries like healthcare, entertainment, education, transportation, manufacturing, etc. As per the report by International Data Corporation (IDC), India Artificial Intelligence market is expected to reach USD 7.8 billion by 2025.

6. *Cybersecurity*

According to report by the Data Security Council of India (DSCI), the Indian cyber security services and product industry generated a revenue of US \$ 9.85 billion in 2021. Globally it is expected to grow to US \$ 345.4 billion in 2026.

7. *Sustainable Products Market*

Changing consumer behaviour and product adoption has led to an increase in eco-friendly products demand in market. A survey conducted by Statista highlighted that 30% of survey responders have stopped buying a certain brand in fashion sector due to a lack of sustainability.

8. *Health-tech*

A whole new dimension is created in health sector after pandemic. It is now estimated that there are more than 7,000 Health-Tech start-ups in India. AI, IoT, big data and robotics have revolutionized healthcare services, eliminating clinic visits and getting tests and results delivered to the doorstep. Analysts following investment trends foresee the healthcare market reaching \$370 billion in 2025.

We know that a coin has two sides, similarly success and failure both go hand in hand. A start-up can become successful or it can even fail. Moreover, there are also some start-up which might not go well in its initial but making some alteration or modification sit can capture the market, we discussed about the positive and successful scenario of start-ups in India but there are certain causes which can lead a new start-up to fail.

Why do Start-ups fail?

1. *Market Problems*

Start-ups generally fail usually not because they run out of money. It's because they didn't solve a problem that customers want to be solved. There are three problems with most early-stage start-ups:

(a) *They don't know what their customers really need, (b) they can't do anything about it, and (c) no one really cares anyway.*

2. *Financial resources*

Availability of finance is critical for the start-ups and is always a problem to get sufficient amounts. A number of finance options ranging from family members, friends, loans, grants, angel funding, venture capitalists, crowd funding etc are available.

3. *Supportive Infrastructure*

There are a number of support mechanisms that play a significant role in the lifecycle of start-up which include incubators, science and technology parks, business development centres etc. Lack of access to such support mechanisms increases the risk of failure.

4. *Regulations*

Starting a business requires a number of permissions from government agencies. Although there is a perceptible change, it is still a challenge to register a company. Regulations pertaining to labour laws, intellectual property rights, dispute resolution etc. are rigorous in India.

5. *Proper management and people*

A team comprises of individuals with similar capabilities and identical focus. In order to develop a highly successful team culture, organizations in general – and start-ups in particular – need to hire suitable candidates.

6. *Fierce Competition*

In such competitive environment, the start-ups need to play aggressively, and punch above their weight to gain the much-needed recognition amongst the clusters of ever challenging and expanding businesses. To create it is utmost important to provide something new to customers

Conclusion:

India has the 3rd largest ecosystem after US and China in the world, with consistent annual growth of 12-15% predicted for the upcoming years. The report revealed that a record-breaking 44 Indian firms earned Unicorn status in 2021, bringing the country's total number of unicorn start-ups to 83, with the majority operating in the service industry. Moreover, studies indicate that the start-ups and entrepreneurs in India will have 1,00,000 start-ups by 2022-2023

One of the major factors contributing in growth and success of start-ups in India is its own **population** as the scale for success in India is something very different from elsewhere. The sheer numbers of consumers / users available are in large. If a product, whether it is physical one or an app or even a service, is able to fill a consumer need, it will invariably become sustainable fairly quickly.

Also, **youth** in India including MBA, IITs and IIMs are no longer opting for corporate or foreign jobs but to build their own companies or join lesser-known start-ups with good potential for growth. Not

only graduates but managers at prestigious and high paid corporate jobs have been quitting to join or establish their own start-ups.

Even, **government** has taken steps for promoting start-ups in India by providing funds and loans at a concessional rate under different start-up schemes. It has also eased the norms required to commence and register a start-up. Moreover, efforts are being made to create a favourable environment for sustaining itself and making great return in future.

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Role of Banking and Financial Institutions in Startups

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Abstract:

Startups are the potential businessmen or entrepreneurs in the society and country at large. The startups need proper guidance and support from the government as well as from the banking sector. In today's digital age and international competition, the role played by commercial banks continues to be an important one. While risk and regulatory protection remain binding, banks are also searching for better profits and market share through innovative methods to address financial performance and rising consumer and investor expectations as they reorganize and optimize operational and business models to generate long-term profitability. The government also in a country like India foster the economic activities through its policies and financial plans which provide level playing field to the banks.

Introduction:-

Business is an economic activity the idea of which is conceived by human beings, known as the founders of business. When the business activities are initiated on small scale with high cost of production and operations with limited revenue and profitability, it is called as startups. The startups therefore develop a product or provide a service which the founders of the same believe that there would be market or demand for the product or services. Startups involve high risk as failure is possible. However, the founders can come out with innovation, which can provide great opportunities to sustain the business.

Startups are companies or ventures that normally focused on a single product or service that the founders want to bring to the market. These companies typically don't have a fully developed [business model](#) and more over lack adequate capital for smooth management. Most of these companies are initially funded by their founders themselves or through their friends and relatives. The government or the regulatory body may set up a specialized zones for startups with necessary infrastructure facilities. The founders look for additional infusion of capital and hence look for specialized investors called venture capitalist.

Startups can use [seed capital](#) to invest in research and to develop their business operations. Market research helps determine the demand for a product or service, while a comprehensive business plan shows the company's [mission statement](#), vision, and goals, as well as management and marketing strategies.

Startups therefore initiate the business and stimulate the business activities and encourage the new and enthusiastic minds to come forward to do the business. They become a role model for the new and young minds once they settle down in their operations.

The startups have to follow the following principles before undertaking any business plan.

- Identify the passion for business and the way to follow the same.
- Asses the financial and other resources.
- Lead from the strengths and interest rather than rumors.
- Evaluation of the opportunity.
- Develop the ability to rise above the competitors.
- Asses the social media and financial resources.

- Initiate on small scale.
- Check risk appetite.
- Ascertain the skill required.

India is a favorite destination for startups because of following reasons.

- i. Around 65% of population fall between the age group of 25 to 35
- ii. Cost of doing business in India is low.
- iii. A large population and vast geographical location provide ample of opportunities.
- iv. India has second largest internet base in the world.
- v. Government policies are becoming business friendly.

Role of Banking and financial sectors

Debt Financing: - In the first year, startups need a lot of funds to finance their development. Banks can therefore guide them in this regard. Despite the credit risk, banks can offer **debt financing** to the least risky companies. Debt has the advantage of limiting the dilution of the entrepreneurs' stakes. It can also increase the valuation of the company.

Raising of Equity: - The banks or the Merchant Bankers can **assist startups in mobilizing equity Capital**. The banks can bring together entrepreneurs and investors.

Availability different online commercial tools: - Banks can offer **products tailored to the needs of startups**. This can take the form of an online platform to simplify banking. For example, banking platform that allows clients to manage multiple accounts and monitor their cash flow from a single dashboard, anywhere, anytime banking. Now the businessmen are not required to take rounds to banks for their banking transactions. Various transactions can be done online. The seamless digital banking accelerated online transactions due to pandemic. The online transactions in Oct 2019 were Rs 532759.2132 lakhs crores which increased to Rs 2922912.8 lakhs crores during September, 2022.

Customized insurance products: - Banks may also offer variety **insurance products**. For instance, some startups need expensive high-tech equipment for their business. An equipment malfunction or any incident could have a catastrophic impact on their development, making insurance an important for business.

Bank as managers: - Banks can also act as advisors to startups. For some entrepreneurs, this may be their first experience running a company. Therefore they need **expert advice**. Bank managers can advise them on a variety of key issues, such as banking regulations and anti-money laundering measures, income tax etc. They can also **put startups in contact with trusted service providers** such as lawyers, Chartered Accountants, Financial Managers Etc.

Expansion of Business: - The banks can be a significant partner even for the **international expansion** of a startup. The bank can offer an international account to facilitate payments in different currencies. It can also assist the startup in setting up shops and branches abroad.

Monetization of market: - The banks can create credit expansion through different banking tools as per the RBI or Central banks regulations and can multiply demand in the market.

Channelizing Government Schemes: - The banks can channelize different government schemes for startups and thus can accelerate the process of business expansion and diversification.

Conclusions: - Startups are vital for any country in the world for accelerating economic growth and providing employment opportunities. Although India is becoming hot destination for the investors , a long way to go for achieving the desired results due to lack of political will and infrastructuralbottlenecks.

Submitted to Achievers College.

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CASE ANALYSIS ON WOMEN ENTREPRENEURSHIP W.R.T. MEGABAGS (MEGHA GRUHINI UDYOG)

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Abstract:

Since customs are deeply ingrained in Indian society and the sociological structure has historically been dominated by men, educated Indian women would have a long way to go before achieving equal rights and position. Indian women stand out from the rest of the pack despite all the social obstacles. They receive praise for their accomplishments in their respective fields. The social structure of Indian society was changing as a result of women's improved educated status and different ambitions for a better life, which forced Indian women to alter their way of life. In every sphere of life, including business, she has effectively battled against man. These female leaders are adamant, convincing, and prepared to take risk. With their tenacity, perseverance, and diligence, they were able to prevail in this fierce competition.

The goal of the current paper is to investigate the idea of the women entrepreneur, including: the reasons why women become business owners; the reasons behind their success, government schemes for women entrepreneurs and a case study of a woman entrepreneur from Pune, Maharashtra.

Key Words: Entrepreneurship, Business, Women Entrepreneurship.

Introduction:

Entrepreneurship is the creation or extraction of economic value.

A person who starts and/or invests in one or more enterprises, taking on most of the risks and reaping most of the gains, is referred to as an entrepreneur. Entrepreneurship is the practice of starting a business. The entrepreneur is frequently viewed as an innovator, a source of fresh concepts for products, services, businesses, and operational methods.

An entrepreneur uses their time, energy, and resources to create value for others. They are rewarded for this effort monetarily and therefore both the consumer of the value created and the entrepreneur benefit.

An entrepreneur is a person who plans, runs, and takes on the risks of a company or venture. The process of coming up with innovative methods to combine resources is called entrepreneurship. The entrepreneur gets money when the market value of this novel combination of resources creates exceeds the market value these resources separately or in other combinations may create in other locations.

To paraphrase Gertrude Stein, “An entrepreneur is an entrepreneur is an entrepreneur,” and it should not matter what size, shape, colour, or sex the entrepreneur might be. If so, good research on entrepreneurs should generate theory applicable to all. While research shows similarities in the personal demographics of men and women entrepreneurs, there are differences in business and industry choices, financing strategies, growth patterns, and governance structures of female led ventures. The mindset is a collection of abilities that enables people to recognize opportunities, seize them, learn from mistakes, and succeed despite obstacles. According to research, having an entrepreneurial attitude is highly valued by potential employers, can enhance academic performance, and is necessary for coming up with fresh company concepts.

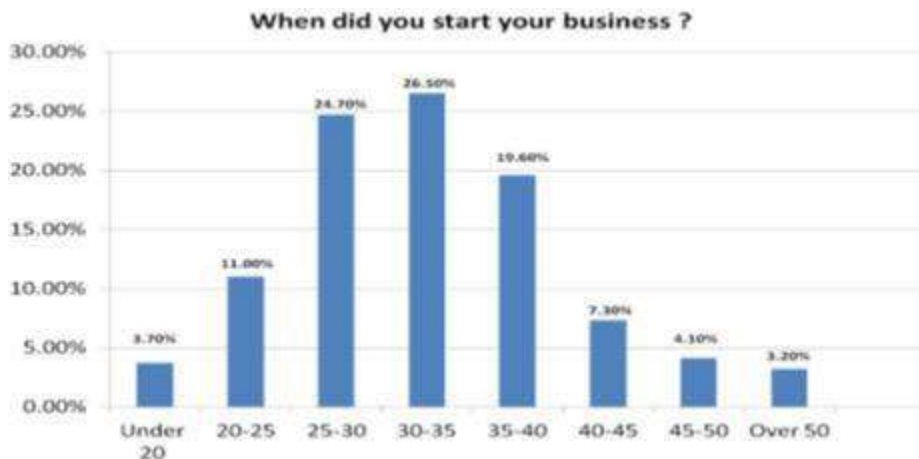
What kind of entrepreneurship best suits you when you have developed this attitude, which may be learned. You must first comprehend these several varieties that are offered and how they differ from one another before you can respond.

Does the decision to start a business depend on one's age and gender?

An enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated by the enterprise to women.” — Government of India

Woman entrepreneur could be defined as a woman or group of women who engenders idea to start a business, organises, takes initiative, runs and manages the business organisations.

It does appear to have an impact in India, where a poll reveals that most women entrepreneurs (51.2%) started their businesses between the ages of 25 and 35, after having some commercial experience. The majority of these female business owners are from major cities like Mumbai (30%), Delhi (15%), Bangalore (15%), Karnataka, and Tamil Nadu.



(SOURCE - "Women & Entrepreneurship in India 2019: Our New Study Uncovers What Women Need to Flourish." Women's Web)

Venture capitalists and other private equity investors claim that more and more women are taking the risk because of the success stories of start-up businesses in India and other countries.

Women entrepreneurs are making waves around the world, and they are also boldly exploring uncharted waters in India. Some of the ground-breaking ventures with women at the helm include **MobiKwik, Yatra, ShopClues, Mydala, Zivame, Nykaa, SlideShare, Sugar Cosmetics** and others in the financial ecosystems, travel and booking, beauty and clothing, ed-tech, and e-commerce verticals.

In civilizations where men predominate, women have also achieved great success as entrepreneurs and corporate administrators. Exemplary women who opened the path for other women were Naina Lal Kidwai, CGM of HSBC, and Indra Nooyi, former president of Pepsi who received the coveted Padma Bhushan for their services to commerce and industry and business accomplishments, respectively.

The fact that there are many educated and skilled women paving the way is comforting, but the rise of middle-aged women entrepreneurs is more inspiring. The percentage of women who start their own businesses in their 40s, 50s, and even later is rapidly increasing.

Harbhajan Kaur (94), who defied gender and age stereotypes, opened a barfi shop in Chandigarh at the age of 90. Similarly, **Yamini Mazumdar (88)**, mother of Kiran Mazumdar-Shaw, runs her own laundry business in Bengaluru that she started at the age of 68 after her husband passed away.

Women entrepreneurs in India might contribute to the creation of up to 170 million jobs by 2030, according to a joint analysis by Bain & Company and Google titled "Women and Entrepreneurship in India- Powering the economy with her."

Government Schemes:

Government also aids the women entrepreneurs in different ways. NITI Aayog has launched the Women Entrepreneurship Platform (WEP) for providing an ecosystem for budding and existing women entrepreneurs across the country.

DPIIT (Department for Promotion of Industry and Internal Trade) has created Start-up India Seed Fund Scheme (SISFS) with an outlay of INR 945 Crore to provide financial assistance to start-ups for Proof of Concept, prototype development, product trials, market entry, and commercialization. It will support an estimated 3,600 entrepreneurs through 300 incubators in the

next 4 years.

The government has made the advancement of women a priority from its inception. The idea of women's development was mostly welfare-oriented up until the 1970s.

The welfare concept gave way to a development perspective in the 1970s that acknowledged the mutually supportive nature of the development process. The 1980s embraced a multidisciplinary strategy with a focus on the three fundamental areas of work, education, and health. In every industry, including the SSI sector, women were given priority. Government and non-government organizations are increasingly focusing on the economic contribution that women make through their own businesses and industrial endeavors.

At present, the Government of India has above 25 schemes for women operated by different departments and ministries. Some of these are:

- 1) Integrated Rural Development Programme (IRDP)
- 2) Khadi And Village Industries Commission (KVIC)
- 3) Training of Rural Youth for Self-Employment (TRYSEM)
- 4) Prime Minister's Rojgar Yojana (PMRY)
- 5) Entrepreneurial Development Programme (EDPs)
- 6) Management Development Programmes
- 7) Women's Development Corporations (WDCs)
- 8) Marketing of Non-Farm Products of Rural Women (MAHIMA)
- 9) Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- 10) Trade Related Entrepreneurship Assistance and Development (TREAD)
- 11) Working Women's Forum
- 12) Indira Mahila Yojana
- 13) Indira Mahila Kendra
- 14) Mahila Samiti Yojana
- 15) Mahila Vikas Nidhi
- 16) Micro Credit Scheme
- 17) Rashtriya Mahila Kosh
- 18) SIDBI's Mahila Udyam Nidhi Mahila Vikas Nidhi
- 19) SBI's Stree Shakti Scheme
- 20) Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- 21) National Banks for Agriculture and Rural Development's Schemes
- 22) Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- 23) Priyadarshini Project - A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains 'NABARD-KfW-SEWA Bank project

Research Methodology:

The study is based on the secondary data collected from various websites, published reports, newspapers journals etc. A Case Study method is used for analysis of data.

Objectives of the study:

1. To study about women entrepreneurs in India.
2. To understand the various schemes available for Indian Women Entrepreneurs.
3. To understand the motivational factors and entrepreneurial skills in women entrepreneurs.
4. To analyze the case study of Mega Bags: A Start-Up by Ms. Meghana Bangale, A Woman Entrepreneur based in Pune, Maharashtra.

Literature Review:

1. Korreck, Sabrina (2019)

This paper studied and examined the causes of low female entrepreneurship rates with unconscious biases, a lack of business confidence, difficulty accessing funding and networks, a lack of family support and child care options being the main culprits, as well as inadequate security in workplaces and public areas. The study made a number of suggestions that could advance women's entrepreneurship which would help the women entrepreneurs in growing their probabilities of successes.

2. Koneru, Kalpana (2017)

This research paper aimed to investigate the idea of women entrepreneurs - Reasons why women become business owners. Reasons for the poor growth of women entrepreneurs in India and recommendations for their expansion - Promotion and development strategies for Women entrepreneurs in India: A case study of a Ludhiana woman business owner.

3. Mishra, K (2016)

The findings of this study revealed that rural women have low financial flexibility, lack of direct property ownership, lack of balance between family and career responsibilities, and a lack of entrepreneurial skills and financial resources. Lack of self-confidence, an unsteady schedule of life, a lack of education, ignorance of one's own capabilities, a low risk tolerance level, a lack of self-confidence, difficulties working with men, flexibility restrictions, and a lack of contact with successful women are all factors as per their study. The development of rural women entrepreneurs in India is severely hampered by rural entrepreneurs. They recommended that the Indian government implement training, capacity-building, and development programmes to help rural women entrepreneurs succeed by enhancing their entrepreneurship abilities.

4. Sharma, (2013)

The author of this paper observed and presented this was in the nature of a descriptive study. For the purpose of writing the article, the secondary data and information have undergone rigorous analysis. The secondary data were gathered from conference proceedings, books written by various academics and researchers, and articles published in various magazines and publications, websites, paper, and writing paper. She concluded that Numerous obstacles experienced by female business owners

included lack of education, societal restrictions, legal requirements, high manufacturing costs, a male-dominated society, a lack of managerial skills, a lack of self-assurance, etc. Women entrepreneurs are influenced by a variety of factors, including Pull and Push influences. Women have the ability and drive to start, maintain, and manage their own businesses in a very organized manner. With the right support and encouragement from society, families, and governments, these women entrepreneurs can become part of the mainstream of the national economy and they can help India's economy grow.

5. Kaushik, Sanjay (2013) In this study the researcher examined and found Economic progress is centered on entrepreneurship. A crucial component of entrepreneurship is the entrepreneur. Women are currently becoming a more powerful economic force. Researcher explained that family is made up of women, which creates society and family. Any nation's progress depends on the social and economic advancement of its women. Every woman wants to start her own business, but in modern Indian society, it is difficult to do so successfully. Because of the changing environment, males today readily accept the possibility of women entrepreneurs. Our expanding service industry encourages women's entrepreneurship as well. The goal of the study was to identify numerous internal and external factors that encourage and discourage women's entrepreneurship
6. Siddiqui, (2012)

This Paper studied the issues and difficulties that Indian women business owners encounter. They found that Women entrepreneurs are those who take on difficult roles in order to fulfil their own wants and achieve financial independence. Many ladies possess this quality, but they were never given the chance to exhibit their abilities, therefore they are unaware of their true potential. The research was exploratory in nature. Both primary and secondary sources were used to create the paper's data. Unstructured questionnaires were used for the primary data collection. The secondary data were gathered from publications including reports, magazines, and web browsing. Women's family responsibilities, gender inequity, money issues, a low risk tolerance, and male vs. female competitiveness are a few of the primary issues mentioned by the researchers. The study suggested that by providing enough training, incentives, encouragement and motivation, and social acknowledgement of their entrepreneurial abilities, the obstacles of women entrepreneurs may be eliminated.

7. Das, (2000)

The intention of the current research paper was to examine the idea of a woman entrepreneur and to evaluate the difficulties and trends affecting the growth of various professions. It has also made suggestions for ways to eliminate and cut back on obstacles to women's entrepreneurial development and survival in the globalised world through study of SWOT Analysis in the Indian context.

This study carried out a study that was divided into three parts: The performance, role, and SWOT analysis of women entrepreneurs are the focus of the first section. The second portion focuses on the government's assistance and support for women entrepreneurs both domestically and abroad. The third portion concentrates on the most vivacious and optimistic Indian women business owners. These female leaders are confident, persuasive, and risk-takers.

‘MEGHA GRIHINI UDYOG’: A Case study of successful woman entrepreneur

Ms. Meghana G. Bangale from Pune, Maharashtra.

MeghaGruhini Udyog a Sole Proprietary organization, is one of the most promising, and enterprising business in Maharashtra having a total turnover of around 1cr. with an annual growth rate of 25%. Quality, product, durability, usefulness, and a desire for perfection are what have given sales the necessary boost. In a Factory situated at Waraje, Pune, MeghaGruhiniUdyogprovidedemployment toaround26femalesand morethan200 femalesarein

Dealership. They have come with variety of products like Mega Vegetable Storage Fridge bag, Mega Oxy bags for Jewelry, Mega Wall Mounted cloth Drying Racks etc.

“Start by doing what is necessary, then do what is possible and suddenly you are doing the Impossible.” – Saint Francis of Assisi. Self help is always the best help. Something like this had also happened with Meghana.

Problem Identification:

MeghaGruhiniUdyogwas founded by Ms. MeghanaBangalewho used to work in corporate. Just like common woman face the difficulties of vegetables and grocery shopping and the nonperishable storage of vegetables for long period of time, Meghana also has gone through the same situation. Products which are available in the market are only for the storage and do not guarantee for vegetables getting rotten. Necessity is the mother of Invention.

Solution:

Meghana found the solution in the form of Cotton, reusable Vegetable storage bag which has solved her problem. With this product she could store and keep fresh her vegetables and it has increased the shelf life of vegetables and leafy vegetables and grocery. This product has changed her vegetables storage method with a drastic change. And here the Journey began.....

She has started recommending this to her friends and family members who gave her very positive response. After some tiny changes, she started commercializing the product with Initial Capital of Rs. 3000 only. Earlier she used to manufacture and market the product personally and slowly but gradually she started with her own factory with around 25 females' workers working. Currently, it has sole proprietary capital of Rs. 12 lacs. The organization plough back their profit in the business and that is the cause that their Debt equity ratio is less. Other than capital they have raised funds by working capital finance from Bank.

Currently Mega bags are sold through Online Platform, Website, Exhibitions, Trade fairs, Social Media marketing and word of mouth. MeghaGruhini Udyog's competitors are not as such cause the available products in the market which do not solve the problem of increasing the shelf life of the grocery and vegetables. They are only for storage purpose.

Mission of the organization is to reach every home and every home use Mega Bags for vegetables storage. They have added three more innovative products in the business and have plans to reach out to people in more than fifteen states by 2030

Entrepreneur of MeghaGruhini Udyog always work as customer centric. Customers care is

provided 24*7

Suggestions:

Meghana Bangale, says that she does not face difficulties as a woman entrepreneur as she grew up in the business family and being raised with equalities with broad family support. She feels honored when she is being recognized as a young innovative woman entrepreneur in the society. She suggests to the young generation who desires to start -ups their business that what ever you do do with full of enthusiasm and dedications. Always choose improvement.

Observation and Conclusion of Case Study:

A self-assured, creative, and innovative woman entrepreneur is one who initiates, establishes, and runs a business with the intention of creating job possibilities for others as well as for herself. Women choose to work from home since it's hard for them to find acceptable jobs and they want to gain social recognition. These factors drive them to become self-employed. The community of women should be given access to vocational training that will help them comprehend the production process and production management. Women's polytechnics and industrial training centers could work on skill development.

Workshops for training and production put skills to use as a support to the growth of entrepreneurship. Educational institutions should collaborate with various government and non-government organizations, primarily to create commercial ventures. To help women connect with other female entrepreneurs, international, national, local trade fairs, industrial exhibitions, seminars, and conferences should be held. I have always believed that a competent woman can find employment at anytime, but if she starts her own business, she will be able to support more women. Women with advanced degrees, strong technical skills, and professional qualifications should be encouraged to succeed their own business instead of being reliant on paid employment sources. Young women's unexploited skills can be discovered, developed, and applied to a variety of industries to boost industrial production.

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