

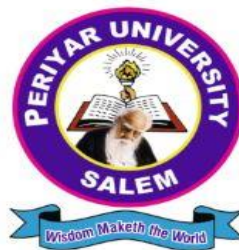
## **PERIYAR UNIVERSITY**

(Reaccredited by NAAC 'A++' Grade - State University - NIRF Rank 59  
- NIRF Innovation Band of 11-50)

**SALEM - 636 011, Tamil Nadu, India.**

### **CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**

### **BACHELOR OF BUSINESS ADMINISTRATION SEMESTER - VI**



**CORE: ENTREPRENEURSHIP DEVELOPMENT  
(Candidates admitted from 2024 onwards)**

# **PERIYAR UNIVERSITY**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**

**B.B.A 2024 admission onwards**

**CORE – XIII**

**Entrepreneurship Development**

Prepared by:

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PERIYAR UNIVERSITY

SALEM - 636011

**Entrepreneurship Development**

<b>Course Code</b>	<b>23UBAC013</b>	<b>Credits</b>	04
<b>Course Title</b>	<b>Entrepreneurship Development</b>	<b>Hours/Week</b>	06
<b>Course Objectives</b>	This course provides an overview of entrepreneurship and its significance in the modern business landscape. It explains the traits and characteristics of successful entrepreneurs. To develop leadership skills required to lead startup teams and foster a culture of innovation also address team dynamics, conflict resolution, and motivation.		
<b>Course Outcome</b>	<p>Upon successful completion of the requirements for this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Upon completing the course, students should be able to identify and evaluate potential business opportunities based on market research and analysis.</li> <li>2. Students should be able to create well-structured business plans that include marketing, financial, and operational strategies.</li> <li>3. Graduates should be able to explore various funding options for startups and effectively prepare funding proposals and pitches.</li> <li>4. Students should be proficient in conducting market research, understanding customer needs, and analysing competitive landscapes.</li> <li>5. Students should be able to identify, assess, and develop strategies to mitigate risks associated with entrepreneurship.</li> </ol>		

## CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT

<b>Unit I</b>	<b><i>Introduction to Entrepreneurs &amp; Entrepreneurship</i></b>
	Introduction: Entrepreneurs – Meaning & Definition –Types of Entrepreneurs. Traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship – Meaning & Definition between Entrepreneur and Entrepreneurship. Recent Development in Entrepreneurship.
<b>Unit II</b>	<b><i>Innovation in Business</i></b>
	Generating Innovation idea of Business – Brain storming, Focus group, Survey, Customer advisory boards, Creativity and Selection of Products. Capital budgeting, Project profile Preparation, Matching entrepreneur with the project, Introduction of Patent and Trademarks.
<b>Unit III</b>	<b><i>Business Plan Preparation</i></b>
	Business plan development - Feasibility study and Evaluation Of Projects – Market Analysis. Technical Analysis, Cost-Benefit Analysis. Project Formulation, Assessment of Business Models-Dealing with Basic and Initial Problems of Setting up of Enterprise.
<b>Unit IV</b>	<b><i>Government Schemes for New Entrepreneurs</i></b>
	Awareness of Various Government Schemes for Start-Up Business-Start-up India, Stand –up India. Aatmanirbhar Bharat Mission, 'Make In India' program. ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic Development- Schemes for Women Entrepreneurs- Annapurna Scheme, Dena Shakti Scheme ,Mudra Loan For Women ,Stree Shakti Scheme . Role of MSME, SSI, SIDCO, EDI and MDI.

## CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT

<b>Unit V</b>	<b>Industrial Sickness</b> Problems and remedies of Sick Industries, Causes of Industrial Sickness, Preventive and remedial measures of Sick Industries, Preventive and Rehabilitation of Business, Case Study Discussions.
<b>Text Books</b>	Sangeetha Sharma, Entrepreneurship Development, PHP learning pvt.lts. 2016.2. kuratko/rao, Entrepreneurship: A South Asian Perspective-Cengage, New Delhi. 3. k.sundar- Entrepreneurship Development –Vijay Nicole Imprints Private limited Reddy, Entrepreneurship: Text & Cases- Cengage, Newdelhi.4. Khanka.S.S Entrepreneurship development, S.Chand & co ltd, New Delhi, 2001.
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.</li><li>2. Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition Bruce R. Barringer, Texas A &amp; amp; M University, R. Duane Ireland, ©2018  Pearson</li><li>3. Nagendra and Manjunath, V.S Entrepreneurship and Management, Pearson 2010.</li></ol>

**Self-Learning Material Development – STAGE 1**

**INTRODUCTION TO ENTREPRENEURS & ENTREPRENEURSHIP**

**Introduction: Entrepreneur – Meaning & Definition –Types of Entrepreneurs. Traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship – Meaning & Definition between Entrepreneur and Entrepreneurship. Recent Development in Entrepreneurship.**

**Unit Module Structuring**

1. Overview of Entrepreneur - Meaning and Definition
2. Types of Entrepreneurs
3. Traits of Entrepreneurs
4. Role of Entrepreneurs in Economic Development
5. Overview of Entrepreneurship – Meaning and Definition
6. Factors affecting Entrepreneurship
7. Similarities and Distinguish between Entrepreneur and Overview of Entrepreneurship
8. Recent Development in Entrepreneurship.

**STAGE – 2 – Modules Sections and Sub-sections structuring**

## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

<b>Section</b>			<b>Page</b>
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1.1.2	Meaning, Definition of Entrepreneur		9
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			<b>No</b>
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**UNIT 1 - INTRODUCTION TO ENTREPRENEURSHIP DEVELOPMENT**

**Contents of the Unit 1**

**Introduction: Entrepreneur – Meaning & Definition –Types of Entrepreneurs. Traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship – Meaning & Definition between Entrepreneur and Entrepreneurship. Recent Development in Entrepreneurship.**

**Unit Objectives**

1. To understand who is entrepreneur and who is entrepreneurship
2. To define the types of entrepreneurs.
3. Trace the traits of entrepreneurs.
4. To understand the role of Entrepreneurs in Economic Development.
5. To learn the Differences between Entrepreneur and entrepreneurship



## **SECTION 1.1: Introduction**

### **1.1.1 – Entrepreneur**

**Hello... Budding entrepreneurs..... Hope you going to enjoy entrepreneurship....**



Welcome you all by creating a supportive environment that nurtures their creativity, providing resources and networking opportunities to help them thrive in their endeavours.

Encourage collaboration, offer mentorship, and celebrate their innovative spirit to foster a vibrant community of entrepreneurship.

Entrepreneurship is the dynamic process of creating, developing, and managing a business venture with the aim of making a profit. It involves the identification and pursuit of opportunities, taking calculated risks, innovating, and leveraging resources to build and grow a successful business. Entrepreneurs are at the core of this process, driving innovation and economic growth by bringing new ideas, products, or services to the market. Entrepreneurship encompasses a diverse range of activities, from starting small businesses to launching innovative tech startups or pursuing social enterprises focused on creating positive change in society. The entrepreneurial journey involves overcoming challenges, embracing uncertainty, and seeking solutions to problems while adapting to changing environments to achieve long-term success.

### **1.1.2 Meaning of Entrepreneur**

An entrepreneur is an individual who creates a new business, bearing most of the risk and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, services and business or procedures. Entrepreneurs play a key role in an economy, using the skills and initiative necessary to anticipate needs and bring good new ideas to the market. Entrepreneurs are business people who can deduce and send the availability of business opportunities in each scenario. They will utilize this opportunity to create new products by employing new production methods in different markets.



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### **1.1.2 Definition of Entrepreneur**

According to J. B. Say, An entrepreneur is a person who shifts economic resources out of an area of lower productivity into an area of higher productivity and greater yield.

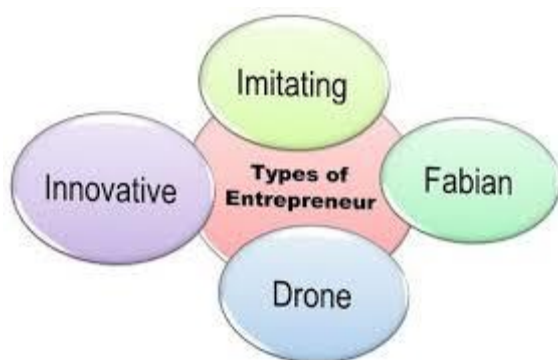
According to Cantillon, An entrepreneur is the agent who buys means of production at certain prices in order to combine them into a product that he is going to sell at prices that are uncertain at the moment at which he commits himself to his costs.

According to Joseph A. Schumpeter, “entrepreneur as an individual who carries out new combinations of means of production by which there occurs disequilibrium.”

### 1.1.3 Types of Entrepreneur

✓ **Innovative Entrepreneur:** These are the ones who invent the new ideas, new products, new production methods or processes, discover potential markets and reorganize the company's structure. These are the industry leaders and contribute significantly towards the economic development of the country. The innovative entrepreneurs have an unusual foresight to recognize the demand for goods and services. They are always ready to take a risk because they enjoy the excitement of a challenge, and every challenge has some risk associated with it. Ratan Tata is said to be an innovative entrepreneur, who launched the Tata Nano car at a considerably

low cost.



✓ **Imitating Entrepreneurs:** The imitating entrepreneurs are those who immediately copy the new inventions made by the innovative entrepreneurs. These do not make any

innovations by themselves; they just imitate the technology, processes, methods pioneered by others. These entrepreneurs are found in the places where there is a lack of resources or industrial base due to which no new innovations could be made. Thus, they are suitable for the underdeveloped regions where they can imitate the combinations of inventions already well established in the developed regions, in order to bring a boom in their industry.

✓ **Fabien Entrepreneurs:** These types of entrepreneurs are skeptical about the changes to be made in the organization. They do not initiate any inventions but follow only after they are satisfied with its success rate. They wait for some time before the

innovation becomes well tested by others and do not result in a huge loss due to its failure.

- ✓ **Drone Entrepreneurs:** These entrepreneurs are reluctant to change since they are very conservative and do not want to make any changes in the organization. They are happy with their present mode of business and do not want to change even if they are suffering the losses.

**Entrepreneurs:** Visionary individuals who create, manage, and take the risks in business endeavors.

**Small Business Entrepreneurs:** Start and operate small-scale businesses.

**Social Entrepreneurs:** Focus on social or environmental change.

**serial Entrepreneurs:** Start multiple ventures over time.

#### **1.1.4 Traits of Entrepreneur**

Entrepreneurs often exhibit a combination of distinct traits that enable them to successfully start, manage, and grow businesses. These traits include:

1. **Visionary Thinking:** Entrepreneurs can envision the future and identify opportunities that others may not see. They have a clear idea of what they want to achieve and how to get there.

2. **Risk Tolerance:** They are willing to take calculated risks, understanding that failure is a possibility but also a learning opportunity. This trait allows them to venture into new and untested markets.
3. **Innovativeness:** Entrepreneurs are often creative and innovative, continually seeking to develop new ideas, products, or services that can disrupt the market or fill a gap.
4. **Resilience and Perseverance:** They possess the ability to bounce back from setbacks and persist through challenges and failures, maintaining focus on their goals.
5. **Self-Motivation and Drive:** Entrepreneurs are highly self-motivated, driven by their passion for their work and the desire to see their vision come to fruition.
6. **Adaptability:** They can quickly adapt to changing circumstances and pivot their business strategies when necessary to stay competitive and relevant.
7. **Leadership and Team Building:** Successful entrepreneurs can lead and inspire others, building and managing effective teams to achieve their business objectives.
8. **Decision-Making Skills:** They are decisive, able to make tough decisions quickly and efficiently, often with limited information
9. **Strong Work Ethic:** Entrepreneurs are often hard-working, willing to put in long hours and effort to achieve their goals.
10. **Customer Focus:** They prioritize understanding and meeting the needs and desires of their customers, which helps in building a loyal customer base.
11. **Financial Acumen:** They possess a good understanding of financial management, including budgeting, forecasting, and securing funding.
12. **Networking Ability:** Entrepreneurs are skilled networkers, able to build relationships with mentors, investors, customers, and other stakeholders that can help grow their business.
13. **Problem-Solving Skills:** They have a knack for identifying problems and coming up with effective solutions, often turning challenges into opportunities.

These traits, while not exhaustive, provide a strong foundation for entrepreneurial success. It's important to note that while some traits might come naturally, many can be developed and honed over time through experience and continuous learning.

### **1.1.5 Role of Entrepreneurs in Economic Development**

Entrepreneurs initiate and sustain the process of economic development in the following ways:

**1. Capital Formation:** Entrepreneurs mobilize the idle savings of the public through the issues of industrial securities. Investment of public savings in industry results in productive utilization of national resources. Rate of capital formation increases which is essential for rapid economic growth. Thus, an entrepreneur is the creator of wealth.

**2. Improvement in Per Capita Income:** Entrepreneurs locate and exploit opportunities. They convert the latent and idle resources like land, labour and capital into national income and wealth in the form of goods and services. They help to increase net national product and per capita income in the country, which are important yardsticks for measuring economic growth.

**3. Generation of Employment:** Entrepreneurs generate employment both directly and indirectly. Directly, self-employment as an entrepreneur offers the best way for independent and honourable life. Indirectly, by setting up large and small scale business units they offer jobs to millions. Thus, entrepreneurship helps to reduce the unemployment problem in the country.

**4. Balanced Regional Development:** Entrepreneurs in the public and private sectors help to remove regional disparities in economic development. They set up industries in backward areas to avail various concessions and subsidies offered by the central and

state governments. Public sector steel plants and private sector industries by Modis, Tatas, Birlas and others have put the hitherto unknown places on the international map.

**5. Improvement in Living Standards:** Entrepreneurs set up industries which remove scarcity of essential commodities and introduce new products. Production of goods on mass scale and manufacture of handicrafts, etc., in the small scale sector help to improve the standards of life of a common man. These offer goods at lower costs and increase variety in consumption.

**6. Economic Independence:** Entrepreneurship is essential for national self-reliance. Industrialists help to manufacture indigenous substitutes of hitherto imported products thereby reducing dependence on foreign countries. Businessmen also export goods and services on a large scale and thereby earn the scarce foreign exchange for the country. Such import substitution and export promotion help to ensure the economic independence of the country.

**7. Backward and Forward Linkages:** An entrepreneur initiates change which has a chain reaction. Setting up of an enterprise has several backward and forward linkages. For example- the establishment of a steel plant generates several ancillary units and expands the demand for iron ore, coal, etc. These are backward linkages. By increasing the supply of steel, the plant facilitates the growth of machine building, tube making, utensil manufacturing and such other units. Entrepreneurs create an atmosphere of enthusiasm and convey a sense of purpose. They give an organization its momentum. Entrepreneurial behaviour is critical to the long term vitality of every economy. The practice of entrepreneurship is as important to established firms as it is to new ones.

## **Let's Sum Up**

Dear Learners, in this first section, we have seen the meaning and definition of entrepreneur. As we have seen, role of entrepreneurs to support in economic condition, traits entrepreneurs.

### **1.2 Entrepreneurship**

Entrepreneurship is the process of starting, organizing, managing, and assuming the risks of a business or enterprise. It involves identifying opportunities, leveraging resources, and innovating to create value and achieve growth. Entrepreneurship is a dynamic and multifaceted endeavour that requires a combination of vision, innovation, resilience, and strategic thinking. It plays a vital role in driving economic development, fostering innovation, and addressing societal challenges.

#### **1.2.1 Meaning**

Entrepreneurship is the “process of the entrepreneur”. It is an attempt to create value through recognition of business opportunity. It is basically communicative and management functions to mobilize financial and material resources. Entrepreneurship means the function of creating something new, organizing & coordinating undertaking risk and handling economic uncertainty.



Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise. It is the process of starting a business, a startup company or



other organization. The entrepreneur develops a business plan, acquires the human and other required resources, and is fully responsible for its success or failure. Entrepreneurship operates within an entrepreneurship ecosystem.

### **1.2.3 Definitions**

According to A.H.Cole “Entrepreneurship is the purposeful activity of an individual or a group of associated individual, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services”.

“Entrepreneurship refers to the process of creating a new enterprise and bearing any of its risks, with the view of making the profit.” - William

### **1.2.4 Factors Affecting Entrepreneurship**

Entrepreneurship is influenced by a variety of factors that can either facilitate or hinder the entrepreneurial process. These factors can be broadly categorized into economic, social, cultural, political, technological, and personal factors.

#### **Economic Factors**

##### **1. Access to Capital:**

- Availability of financing through personal savings, bank loans, venture capital, angel investors, and crowdfunding platforms is crucial for starting and scaling a business.

##### **2. Economic Stability:**

- A stable economic environment encourages entrepreneurship by providing a predictable market for goods and services.

##### **3. Market Conditions:**

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- Favorable market conditions, including demand for new products and services, can create opportunities for entrepreneurs.

### **4. Infrastructure:**

- Adequate infrastructure, such as transportation, communication networks, and utilities, supports business operations and growth.

## **Social Factors**

### **1. Education and Training:**

- Access to quality education and specialized training programs equips potential entrepreneurs with necessary skills and knowledge.

### **2. Social Networks:**

- Strong personal and professional networks can provide support, advice, resources, and opportunities for collaboration.

### **3. Cultural Attitudes:**

- Societal attitudes towards entrepreneurship, including the acceptance of risk-taking and failure, influence individuals' willingness to start businesses.

### **4. Support Systems:**

- Mentorship programs, entrepreneurial communities, and business incubators provide support and resources for entrepreneurs.

## **Cultural Factors**

### **1. Cultural Values:**

- Cultures that value innovation, independence, and achievement are more likely to foster entrepreneurial activities.

### **2. Family Influence:**

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- Family background and support can significantly influence an individual's decision to pursue entrepreneurship.

### **3. Work Ethic:**

- Societal emphasis on hard work and perseverance can drive entrepreneurial efforts.

## **Political and Legal Factors**

### **1. Government Policies:**

- Policies that encourage entrepreneurship, such as tax incentives, grants, and subsidies, can boost entrepreneurial activities.

### **2. Regulatory Environment:**

- A supportive regulatory framework that reduces bureaucratic hurdles and simplifies business registration and licensing processes can encourage entrepreneurship.

### **3. Intellectual Property Rights:**

- Protection of intellectual property rights ensures that entrepreneurs can secure the benefits of their innovations.

### **4. Political Stability:**

- A stable political environment provides the certainty needed for long-term business planning and investment.

## **Technological Factors**

### **1. Technological Advancements:**

- Access to cutting-edge technology can create new business opportunities and enhance operational efficiencies.

**2. Digital Infrastructure:**

- Reliable internet and digital platforms enable entrepreneurs to reach wider markets and improve business processes.

**3. Research and Development:**

- Investment in R&D can lead to innovations that drive new entrepreneurial ventures.

**Personal Factors**

**1. Individual Motivation:**

- Personal ambition, passion for an idea, and the desire for independence and financial success drive many entrepreneurs.

**2. Skills and Experience:**

- Prior work experience, industry knowledge, and entrepreneurial skills are crucial for business success.

**3. Risk Tolerance:**

- A higher willingness to take risks is a common trait among successful entrepreneurs.

**4. Resilience and Perseverance:**

- The ability to overcome challenges and persist in the face of adversity is essential for entrepreneurial success.

**Environmental Factors**

**1. Market Dynamics:**

- Trends, competition, and consumer behavior within the market influence entrepreneurial opportunities and strategies.

**2. Globalization:**

- Globalization provides access to international markets and resources, though it also increases competition.

**3. Environmental Sustainability:**

- Growing awareness and demand for sustainable practices can create new business opportunities in green technologies and services.

**1.2.5 Difference between entrepreneur and entrepreneurship**

Entrepreneurship and entrepreneurs are often used interchangeably, but they represent distinct concepts in the business world. While they are interconnected, understanding the difference between an entrepreneur and entrepreneurship is crucial. In this article, we will explore the dissimilarities, as well as the similarities, between these two terms and gain a comprehensive understanding of their unique roles in the business landscape.

<b>Point</b>	<b>Entrepreneur</b>	<b>Entrepreneurship</b>
Definition	An individual who starts a new business or venture.	The process of creating, developing, and managing a business or organization.
Focus	Individual	Process or activity
Scope	Narrow	Broad
Application	Singular	Collective
Role	Leader and decision-maker	Concept and framework
Focus on	Innovation, risk-taking, and opportunity recognition	Business development, growth, and sustainable practices
Goal	Building and scaling a successful business	Nurturing an entrepreneurial ecosystem
Emphasis	Individual skills and qualities	Organizational and societal impact

Influence	Limited to the individual's ventures	Extends beyond individual ventures
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### **1.2.6 Recent Development in Entrepreneurship**

Recent developments in entrepreneurship have been driven by advancements in technology, shifts in market dynamics, and changing societal values. Here are some notable trends and developments:

#### **Technological Advancements**

##### **1. Artificial Intelligence and Machine Learning:**

- AI and machine learning are revolutionizing various industries by automating processes, improving decision-making, and enabling the development of innovative products and services. Startups are leveraging AI for personalized customer experiences, predictive analytics, and efficient operations.

##### **2. Blockchain Technology:**

- Blockchain is creating new opportunities in sectors like finance, supply chain, and healthcare by offering decentralized, secure, and transparent systems. Crypto currencies and decentralized finance (DEFI) are significant areas of entrepreneurial activity.

##### **3. Internet of Things (IOT):**

- IOT technology is enabling the creation of smart devices and systems that improve efficiency and convenience. Entrepreneurs are developing IOT solutions for smart homes, health monitoring, industrial automation, and more.

##### **4. 5G Technology:**

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- The rollout of 5G networks is enhancing connectivity and enabling new business models in areas such as augmented reality (AR), virtual reality (VR), and autonomous vehicles.

### **Market and Consumer Trends**

#### **1. Sustainable and Socially Responsible Businesses:**

- There is a growing emphasis on sustainability and social impact. Consumers are increasingly favoring businesses that prioritize environmental stewardship and social responsibility. Entrepreneurs are responding by developing eco-friendly products and ethical business practices.

#### **2. Health and Wellness:**

- The health and wellness industry has seen significant growth, driven by increased awareness of mental health, fitness, and nutrition. Startups are innovating in areas like telehealth, fitness tech, and personalized wellness solutions.

#### **3. E-commerce and Digital Marketplaces:**

- The COVID-19 pandemic accelerated the shift to online shopping, leading to a boom in e-commerce and digital marketplaces. Entrepreneurs are exploring niche markets and leveraging technology to enhance the online shopping experience.

### **Financing and Investment Trends**

#### **1. Rise of Alternative Funding:**

- Crowdfunding, peer-to-peer lending, and angel investing platforms are providing entrepreneurs with alternative ways to raise capital. Equity

crowdfunding allows startups to raise funds from a large number of investors in exchange for equity.

**2. Venture Capital Evolution:**

- Venture capital firms are increasingly focusing on technology-driven startups and sectors like biotech, fintech, and cleantech. There is also a growing interest in funding diverse and underrepresented founders.

**Work and Collaboration**

**1. Remote Work and Digital Nomadism:**

- The shift to remote work has led to the rise of digital nomadism and the development of tools and platforms that facilitate remote collaboration. Entrepreneurs are creating solutions to support remote teams and improve productivity.

**2. Co-working Spaces and Incubators:**

- Co-working spaces and incubators are fostering entrepreneurial communities by providing affordable workspaces, resources, and networking opportunities. They are crucial in nurturing early-stage startups and facilitating collaboration.

**Policy and Regulatory Changes**

**1. Government Support and Incentives:**

- Many governments are introducing policies and incentives to support entrepreneurship. These include tax breaks, grants, and simplified regulatory procedures to encourage startup formation and growth.

**2. Data Privacy Regulations:**



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- The implementation of data privacy laws like GDPR and CCPA is influencing how businesses handle customer data. Entrepreneurs are developing solutions to ensure compliance and protect user privacy.

### **Globalization and Market Expansion**

#### **1. Cross-Border E-commerce:**

- Globalization is enabling startups to reach international markets more easily. Cross-border e-commerce platforms and logistics solutions are helping businesses expand their global footprint.

#### **2. Emerging Markets:**

- Entrepreneurs are increasingly tapping into emerging markets in Asia, Africa, and Latin America. These regions offer significant growth opportunities due to rising consumer demand and digital adoption.

### **Innovation in Business Models**

#### **1. Subscription-Based Models:**

- Subscription-based business models are becoming popular across various industries, offering predictable revenue streams and enhanced customer retention. Entrepreneurs are applying this model to everything from software to consumer goods.

#### **2. Platform and Gig Economy:**

- Platform-based businesses and gig economy models are transforming industries like transportation, hospitality, and freelance work. Startups are creating platforms that connect service providers with consumers in innovative ways.

**Let's Sum Up**

Dear Learners, in this second section, we have seen the meaning and definition of entrepreneurship. As we have seen, factors affecting entrepreneurship , difference between entrepreneur and entrepreneurship , recent development in entrepreneurship

**1.3 CASE HISTORIES OF SUCCESSFUL ENTREPRENEURS**

✓ **Puneet Gupta**



The most reputable astrological forecasting app, Astrotalk, is owned and operated by Puneet Gupta, who also serves as its founder and CEO. Puneet, who is from Delhi, the nation's capital, introduced a novel business concept that connected customers with trusted astrologers. The top astrologers who offer consultation services via audio call and chat are listed on Astrotalk, which offers free consultation services to new customers. The start-up, which was established as a consequence of an astrological forecast, now plans to broaden its reach into other markets. The tech-astrological platform places a strong emphasis on privacy, reaffirming customers' trust and assisting them in maintaining the proper balance by providing solutions and remedies for a range of life issues. Puneet is a fervent proponent of and adherent to the business maxim "Talk to Your Customers," which has been credited with his significant success and early billionaire status.

✓ **Sachin Bansal & Binny Bansal – Flipkart**



Flipkart was started by Sachin and Binny Bansal as a small eCommerce business in their garage, and the rest is history. In 2018, one of India's wealthiest businessmen sold

Flipkart to Walmart for \$16 billion. The IIT graduate helped Binny move books by himself and helped start the eCommerce marketing craze. The company's SEO, design, marketing, and content were all within Sachin's purview. Binny managed the backend operations and delivery well. What started off as an INR 4,00,000 venture quickly gained recognition and, eventually, an astonishing bid from Walmart. The initial version of the website was the first thing that Bansal built from scratch. He has been actively investing through the company he currently works for, Navi Technology. One of India's most successful startup success stories is without a doubt Flipkart. Everyone would be familiar with the Bansals' way, which they called "Flipkart." Both of them, who have IIT-D degrees and have worked for Amazon in the past, pitched a similar idea to the Indian market. Only starting to sell books online in 2007, Flipkart has now grown to sell almost anything, from household goods to personal care items, books, and office supplies. Mobile has been at the core of Sachin's strategy from the start, and it currently accounts for more than half of Flipkart's revenue, according to an article on Yourstory.com. According to a Quora.com post, Sachin acknowledged in an interview that founding Flipkart was the most foolish thing he had ever done and that everyone else thought he was crazy. However, it recently

paid almost INR 2000 crore to acquire Myntra. According to a Wall Street Journal article, Flipkart has been elevated to the top five billion dollar start-up club and has a worth of \$11 billion.

✓ **Mr. Saurabh Pandey**



Saurabh Pandey is one of the most reputed and well-read personalities in the field of digital marketing who is also the founder and CEO of “Brandveda” a digital marketing institute. He is a self-made visionary man who has built this huge empire with continuous hard work and efforts. . He started his teaching career 18 years ago with just 5 students in a 100 square foot room in Ahmedabad and since then he has not looked back and made consistent efforts to train students. Till now he has trained 50000+ students in his 18 years of journey. Today he has a desire to train 60000+ students.

He has been an excellent support and mentor to all of this students. With more than 18 years of excellent expertise in the field of digital marketing, he has the foresight to give people top-notch learning opportunities and experiences relevant to the sector. Brandveda, which he founded with just 5 students, is now Ahmedabad’s top digital marketing school because of his relentlessness and his tenacity. His diligent efforts has made him reach to such platform where he has been awarded by times top education and optimal media. His work has also been published in newspapers.

✓ **Mr. MukkaObul Reddy**



The chairman and managing director of the real estate and construction firm Honey Group are Mr. MukkaObul Reddy. His empire currently has more than 500 employees and over 100 active projects, and it is expanding daily. The business adheres to the principle of keeping up with market developments and technology while keeping homes accessible to the average person. Mr. Reddy has demonstrated that perseverance and hard effort are rewarded by starting his dream organization after working as a door-to-door salesperson. He is regarded as a modest individual whose ambition of assisting hundreds of families includes offering free health and education benefits to guarantee total support for his employees and their families.

✓ **Bhavish Aggarwal – Ola Cabs**

Bhavish Aggarwal – Ola Cabs – Top Indian Entrepreneur’s Success Stories



While serving on the Microsoft research team for two years, Bhavish Aggarwal continued on his illustrious path. He founded the multibillion-dollar enterprise Ola Cabs. Bhavish, an IIT Bombay alumnus, paved the route for his achievement with his energy and vivid vision. Along with co-founder Ankit Bhati, Bhavish was the youngest person on Forbes’ list of the richest people in India in

2015. He founded his own taxi company after experiencing overpriced and unsatisfactory cab services. Ola makes it simple to get a cab from any location in the nation. Bhavish's appeal expands as more local and big cities adopt it. Since then, he has made a name for himself as a prosperous businessman. The most successful taxi company in India is Ola Cabs, which has more than a million users.

✓ **Anirban Bhattacharya**



Anirban, an English Language and Literature graduate from Calcutta University has always been interested in learning more about the lucrative sector of entrepreneurship. He worked as an internet marketing associate after earning his MBA, and then as a freelancer doing digital marketing and content creation. Later, he was hired as the Operations

Manager at Google Spider thanks to his skills. Anirban has more than 10 years of expertise in the marketing and advertising industry. The pandemic was the catalyst for him to start The Rank Company, a business that provides all-inclusive digital marketing solutions and jobs specifically to those who were unemployed during the outbreak.

✓ **Ritesh Aggarwal – Oyo Rooms**



Ritesh Aggarwal had no problem taking chances or trying new things. And he has been handsomely compensated thanks to the success of Oyo Rooms, which he started in 2013. In the year of the epidemic, he rose to become the second-youngest billionaire in the world. Ritesh did not go to college the way most people do. Before finishing his study, he left the Indian School of Business and Finance. Isn't that terrifying? The fact that Ritesh lacks a college degree has no bearing on his achievement. When Oyo received the Thiel scholarship, he put the past behind him and focused on the future. Always, offering affordable housing was his top priority. Regardless of location, Oyo still provides. By 2020, the value of Oyo is anticipated to have climbed to more than \$1.1 billion. Ritesh has come a long way despite being only 27 years old. The largest budget hotel chain in India is called "OYO Rooms," and it has over 500 hotels and 50,000 rooms. Ritesh Agarwal launched it in 2012 with the goal of offering straightforward, reliable lodging, and since then, it has transformed the Indian hospitality sector. An article on Yourstory.com claims that the business now collaborates with 4,200 hotels across 170 different cities, reserving up to a million room nights each month. Since it is committed to tackling the issue of low-cost hotel availability, cleanliness, and affordability nationwide, OYO Rooms has experienced enormous success. In order to secure rooms that can be rented out to people who want to use its services, OYO works with a number of hotels.

✓ **Mr. Anant Agarwal**



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The area of healthcare is the one that is now advancing the most quickly. Indoriv Clinical, a clinical research organization founded in 2012, was founded by Mr. Anant Agarwal. Since being offered a freelance position by his first client, Mr. Anant has established his company brick by



brick without any prior knowledge of the practicalities of remaining in the market. According to Mr. Agarwal, the secret to sustainable development is perseverance, discipline, and determination. After dominating the market for ten years, Indoriv Clinical is best recognized for being a hybrid CRO that works in three different industries. It has a significant impact on the drug development process.

### **✓ Nandan Reddy, Rahul Jaimini & Sriharsha Majety – Swiggy**



Swiggy, which competes with Zomato for the title of the most well-liked meal delivery service, has grown rapidly. On the other hand, when it first entered the market, meal delivery lacked a strong foundation. In

actuality, it was supposed to be a Bundle courier service by Reddy and Majety. But when they met Jamini, they thought differently. As a result of its effective network building, Swiggy was established. Since its launch in 2013, Swiggy has raised a significant amount of cash. Customer satisfaction has always been a top objective for business owners. Customers receive their meals on time thanks to Swiggy's effective logistical practices. Swiggy has overcome the challenge of hiring remote workers who deliver food



on time. With the three founders, the unicorn start-up is exploding and is currently operating successfully.

✓ **Vijay Prakash**



The platform GVD Wealth Professional Pvt Ltd, which teaches people how to trade and invest in the stock market utilizing the “5 Minute Millionaire Pro Trader” system, was co-founded and is directed by Vijay Prakash.

He is known as the King of Swing Trading by his mentees. He works as the head trainer at Wealth Architects Academy and is a wealth coach. He is the inventor of the 5MMPT SYSTEM, which makes stock market trading easier for regular people. He has been trading for more than sixteen years, and he has made it his goal to enable the common person to trade and profit. Over 50,000 people have been inspired to trade his thoughts and concepts through his seminars and workshops. Along with being the co-author of the Amazon number one bestseller “Slumdog Investor- Crack the Code of Money Making in 9 Easy Steps,” Vijay has received the Wings Publication Golden Book of the Year award. He was named the Financial Literacy Ambassador and Influencer of the Year by MS Talks India, and over the previous 12 months, he has won over 12 awards and recognitions, including the Entrepreneurs Forum of India’s award for the best stock market strategist. By the year 2030, he wants to teach one million people to become professional traders and investors.

✓ **Vijay Shekhar Sharma – Paytm**

Paytm was founded by and is still run by Vijay Shekhar.

And there is no doubt that Paytm's popularity has catalyzed a nationwide explosion in digital payments. As a student at DTU when he created Indiasite.net, Sharma has a history of generating brilliant work. For that, he received \$1 million. Later, he established One97 Communications, which evolved



into Paytm. Digital payments have undergone a revolution thanks to Paytm, and that trend is not about to stop anytime soon. Vijay Shekhar's reputation consequently keeps growing. Without Paytm money, we wouldn't have phones, which proves that Paytm has effectively engaged its audience and will do so in the future.

✓ **Swati Vakharia**

Swati is the brains behind Nabhi Sutra and Women Planet and holds an outstanding



master's degree in business management. She owns an IT company, works in digital marketing for almost fourteen years, and manages a campaign called Muskaan to inform women in rural regions about menstruation hygiene. When Swati realized the value of holistic health in 2019 and frequently found herself drawn to traditional medicines for answers, she founded Nabhi Sutra. She attempted to offer a

solution for everyone by reintroducing the unique, natural, and pure Ayurvedic practices

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and age-old traditions after learning the necessary knowledge of Ayurvedic medications with the aid of her cousin. Given that the navel is thought to be the site of healing and transformation, the healthcare start-up offers a multitude of treatments through “belly button oils.” On its website and various online marketplaces including Amazon, Etsy, Flipkart, and others, Nabhi Sutra sells its items using interactive digital catalogs. The business will soon open physical storefronts in various regions of the nation. The Femina Power brand for the year 2022 was given to Nabhi Sutra, which has served more than 15,000 clients in India to date. The company wants to earn Rs. 5 crores in revenue and recruit investors in later rounds.

### **DeepinderGoyal – Zomato**

Nobody remembers the name Foodiebay. Despite having started it, DeepinderGoyal is more recognized for Zomato, which is a renamed version of Foodiebay. Online food reviewers launched Zomato in the beginning. Meal bloggers were urged to provide frank assessments of the level of service and food quality at each establishment. In addition, it gave Deepinder’s coworkers access to menu cards, which inspired him to start Zomato. He attended IIT Delhi and worked at Bain & Company before founding Foodiebay. In the past ten years, Deepinder has emerged as one of India’s most well-known food entrepreneur success stories. The company now has operations in Portugal, New Zealand, and Qatar in addition to India. Zomato also acquired Urbanspoon and started a food delivery service in Australia and the United States. They lacked the financial



resources when they originally began Zomato, but as they say, perseverance pays reward. We all know how successful Zomato is right now. A Yosuccess.com article claims that it is the biggest media outlet of its kind in Asia and among the best worldwide, with a consistent and unified presence in more than 10,000 cities across 22 countries. We all know that Zomato's marketing plan is one of its most important benefits. Once the notice is turned on, you will start receiving complete urging messages in your native language, which will greatly aid the business's future expansion. In order to let Indians discover new tastes in a range of foods, this online restaurant platform was established in 2008. For all of your appetites, whether for food, beverages, or alcohol, "Zomato" is a one-stop store. It is an internet restaurant directory that also lists coffee shops and nightlife.

✓ **Sanjeev Sarna**



Sanjeev, an ayurvedic healer with more than thirty years of expertise, is one of the co-founders of Teachers Grace Scientific Ayurveda. He has 35 years of experience in the field of brand communications and has held various successful positions at some of the top advertising companies in the nation. Sanjeev has successfully managed a boutique brand communications firm thanks to his sharp mindset and ethical business principles. He became a Vaidya after entering the field of Ayurveda as a result of a personal meeting. As a gesture of gratitude to his guru, Sanjeev has provided free Ayurvedic treatment to more than 1,50,000 people. Teachers' Grace has become one of the most reputable brands in the industry thanks to his expertise in Ayurveda and brand-building techniques.

✓ **Varun Alagh and Ghazal Alagh – Mama Earth**



The founders of Mamaearth are Ghazal and Varun, who are also partners in real life. Mamaearth is an online-only business model that depends on advertising deals on direct-to-consumer platforms like Amazon, Flipkart, and others and its unavoidable agreements, together with the suggestion of products seen in real-world regular stores. Since they trained a young child to maneuver cautiously, Varun and Ghazal knew that the infant's skin was damaged by the newborn care products they ran over and that there were no other safe options. The couple decided to import reputable childcare products created overseas that were otherwise identical because they couldn't discover anything in India that was trustworthy. In a strange manner, MNCs like Himalaya and Johnson and Johnson are competitors of Mamaearth, as are online electronic marketplaces like Nykaa. Mamaearth Products, which sells a variety of child-related items such as frills, apparel, and toys, directly competes with a few established and up-and-coming organizations.

✓ **Praveen Malhotra**

By aiming high, you could just succeed in doing so.

Praveen Malhotra, a Fulbright scholar from Carnegie Mellon University, has worked for STAR India Pvt Ltd, Radio City, and Big FM and was nominated for a News Corp global excellence award in 2004. She was also a founding member of Radio City and Big Fm and a



member of the Kaun Banega Crorepati (2000) launch team. To see through the true market issues, she naturally has a knack for business planning and revenue. Known for developing cost-effective P&L and distribution partners while keeping a close watch on income growthShe diligently acquired knowledge for 30 years, leading to the successful introduction of Teachers Grace Scientific Ayurveda, in an effort to reinvigorate the belief in Ayurveda, the art of healing, and the splendor of our ancient medicinal sciences. A start-up in the wellness and personal care space, the company of 2019 has a catalog of 4 wellness-related products and 5 premium personal care products that are also sold by Apollo Pharmacy, TATA 1MG, Amazon, Flipkart, 24-hour retail chain, Sodhi's, and will soon be available on Nykaa and Purple.com.



✓ **FalguniNayar – Nykaa**



Nykaa, one of India’s major organizations for beauty and design, was founded by FalguniNayar. The founder and President of Nykaa is renowned for being the most lavish independent woman in India and is listed as the eighth most extravagant independent woman in the entire globe. The overall value of Falguni’s holdings could change by as much as Rs 57 crore in a single year. The organization soon attracted attention with its slogan, “Your Beauty, Our Passion,” which caught the attention of both women and children. We are aware that Nykaa’s successful marketing assets for gaining consideration through the distribution of sizable and persuasive offers contributed to their success. When Nykaa was founded in 2012, everything got started. Falguni Nayar discovered a problem with the Indian market for beauty products when searching for a promising business opportunity there. Despite strong demand, the Indian market for beauty products lagged behind that of other countries due to a lack of item accessibility in many areas. She was inspired by this to work with her boyfriend Sanjay Nayar to launch Nykaa. Starting out as a web-based cooperation, the stage eventually evolved into an omnichannel alliance with Amazon, Flipkart, and many other retailers. Before embarking on her groundbreaking project when Nayar was approaching 50, Falguni spent more than 25 years working in the business sector.

Unit- Summary	"Entrepreneurship is the dynamic process of identifying, creating, and pursuing
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	<p>business opportunities. Entrepreneurs innovate, take calculated risks, and utilize resources to establish and manage ventures, aiming to create value, solve problems, and achieve success. It involves the development of new ideas, products, or services, requiring resilience, adaptability, and a proactive approach to overcome challenges and foster growth in a constantly evolving business landscape."</p>
<p>Check your Progress</p>	<p>Question 1:</p> <p>What best defines entrepreneurship?</p> <ul style="list-style-type: none"><li>A) Working as an employee in a corporation.</li><li>B) Initiating and managing a business venture, taking on risks for potential rewards.</li><li>C) Collaborating with a team to execute a project.</li><li>D) Creating innovative products for personal use.</li></ul> <p>Question 2:</p> <p>Which term refers to the ability to recognize and act on business opportunities?</p> <ul style="list-style-type: none"><li>A) Resilience</li><li>B) Adaptability</li><li>C) Creativity</li><li>D) Opportunity recognition</li></ul>



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	<p>Question 3:</p> <p>What is the primary goal of entrepreneurship?</p> <p>a) To find a stable job</p> <p>b) To innovate and create value</p> <p>c) To minimize risks</p> <p>d) To follow traditional business methods</p>
Glossary	<p><b>Startup:</b> A newly established business venture, often characterized by innovation and scalability.</p> <p><b>Entrepreneur:</b> An individual who starts and manages a business, taking on financial risks in pursuit of opportunities.</p> <p><b>Pitch:</b> A brief presentation where an entrepreneur explains their business idea to potential investors or partners.</p> <p><b>Profit:</b> The positive financial gain or earnings made by a business after deducting expenses.</p> <p><b>MVP (Minimum Viable Product):</b> The basic version of a product with just enough features to satisfy early customers and provide feedback for future development.</p>
Self-Assessment	<ol style="list-style-type: none"><li>1. Define entrepreneurship.</li><li>2. Difference between entrepreneur and entrepreneurship?</li><li>3. Explain the factors affecting entrepreneurship?</li></ol>

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Questions	4. Explain the types and traits of entrepreneur?
Activities / Exercises / Case Studies	"Airbnb: Disrupting the Hospitality Industry"  This case study explores the story of Airbnb, from its humble beginnings as an idea to its evolution into a global accommodation and travel platform. It delves into how the founders identified a gap in the market, their innovative business model, challenges faced, and the company's growth through disruptive innovation.
Answers for Check your Progress	1. B) Initiating and managing a business venture, taking on risks for potential rewards.  2. D) Opportunity recognition  3. C) Adaptability and willingness to learn from failures.
References	1) <a href="https://www.scribd.com/document/517796730/Poe">https://www.scribd.com/document/517796730/Poe</a>  2) <a href="https://www.careercliff.com/characteristics-of-successful-entrepreneurs/">https://www.careercliff.com/characteristics-of-successful-entrepreneurs/</a>  3) <a href="https://businessjargons.com/types-of-entrepreneurs.html">https://businessjargons.com/types-of-entrepreneurs.html</a>  4) <a href="https://www.businessmanagementideas.com/entrepreneur/definitions-of-entrepreneur-by-eminant-authors/19938">https://www.businessmanagementideas.com/entrepreneur/definitions-of-entrepreneur-by-eminant-authors/19938</a>

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### Open Source E- Content Link

S.No	Topic	E-content link	QR code
1	Role of Entrepreneurs In Economic Development	<a href="https://youtu.be/18I1xQMh13g?si=_2fKI2FKKRilaJ5i">https://youtu.be/18I1xQMh13g?si=_2fKI2FKKRilaJ5i</a>	
2	Factors Affecting Entrepreneurship	<a href="https://youtu.be/rCfD7qyd8N0?si=-IA2ev0LEVNBvcx0">https://youtu.be/rCfD7qyd8N0?si=-IA2ev0LEVNBvcx0</a>	
3	Difference Between Entrepreneur & Entrepreneurship	<a href="https://youtu.be/ZY208sW8NyU?si=3foWET140axrjW9C">https://youtu.be/ZY208sW8NyU?si=3foWET140axrjW9C</a>	
4	Traits of Entrepreneur	<a href="https://youtu.be/Hiufe-Uq6fk?Si=Hdofs1wtf2qdkjcu">https://youtu.be/Hiufe-Uq6fk?Si=Hdofs1wtf2qdkjcu</a>	
5	Types of Entrepreneurship	<a href="https://youtu.be/Eyzy1ncjphq?Si=Cnyqxcmfjcqkrem">https://youtu.be/Eyzy1ncjphq?Si=Cnyqxcmfjcqkrem</a>	
6	Recent Development In Entrepreneurship	<a href="https://youtu.be/Fsoaxrozylg?Si=Ve7ggmjk2oloaozl">https://youtu.be/Fsoaxrozylg?Si=Ve7ggmjk2oloaozl</a>	

**Self-Learning Material Development – STAGE 2**

**INNOVATION IN BUSINESS**

*Generating Innovation idea of Business – Brain storming, Focus group, Survey, Customer advisory boards, Creativity and Selection of Products. Capital budgeting, Project profile Preparation, Matching entrepreneur with the project, Introduction of Patent and Trademarks*

**Unit - II Module Structuring**

- 14. *Generating Innovation idea of Business*
- 15. *Brain storming*
- 16. *Focus group*
- 17. *Survey*
- 18. *Customer advisory boards*
- 19. *Creativity and Selection of Products*
- 20. *Capital budgeting*
- 21. *Project profile Preparation*
- 22. *Matching entrepreneur with the project, Introduction of Patent and Trademarks*

**STAGE – 2 – Modules Sections and Sub-sections structuring**

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	1.1.3 Why innovation important in business		4
	1.1.4 definition of innovation business		5
	1.1.5 Types of innovation in business		5
		1.1.6 Generating innovation ideas of business	
section	<b>1.2.1 Brain storming</b>		<b>12</b>

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### UNIT 2– INNOVATION IN BUSINESS

#### Contents of the Unit 2

Generating Innovation idea of Business – Brain storming, Focus group, Survey, Customer advisory boards, Creativity and Selection of Products. Capital budgeting, Project profile Preparation, Matching entrepreneur with the project, Introduction of Patent and Trademarks

#### Unit - II Objectives

- To define innovation and the and its types
- To understand the opportunities for Innovation
- Trace the origin of technologically innovative process
- To understand different licensing types in business
- To understand the patent rights which are available

#### SECTION 1.1: Innovation in Business

##### 1.1.1– Introduction to Innovation



***Hi Future Entrepreneurs.....!!!***

Welcome to the **WORLD of ENTREPRENEURSHIP....**

We are very happy to present this Self-Learning Material on Entrepreneurship to you.

It is our great pleasure and privilege to give you a wonderful experience

## **INNOVATION...**

### **1.1.2 What does the term innovation mean to you?**

Innovation refers to an individual or organization creating new ideas, such as new products, workplace processes and upgrades to existing services or products.

In business, innovation can promote growth, help ensure the organization can compete with new market trends and help generate profit.

Today's competitive landscape heavily relies on innovation. Business leaders must constantly look for new ways to innovate because you can't solve many problems with old solutions.

Innovation is critical across all industries; however, it's important to avoid using it as a buzzword and instead take time to thoroughly understand the innovation process.

### **1.1.3 Why is innovation important in business?**

Innovation can add significant value to your business by finding more profitable ways of doing things, introducing popular new products or services, or optimizing your operations. All these things will ultimately result in an increase in profit.



#### **1.1.4 Definition of Innovation**

According to **Alan Altshuler and Robert D. Behn**, innovation includes original invention and creative use. These writers define innovation as generation, admission and realization of new ideas, products, services and processes.

**Drucker** defined innovation as the task of endowing human and material resources with new and greater wealth-producing capacity.

**Everett Rogers'** diffusion of innovation theory describes the patterns of how innovation spreads throughout a population. Innovation refers to new ideas, products, services, or behavior.

**Merriam Webster** defines 'Innovation as the introduction of something new, a new idea, method or device'.

#### **1.1.5 Types of Innovation**

Innovation in business can be grouped into two categories:

- ✓ **Sustaining innovation:** Sustaining innovation enhances an organization's processes and technologies to improve its product line for an existing customer base. It's typically pursued by incumbent businesses that want to stay atop their market.
- ✓ **Disruptive innovation:** Disruptive innovation occurs when smaller companies challenge larger businesses. It can be classified into groups depending on the markets those businesses compete in. Low-end disruption refers to companies entering and claiming a segment at the bottom of an existing market, while new-market disruption denotes companies creating an additional market segment to serve a customer base the existing market doesn't reach.



Patience: Recognizing that developing new business ideas takes time.

Proactive problem-solving: Seeking solutions to challenges using innovative approaches

Effective communication skills: Conveying ideas and networking with industry professionals

Determination: Overcoming obstacles and persevering in the face of challenges.

Adaptability: Embracing change and incorporating evolving market trends into business plans.

### Let's Sum Up

Dear Learners, in this first section, we have seen the meaning and definition of innovation. As we have seen, why innovation is important and types of innovation.

## SECTION 1.2: Generating Innovative Ideas of Business

### 1.2.1 Strategies for Generating Business Ideas

#### 1. Identify Problems and Pain Points

- Observation: Pay attention to everyday challenges people face. Problems often present opportunities for innovative solutions.
- Feedback: Gather feedback from customers, friends, or industry professionals about existing products or services and their shortcomings.

#### 2. Explore Emerging Trends

- Technology Trends: Follow advancements in technology (e.g., AI, IoT, blockchain) and think about how they can be applied to new or existing markets.

- Social Trends: Identify shifts in societal behavior, such as increased focus on sustainability, remote work, or health and wellness.

### **3. Leverage Your Skills and Passions**

- Personal Expertise: Consider your own skills, knowledge, and experiences. How can you leverage these to create a unique business?
- Passion Projects: Think about hobbies or interests you are passionate about and explore how they could be turned into a business.

### **4. Adapt and Improve Existing Products or Services**

- Enhancements: Identify existing products or services and think about how they can be improved in terms of features, design, or usability.
- Cost Reductions: Consider ways to offer similar products or services at a lower cost through improved efficiency or alternative materials.

### **5. Combine Ideas from Different Industries**

- Cross-Pollination: Look at successful concepts from other industries and consider how they can be adapted to your industry.
- Fusion: Combine elements from two or more different business models or products to create something new and unique.

### **6. Customer-Centric Approach**

- Direct Engagement: Engage directly with potential customers to understand their needs, preferences, and pain points.
- Surveys and Interviews: Conduct surveys or interviews to gather insights on what customers are looking for and where they see gaps in the market.

### **7. Brainstorming Sessions**

- Group Brainstorming: Conduct brainstorming sessions with a diverse group of people to generate a wide range of ideas.
- Mind Mapping: Use mind maps to visually organize and explore different ideas and their potential connections.

### **8. Explore Unmet Needs in Niche Markets**

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- Niche Focus: Identify and research niche markets that are underserved or overlooked by mainstream businesses.
- Customization: Think about offering highly customized or personalized products and services to meet specific needs.

### **9. Inspiration from Nature and Biomimicry**

- Nature's Solutions: Look to nature for inspiration in solving problems (biomimicry). Many innovative solutions have been derived from observing natural processes.

### **10. Utilize Open Innovation Platforms**

- Crowd sourcing: Engage with open innovation platforms and crowd sourcing websites to gather ideas and collaborate with others.
- Hackathons: Participate in or organize hackathons to brainstorm and develop innovative solutions in a competitive and collaborative environment.

## **Examples of Innovative Business Ideas**

### **1. Sustainable Packaging Solutions**

- Develop eco-friendly packaging materials that are biodegradable or made from recycled content, catering to the growing demand for sustainability.

### **2. Remote Work Support Services**

- Offer services and products that facilitate remote work, such as ergonomic home office furniture, virtual team-building activities, or software for remote collaboration.

### **3. Personalized Health and Wellness Products**

- Create personalized health and wellness products, such as supplements, fitness programs, or skincare routines tailored to individual needs through data analysis.

### **4. Smart Home Technologies**

- Develop smart home devices that integrate with existing systems to enhance convenience, security, and energy efficiency.

### **5. EdTech Platforms**

- Create educational technology platforms that offer online courses, interactive learning tools, or virtual tutoring to address the increasing demand for remote education.

### **6. Urban Farming Solutions**

- Design and implement urban farming solutions, such as vertical gardens or hydroponic systems, to promote local food production in urban areas.

### **7. Blockchain-Based Services**

- Develop blockchain-based services for supply chain transparency, secure digital identities, or decentralized finance (DEFI) solutions.

### **8. Elderly Care Technology**

- Innovate products and services designed to support the aging population, such as health monitoring wearable, smart home adaptations, or virtual companionship platforms.

## **Steps for Generating New Business Opportunities**

Generating new business opportunities is essential for the growth and success of any organization. Here are some steps to help you identify and pursue new business opportunities:

### **1. Market Research:**

- ❖ Understand your current market: Analyze your existing customer base, competition, and industry trends to identify gaps or opportunities for growth.
- ❖ **Identify target markets:** Explore new markets or customer segments that may be underserved or overlooked.
- ❖ **Keep an eye on emerging trends:** Stay updated on industry trends, technology advancements, and changes in customer preferences.

### **2. SWOT Analysis:**

- ❖ Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to assess your company's internal strengths and weaknesses, as well as external opportunities and threats.

**3. Customer Feedback:**

- ❖ Gather feedback from existing customers to identify pain points and unmet needs. This can provide valuable insights for new product or service development.

**4. Brainstorming:**

- ❖ Organize brainstorming sessions with your team to generate innovative ideas for new products, services, or business models.

**5. Networking:**

- ❖ Attend industry events, conferences, and trade shows to connect with potential partners, customers, and collaborators who may lead to new opportunities.

**6. Strategic Partnerships:**

- ❖ Explore partnerships with complementary businesses to expand your reach and offer more value to customers.

**7. Technology Assessment:**

- ❖ Evaluate how new technologies, such as AI, blockchain, or IoT, can be leveraged to create new business opportunities or enhance existing operations.

**8. Competitive Analysis:**

- ❖ Study your competitors to identify gaps in their offerings and customer service, which you can address with your own products or services.

**9. Market Entry Strategies:**

- ❖ Consider new market entry strategies such as geographical expansion, diversification, or vertical integration to access untapped opportunities.

**10. Product/Service Innovation:**

- ❖ Innovate your existing products or services to meet evolving customer needs or create entirely new offerings based on market demands.

**11. Pilot Projects:**

- ❖ Test new ideas with small-scale pilot projects before committing significant resources. This allows you to validate concepts and learn from early feedback.

**12. Financial Analysis:**

- ❖ Conduct a thorough financial analysis to ensure that pursuing a new opportunity is economically viable and aligns with your budget and financial goals.

**13. Business Plan:**

- ❖ Develop a comprehensive business plan outlining your strategy, goals, and the resources required to seize the identified opportunities.

**14. Marketing and Sales Strategies:**

- ❖ Create marketing and sales plans tailored to the specific opportunities, and identify the channels and tactics to reach your target audience.

**15. Execution and Adaptation:**

- ❖ Implement your strategies and continuously monitor progress. Be ready to adapt to changing market conditions and customer feedback.

**16. Risk Management:**

- ❖ Assess and mitigate risks associated with pursuing new opportunities, and have contingency plans in place.

**17. Measurement and Evaluation:**

- ❖ Set key performance indicators (KPIs) to measure the success of your efforts. Regularly evaluate and adjust your approach based on the results.

**18. Feedback Loop:**

- ❖ Foster a culture of continuous improvement by encouraging feedback from employees and customers, which can lead to the discovery of further opportunities.

Remember that generating new business opportunities is an ongoing process. Stay agile and open to change, and be prepared to pivot or refine your strategies as you learn and adapt to the dynamic business landscape.

### **Let's Sum Up**

Dear Learners, in this second section, we have seen the meaning of generation innovation. As we have seen, steps of innovation of ideas in business.

### **1.2 Brain storming**

The term brainstorming has now become the accepted way of referring to group attempts to solve specific problems or develop new ideas by amassing spontaneous, unrestrained contributions by members

Brainstorming can be used to generate possible solutions for simple problems, but it is unrealistic to expect it to accomplish most problem-solving or planning tasks. The technique is of value as part of a larger effort that includes individual generation of information and ideas and subsequent compilation, evaluation, and selection. Brainstorming can be used to generate components of a plan, process, solution, or approach and to produce checklists.

#### **1.2.1 However, brainstorming exercise to be effective needs to follow a modus involving four basic guidelines:**

1. Generate as many ideas as possible.
2. Be creative, freewheeling, and imaginative.
3. Build upon piggyback, extend, or combine earlier ideas.
4. Withhold criticism of others' ideas

Brainstorming is a group creativity technique used to generate a large number of ideas for the solution to a problem. The process itself can boost morale, enhance work enjoyment, and improve team dynamics. Suggested brainstorming guidelines include:

1. **Focus on quantity:** The first ground rule is to focus on quantity. You want to capture as many ideas as you can — even if they seem silly.
2. **Withhold criticism:** Not only should you refrain from criticizing the ideas of others; you should make sure not to criticize your own ideas as they emerge during the brainstorming process.
3. **Encourage wild ideas:** We know from experience that (with a bit of reworking and refinement) wild ideas usually lead to the most innovative designs.
4. **Record all ideas:** During a brainstorming session it is helpful to designate a person on your team to write down each idea as it is thrown out. Sentence structure, spelling and grammar do not matter for this list, so wait until later to review or edit anything you write down. Just make sure to capture all the ideas.
5. **Combine and improve ideas:** In the midst of brainstorming, try to build upon the ideas of others. Think of your brainstorming session as a snowball rolling down a "mountain of ideas." Initially, the snowball is small, but it quickly grows and gains momentum as it travels down the hill. The best ideas in engineering are generally a team effort.
6. **Stay focused on topic:** Although brainstorming is meant to be creative and free flowing, make sure you focus your ideas on the topic at hand. This helps you later when you are organizing all the ideas generated in the brainstorming session.

### **Let's Sum Up**

Dear Learners, in this third section, we have seen the brain storming. As we have seen, recent four basic guidelines.



### **1.4 Focus group**

A focus group is a group discussion that gathers together people from similar backgrounds or experience to discuss a specific topic of interest to the researcher. The group of participants are guided by a moderator can group facilitators who introduces topics for discussion and helps the group to participate in a likely and natural discussion among themselves.

A focus group is not a group interview where a moderator asks questions and participants individually provide answers. The focus group relies on group discussion and is especially successful where the participants are able to talk to each other about the topic interest. This is important as it allows the participants the opportunity to disagree or agree with each other.

#### **How is a focus group conducted?**

There are different ways to conduct focus groups, but this mainly depends on whether you will be working in one common language, or if you need to use interpreters.

Focus groups usually involve about "eight" participants. And a person known as a moderator helps the group to participate in a natural discussion. The moderator is aided by a pre-prepared question guide that is used to ask very general questions of the group.

The question guide is only an outline of the major questions that will be asked of the group.

It is flexible enough to allow the group to take the discussion in any way it chooses while providing enough structure and direction to stop the discussion moving away from the original topic to be studied.

An observer or note taker records key issues raised in the session, and other factors that may influence the interpretation of information.

This involves noting down the responses from the group, and observing and documenting any nonverbal messages that could indicate how the group is feeling about the topic under discussion.

#### **1.4.1 Advantages and Limitations of Focus groups**

- ✓ Focus groups are used in a variety of problems that range from policy making, evaluation, or personnel.
- ✓ Some of the advantage, associated with focus groups is: Advantages
- ✓ They produce a lot of information for more quickly and at a less cost than individual interviews.
- ✓ They are excellent for obtaining information from illiterate communities.
- ✓ If the focus group is used to explore relatively simple issues, it can be easily managed by people not trained in qualitative research methods. Because the questioning is so flexible, it means that we might discover attitudes and opinions that might not be revealed in a survey questionnaire.
- ✓ The researcher can be present at the session, which allows follow up of responses, if required. They are usually well accepted by the community as they make use of the group discussion, which is a form of communication found naturally in most communities.
- ✓ Focus groups are good fun.

#### **Limitations**

- ✓ Results from focus groups cannot usually be used to make statements about the wider community that is they can indicate a range of views and opinion but not their distribution.
- ✓ Participants often agree with responses from fellow group members (for many different reasons) and so caution is required when interpreting the results.
- ✓ The moderator who is not well trained can easily force the participants into answering questions in a certain way. Focus groups have limited value in exploring complex beliefs of individuals and as a result, in-depth interviews are a more appropriate method for this purpose.

- ✓ Focus groups can paint a picture of what is socially acceptable in a community rather than what is really occurring or believed, although this problem can be limited by careful participant selection and good moderating skills.

### **Let's Sum Up**

Dear Learners, in this fourth section, we have seen the meaning of focus group. As we have seen, merits and demerits, limitation of focus group, how to conduct focus group.

### **1.5 Customer Advisory Boards**

A customer advisory board (CAB) is a group of key customers that a company invites to a meeting (and possibly additional periodic meetings) to offer feedback on the product as well as their overall impressions of the company.

Businesses assemble customer advisory boards with several common objectives in mind, including:

- To create champions for their brand
- To validate product ideas and guide the product roadmap
- To help shape their marketing messaging
- To gather market intelligence

Because a customer advisory board should serve as a representative sample of the company's broader market, this board should include a cross-section of customers representing as many different market segments as possible.

#### **1.5.1 What are the Benefits of a Customer Advisory Board?**

Businesses that assemble customer advisory boards find many benefits from the gatherings they host with their CAB members. Some of the most often cited benefits include:

- They can help guide the company's strategic direction. Creating an open forum in which key customers can speak candidly and at length about why they've chosen your company over the competition, what they like about your products, and what they'd like to see next, can help your team get a better sense of where to focus your strategic efforts and resources.
- They can help guide the product roadmap. A customer advisory board can provide insights into how customers are actually using your products, what aspects of those products are most important or beneficial to them, and what other functionality or tools they believe would complement or enhance your offering.
- They can increase customer loyalty. One key benefit of having a customer advisory board is that the advisory members will likely spend more with your company as a result of participating in your CAB. According to research by Ignite Advisory Group, B2B businesses with customer advisory boards experience an average of 9% more in new business from CAB members than from their broader customer base.

Other benefits of a customer advisory board include:

- Understanding the buying triggers of the company's market
- Providing beta users for the company's new products
- Helping the company identify new markets

### **1.5.2 How Can a Product Team Effectively Leverage a Customer Advisory Board?**

Assembling and running a customer advisory board requires strategic thought and planning. Here are a few best practices your product team can use to get started.

#### **1. Set specific goals for your CAB**

A customer advisory board should consist of a carefully selected group of customer representatives, gathered with your team to discuss specific topics. With that in mind, you

need to both think through which customers you'll want for these discussions and what your customer advisory board agenda will be.

In fact, as you go through the strategic planning stage, you might discover you have several objectives for your CAB. If so, you might be better off assembling several advisory groups, each representing a specific market segment (large customers, small customers) and/or to discuss specific topics (product direction, company positioning, the competitive landscape, etc).

## **2. Seek out your ideal advisory board members.**

Some representatives of your customer companies will be thrilled you've asked them to join your advisory board and will do so eagerly. But for many, committing to participate on a CAB is a difficult decision because it requires time and effort.

So you will want to create a list of ideal candidates for your advisory board, probably a list far greater than the number of actual participants you will want for your CAB. Then you'll need to contact those people with your invitation. As CIO Magazine has written, there are several benefits to joining a customer advisory board. It's a good idea to include some of these in your invitation, so your potential CAB members will know what's in it for them. Some of those benefits include:

- You'll have a chance to influence the vendor's roadmap
- During CAB meetings, you can learn best practices from your peers
- You could get an opportunity to beta-test new features and new products
- CAB meetings are a great opportunity to network and to increase your profile as a thought leader in your industry

## **3. Prepare a detailed agenda:**

A customer advisory board forum is a great opportunity to let your advisory members speak freely about their experiences with your product and your company. But that does not mean you want a completely unguided and directionless meeting.

If you are going to the trouble of assembling a group of key customers, you need to plan for that time so you can derive the most strategic value from it. That means preparing a customer advisory board agenda that will keep you on track. For example, your agenda might look like this:

- Introducing your team to your advisory board members
- Asking your advisory board members for an overview of their own companies' strategic goals and plans
- Discussing the challenges your CAB members face in performing their work — challenges related to the solutions you offer
- Discussing how your advisory members view the competitive landscape for your offerings
- Sharing your product roadmap, backlog, or other elements of your team's planned development work
- Opening the discussion up to your advisory members' thoughts about your products, what they'd like to see prioritized, and any issues they have with your solutions, etc

### **Let's Sum Up**

- Dear Learners, in this fifth section, we have seen the meaning customer advisory board. As we have seen, benefits and leverage of customer advisory board.

**1.6 Creativity and selection of products Implementation:** It focuses on nurturing and developing entrepreneurial skills and capabilities among individuals. Two critical aspects of EDP are creativity and the selection of products. Here's a detailed look at how these aspects are integrated into EDP:

#### **1. Idea Generation:**

- **Brainstorming Sessions:** Facilitating group discussions to generate a wide range of ideas.

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- **Mind Mapping:** Using visual tools to explore connections between different concepts.
  - **Creative Problem-Solving Techniques:** Encouraging methods like SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse) to think differently about products and services.
- 2. Innovation:**
- **Encouraging Experimentation:** Promoting a culture where trying new things and learning from failures is valued.
  - **Design Thinking:** Implementing a user-centered approach to problem-solving that encourages empathy, ideation, and prototyping.
  - **Cross-Disciplinary Collaboration:** Bringing together individuals from different fields to spark innovative ideas.
- 3. Workshops and Training:**
- **Creative Skills Workshops:** Providing training in skills like design, storytelling, and improvisation.
  - **Guest Speakers and Mentors:** Inviting successful entrepreneurs and innovators to share their experiences and insights.
- 4. Resource Allocation:**
- **Access to Creative Tools:** Providing resources like software, prototyping equipment, and creative spaces.
  - **Funding for Innovative Projects:** Offering grants or seed funding for ideas with high creative potential.

### **Selection of Product**

**1. Market Research:**

- **Identifying Market Needs:** Conducting surveys, focus groups, and interviews to understand customer needs and gaps in the market.
- **Competitive Analysis:** Studying competitors to identify opportunities for differentiation.

**2. Feasibility Study:**

- **Technical Feasibility:** Assessing whether the product can be made with the available technology and resources.
  - **Economic Feasibility:** Estimating the costs involved and potential profitability.
  - **Operational Feasibility:** Ensuring the organization has the capacity to produce and deliver the product.
- 3. Value Proposition:**
- **Unique Selling Proposition (USP):** Identifying what makes the product unique and attractive to customers.
  - **Customer Value Creation:** Ensuring the product provides significant value or solves a key problem for the customer.
- 4. Prototype Development and Testing:**
- **Creating Prototypes:** Developing initial versions of the product to test concepts.
  - **User Testing:** Gathering feedback from potential customers to refine the product.
- 5. Business Model Development:**
- **Revenue Streams:** Identifying how the product will generate income (e.g., sales, subscriptions, licensing).
  - **Cost Structure:** Understanding the costs involved in producing and delivering the product.
- 6. Go-to-Market Strategy:**
- **Marketing Plan:** Developing strategies for promoting the product, including branding, advertising, and social media.
  - **Distribution Channels:** Deciding how the product will reach the customer, whether through direct sales, online platforms, or retail partnerships.

### 1.6.1 Integration of Creativity and Product Selection

Effective EDPs integrate creativity and product selection by encouraging innovative thinking throughout the process of product development. This involves:



- **Encouraging Iteration:** Allowing entrepreneurs to refine their ideas and products based on feedback and creative insights.



- **Fostering an Entrepreneurial Mindset:** Promoting qualities like resilience, adaptability, and a willingness to take calculated risks.
- **Creating a Supportive Ecosystem:** Building networks of mentors, investors, and fellow entrepreneurs who can provide guidance and support.

By focusing on these aspects, it can help aspiring entrepreneurs not only come up with creative and innovative ideas but also select and develop products that have a strong potential for market success.

## **1.7 Capital budgeting**

Capital budgeting is a critical process in it helps entrepreneurs evaluate potential investments and make informed financial decisions about long-term projects. Here's how capital budgeting is integrated into EDP:

### Understanding Capital Budgeting

Capital budgeting involves planning and managing a company's long-term investments in projects, products, or services. It focuses on the evaluation of investment opportunities and the allocation of resources to projects that are expected to generate value over time.

#### **1.7.1 Steps in Capital Budgeting**

##### **1. Identifying Investment Opportunities:**

- **Project Proposals:** Encouraging entrepreneurs to propose potential projects or investments.
- **Screening Ideas:** Evaluating the feasibility and potential impact of various ideas through preliminary assessments.

**2. Estimating Cash Flows:**

- **Initial Investment:** Calculating the initial outlay required for the project, including costs of equipment, technology, infrastructure, and working capital.
- **Operational Cash Flows:** Projecting the revenues and expenses over the life of the project. This includes estimating sales, operating costs, and net income.
- **Terminal Cash Flows:** Estimating any residual value at the end of the project's life, such as salvage value of assets.

**3. Evaluating Cash Flows:**

- **Net Present Value (NPV):** Discounting future cash flows to their present value and comparing them to the initial investment. A positive NPV indicates a profitable investment.
- **Internal Rate of Return (IRR):** Calculating the discount rate at which the NPV of cash flows is zero. Projects with an IRR higher than the cost of capital are considered desirable.
- **Payback Period:** Determining the time required to recover the initial investment from the net cash inflows. A shorter payback period is typically preferred.
- **Profitability Index (PI):** Calculating the ratio of the present value of future cash flows to the initial investment. A PI greater than 1 indicates a good investment.

**4. Risk Analysis:**

- **Sensitivity Analysis:** Examining how changes in key assumptions (e.g., sales volume, costs, discount rates) affect the project's outcomes.
- **Scenario Analysis:** Evaluating the effects of different scenarios (e.g., best-case, worst-case, most-likely) on the project's performance.
- **Break-Even Analysis:** Determining the level of sales or other variables needed to cover the project's costs.

**5. Funding and Financing:**

- **Source of Funds:** Identifying potential sources of capital, such as equity, debt, venture capital, or government grants.

- **Cost of Capital:** Calculating the cost associated with different funding sources and determining the overall cost of capital for the project.

**6. Decision Making:**

- **Comparative Analysis:** Comparing multiple projects and prioritizing them based on their financial metrics and strategic alignment.
- **Approval and Implementation:** Making the final decision on whether to proceed with the investment and planning the implementation process.

**7. Monitoring and Post-Audit:**

- **Project Tracking:** Regularly monitoring the performance of the investment to ensure it is on track with projections.
- **Post-Implementation Review:** Conducting a post-audit to compare actual results with projections and learn from any discrepancies.

**1.7.2 Integration of Capital Budgeting**

**1. Training and Workshops:**

- **Financial Literacy:** Offering courses on financial principles, accounting, and investment analysis.
- **Capital Budgeting Techniques:** Teaching specific methods and tools used in capital budgeting.

**2. Mentorship and Guidance:**

- **Expert Advice:** Providing access to financial advisors and experienced entrepreneurs who can offer insights and guidance.
- **Peer Learning:** Facilitating discussions and workshops where entrepreneurs can learn from each other's experiences.

**3. Practical Application:**

- **Simulation Exercises:** Conducting simulations and case studies to apply capital budgeting concepts in a controlled environment.
- **Real-World Projects:** Encouraging participants to undertake real investment projects, applying capital budgeting techniques throughout the process.

**4. Resource Allocation:**

- **Access to Tools:** Providing software and other tools that aid in financial modeling and investment analysis.
- **Financial Support:** Offering grants, loans, or seed funding to help entrepreneurs implement their capital budgeting plans.

By incorporating these steps and practices, it can equip entrepreneurs with the skills and knowledge necessary to make sound investment decisions, manage financial risks, and allocate resources effectively for long-term growth and sustainability.

**Let's Sum Up**

Dear Learners, in this seventh section, we have seen the meaning and capital budgeting. As we have seen, steps of budgeting and integration of capital budgeting

**Matching entrepreneur with the project**

Matching an entrepreneur with a business innovation project requires a thorough understanding of both the entrepreneur's profile and the project's requirements. Here's a detailed approach to ensure an effective match:

**1. Assessing the Entrepreneur's Profile**

**A. Skills and Expertise:**

- **Technical Skills:** Identify the entrepreneur's proficiency in relevant technical areas such as software development, engineering, marketing, or design.
- **Business Acumen:** Evaluate their understanding of core business functions like finance, operations, strategic planning, and market analysis.
- **Industry Experience:** Consider their previous experience and success in the relevant industry or market.

**B. Personal Traits:**

- **Leadership:** Assess their ability to lead teams, manage resources, and drive projects to completion.
- **Risk Tolerance:** Determine their comfort with risk-taking and their capability to navigate uncertainty.
- **Creativity and Innovation:** Gauge their capacity for creative thinking and generating innovative solutions.

**C. Interests and Passion:**

- **Personal Interests:** Identify areas where the entrepreneur has a strong personal passion or interest.
- **Long-Term Vision:** Understand their long-term goals and vision to ensure alignment with the project's objectives.

**2. Understanding the Project Requirements**

**A. Project Scope and Objectives:**

- **Innovation Type:** Define whether the project involves incremental improvements to existing products or services, or radical innovation creating entirely new offerings.
- **Technical Requirements:** Identify the specific technical skills and expertise needed for the project.
- **Market Needs:** Understand the target market, customer needs, and the problem the innovation aims to solve.

**B. Resource Needs:**

- **Financial Resources:** Determine the funding required and assess the entrepreneur's ability to secure or manage these resources.
- **Human Resources:** Identify the team composition needed and the entrepreneur's ability to attract and manage the necessary talent.

**C. Timeline and Milestones:**

- **Development Phases:** Outline the key phases of the project, from initial concept to market launch.
- **Critical Milestones:** Identify crucial milestones and deadlines that need to be met for the project's success.

3. Matching Process

**A. Skill and Experience Alignment:**

- **Skill Matching:** Compare the entrepreneur's technical skills and business acumen with the project's specific requirements.
- **Experience Matching:** Align their industry experience with the market and technical needs of the project.

**B. Personal Traits Compatibility:**

- **Leadership Needs:** Ensure the entrepreneur's leadership style fits with the team's culture and project needs.
- **Risk Profile:** Match the entrepreneur's risk tolerance with the project's risk level.

**C. Interest and Vision Alignment:**

- **Passion Fit:** Ensure the entrepreneur has a genuine interest in the project's focus area.
- **Vision Alignment:** Align the entrepreneur's long-term vision with the project's goals and potential impact.

4. Implementation and Support

**A. On boarding and Training:**

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- **Initial Training:** Provide necessary training to bridge any gaps in the entrepreneur's knowledge or skills.
- **Mentorship:** Assign mentors or advisors to support the entrepreneur throughout the project.

### **B. Resource Allocation:**

- **Funding:** Ensure the entrepreneur has access to the required financial resources.
- **Team Building:** Support the entrepreneur in recruiting and building a **capable team**.

### **C. Monitoring and Feedback:**

- **Regular Check-ins:** Schedule regular progress reviews to provide feedback and guidance.
- **Adjustments:** Be open to making adjustments to the project plan or team composition as needed based on ongoing assessments.

### **Example Scenario**

#### **Entrepreneur Profile:**

- **Name:** John Smith
- **Background:** 8 years of experience in digital marketing, with a recent MBA focused on entrepreneurship.
- **Skills:** Advanced marketing strategies, data analytics, project management.
- **Interests:** Passionate about using technology to enhance customer experiences.

#### **Project Profile:**

- **Objective:** Develop an AI-driven customer service platform for e-commerce businesses.
- **Technical Requirements:** Advanced knowledge in AI and machine learning, UX/UI design, and software development.

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- **Market Needs:** Targeting e-commerce businesses looking to improve customer support and satisfaction.
- **Resources:** Initial funding of \$750,000, a team of developers and data scientists.

### **Matching Process & Implementation:**

- **Skill and Experience:** John's marketing expertise and project management skills align well, though he may need additional technical support in AI.
- **Personal Traits:** His leadership style and passion for customer experience fit the project's needs.

**Interest and Vision:** John's vision of leveraging technology for enhanced customer service aligns perfectly with the project's goals

- **Onboarding:** Provide John with additional training in AI and machine learning.
- **Resource Allocation:** Secure the initial funding and assist in recruiting technical experts for the team.
- **Monitoring:** Conduct bi-weekly progress reviews and provide ongoing mentorship to ensure alignment with project goals.

## **1.8 Introduction of patent and trademarks**

### **Patent**

Patent rights in business refer to the legal protections granted to inventors or businesses for their innovative and novel inventions or discoveries. A patent is a government-granted exclusive right that allows the patent holder to exclude others from making, using, selling, or importing the patented invention for a specified period, typically 20 years from the date of filing.

#### **1.8.1 Benefits of Patent Rights:**

Patent rights offer several significant benefits to inventors, businesses, and the broader economy. These benefits contribute to innovation, economic growth, and the protection of intellectual property. Here are some of the key benefits of patent rights:



- ✓ **Exclusive Rights:** Patents grant inventors exclusive rights to their innovations, allowing them to prevent others from making, using, selling, or importing the patented technology for a specific period, typically 20 years.
- ✓ **Incentive for Innovation:** Patents provide inventors with a strong incentive to invest time, effort, and resources into research and development, as they can protect their intellectual property and potentially profit from their inventions.
- ✓ **Competitive Advantage:** Patented innovations give inventors and businesses a competitive edge by allowing them to offer unique products or services that may not be readily duplicated by competitors.
- ✓ **Market Monopoly:** During the patent term, patent holders often have a monopoly on their technology, enabling them to establish a strong market presence and potentially command premium prices for their products.
- ✓ **Revenue Generation:** Patent holders can monetize their inventions by licensing the technology to others in exchange for royalties or through outright sales or partnerships with other companies.
- ✓ **Market Expansion:** Patents can facilitate market expansion by allowing businesses to enter new territories, expand product lines, or diversify into related industries.
- ✓ **Technological Progress:** Patents encourage the sharing of new and innovative knowledge, which can lead to further research, development, and technological progress in various industries.
- ✓ **Protection Against Infringement:** Patents provide a legal framework for inventors to take action against those who use their patented technology without permission, potentially leading to litigation and the possibility of damages or injunctions against infringing parties.
- ✓ **Brand and Reputation Enhancement:** Patented innovations can enhance a business's brand and reputation, signaling its commitment to cutting-edge technology and quality.
- ✓ **Investment Attraction:** Businesses with a strong patent portfolio are often more attractive to investors and venture capitalists, as patents can indicate a company's potential for growth and competitive advantage.

- ✓ **Job Creation:** Patents are associated with job creation, as innovative industries that rely on patent protection tend to hire skilled workers and stimulate economic growth.
- ✓ **Intellectual Property Valuation:** Patents can be valuable assets that contribute to the overall value of a business. They can be leveraged in negotiations, mergers, acquisitions, and partnerships.
- ✓ **Defensive Strategy:** Patents can serve as a defensive strategy to protect inventors and businesses from potential infringement claims. Holding patents can act as a deterrent against litigation from competitors.
- ✓ **Knowledge Sharing:** The patent system requires inventors to disclose their inventions in detail, contributing to the body of knowledge available to the public and other inventors.
- ✓ **Economic Growth:** A strong patent system is linked to economic growth and innovation. It incentivizes investment in research and development, leading to the creation of new products, industries, and jobs.
- ✓ **Technological Leapfrogging:** In some cases, patents can foster a race for innovation, with companies striving to outdo each other in technological advancements, ultimately benefiting consumers with more advanced and efficient products.

### **1.8.3 Role of patents in promoting innovation and economic growth**

Patents play a crucial role in promoting innovation and economic growth by providing inventors and businesses with exclusive rights to their inventions for a limited period. This system of intellectual property protection offers several mechanisms that incentivize innovation and contribute to economic advancement:

- ✚ **Incentive for Innovation:** Patents grant inventors exclusive rights to their inventions, which encourages them to invest time, resources, and effort in research and development. The potential for legal protection and profit from their inventions serves as a powerful incentive to innovate.

- ✚ **Monopoly on Innovation:** During the patent term (typically 20 years from the filing date), patent holders have a monopoly on their technology. This exclusive position allows them to bring innovative products or services to market without immediate competition, potentially earning premium prices and recouping their R&D investments.
- ✚ **Technology Disclosure:** In exchange for patent protection, inventors are required to disclose the details of their inventions in patent applications. This knowledge-sharing aspect of patents contributes to the public's body of knowledge, providing a foundation for further research and development by other inventors and businesses.
- ✚ **Spurring Further Research:** The availability of patents that detail the state of the art in a given field can stimulate additional research and innovation. Inventors may build upon existing patents, seeking improvements or alternative solutions.
- ✚ **Attracting Investment:** Patents can enhance the appeal of businesses to investors, venture capitalists, and funding organizations. The existence of patented technology may indicate a company's potential for growth and competitive advantage.
- ✚ **Job Creation:** Industries that rely on patent protection tend to hire skilled workers and stimulate economic growth. Patent-intensive industries often contribute to job creation, fostering employment opportunities.
- ✚ **Technological Progress:** Patents contribute to technological progress by encouraging inventors and businesses to continually advance their knowledge, refine their inventions, and create new products and services. This technological progress can lead to the development of entirely new industries and markets.
- ✚ **Competition and Consumer Choice:** While patents grant a temporary monopoly, they eventually expire, allowing others to enter the market with competing products or services. This competition can lead to a wider range of choices for consumers, often at lower prices.

- ✚ **Protection Against Copying:** Patents protect inventors and businesses from unauthorized use or reproduction of their inventions, which can help prevent imitation by competitors. This protection can be particularly vital for industries with high development costs and extensive research efforts.
- ✚ **Economic Growth:** A strong patent system has been linked to overall economic growth. By fostering innovation and investment in research and development, patents contribute to a more dynamic and robust economy.
- ✚ **Technological Leapfrogging:** In some cases, the competitive nature of patent protection can foster a race for innovation, with companies striving to outdo each other in technological advancements. This race can result in significant technological progress, benefiting consumers with more advanced and efficient products.

#### **1.8.4 Trade marks**

trademark for Entrepreneurial Development, especially within the context of a program or initiative aimed at fostering entrepreneurship, involves a strategic process. The goal is to develop a strong, recognizable brand that conveys the essence of the program and stands out in the market. Here's a guide to developing a trademark for Entrepreneurial Development:

##### **1. Define Your Brand Identity**

###### **A. Mission and Vision:**

- **Mission Statement:** Clearly define the mission of the entrepreneurial development program. What are its core objectives?
- **Vision Statement:** Outline the long-term vision. What impact do you aim to have on entrepreneurs and the broader community?

###### **B. Core Values:**

- **Values:** Identify the core values that the program embodies (e.g., innovation, integrity, support, growth).

## 2. Conduct Market Research

### A. Audience Analysis:

- **Target Audience:** Identify your primary audience (e.g., aspiring entrepreneurs, startups, small business owners).
- **Needs and Preferences:** Understand their needs, preferences, and what they look for in an entrepreneurial development program.

### B. Competitive Analysis:

- **Competitors:** Analyze existing entrepreneurial development programs and their trademarks.
- **Differentiation:** Identify gaps and opportunities to differentiate your program.

## 3. Develop the Trademark Concept

### A. Name Creation:

- **Memorable and Unique:** Create a name that is easy to remember, unique, and conveys the essence of entrepreneurial development.
- **Meaningful:** Ensure the name reflects the mission, vision, and core values of the program.

### B. Logo Design:

- **Symbolism:** Design a logo that visually represents entrepreneurship and development. Use symbols, shapes, or icons that evoke growth, innovation, and support.
- **Simplicity:** Keep the design simple yet distinctive to ensure it is easily recognizable.
- **Color Scheme:** Choose colors that resonate with your brand identity and evoke the desired emotions (e.g., blue for trust, green for growth).

#### 4. Ensure Legal Protection

##### **A. Trademark Search:**

- **Search Database:** Conduct a thorough search in trademark databases to ensure your chosen name and logo are not already in use.
- **Avoid Conflicts:** Ensure there are no potential conflicts with existing trademarks.

##### **B. Registration Process:**

- **Filing Application:** File a trademark application with the relevant authorities (e.g., USPTO in the United States).
- **Legal Assistance:** Consider hiring a trademark attorney to navigate the complexities of trademark law and ensure proper filing.

#### 5. Brand Messaging

##### **A. Tagline:**

- **Catchy and Relevant:** Create a tagline that encapsulates the essence of your program in a few words.
- **Supportive:** Ensure it complements the name and logo, reinforcing the brand's message.

##### **B. Consistent Messaging:**

- **Unified Tone:** Maintain a consistent tone and message across all branding materials.
- **Storytelling:** Use storytelling to convey the journey, impact, and success stories associated with your program.

#### 6. Launch and Promote

##### **A. Marketing Strategy:**

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- **Launch Plan:** Develop a comprehensive launch plan to introduce your trademark to the market.
- **Promotional Channels:** Use various promotional channels such as social media, press releases, and networking events to spread the word.

### **B. Brand Engagement:**

- **Community Building:** Foster a community around your brand through events, workshops, and online forums.
- **Feedback Loop:** Encourage feedback from participants and stakeholders to continuously improve and strengthen the brand.

### **Example Scenario**

#### **Trademark Concept:**

**Name:** "InnoVenture Hub"

#### **Logo:**

- **Symbolism:** A stylized light bulb combined with a growth arrow, symbolizing innovation and progress.
- **Color Scheme:** Blue and green to evoke trust and growth.

**Tagline:** "Igniting Innovation, Empowering Entrepreneurs"

#### **Brand Messaging:**

- **Mission Statement:** "To empower aspiring entrepreneurs through innovative resources, comprehensive training, and a supportive community."
- **Vision Statement:** "To be the leading catalyst for entrepreneurial success and sustainable business growth."

**Legal Protection:**

- Conducted a trademark search to ensure uniqueness.
- Filed for trademark registration with the USPTO.

**Marketing and Promotion:**

- Launched through a virtual event featuring success stories and expert talks.
- Promoted via social media campaigns, partnership announcements, and media coverage.

By following these steps, you can develop a strong trademark for your entrepreneurial development program that resonates with your audience, stands out in the market, and is legally protected.

**Let's Sum Up**

Dear Learners, in this eight section, we have seen the meaning of trade and patents. As we have seen, steps and procedures of trade and patents.

**2.10.1 Unit Summary**

This creative technique encourages participants to think freely and suggest any ideas that come to mind, aiming to produce as many ideas as possible. This method helps businesses understand consumer perceptions, preferences, and attitudes, offering valuable insights for innovation. This method fosters direct communication with key customers, helping businesses align their offerings with customer needs. Creativity techniques, such as mind mapping and SCAMPER, can be used to refine and develop these ideas into viable products or services.



### **2.10.2 Glossary**

<b>Innovation</b>	Innovation refers to an individual or organization creating new ideas, such as new products, workplace processes and upgrades to existing services or products
<b>Market Research</b>	Analyse your existing customer base, competition, and industry trends to identify gaps or opportunities for growth.
<b>Business Plan</b>	Develop a comprehensive business plan outlining your strategy, goals, and the resources required to seize the identified opportunities
<b>The Human Rule</b>	“All design is social in nature.” The problems must be solved by satisfying the human requirements and recognizing the human element in all technologies.
<b>Web-based advertising</b>	Web based advertising consists of websites and social media. Websites can be built using DIY tools such as WordPress or SquareSpace or professional web developers can be hired to create them
<b>Patent Right</b>	Patent rights in business refer to the legal protections granted to inventors or businesses for their innovative and novel inventions or discoveries

### **2.10.3 Self Assessment Questions**

#### **Short Answers:**

1. Define the term Innovation.
2. Describe benefits of customer advisory boards.
3. Why is innovation important in business?
4. List out the 4c's of Innovation.

#### **Essay Type Answers:**

5. Describe the steps capital budgeting.
6. Explain the guidelines of rain storming
7. Outline the creativity and selection of product.

8. Discuss the role of patents in promoting innovation and economic growth.

**2.10.4 Activities**



1. Select a company in your city and identify what practices it adopted to be design-oriented thinking.

Activities

**2.10.5 Open Source E-Content Links**

Sl.no	Topic	E-Content Link	QR Code
1	Types of Innovation	<a href="https://www.youtube.com/watch?v=mvpSjDXSwHc&amp;ab_channel=DWIVEDIGUIDANCE">https://www.youtube.com/watch?v=mvpSjDXSwHc&amp;ab_channel=DWIVEDIGUIDANCE</a>	
2	Brainstorming	<a href="https://youtu.be/YXZamW4-Ysk?si=7FVbqM1INwqoTdWv">https://youtu.be/YXZamW4-Ysk?si=7FVbqM1INwqoTdWv</a>	
3	Capital Budgeting	<a href="https://youtu.be/E1JqSB5rnls?si=fgvi4ad_fBhbQNtf">https://youtu.be/E1JqSB5rnls?si=fgvi4ad_fBhbQNtf</a>	
4	Customer Advisory Boards	<a href="https://youtu.be/XjJ3RfBlqK8?si=P7ADb6Jz6DjBwry4">https://youtu.be/XjJ3RfBlqK8?si=P7ADb6Jz6DjBwry4</a>	
5	Trademark	<a href="https://youtu.be/BOWjv0HjPN0?si=DJkKFO4eWGxuo_ww">https://youtu.be/BOWjv0HjPN0?si=DJkKFO4eWGxuo_ww</a>	
6	Patents	<a href="https://youtu.be/4bmOBxgYK0k?si=enWCvhkVYtUFMZx2">https://youtu.be/4bmOBxgYK0k?si=enWCvhkVYtUFMZx2</a>	

**2.10.5 Suggested Readings**

1. Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.
2. Essentials of Marketing (Textbook), Universal, Nugzar Todua, Babulia Dodo Mghebrishvili, 2009
3. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
4. Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.
5. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.

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6. Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition Bruce R. Barringer, Texas A & M University, R. Duane Ireland, ©2018 |Pearson

### 2.10.6 Reference

1. <https://core.ac.uk/download/pdf/20443969.pdf>
2. <http://repository.stikesrspadqs.ac.id/56/1/Entrepreneurship%20for%20everyone-257hlm.pdf>
3. <https://download.booklibrary.website/innovation-and-entrepreneurship-peter-drucker.pdf>

### Self-Learning Material Development – STAGE 1

#### **BUSINESS PLAN**

*Business Plan Development – Feasibility Study And Evaluation of Projects – Market Analysis, Technical Analysis, Cost –Benefit Analysis, Project Formulation, Assessment of Business Models-Dealing With Basic And Initial Problems of Setting Up Of Enterprise*

#### **Unit - III Module Structuring**

- *Business Plan Development*
- *Feasibility Study*
- *Evaluation of Projects*
- *Market Analysis*
- *Technical Analysis*
- *Cost –Benefit Analysis*
- *Project Formulation*
- *Assessment of Business Models*
- *Dealing With Basic And Initial Problems of Setting Up Of Enterprise*

#### **STAGE – 2 – Modules Sections and Sub-sections structuring**

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## **UNIT 3.1– Business Plan**

### **Unit - III Objectives**

- To define opportunities for new venture creation*
- To understand the opportunities for environmental scanning*
- Trace the origin of feasibility analysis.*
- To understand different concepts of technical feasibility of products and services*
- To understand the Project formulation*

### **Section 1.1 business plan**

A business plan is a document that outlines your business's financial goals and explains how you'll achieve them. A strong, detailed plan will provide a road map for the business's next three to five years, and you can share it with potential investors, lenders or other important partners.

#### **1.1.1 Procedures for business plan**

**1. Write an executive summary:** This is the first page of your business plan. Think of it as your elevator pitch. It should include a mission statement, a brief description of the products or services offered, and a broad summary of your financial growth plans. Though the executive summary is the first thing your investors will read, it can be easier to write it last. That way, you can highlight information you've identified while writing other sections that go into more detail.

**2. Describe your company** Company description should contain information like: Your business's registered name. Address of your business location. Names of key people in the business. Make sure to highlight unique skills or technical expertise among members of your team. Your company description should also define your business structure —

such as a sole proprietorship, partnership or corporation — and include the percent ownership that each owner has and the extent of each owner’s involvement in the company.

**3. State your business goals:** The third part of a business plan is an objective statement. This section spells out exactly what you’d like to accomplish, both in the near term and over the long term. If you’re looking for a business loan or outside investment, you can use this section to explain why you have a clear need for the funds, how the financing will help your business grow, and how you plan to achieve your growth targets. The key is to provide a clear explanation of the opportunity presented and how the loan or investment will grow your company.

**4. Describe your products and services** Go into detail about the products or services you offer or plan to offer. The following should be included:

- An explanation of how your product or service works.
- The pricing model for your product or service.
- The typical customers you serve.
- Your supply chain and order fulfillment strategy.
- Your sales strategy.
- Your distribution strategy.
- You can also discuss current or pending trademarks and patents associated with your product or service.

**5. Do your market research** Lenders and investors will want to know what sets your product apart from your competition. In your market analysis section, explain who your competitors are. Discuss what they do well, and point out what you can do better. If you’re serving a different or underserved market, explain that.

**6. Outline your marketing and sales plan:** Here, you can address how you plan to persuade customers to buy your products or services, or how you will develop customer loyalty that will lead to repeat business.

**7. Perform a business financial analysis** If you're a startup, you may not have much information on your business financials yet. However, if you're an existing business, you'll want to include income or profit-and-loss statements, a balance sheet that lists your assets and debts, and a cash flow statement that shows how cash comes into and goes out of the company. You may also include metrics such as: Net profit margin: the percentage of revenue you keep as net income. Current ratio: the measurement of your liquidity and ability to repay debts. Accounts receivable turnover ratio: a measurement of how frequently you collect on receivables per year.

**8. Make financial projections** This is a critical part of your business plan if you're seeking financing or investors. It outlines how your business will generate enough profit to repay the loan or how you will earn a decent return for investors. Here, you'll provide your business's monthly or quarterly sales, expenses and profit estimates over at least a three-year period — with the future numbers assuming you've obtained a new loan.

**9. Add additional information to an appendix:** List any supporting information or additional materials that you couldn't fit in elsewhere, such as resumes of key employees, licenses, equipment leases, permits, patents, receipts, bank statements, contracts and personal and business credit history. If the appendix is long, you may want to consider adding a table of contents at the beginning of this section.

### **Let's Sum Up**

Dear Learners, in this first section, we have seen the meaning of business plan . As we have seen, procedures of business plan

## **1.2 Feasibility Analysis**

### **1.2.1 Meaning**

Feasibility analysis, also known as Feasibility Study, intends to equitably and logically examine the pros and cons of an existing or a proposed business, dangers related to the venture, required resources to carry out the operations, and eventually the

probability of success. A feasibility analysis helps you consider the costs and activities required to set up and run a business, and how to make an informed decision about whether to start a business and how to do it.

### **1.2.2 Objectives of Feasibility Analysis:**

- ✓ **Assess Viability:** Determine whether the business concept is feasible and has the potential to succeed in the market. This includes examining market demand, competition, and profitability.
- ✓ **Risk Assessment:** Identify potential risks and challenges that the business may face and develop strategies to mitigate or manage these risks. This includes considering regulatory, financial, operational, and market-related risks.
- ✓ **Resource Evaluation:** Assess the availability and adequacy of resources needed to launch and operate the business. This includes financial resources, human capital, technology, and infrastructure.
- ✓ **Market Analysis:** Analyze the target market to understand its size, growth potential, customer demographics, and buying behavior. This helps in determining whether there is a demand for the product or service.
- ✓ **Competitive Analysis:** Evaluate the competitive landscape to understand the strengths and weaknesses of existing competitors. Determine if there is room for differentiation and if the business can gain a competitive edge.
- ✓ **Financial Viability:** Examine the financial aspects of the business, including startup costs, operating expenses, revenue projections, and profitability. Determine if the business can generate sufficient cash flow and achieve financial sustainability.
- ✓ **Legal and Regulatory Compliance:** Ensure that the business complies with all relevant laws and regulations, including permits, licenses, and intellectual property protection.

### **1.2.3 Types of Feasibility study:**



- **Market Feasibility Analysis:** This type of analysis assesses whether there is a demand for the product or service in the target market. It includes market research, competitive analysis, and market trends evaluation.
- **Financial Feasibility Analysis:** Financial feasibility analysis examines whether the business concept is financially viable. It includes revenue projections, expense estimates, break-even analysis, return on investment (ROI), and capital requirements.
- **Technical Feasibility Analysis:** Technical feasibility analysis evaluates whether the necessary technology, equipment, and infrastructure are available or can be developed to support the business. It considers resource requirements and technology constraints.
- **Operational Feasibility Analysis:** Operational feasibility analysis assesses whether the business can operate efficiently on a day-to-day basis. It includes an operations plan, resource management, and logistics evaluation.
- **Legal and Regulatory Feasibility Analysis:** Legal and regulatory feasibility analysis ensures that the business complies with all relevant laws and regulations, such as permits, licenses, and intellectual property protection. It addresses potential legal risks.
- **Human Resource Feasibility Analysis:** Human resource feasibility analysis evaluates whether the business can attract, retain, and manage the necessary talent and skills required for successful operations.
- **Environmental and Sustainability Feasibility Analysis:** This type of analysis considers the environmental impact of the business and evaluates its alignment with sustainability principles and corporate social responsibility.

### **Let's Sum Up**

Dear Learners, in this second section, we have seen the meaning of feasibility. As we have seen, objectives of business feasibility.

### **1.3. PROJECT EVALUATION**

- ❖ It is the final stage of project management. The process of measuring the progress made and assessment of the results of a project is known as project evaluation.

Meaning of Project Evaluation

- ❖ It is derived from the Latin word 'Valuere'. It means determination of value of an activity or a thing. It is the process of appraising the progress and performance in relation to the project's initial or revised plan. It also appraises the project against the project goals and objectives. It measures how far the objectives have been achieved so far.



#### **1.3.1 Importance Of Project Evaluation**

- ❖ Project Evaluation helps the organization improve its projects management skills on future projects. It helps to know whether the project is moving according to plan or not. It brings into light the project's strengths and weaknesses. It gives the management a good idea of how the project is progressing. Thus project evaluation measures the success of a project

#### **1. Industry Overview**

##### **A. Industry Description:**

- **Scope and Size:** Define the scope of the entrepreneurial development industry, including its size and economic impact. Highlight key metrics such as the number of startups, small businesses, and entrepreneurial initiatives.
- **Growth Trends:** Discuss recent growth trends in the industry, including the increasing interest in entrepreneurship, technological advancements, and government support programs.

##### **B. Key Players:**

- **Competitors:** Identify major competitors, including other EDPs, business incubators, accelerators, and similar organizations. Provide a brief overview of their offerings and market presence.
- **Market Share:** Estimate the market share of key players and their positioning in the industry.

## 2. Target Market

### A. Market Segmentation:

- **Demographic Segments:** Define your target audience based on demographic factors such as age, gender, education level, and professional background.
- **Geographic Segments:** Identify the geographic areas you will target, whether local, regional, national, or international.
- **Psychographic Segments:** Understand the lifestyle, values, interests, and attitudes of your target audience towards entrepreneurship.
- **Behavioral Segments:** Analyze behaviors such as readiness to start a business, previous entrepreneurial experience, and preferred support services.

### B. Market Needs and Pain Points:

- **Needs Analysis:** Identify the specific needs and challenges of your target market, such as access to funding, mentorship, networking opportunities, and business skills development.
- **Pain Points:** Highlight common obstacles faced by aspiring entrepreneurs, such as lack of knowledge, financial constraints, and limited market access.

### C. Market Size and Potential:

- **Total Addressable Market (TAM):** Estimate the overall market size by considering the total number of potential entrepreneurs and startups that could benefit from an EDP.

- **Serviceable Available Market (SAM):** Narrow down to the portion of TAM that your program can realistically target based on your resources and reach.
- **Serviceable Obtainable Market (SOM):** Further refine to the segment of SAM that you expect to capture, considering your competitive positioning and marketing efforts.

### 3. Competitive Analysis

#### A. Competitor Profiling:

- **Direct Competitors:** List direct competitors providing similar entrepreneurial development services. Analyze their strengths, weaknesses, service offerings, and market positioning.
- **Indirect Competitors:** Identify indirect competitors such as online courses, business consultants, and self-help books that provide alternative support to entrepreneurs.

#### B. SWOT Analysis:

- **Strengths:** Identify your EDP's strengths, such as unique services, experienced mentors, strong network, or proprietary tools.
- **Weaknesses:** Acknowledge areas where your program may be lacking or could improve.
- **Opportunities:** Highlight market opportunities, such as emerging trends in entrepreneurship, increased funding opportunities, or partnerships with industry players.
- **Threats:** Recognize potential threats, including competitive pressures, economic downturns, or regulatory changes.

#### C. Competitive Advantage:

- **Unique Selling Proposition (USP):** Define what sets your EDP apart from competitors. This could include specialized training programs, successful track records, access to exclusive resources, or a robust support network.

#### 4. Market Trends and Dynamics

##### A. Industry Trends:

- **Technological Advances:** Discuss how advancements in technology (e.g., AI, blockchain, IoT) are shaping the entrepreneurial landscape and creating new opportunities for startups.
- **Regulatory Environment:** Explain relevant regulations and policies affecting entrepreneurship and how they influence the market.

##### B. Economic and Social Factors:

- **Economic Indicators:** Analyze economic factors such as GDP growth, unemployment rates, and availability of capital that impact entrepreneurial activity.
- **Social Factors:** Consider social trends like the growing interest in social entrepreneurship, sustainability, and the gig economy.

#### 5. Customer Analysis

##### A. Customer Profiles:

- **Persona Development:** Create detailed profiles of your ideal customers, including their background, goals, challenges, and how they can benefit from your EDP.
- **Customer Journey:** Map out the customer journey, from awareness and consideration to enrollment and graduation, identifying key touchpoints and decision-making factors.

##### B. Feedback and Insights:

- **Surveys and Interviews:** Gather insights directly from potential and existing customers through surveys and interviews to understand their needs and preferences.
- **Case Studies:** Use case studies of successful entrepreneurs who have benefited from EDPs to illustrate the program's impact and appeal.

## 6. Marketing Strategy

### A. Market Positioning:

- **Brand Positioning:** Define how you want to be perceived in the market. Position your EDP as the go-to resource for aspiring entrepreneurs through branding and messaging strategies.

### B. Marketing Channels:

- **Digital Marketing:** Utilize digital channels such as social media, email marketing, and content marketing to reach and engage with your target audience.
- **Partnerships:** Form strategic partnerships with educational institutions, industry associations, and corporate sponsors to enhance your reach and credibility.
- **Events and Workshops:** Host events, workshops, and webinars to showcase your expertise and attract potential participants.

### C. Pricing Strategy:

- **Pricing Model:** Determine the pricing for your services, considering factors like market rates, your cost structure, and the perceived value of your offerings.
- **Discounts and Incentives:** Offer discounts, scholarships, or incentives to attract early adopters and boost enrolment.

### Let's Sum Up

Dear Learners, in this third section, we have seen the meaning of project evaluation As we have seen, types of project evaluation

## **1.4 Technical analysis**

Technical analysis in a business plan for an involves evaluating the technical aspects and feasibility of the program. This includes the resources, infrastructure, tools, and methodologies required to deliver the program effectively. Here's a detailed approach to conducting technical analysis for an program

### 1. Program Description

#### **A. Detailed Description:**

- **Curriculum and Content:** Outline the curriculum, including modules, topics, and learning outcomes. Describe the structure and flow of the program.
- **Delivery Methods:** Specify how the program will be delivered (e.g., in-person workshops, online courses, blended learning).
- **Support Services:** Detail additional support services offered, such as mentorship, networking events, and access to resources.

### 2. Technology Requirements

#### **A. Learning Management System (LMS):**

- **Platform Selection:** Choose an appropriate LMS that can support course delivery, track progress, and facilitate communication.
- **Features:** Ensure the LMS has features like video conferencing, discussion forums, assignment submission, and progress tracking.

#### **B. Content Creation Tools:**

- **Software and Tools:** Identify the software and tools needed for creating course content, such as video editing software, graphic design tools, and content authoring tools.

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- **Formats:** Ensure content can be delivered in various formats (e.g., video lectures, interactive simulations, downloadable materials).

### **C. Technical Infrastructure:**

- **Hardware Requirements:** Detail the hardware needed for both instructors and participants, such as computers, cameras, microphones, and internet access.
- **IT Support:** Outline the IT support required for smooth operation, including setup, maintenance, and troubleshooting.

## 3. Resource Allocation

### **A. Human Resources:**

- **Instructors and Facilitators:** Identify the qualifications and expertise required for instructors and facilitators. Determine the number of staff needed and their roles.
- **Support Staff:** Define roles for administrative support, IT support, and marketing personnel.

### **B. Financial Resources:**

- **Budget:** Prepare a detailed budget covering all costs, including technology, salaries, marketing, and operational expenses.
- **Funding Sources:** Identify potential funding sources, such as grants, sponsorships, and participant fees.

## 4. Development and Implementation Plan

### **A. Development Phases:**

- **Phase 1 - Planning:** Outline the initial planning phase, including needs assessment, curriculum design, and resource allocation.
- **Phase 2 - Development:** Describe the development phase, where content is created, and technology infrastructure is set up.



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- **Phase 3 - Pilot Testing:** Implement a pilot program to test the content and delivery methods, gathering feedback for improvements.
- **Phase 4 - Full Launch:** Detail the full launch of the program, including marketing efforts, enrollment processes, and ongoing support.

### **B. Timeline:**

- **Milestones:** Identify key milestones and deadlines for each phase of development and implementation.
- **Gantt Chart:** Use a Gantt chart to visually represent the project timeline and ensure all tasks are on track.

## **5. Quality Assurance and Evaluation**

### **A. Quality Assurance:**

- **Standards and Benchmarks:** Establish quality standards and benchmarks for the program content, delivery, and outcomes.
- **Continuous Improvement:** Implement processes for continuous improvement based on participant feedback and performance metrics.

### **B. Evaluation Metrics:**

- **Participant Feedback:** Collect feedback through surveys, interviews, and focus groups to assess participant satisfaction and learning outcomes.
- **Performance Metrics:** Track key performance metrics such as enrollment numbers, completion rates, and post-program success (e.g., business launches, funding secured).

### **C. Accreditation and Certification:**

- **Accreditation:** Seek accreditation from relevant educational or professional bodies to enhance the credibility and recognition of the program.

- **Certification:** Offer certifications to participants upon completion, adding value to their professional development.

## 6. Risk Management

### A. Identify Risks:

- **Technical Risks:** Identify potential technical risks, such as system failures, data breaches, or inadequate technical support.
- **Operational Risks:** Consider risks related to staffing, resource allocation, and participant engagement.

### B. Mitigation Strategies:

- **Contingency Plans:** Develop contingency plans for technical failures, such as backup systems and emergency IT support.
- **Risk Monitoring:** Implement a risk monitoring process to regularly assess and address potential issues.

### Let's Sum Up

Dear Learners, in this fifth section, we have seen the meaning technical analysis. As we have seen, contents of technical analysis.

#### 1.6 .1 cost-benefit analysis (CBA)

cost-benefit analysis (CBA) is crucial for determining the viability and potential success of an Entrepreneurial Development Program (EDP). This process involves comparing the costs associated with implementing the program to the benefits it is expected to deliver, ensuring that the program is both financially and socially worthwhile. Here's a step-by-step approach to performing a cost-benefit analysis for an EDP:

1. Identify and Quantify Costs

**A. Initial Costs:**

- **Development Costs:** Costs associated with designing the curriculum, developing content, and setting up the program infrastructure.
- **Technology Costs:** Expenses for purchasing software, hardware, and other technological tools required for program delivery.
- **Marketing Costs:** Costs for promoting the program, including advertising, events, and promotional materials.

**B. Operational Costs:**

- **Staff Salaries:** Wages for instructors, support staff, and administrative personnel.
- **Facility Costs:** Rent or maintenance costs for physical spaces used for training, if applicable.
- **Operational Expenses:** Ongoing expenses such as utilities, office supplies, and maintenance.

**C. Variable Costs:**

- **Materials and Supplies:** Cost of materials provided to participants, such as books, software licenses, and other learning aids.
- **Event Costs:** Costs for organizing workshops, seminars, and networking events.

**D. Contingency Costs:**

- **Unforeseen Expenses:** Budget for unexpected costs, such as equipment repairs or additional marketing efforts.

2. Identify and Quantify Benefits

**A. Direct Financial Benefits:**

- **Program Fees:** Revenue from participant fees for enrolling in the program.
- **Sponsorships and Grants:** Funding received from sponsors, government grants, or other financial supporters.

**B. Indirect Financial Benefits:**

- **Increased Employment:** Potential job creation and employment opportunities for program participants.
- **Tax Revenue:** Increased tax revenues from new businesses started by program graduates.

**C. Social and Economic Benefits:**

- **Entrepreneurial Success:** Success stories and business launches

**Let's Sum Up**

- Dear Learners, in this sixth section, we have seen the meaning and definition of entrepreneur. As we have seen, cost of analysis and benefits of cost of analysis.

**1.7 PROJECT FORMULATION**

It is the process of examining technical, economic, financial and commercial aspects of a project. It is the process and steps through which an opportunity becomes a project in which the entrepreneur is willing to invest his time, money and other resources. This study is undertaken to find out whether the proposed project would be feasible or not.

**1.7.1 NEED FOR PROJECT FORMULATION**

The following are the major problems:

**1) Knowledge About Government Regulations:** The entrepreneur must have a thorough knowledge about Government regulations, policies, licensing procedures etc.,

**2) Absence of External Economies:** A project has to depend upon other industries for the supply of raw material, power, spares etc,

3) Non-Availability of Technically Qualified Personnel.

4) Resource Mobilization.

5) **Selection of Appropriate Technology:** Modern technologies developed in the advanced countries may not be suitable for adopting in the developing countries.

### **1.7.3 Elements of Project Formulation**

It involves a number of elements, they are summarized as below: **Feasibility Analysis:** It involves an examination of the project idea in the light of internal and external constraints. Internal constraints arise because of limitations of the project sponsoring body and external constraints arise due to the characteristic of the environment. If on feasibility analysis, the project is found feasible, the same is put to further analysis. **Techno-Economic Analysis:** It is mainly concerned with the identification of the project demand potential and selection of the optimal technology suitable for achieving the project objectives. This study includes:

a) **Estimation of Demand or Market Potential:** The entrepreneur has to estimate the expected share of the sale in the market, intensity of competition, mobility of products to other places etc., the data collected from various sources are first compiled, tested and tabulated in a form suitable for interpretation.

b) **Selection of Technology:** It refers to that combination of controlled variables which will ensure the achievement of the project objectives with minimum expenditure of resources

## **3.7 unit summary**

A feasibility study assesses the practicality and potential success of a proposed project. It involves evaluating various aspects including market, technical, financial, and operational feasibility. Identifies the target market, customer needs, and market trends. Involves competitor analysis, demand forecasting, and market segmentation. Examines the technical requirements of the project. Includes assessments of technology, equipment, production processes, and technical skills needed. A method to evaluate the economic viability of a project by comparing its costs and benefits. Helps in determining

the return on investment (ROI) and the project's financial feasibility. Involves defining the project's scope, objectives, and strategies. Includes preparing detailed project reports covering all aspects from conception to execution.

### **Let's Sum Up**


Dear Learners, in this seventh section, we have seen the meaning and project formulation. As we have seen, objective of project formulation, benefits.




### **1.9 Self Assessment Questions**

1. **What is the primary purpose of a feasibility study?**
  - A. To develop marketing strategies
  - B. To assess the practicality of a proposed project
  - C. To identify potential investors
  - D. To determine employee needs
  
2. **Which of the following is NOT a component of market analysis?**
  - A. Demand forecasting
  - B. Competitor analysis
  - C. Production process evaluation
  - D. Market segmentation
  
3. **In technical analysis, which aspect is evaluated?**
  - A. Customer demographics
  - B. Production processes and equipment
  - C. Marketing strategies

- D. Financial performance
4. **What does a cost-benefit analysis help determine?**
- A. The marketing mix
  - B. The economic viability of a project
  - C. Employee satisfaction
  - D. Supply chain efficiency
5. **Which is a key part of project formulation?**
- A. Identifying customer needs
  - B. Defining project scope and objectives
  - C. Analyzing market trends
  - D. Conducting financial audits
6. **Which factor is crucial in the assessment of business models?**
- A. Employee training programs
  - B. Revenue streams and cost structures
  - C. Office location
  - D. Customer feedback mechanisms

### 1.10 Open Source E-Content Links

Sl.n	Topic	E-Content Link	QR Code
1	Business Plan	<a href="https://youtu.be/gsdpvKlAah0?si=u1c2-Dov3l-4chZB">https://youtu.be/gsdpvKlAah0?si=u1c2-Dov3l-4chZB</a>	

2	Feasibility Analysis	<a href="https://www.youtube.com/watch?v=Cn7IkXDe2xg&amp;ab_channel=DWIVEDIGUIDANCE">https://www.youtube.com/watch?v=Cn7IkXDe2xg&amp;ab_channel=DWIVEDIGUIDANCE</a>	
3	Technical Feasibility	<a href="https://www.youtube.com/watch?v=laPGXkesSNY&amp;ab_channel=CommerceTopper">https://www.youtube.com/watch?v=laPGXkesSNY&amp;ab_channel=CommerceTopper</a>	
4	Marketing Feasibility	<a href="https://www.youtube.com/watch?v=Raks6Mm0nrg&amp;ab_channel=CivilEngineeringForum">https://www.youtube.com/watch?v=Raks6Mm0nrg&amp;ab_channel=CivilEngineeringForum</a>	
5	Cost Benefit Analysis	<a href="https://youtu.be/CYY_qs2IDnQ?si=5qY23SF8OTP5-G5T">https://youtu.be/CYY_qs2IDnQ?si=5qY23SF8OTP5-G5T</a>	
6	Project Formulation	<a href="https://youtu.be/W-1zFOoUsp4?si=00sD-NW64UkVsR8M">https://youtu.be/W-1zFOoUsp4?si=00sD-NW64UkVsR8M</a>	

### 1.11 Glossary

**Feasibility Study:** An assessment of the practicality and potential success of a proposed project.

**Market Analysis:** A study to understand the market conditions, including customer needs, trends, and competition.

**Technical Analysis:** Evaluation of the technical aspects and requirements of a project.

**Cost–Benefit Analysis:** A financial evaluation comparing the costs and benefits of a project to determine its viability.

**Project Formulation:** The process of defining the scope, objectives, and strategies for a project.

**Business Model:** A plan for how a business will generate revenue, delivers value, and sustains itself financially.



**Net Present Value (NPV):** A financial metric that calculates the present value of all cash flows associated with a project.

**Return on Investment (ROI):** A measure of the profitability of an investment, calculated as a percentage of the original investment.

### **1.12 Activities**

Technical Feasibility Study:

- Choose a project and analyze its technical requirements.
- Prepare a report on the technical resources needed, including equipment and skills.

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1. <https://guides.library.cornell.edu/entrepreneurship>
2. [https://biz/TD\\_hAooUWj8?si=65-63nKFVVAJYEt0](https://biz/TD_hAooUWj8?si=65-63nKFVVAJYEt0)

3. <https://plan/9N8NUXCh05I?si=hr4Ccsn5rJAMgaNA>
4. <https://analysis.be/uu-0qntvrko?si=SKPzzC9gdnze2tax>

**UNIT 4 Various Government Schemes & Women Entrepreneurs**

**Awareness of various government schemes for Start-ups business –start-up India, stand-up. Aatmanibhar bharath mission, ‘make in India’ program. ASPIRE, MUDRA.**

**Role of women entrepreneurs in economic development –schemes for women entrepreneurs-Annapurna scheme, Dena shakthi scheme, Mudra loan for women, Stree shakthi scheme. Role of MSME, SSI, SIDO, EDI and MDI.**

**Awareness of various government schemes for Start-ups business**

- 1. Start-up India, stand-up. Aatmanibhar bharath mission**
- 2. ‘Make in India’ program.**
- 3. ASPIRE, MUDRA.**
- 4. Role of women entrepreneurs in economic development**
- 5. schemes for women entrepreneurs**
- 6. Annapurna scheme**
- 7. Dena shakthi scheme**
- 8. Mudra loan for women**
- 9. Stree shakthi scheme**
- 10. Role of MSME, SSI, SIDO, EDI and MDI.**

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***Section 1.1: Awareness of various governments for start-up business***

Governments around the world implement various schemes and initiatives to support and encourage start-up businesses. These schemes typically aim to provide financial assistance, mentorship, networking opportunities, and other resources to help new ventures grow and succeed. Here’s an overview of some key government schemes that are commonly available for start-ups, particularly focusing on those in India, the United States, and the European Union.

**India**

**1. Startup India Initiative:**

- **Objective:** To build a strong ecosystem conducive to the growth of startup businesses, drive sustainable economic growth, and generate large-scale employment opportunities.
- **Key Features:**
  - Simplified regulatory regime for start-ups.

- Tax exemptions for eligible start-ups.
- Fund of Funds for Startups (FFS) to provide funding support.
- Incubation and industry-academia partnership.

## **2. Mudra Loan Scheme:**

- **Objective:** To provide loans up to ₹10 lakh to non-corporate, non-farm small/micro enterprises.
- **Key Features:**
  - Pradhan Mantri Mudra Yojana (PMMY) offers three products: Shishu (loans up to ₹50,000), Kishore (loans from ₹50,001 to ₹5 lakh), and Tarun (loans from ₹5,00,001 to ₹10 lakh).

## **3. Atal Innovation Mission (AIM):**

- **Objective:** To promote a culture of innovation and entrepreneurship.
- **Key Features:**
  - Establishment of Atal Tinkering Labs (ATLs) in schools.
  - Setting up Atal Incubation Centers (AICs) to support start-ups.
  - Support to establish sector-specific incubation

### **1.1.2 Start-up**

Source: NASSCOM Start-up India report 2015, Secondary sources, New articles Currently a clear definition of a 'Start-up' does not exist in the Indian context due to the subjectivity and complexity involved. Considering various parameters pertaining to any business such as the stage of their lifecycle, the amount and level of funding achieved, the amount of revenue generated, the area of operations, etc, some conceptual definitions are available in the public domain. These have been sourced and enumerated below to provide an indicative understanding on the space to the reader. The Department of Industrial Policy and Promotion (DIPP) is also working around a clear definition for startups and is expected to make it public in due course.

### **1.1.3 Challenges for Startups:**

The followings are challenges for startups discussed below:

Revenue Generation:

Several startups fail due to poor revenue generation as the business grows. As the operations increase, expenses grow with reduced revenues forcing startups to concentrate on the funding



aspect, thus, diluting the focus on the fundamentals of business. Hence, revenue generation is critical, warranting efficient management of burn rate which in common parlance is the rate at which startups spend money in the initial stages. The challenge is not to generate enough capital but also to expand and sustain the growth.

**Supporting Infrastructure:** There are a number of support mechanisms that play a significant role in the lifecycle of startups which include incubators, science and technology parks, business development centers etc. Lack of access to such support mechanisms increases the risk of failure.

**Financial Resources:** Availability of finance is critical for the startups 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. The requirement starts increasing as the business progresses. Scaling of business requires timely infusion of capital. Proper cash management is critical for the success of the startups.

**Creating Awareness in Markets:** Start-ups fail due to lack of attention to limitations in the markets. The environment for a start-up is usually more difficult than for an established firm due to uniqueness of the product. The situation is more difficult for a new product as the start-up has to build everything from scratch.

**Government Policies:** If entrepreneurs are the planets in the solar system, then the government is the sun, the single largest facilitator. The government policies are slowly and steadily increasing, although, it must be noted that India still maintains a dismal ease of doing business ranking as per the World Bank report. Due to a maze of laws and regulations, it takes more of an effort for an entrepreneur to start a business in India than most of the other places in the world, and after he /she succeeds in setting up a business, it takes even a greater effort to comply with sector, department, state and center laws.

#### **1.1.4 Opportunities for Start-ups:**

**Large Population:** The population of India is a huge asset for the country. By 2020, it is expected that the working age population would surpass the non-working population. This unique demographic advantage will offer a great opportunity to any start-up. Various infrastructure issues and the bottom- of- the- pyramid market would provide huge opportunities for the start-ups.

**Connectivity:** Indian telecom industry has nearly 100 crore subscribers, mobile connectivity has made inroads in the rural and urban population. Government of India's digital push is going to improve connectivity and data to the next level. The race to cheapest data has started and disruption is certain. The cheap data has helps everyone to get their hands on it, start-ups will have an easier time to tap into markets, territories and even traditional businesses.

**Change of Mind Set of Working Class:** Traditional career paths will be giving way to Indian start-up space. Challenging assignments, good compensation packages would attract talented people to start-ups. Also, it is seen that several high profile executives are quitting their jobs to start or work for start-ups. To reinforce the trend being seen, a survey conducted by Economic Times also confirmed that the number of Students joining start-ups and e-commerce companies have grown considerably in the recent years.

**Innovation Society:** India has the largest youth population, which is the largest driver for innovation, workforce, talent and future leaders. India has its own challenges of education, health, infrastructure and the rising gap between India and Bharat. This presents big opportunity for start-ups to solve a variety of problems. India has the population of 1.3 billion people; the country's middle class is growing along with the consumers. The large diversity in the India's population makes a strong case for a rich services and products economy. Start-ups should look at banks; our banking system has reaped the maximum benefit of our population size.

### **Let's Sum Up**

Dear Learners, in this first section, we have made an attempt to have an understanding awareness of various startup business, start-up meaning, challenges and opportunities.

#### **1.2 Stand Up India**

A scheme by Ministry of Finance for financing SC/ST and/or Women Entrepreneurs by facilitating bank loans for setting up a greenfield project enterprise in manufacturing, services, trading sector and activities allied to agriculture. The objective of this scheme is to facilitate bank loans between Rs. 10 lakh and Rs. 1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a greenfield enterprise. In case of non-individual enterprises, at least 51% of the shareholding and controlling stake should be held by either an SC/ST or Woman entrepreneur.

#### **Benefits**

## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

Facilitation of composite loan (inclusive of term loan and working capital) between ₹10 Lakh and ₹100 Lakh. Rupay debit card to be issued for convenience of the borrower.

The web portal by SIDBI provides hand-holding support through a network of agencies engaged in training, skill development, mentoring, project report preparation, application filling, work shed / utility support services, subsidy schemes etc.

### **Eligibility**

- Finance is provided for Greenfield Enterprises.
- If the applicant is a male, he must be from SC / ST category.
- The age of the applicant must be at least 18 years.
- The applicant must not be in default to any bank/financial institution

### **Process:**

1. The first step is to visit the official portal of StandUp India at: <https://www.standupmitra.in/Login/Register>
2. Enter the full details of the business location.
3. Select the category between SC, ST, Woman, and whether the stake held is 51% or higher.
4. Select the nature of the proposed business; the loan amount desired description of the business, the details of the premises, etc.
5. Populate the fields with past business experience, including tenure.
6. Select the need for hand-holding is required.
7. Enter all the personal details sought, which include the name of the enterprise and the constitution.
8. The last step is to select the register button to complete the process

Once you have completed registration, you are eligible to initiate the StandUp India Loan Application process with the respective financial institution for the officials to contact you for completing the StandUp India Loan Process and requisite formalities.

### **Documents required**

1. Proof of Identity: Voter's ID Card / Passport / Driving License / PAN Card / Signature identification from present bankers of proprietor, partner of director ( if a company)
2. Proof of Residence: Recent telephone bills, electricity bill, property tax receipt /Passport / voter's ID Card of Proprietor, partner of Director (if a company)
3. Proof of Business Address
4. Proof that the applicant is not a defaulter in any Bank / Financial Institution
5. Memorandum and articles of association of the Company / Partnership Deed of partners etc.
6. Assets and liabilities statement of promoters and guarantors along with latest income tax returns.
7. Rent Agreement (if business premises on rent) and clearance from pollution control board if applicable.
8. SSI / MSME registration (if applicable)
9. Projected balance sheets for the next two years in case of working capital limits and for the period of the loan in case of term loan.
10. Photocopies of lease deeds/ title deeds of all the properties being offered as primary and collateral securities.
11. Documents to establish whether the applicant belongs to SC/ST Category, wherever applicable.
12. Certificate of incorporation from ROC to establish whether majority stake holding in the company is in the hands of a person who belongs to SC/ST/Woman category.

### **For cases with exposure above ₹ 25 Lakhs:**

1. Profile of the unit (includes names of promoters, other directors in the company, the activity being undertaken addresses of all offices and plants, shareholding pattern etc. Last three years balance sheets of the Associate / Group Companies (if any).
2. Project report (for the proposed project if term funding is required) containing details of the machinery to be acquired, from whom to be acquired, price, names of suppliers, financial details like capacity of machines, capacity of utilization assumed, production, sales, projected profit and loss and balance sheets for the tenor of the loan, the details of labour, staff to be hired, basis of assumption of such financial details etc.

3. Manufacturing process if applicable, major profile of executives in the company, any tie-ups, details about raw material used and their suppliers, details about the buyers, details about major-competitors and the company's strength and weaknesses as compared to their competitors etc

### **Let's Sum Up**

Dear Learners, in this second section, we have made an attempt to have an understanding on the overview of stand-up India. Eligibility, document required for applying loan etc..

### **1.3 Aatmanirbhar Bharat Abhiyan**

- ✓ Aatmanirbhar Bharat Abhiyan is the mission started by the Government of India on 13th May 2020, towards making India Self-reliant. The Hon'ble Prime Minister, Shri Narendra Modi announced an economic package of INR 20 lakh crore as aid to support the country in the times of pandemic. It is focused on 5 components – Economy, Infrastructure, Systems, Vibrant Demography and Demand. The Ministry of Tribal Affairs (MOTA) has been actively pursuing the Atma Nirbhar Bharat Abhiyan through envisioning projects and policies that promote self-sustenance and are self-generating for the tribal community of India.
- ✓ MOTA with Sri Sri Institute of Agricultural Sciences and Technology (SSIAST) has launched its Centre of Excellence for natural farming to making tribal farmers self-reliant. The project will train 10,000 tribal farmers in sustainable Natural Farming techniques and will introduce them to marketing opportunities.
- ✓ On Oct. 2nd 2020, MOTA and ASSOCHAM launched the 'Tribal Entrepreneurship Development Program' a three year long initiative focused on socio-economic development of Tribal groups in India. MOTA with FICCI Social Economic and Development Foundation undertook a study on Tribal welfare and Entrepreneurship Development in Jharkhand with the focus of the study was to understanding the present means of livelihood of the tribal community in the two identified districts, identifying the challenges faced by them and recommending suitable strategies to make them self-sustainable.

### 1.3.2 Introduction of Make In India

The 'Make in India' initiative was launched on September 25, 2014, to facilitate investment, foster innovation, build best in class infrastructure and make India a hub for manufacturing, design and innovation. The development of a robust manufacturing sector is a key priority of the Government of India. Make in India was one of the first 'Vocal for Local' initiatives that exposed India's manufacturing domain to the world. The sector has the potential to not only take economic growth to a higher trajectory but also to provide employment to a large pool of our young labour force.

Make in India initiative has significant achievements and presently focuses on the following 27 sectors under Make in India 2.0.1 Manufacturing Sectors Service Sectors

• Aerospace and Defence • Information Technology & Information Technology enabled Services (IT &ITeS) • Automotive and Auto Components • Tourism and Hospitality Services • Pharmaceuticals and Medical Devices • Medical Value Travel • Bio-Technology • Transport and Logistics Services • Capital Goods • Accounting and Finance Services • Textile and Apparels • Audio Visual Services • Chemicals and Petro chemicals • Legal Services • Electronics System Design and Manufacturing (ESDM) • Communication Services • Leather & Footwear • Construction and Related Engineering Services Food Processing • Environmental Services • Gems and Jewellery • Financial Services • Shipping • Education Services Railways • Construction • New and Renewable Energy

### 1.3.2 Main Pillars of 'Make In India'

**1. New Processes:** 'Make in India' recognizes 'ease of doing business' as the single most important factor to promote entrepreneurship. A number of initiatives have already been undertaken to ease the business environment.

**2. New Infrastructure:** Government intends to develop industrial corridors and smart cities, and create world-class infrastructure with state-of-the-art technology and high-speed communication. Innovation and research activities are supported through a fast-paced registration system and improved infrastructure for IPR registration. The requirement of skills for the industry is to be identified and accordingly development of the workforce to be taken up.

**3. New Sectors:** Foreign Direct Investment (FDI) has been opened up in Defence Production, Insurance, Medical Devices, Construction and Railway infrastructure in a big way. Similarly, FDI has been allowed in Insurance and Medical Devices.

**4. New Mindset:** In order to partner with industry for the economic development of the country, the Government shall act as a facilitator and not a regulator.

### **1.3.3 some Major Initiatives Taken To Enable Make In India**

**1. Production linked Incentive (PLI) Schemes:** Keeping in view India's vision of becoming Aatmanirbhar and enhancing India's manufacturing capabilities and exports, an outlay of INR 1.97 lakh crore (over US\$ 26 billion) has been announced in the Union Budget 2021-22 for PLI schemes for 14 key sectors of manufacturing, starting from fiscal year (FY) 2021-22.

**2. PM GatiShakti & National Logistics Policy:** The PM GatiShakti is the first of its kind initiative by the government to develop a multimodal logistics infrastructure for national transformation. Along with that, the recently launched National Logistics Policy aims to reduce logistics costs by almost 10% over the next few years.

**3. Industrialization and Urbanization:** Government of India is developing various Industrial Corridor Projects as part of National Industrial Corridor Programme which is aimed at development of Greenfield industrial regions/nodes which can compete with the best manufacturing and investment destinations in the world. GoI has accorded approval for development of 11 Industrial corridors (32 projects) in four Phases. 2

**4. New Design, Innovation and R&D:** India is the third largest tech-driven Start-up ecosystem globally with over 79,100 Startups. "Start-up India" initiative was launched aiming at fostering entrepreneurship and promoting innovation by creating an ecosystem that is conducive to the growth of Startups.

**5. Discount on Tax:** Tax rates were rationalized to boost the Make in India initiative. India now has one of the Lowest Tax Rates in Asia, making it one of the most competitive Global Economies.

### **1.3.4 RECORD FDI TO BOOST MAKE IN INDIA**

The Government of India is making continuous efforts under Investment Facilitation for implementation of Make in India action plans to identify potential investors. Support is being provided to Indian Missions abroad and State Governments for organizing events, summits, road-shows and other promotional activities to attract investment in the country under the Make in India banner.

## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

India has recorded highest ever annual FDI inflow of USD 83.57 billion in the Financial Year 2021-22 as compared to US \$ 45.15 billion in 2014-2015. In the financial years 2014-2020, India had received FDI inflow worth US\$ 358.30 billion which is 53 per cent of the FDI reported in the last 20 years (US\$ 681.87 billion).

India is rapidly emerging as a preferred country for foreign investments in the manufacturing sector. FDI Equity inflow in Manufacturing Sectors has increased by 76% in FY 2021-22 (USD 21.34 billion) compared to the previous FY 2020-21 (USD 12.09 billion).

Major Achievements under Make in India • As per Economic Survey 2021-22, in spite of COVID-related disruptions, there is a trend of the positive overall growth of gross value addition (GVA) in the manufacturing sector. The total employment in this sector has increased from 57 million in the year 2017-18 to 62.4 million in the year 2019-20.3 • Powered by indigenously produced vaccines, India not only achieved COVID-19 vaccination coverage in record time but also became a major exporter of much-needed life-saving vaccines to many developing and under developed countries across the world. • Vande Bharat trains, India's first indigenous Semi High Speed train featuring state-of-the-art coaches and providing an entirely new travel experience to passengers, is a stellar example of the 'Make in India' success story. • INS Vikrant is India's first domestically made aircraft carrier. India is achieving new milestones in defence production to reduce imports and be atmanirbhar in this core sector

### **Let's Sum Up**

Dear Learners, in this third section, we have made an attempt to have an understanding on the overview of make India and main pillar of make in India ,some major initiatives taken to make india.

#### **1.5.1 ASPIRE Scheme**

A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE) is an initiative of Government of India and promoted by the Ministry of Micro, Small and Medium Enterprises (MSME). It was launched to set up incubation centres and network of technology centres for enhancing entrepreneurship across India. It seeks to promote start-ups for innovation in the agro-industry.



In India, the majority of the population is dependent on the agriculture industry even to this day. The Government introduced many schemes with innovative initiatives, yet poverty and unemployment problems prevail across the country. To curb this, the Government launched this scheme to generate employment and set up enterprises in the agriculture industry.

ASPIRE was launched in 2015 to provide knowledge to the entrepreneurs for starting up their businesses and becoming job providers. It was introduced to create new jobs and promote start-up enterprises for innovation in rural areas and traditional agro-industries.

ASPIRE aims to impart the necessary skill set required for setting up a business enterprise and assist during their critical period to ensure self-sustainability. This scheme also facilitates the available market linkages to the entrepreneurs. It was launched keeping in mind the 'Make in India' call, which identifies and creates a favorable ecosystem for encouraging start-ups and driving the manufacturing units and sustained employment opportunities

### **1.5.2 Objectives of ASPIRE Scheme**

The objectives of ASPIRE are:

- Creation of new jobs and reducing unemployment
- Grassroots economic development at the district level
- Promoting entrepreneurship culture in India
- Facilitating innovative business solutions for meeting the social needs of the people
- Promoting innovation for further strengthening the competitiveness in the MSME sector

### **1.5.3 Scope of ASPIRE**

The assistance provided under this scheme is used for the following purposes:

- Automation of agricultural practices and related activities.

## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

- Addition of value for agriculture and forest produce.
- Recycling of agricultural pre/post-harvest wastages, animal husbandry, off-farm but linked to farm activities, etc.
- Business models for value addition and aggregation relevant for rural areas, for social impact and the generation of local employment in rural areas.

### ***1.5.4 Eligibility for ASPIRE Scheme***

The following are eligible for obtaining the benefits under ASPIRE-

- Any entrepreneur who intends to set up start-ups.
- Any technical/university/research institutes including those in the field of rural and agro-based industry.
- All MSMEs with Entrepreneurs Memorandum Registration.
- Any institute/agency under the Government of India or any State Government in the field of technology, business management, rural development and entrepreneur development or any body corporate under Public-Private Partnership (PPP) mode can set up Livelihood Business Incubation (LBI).
- Any existing incubation centres operating under different Ministries and Departments of Government of India and institutions which include National/Regional level institutions of Government of India or any State Government for setting up centres dedicated to incubation and enterprise creation in the area of agro-based industries.
- Any new incubation centres to be set up by eligible private institutions including industry associations along with academic institutions, universities, government entities, R&D laboratories and technology parks.

The application for this scheme is to be submitted to the Aspire Scheme Steering Committee of the Ministry of MSME. Scheme Steering Committee is responsible for coordination, overall policy and management support.

### **1.5.5 Components of ASPIRE Scheme**

The components of this scheme are-

#### **Livelihood Business Incubation (LBI)**

The main objective of Livelihood Business Incubation is setting up business incubators to incubate, provide skill development training to youth, impart entrepreneurship and facilitate funding for empowering the entrepreneurs to set up their business enterprises. The main focus of these incubators is creating jobs at the local level and reducing unemployment. These incubators create a favourable ecosystem for the development of entrepreneurship in the country. The LBI's create enterprises on a large scale by taking up those commercial activities which are already established.

#### **Technology Business Incubation (TBI)**

Technology Business Incubators are an effective economic development tool. TBI promotes the growth of an enterprise through the application of technology, innovation and supporting economic development strategies for small business development. They also encourage growth in local economies and provide mechanisms for technology transfer.

The TBI's mainly focus on those technologies that require support for commercialisation and future proliferation. The programmes under TBI include support and setting up incubation centres, incubation of ideas, creation of business enterprises out of innovative ideas and accelerator programmes for incubators.

#### **Start-up Promotion through Small Industries Development Bank of India (SIDBI)**

The Small Industries Development Bank of India (SIDBI) enables ideas/innovations that have creativity and scalability to come ahead and convert these into commercially viable enterprises within a specified period with specific outcomes through innovative means of finance. The innovative means of finance of SIDBI include equity, quasi-equity, venture

## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

capital fund, angel fund, challenge fund, impact fund, etc. A fund of funds is also created under SIDBI for achieving the purpose of converting ideas/innovations into commercially viable enterprises.

This component targets knowledge initiatives which require support and nurture to succeed in the development of technology. It also targets the business enterprises in the areas of innovation, accelerator support in Agro-based Industry vertices, entrepreneurship and forward-backwards linkage with multiple value chains of manufacturing and service delivery.

### ***1.5.6 Nature of Assistance under ASPIRE***

The nature of assistance provided under ASPIRE are-

- For the LBI which is to be set up by – National Small Industries Corporation (NSIC) or – Coir Board or – Khadi and Village Industries Commission (KVIC) or – Any other institution or agency of the Government of India/ State Government on its own or by any agency

A one time grant of 100% of the cost of Plant and Machinery other than infrastructure and land or an amount of up to Rs.100 lakh, whichever is less is provided.

- For setting up of incubation centres under PPP mode with – National Small Industries Corporation (NSIC) or – Coir Board or – Khadi and Village Industries Commission (KVIC) or – Any other institution or agency of the Government of India/ State Government on its own or by any agency

A one time grant of 50% of the cost of Plant and Machinery other than infrastructure and land or an amount of up to Rs.50 lakh, whichever is less is provided.

- For supporting existing incubation centres under TBI by various Ministries or Departments or Government funded institutions such as – Department of Science & Technology – Department of Biotechnology – The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) – The Indian Council of Agricultural Research (ICAR)

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A one time grant of 50% of Plant and Machinery other than infrastructure and land or an amount of up to Rs.30 lakh, whichever is less is provided to set up centres dedicated to enterprise creation and incubation in the area of Agro-based Industry.

- For setting up of new incubation centres under TBI by eligible agencies dedicated to enterprise creation and incubation in the area of Agro-based Industry, a one time grant of 50% of Plant and Machinery other than infrastructure and land or an amount of up to Rs.100 lakh, whichever is less is provided.

### **1.5.7 Funding Pattern Of ASPIRE**

The budget of 2014-2015 allocated a corpus of Rs.200 crore to ASPIRE. The budget of 2019 proposed to set up 80 LBI and 20 TBI in 2019-20 under this scheme. The allocation of the corpus of this scheme are as follows-

<b>Sl.No</b>	<b>Items</b>	<b>Amount</b>
1	Creation, maintenance and updation of the database of the Technology Centres network	Rs.2 crore
2	Capacity Building, including Engagement of Consultants, Surveys, Awards, Exposure Visits, Studies, Monitoring and Evaluation, etc.	Rs.17.75 crore
3	Fund for setting up of Incubation Centres by NSIC, Coir Board, KVIC or any other institution or agency of the Government of India/State Government	Rs.62.50 crore
4	Fund for setting up of Technology Incubation Centres (TBI)	Rs.61.50 crore

5	Administrative cost @ 10% of the item mentioned in the 3rd row of this table above	Rs.6.25 crore
6	Fund of Funds for Start-ups to be managed by SIDBI	Rs.60 crore

### **Let's Sum Up**

Dear Learners, in this fifth section, we have made an attempt to have an understanding on the over view of ASPIRE scheme , objectives , scope , eligibility ,components and nature assistance the ASPIRE.

#### **1.6.1 MUDRA**

MUDRA, which stands for Micro Units Development & Refinance Agency Ltd., is a new instant being set up by Government of India for development and refinancing advice reeling to micro units. It was announced by the Hon'ble Finance Minister while present the Union Budget for FY 2016. The purpose of MUDRA is to provide funding to the non corporate small business sector.

What are the offerings of MUDRA? How will MUDRA function?

Under the aegis of Pradhan Mantri MUDRA Yojana, MUDRA has already created its inial products / schemes. The intervenons have been named 'Shishu', 'Kishor' and 'Tarun' to signify the stage of growth / development and funding needs of the beneficiary micro unit / entrepreneur and also provide a reference point for the next phase of graduaon / growth to look forward to :

- a. Shishu : Covering loans upto 50,000/-
- b. Kishor : Covering loans above 50,000/- and upto 5 lakh
- c. Tarun : Covering loans above 5 lakh to 10 lakh

MUDRA will be operang as a refinancing instuon through state/regional level intermediaries. MUDRA's delivery channel is conceived to be through the route of refinance primarily to NBFCs / MFIs, besides other intermediaries including banks, Primary Lending Instuons, etc.

At the same time, there is a need to develop and expand the delivery channel at the ground level. In this context, there is already in existence, a large number of 'Last Mile Financiers' in the form of companies, trusts, societies, associations and other networks which are providing informal finance to small businesses.

### **1.6.2 Who are the target Clients of MUDRA/ What kind of Borrowers are Eligible for Assistance from MUDRA?**

- Artisans • Master craft person • Micro Small & Medium Entrepreneurs Handicraft Unit • National Award • Proprietorship / Partnership firms running as small manufacturing Handicraft units

#### **Major Craft to be covered under Scheme**

- Carpet & other floor covering • Art Metal ware • Wood wares • Hand printed Textile scarves • Embroidered & Crocheted goods • Shawls as art ware • Zari & Zari goods • Imitation Jewellery • Cane & Bamboo

#### **Mudra Card**

A hassle free and flexible credit product.

- Meets the working capital needs of the unit.
- Issued by a Bank either directly or in association with MFIs.
- Issued as 'RuPay' Debit Card.
- Cash can be withdrawn from any ATM or purchases from merchandise using POS machines

### **1.6.2 Mudra loan for women**

The efficacy of Mudra loans emerges as a compelling statistical testament to India's commitment to fostering small businesses. With a staggering 6.48 crore (64.8 million) Mudra loans disbursed till date, these loans have become a critical catalyst for the growth and sustenance of small-scale enterprises across the nation. As we delve into this discourse, it is imperative to underscore not only the sheer numerical magnitude but also the socio-economic implications that Mudra loans carry.

## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

Women entrepreneurs, armed with Mudra loans, have not only spearheaded economic growth but have also ushered in a wave of gender empowerment, challenging traditional roles and contributing substantively to the nation's socio-economic fabric. Their remarkable journey underscores the fact that financial inclusion and gender parity are inextricably intertwined.

As we delve deeper into the multifaceted world of Mudra loans and their transformative impact, this narrative unfolds to reveal not only statistical milestones but also stories of resilience, ambition, and economic empowerment. To comprehend the intricate web of implications and opportunities, join us in exploring the multifarious dimensions of Mudra loans and women's entrepreneurship, driving India's economic growth.

### **The Current Landscape of Women Entrepreneurship in India**

Statistical data reveals a dynamic landscape for women entrepreneurs in India. As of my last knowledge update in September 2021, women-owned enterprises in India were making significant strides, contributing substantially to the nation's economic development. Here are some key statistics:

While these numbers showcase progress, women entrepreneurs continue to grapple with several challenges and barriers:

- **Access to Finance:** Securing capital remains a significant hurdle, as women-owned businesses often face limited access to loans and investment opportunities.
- **Gender Bias:** Prevalent gender stereotypes and biases can hinder women's ability to network, access mentors, and negotiate business deals effectively.
- **Balancing Responsibilities:** Striking a balance between entrepreneurial pursuits and traditional domestic roles can be daunting, impacting business continuity.
- **Market Access:** Limited access to markets and distribution networks can hinder growth prospects for women entrepreneurs.





## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

- **Tech Literacy:** In a digital age, the gender gap in tech literacy can be a barrier to utilizing digital tools for business expansion.

### **Understanding Mudra Loans: Fostering Entrepreneurship**

Infographic 1: Types of Mudra Loan Categories

#### **Shishu Category:**

- Loan Amount: Up to Rs. 50,000
- Ideal for micro-businesses
- Easy eligibility for small startups

#### **Kishor Category:**

- Loan Amount: Rs. 50,001 to Rs. 5,00,000
- Suitable for moderate-scale ventures
- Requirements vary by lending institution

#### **Tarun Category:**

- Loan Amount: Rs. 5,00,001 to Rs. 10,00,000
- For ambitious enterprises
- Eligibility tailored to business scale

Mudra loans, an acronym for Micro-Units Development and Refinance Agency loans, have emerged as a crucial financial instrument in India's pursuit of fostering entrepreneurship and promoting small businesses. These loans are categorized into

three segments: Shishu, Kishor, and Tarun, each tailored to meet the diverse financial needs of aspiring entrepreneurs.

Mudra Loan Categories:

- **Shishu:** This category caters to budding entrepreneurs seeking a modest financial boost for their micro-enterprises. Shishu loans typically offer credit up to Rs. 50,000.
- **Kishor:** Entrepreneurs in need of moderate capital infusion can turn to Kishor loans, which provide support ranging from Rs. 50,001 to Rs. 5,00,000.
- **Tarun:** For those with more ambitious business aspirations, Tarun loans extend financial assistance ranging from Rs. 5,00,001 to Rs. 10,00,000.

**4.6.2 Key Features of Mudra Loans:**

Aspect	Details
Loan Amount	Shishu: Up to Rs. 50,000 Kishor: Rs. 50,001 to Rs. 5,00,000 Tarun: Rs. 5,00,001 to Rs. 10,00,000
Interest Rates	Vary depending on the lending institution, but typically competitive within the market.

<b>Eligibility Criteria</b>	<b>Individuals, sole proprietors, partnership firms, limited liability partnerships, private and public limited companies, and more can apply. The nature and scale of the business influence eligibility.</b>
<b>Repayment Tenure</b>	<b>Flexible, with repayment terms varying based on the borrower`s cash flow and business cycle.</b>

Mudra loans are proving significantly important in addressing the financial needs of micro and small enterprises, specifically those that are led by women. These loans are providing them with the necessary financial resources and contributing to economic growth by fostering innovation, employment generation, and economic diversification.

### **1.6.3 Empowering Women Entrepreneurs with Mudra Loans**

The impact of Mudra loans on women entrepreneurs in India is nothing short of remarkable. These loans have been pivotal in breaking down barriers and enabling women to step into the entrepreneurial realm. Let`s explore this transformation through a statistical lens and share inspiring success stories:

#### **Statistical Snapshot of Women Empowered by Mudra Loans:**

- Over 65% of Mudra loan beneficiaries are women, reflecting their increasing participation in entrepreneurship.
- More than 3.5 crore (35 million) women entrepreneurs have availed of Mudra loans, charting their course towards self-reliance.

#### **Success Stories:**

## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

- **Sarita Devi** - A Shishu loan recipient, Sarita Devi, a rural homemaker, ventured into dairy farming. With a loan of Rs. 30,000, she purchased cattle and established a sustainable source of income for her family.
- **Rajani Sharma** - Kishor category beneficiary, Rajani Sharma, launched her clothing boutique with a Rs. 2,00,000 loan. Her enterprise not only generated employment but also contributed to her community's fashion culture.
- **Neha Singh** - Tarun loan recipient Neha Singh leveraged a Rs. 7,00,000 loan to set up a food processing unit. Her venture, specializing in traditional snacks, not only preserved local culinary traditions but also created job opportunities for women in her village.

The above success stories clearly define how Mudra loans empower women to deal with socio-economic constraints. By providing financial support, Mudra loans have enabled women to pursue their entrepreneurial dreams, which, in turn, has contributed to the growth of local economies and the nation as a whole.

### ***1.6.4 Advantages of Mudra Loans for Women Entrepreneurs***

#### **Infographic 3: Benefits of Mudra Loan for Women Entrepreneurs**

##### Financial Inclusion

- Access to Affordable Capital
- Business Expansion Opportunities
- Empowerment and Independence
- Job Creation
- Economic Growth

- Gender Equality Promotion

Mudra loans have emerged as a beacon of hope for women entrepreneurs in India, offering a range of distinct advantages that not only foster gender equality in entrepreneurship but also catalyze economic growth:

**Lower Interest Rates and Customized Schemes:**

- Mudra loans often come with lower interest rates compared to traditional financing options. This makes borrowing more affordable for women entrepreneurs, reducing the financial burden associated with starting or expanding a business.
- Schemes under Mudra are tailored to the unique needs of women, recognizing their varied entrepreneurial pursuits, from micro-enterprises to larger ventures. These customized schemes ensure that women have access to financial resources that align with their business goals.

**Financial Inclusion:**

Mudra loans play a pivotal role in bridging the gender gap in entrepreneurship. By providing women with access to formal financial institutions, these loans promote financial inclusion, allowing women to build credit histories and strengthen their financial profiles.

**1.6.5 Empowering Entrepreneurship:**

By facilitating easy access to capital, Mudra loans empower women to pursue diverse business opportunities. Whether it's starting a small-scale manufacturing unit, launching a boutique, or venturing into agri-business, these loans enable women to translate their entrepreneurial visions into reality.

**Job Creation:**

## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

With the support of Mudra loans, women entrepreneurs are creating job opportunities for themselves as well as others. This job creation is also aiding the local communities, contributing to economic development.

### **Economic Growth:**

The gender-inclusive approach of Mudra loans helps unleash the full potential of India's female workforce, which, in turn, fuels economic growth. Women-led businesses contribute significantly to GDP and bolster the nation's entrepreneurial ecosystem.

### **Gender Equality:**

Mudra loans represent a significant step towards gender equality in entrepreneurship, challenging traditional stereotypes and promoting women as capable and successful business leaders.

### ***1.6.6 Steps to Apply for a Mudra Loan***

#### **Infographic 2: Steps to Apply for a Mudra Loan**

- Step 1: Self-Assessment
- Step 2: Business Plan
- Step 3: Choose a Lender
- Step 4: Gather Documents
- Step 5: Loan Application
- Step 6: Submit Application
- Step 7: Assessment and Verification
- Step 8: Loan Approval



## ***CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT***

- Step 9: Loan Utilization
- Step 10: Repayment
- Applying for a Mudra loan as a woman entrepreneur can be a transformative step towards realizing your business aspirations. Here`s a step-by-step for applying for a mudra loan.

### **Step 1: Self-Assessment**

Before applying, assess your business idea and financial needs. Determine the loan category (Shishu, Kishor, or Tarun) that aligns with your requirements.

### **Step 2: Business Plan**

Develop a comprehensive business plan that outlines your venture`s objectives, financial projections, and how the loan will be utilized. A well-structured plan demonstrates your commitment and vision to potential lenders.

### **Step 3: Choose a Lender**

Identify a financial institution that offers Mudra loans, such as banks, microfinance institutions, or non-banking financial companies (NBFCs). Research their specific Mudra loan schemes and eligibility criteria.

### **Step 4: Gather Documents**

Collect the necessary documentation, which typically includes proof of identity, address, business plan, and other documents specific to the lender`s requirements.

### **Step 5: Loan Application**

Obtain the Mudra loan application form from your chosen lender or through their online portal. Fill it out accurately and completely, providing all required information.

**Step 6: Submit Application**

Submit your application along with the supporting documents to the chosen lender. Ensure all documents are well-organized and verifiable.

**Step 7: Assessment and Verification**

The lender will assess your application, including your business plan and financial stability. They may conduct background checks and verify the details provided.

**Step 8: Loan Approval**

Once you get the approval, the lender will tell you the loan specification on how much money you`ll get, how much you`ll pay in interest, and when you need to pay it back.

**Step 9: Loan Utilization**

Use the disbursed funds for the intended business purposes outlined in your plan. Maintain proper records of expenditure for transparency.

**Step 10: Repayment**

Adhere to the repayment schedule and make timely payments to build a positive credit history. This also enhances your eligibility for future financial assistance.

**1.6.7 Tips and Best Practices**

By following the below tips, women entrepreneurs can navigate the Mudra loan application process effectively and increase their chances of securing the financial support needed to pursue their entrepreneurial dreams.

- Maintain a good credit history by paying bills and loans promptly.



## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

- Build a strong business plan that clearly outlines your business goals and financial projections.
- Be prepared to demonstrate your commitment to the business by investing some of your own capital.
- Seek guidance from business mentors or financial advisors to strengthen your loan application.
- Keep your personal and business finances separate to maintain financial clarity.

### **Let's Sum Up**

Dear Learners, in this sixth section, we have made an attempt to have an understanding on the Mudra scheme and eligibility.

#### **1.7. Introduction to Women Entrepreneurs**

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. According to European Commission “a female entrepreneur is a woman who has created a business in which she has a majority shareholding and who takes an active interest in the decision-making, risk-taking and daytoday management. A woman entrepreneur is therefore a confident, creative and innovative woman desiring economic independence individually and simultaneously creating employment opportunities for others.

Stand-Up India Scheme Features Title of the Scheme Stand-Up India Scheme for financing SC/ST and/or Women Entrepreneurs.

Objective The objective of the Stand-Up India scheme is to facilitate bank loans between

□ 10 lakh and

□ 1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a greenfield enterprise.

## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

This enterprise may be in manufacturing, services or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or Woman entrepreneur.

### **1.7.1 Eligibility**

1. SC/ST and/or woman entrepreneurs, above 18 years of age.
2. Loans under the scheme is available for only green field project. Green field signifies, in this context, the first time venture of the beneficiary in the manufacturing or services or trading sector.
3. In case of non-individual enterprises, 51% of the shareholding and controlling stake should be held by either SC/ST and/or Women Entrepreneur.
4. Borrower should not be in default to any bank/financial institution.

#### **Nature of Loan**

Composite loan (inclusive of term loan and working capital) between

- 10 lakh and upto □ 100 lakh.

Purpose of Loan For setting up a new enterprise in manufacturing, trading or services sector by SC/ST/Women entrepreneur.

#### **Size of Loan**

Composite loan of 75% of the project cost inclusive of term loan and working capital. The stipulation of the loan being expected to cover 75% of the project cost would not apply if the borrower's contribution along with convergence support from any other schemes exceeds 25% of the project cost.

#### **Interest Rate**

The rate of interest would be lowest applicable rate of the bank for that category (rating category) not to exceed (base rate (MCLR) + 3%+ tenor premium).

### **Security**

Besides primary security, the loan may be secured by collateral security or guarantee of Credit Guarantee Fund Scheme for Stand-Up India Loans (CGFSIL) as decided by the banks. **Repayment**

The loan is repayable in 7 years with a maximum moratorium period of 18 months. Working Capital For drawal of Working capital upto

- 10 lakh, the same may be sanctioned by way of overdraft. Rupay debit card to be issued for convenience of the borrower. Working capital limit above
- 10 lakh to be sanctioned by way of Cash Credit limit.

**Margin Money** The Scheme envisages 25% margin money which can be provided in convergence with eligible Central / State schemes. While such schemes can be drawn upon for availing admissible subsidies or for meeting margin money requirements, in all cases, the borrower shall be required to bring in minimum of 10% of the project cost as own contribution.

### **Success story**

Mrs. Suma K T from Tripunithura, Kerala was engaged in production and manufacture of paper cartons and paper products. But, due to heavy competition in this field, she was unable to achieve decent profits. She then approached Bank of Baroda for modernization of the unit by installing the latest state of art technology laser cutting machines, which would diversify and enhance the quality of the products produced. The proposal was considered favourably, pre sanction inspection conducted, assessment was made and loan was sanctioned for Rs. 75 lakhs term loan and Rs.10 lakhs working capital limit. Now, Mrs. Suma is having several orders on hand. She has commenced repayment of the loan and is a successful entrepreneur.

### **1.7 Meaning of women entrepreneurs:**

Women entrepreneurs are playing a key role in the economic development of any developing country. They have been recognized as an important source of economic growth. Women entrepreneurs are creating new jobs not only for themselves but also for others. They contribute to the economic well being of the family and communities, women empowerment and reduction of poverty and thus the role of women entrepreneurs in economic development is inevitable. Their role is also being recognised by governments and other non-governmental organizations (NGOs), across the globe, through the promotion of various schemes, incentives and plans.

#### **1.7.1 Definition**

*-Kamal Singh, a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”*

#### **1.7.2 Characteristics of Woman Entrepreneur**

A woman entrepreneur has to perform all the activities involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis etc. The following are the important characteristics of women entrepreneur:

**1) Employment to women:** A woman entrepreneur provides at least 51% of the employment generated in her enterprise to women. Thus she plays a key role in the economic development of a country by generating employment opportunities for the women in the society.

**2) Risk Taker:** Woman entrepreneur assumes the risk of the business. Risk means uncertainty. It is the condition of not knowing the outcome of a decision or activity. She takes calculated risk and faces uncertainty confidently and assumes risk.

**3) Good Organizer:** Women entrepreneurs have remarkable skills in organizing work and people. They make objective selection of individuals in conformity with their skill in solving specific problem. They bring together various factors of production, minimize losses and reduce the cost of production. A woman entrepreneur formulates business plans and ensures their execution. She combines various factors of production and then produces a product for market.

**4) Foresight:** Women entrepreneurs have a good foresight to know about future business environment. In other words, they well visualize the likely changes to take place in market, consumer attitude and taste, technological developments etc. and take necessary and timely actions accordingly.

**5) Decision Maker:** A woman entrepreneur has to take various decisions in performing activities of her enterprise. Therefore she must be innovative in decision making process. The true entrepreneurship requires creative decision making, rational approach, problem solving ability and ability to take quick and correct decision. The profitability and productivity of an enterprise directly depends upon the decision making capacity of an entrepreneur.

**6) Self-Confident:** A woman entrepreneur should be self confident. She must have faith in herself and in her abilities. She should have ability to tackle the problems independently with confidence. Only a self confident entrepreneur can trust others and can delegate authority to others. She should have the confidence to implement the change with her relevant knowledge, skills and experience.

**7) Visionary:** Vision is the ability to see the end result of goals while striving to achieve them. Every entrepreneur has a vision for growth and development. A woman entrepreneur incubates new ideas, starts her enterprise with these ideas and provides added value to society based on her independent initiative. With persistence and determination, the she develops strategies to change the vision into reality.

**8) Hard Work:** Women entrepreneurs work very hard to succeed. Most of women entrepreneurs work hard in the beginning and thus same becomes their habit for the lifetime because they believe that hard work is the key to success.

**9) Optimistic:** Women entrepreneurs are optimistic in their approach. They do not get disturbed by the present problems faced by them. They become optimistic for future that the situations will become favorable to business in future.

**10) Creative:** An entrepreneur must have the qualities of creative thinker. A woman entrepreneur must be reasonably intelligent and should have creative thinking so that she must be able to solve various problems and handle the critical situations in order to deal with them.

**11) Interpersonal Skills:** A woman entrepreneur is a person who comes across with different persons. She has to deal with many types of persons. She is the person who gets the things done through with the help of others. So a successful woman entrepreneur possesses the interpersonal skills of dealing with people.

**12) Leadership and Team Spirit:** A woman entrepreneur must have the ability to build successful teams and thus working in teams. She should be good at building and managing successful teams. Leadership quality is the most important characteristic of a woman entrepreneur. It is the process of influencing and supporting others to work enthusiastically towards achieving objectives.

### **1.7.3 Problems faced by Women Entrepreneurs**

Women entrepreneurs faced many problems in their efforts to develop the enterprise they have established. Basically, women entrepreneurs encounter two types of problems: general problems of entrepreneurs and problems specific to women entrepreneurs. The main problems faced by women entrepreneurs may be analyzed as follows:

**1) Problems of Finance:** Finance is regarded as the 'life-blood' for any organization whether it is big or small. Obtaining bankers' support, managing the working capital, deficiency of credit resources are the problems which still remain in the domain of males. Studies have shown that even educated modern women entrepreneurs in advanced and developing economies experienced difficulties in obtaining loans. Banks discourage women borrowers believing that they will leave their business and become housewives again. Although the procedure of obtaining the loan has been simplified to a great extent but for women it still remain a challenge. Thus, women entrepreneur fall due to the shortage of finance.

**2) Scarcity of Raw material:** women entrepreneurs find it difficult to obtain raw materials and other necessary inputs. The failure of many co-operatives in 1971, such as those engaged in business basket making was mainly due to the insufficient availability of forest-based raw material. High prices of raw materials and getting raw material at the minimum of discount are the major problems which are faced by entrepreneurs.

**3) Competition:** Many of the women enterprise has unorganized set up. They have to face severe competition from well settled industries. So this type of cut-throat competition, results in the liquidation of women enterprise.

**4) Lack of Education:** In India literacy percentage among women is very low. Due to lack of proper education majority of women are not aware about the latest technological developments, marketing knowledge, innovative schemes, alternative markets etc. Lack of information and experience creates problems in setting up and running of business enterprises.

**5) Low Risk-bearing Ability:** Women have as compare to men, low ability to bear economic and other risks because they have led a protected life. Many times they face bias attitude in the selection of entrepreneurial training. All these dim their capacity to bear risk involved in carrying an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur.

**6) Family Responsibilities:** in India, it is mainly a duty of women to look after the kids and other members of the family. Her commitment in family leaves little energy and time for business. In case of married women, she has to maintain a balance between her business and family. Their success in this regard also depends upon supporting husband and family. Without the support and approval of husband, the female entrepreneur cannot succeed. Accordingly, the educational level and family background of husband positively influence women entry into business.

**7) Male-dominated Society:** The constitution of India speaks of equality between male and female. But in reality, women are looked upon as weak section of society in all respects. Women are not treated equal to men. Thus, in turn, serves as a barrier to women entry into business.

**8) Absence of Entrepreneurial Aptitude:** as per study, involvement of women in the small scale sector as owners stands at mere 7 percent. Many women take the training by attending the Entrepreneurship Development Programmes without an entrepreneurial bent of mind.

**9) Inefficient Arrangements for Marketing and Sale:** For marketing the products women entrepreneurs have to be dependent upon middlemen who add heavy profit of margin and that is the main reason for higher selling prices of their product. Although the middlemen exploit the women entrepreneur, elimination of middlemen is difficult, because it involves a lot of running about. Further, women entrepreneur find it difficult to capture the market and make their products popular. In order to make company successful and profitable, the entrepreneur must be able to sell his product and services. To attain this purpose access of market is essential as access to finance. Women entrepreneurs, by and large continue to face the problem of marketing of their products. So it is one of the main problems for women entrepreneurs.



In addition to the above problems, inadequate infrastructure, shortage of power and technical know-how, lack of training, credit facilities and other economic and social barriers have restricted the growth of Women Entrepreneurship in India.

#### **1.7.4 Role of Women Entrepreneur Associations**

At national and international level, few associations have set up keeping in view the growth of women entrepreneurs. Basic objectives to set these associations are to create congenial environment for developing women entrepreneurship in rural and urban areas. The objectives to form these associations are followings.

- 1) To organize entrepreneurial development for women.
- 2) To develop self confidence and hope among women entrepreneurs.
- 3) To organize seminars and conferences on entrepreneurship with the help of other national and international organizations.
- 4) To perform other activities to improve the operational efficiency of women entrepreneurs.
- 5) To secure wider dispersal of entrepreneurship among women.
- 6) To secure various concessions, subsidies and assistance for women entrepreneurs.
- 7) To solve and present the problems of women entrepreneurs before the concerned authorities for consideration and redressal.

Government of India has also initiate various training and development cum generation programmes for the women entrepreneurs during Five- Year Plans. Government of India also added a prestigious chapter 'Integration of Women in Development' in the Seventh Five- year plan. The major suggestion of this chapter given below:

- It was suggested that efforts should be made to enhance their efficiency and productivity through latest technologies, equipments and practice.
- It was suggested to involve the women in decision-making process.
- It is also one of the important suggestions to impart training facilities for women that will instill confidence and skills.
- It was suggested to ensure women participation in all major development programs of the country.
- It was suggested in the chapter to provide the required assistance for marketing the products made by women entrepreneurs.

In Eight Five-Year Plan, Government of India also proposes special programmes to increase employment and income generating activities for women in rural areas. Some plans were introduced for exclusively for women's. These were:

- To develop entrepreneurial qualities among women Prime Minister Rojgar Yojna and Entrepreneurial development programmes were introduced.
- KVIC took special measure to generate employment opportunities for women in remote area.
- To train women farmers 'women in Agriculture' scheme was introduced.
- For full financial support and to help women in primary sector industries like dairy farming, poultry, animal husbandry, horticulture etc, several women co-operative schemes were launched.

### **1.7.8 Impact Of Women Entrepreneur**

#### **1. Economic Growth:**

- **Business Creation:** Women entrepreneurs establish new businesses, which contribute to economic growth by increasing the number of active enterprises in the economy.
- **GDP Contribution:** The businesses created and run by women contribute to the Gross Domestic Product (GDP) of their countries.

#### **2. Job Creation:**

- **Employment Opportunities:** Women-owned businesses generate employment opportunities, not only for themselves but also for others, thereby reducing unemployment rates.
- **Diverse Workforce:** Women entrepreneurs often create inclusive workplaces, contributing to a more diverse workforce.

#### **3. Innovation and Diversification:**

- **Innovation:** Women entrepreneurs bring unique perspectives and innovative ideas to the market, fostering a culture of innovation.
- **Market Expansion:** They often explore and develop niche markets, contributing to economic diversification.

#### **4. Social Impact:**

- **Community Development:** Women entrepreneurs frequently invest in their communities, supporting local development and improving living standards.
- **Role Models:** Successful women entrepreneurs serve as role models, inspiring other women and girls to pursue entrepreneurship, thereby promoting gender equality.

#### **5. Poverty Reduction:**

- **Economic Empowerment:** Entrepreneurship enables women to achieve financial independence and economic empowerment, which can lift families and communities out of poverty.
- **Wealth Distribution:** Increased participation of women in entrepreneurship contributes to a more equitable distribution of wealth.

#### **6. Resilience and Sustainability:**

- **Sustainable Practices:** Women entrepreneurs often adopt sustainable business practices and focus on long-term growth, contributing to sustainable economic development.
- **Economic Resilience:** A diverse and inclusive entrepreneurial ecosystem enhances the overall resilience of the economy to shocks and crises.

#### **7. Global Economic Contribution:**

- **Export Growth:** Women-owned businesses that engage in international trade contribute to export growth and integration into the global economy.
- **Cross-Border Collaboration:** Women entrepreneurs foster cross-border collaborations and partnerships, enhancing global economic ties.

#### **8. Innovation in Traditional and Emerging Sectors:**

- **Sectoral Innovation:** Women entrepreneurs bring innovation to both traditional sectors (such as agriculture and textiles) and emerging sectors (such as technology and renewable energy).

- **Technology Adoption:** Many women-led businesses leverage technology to improve efficiency and reach, contributing to the digital economy.

## **9. Enhancing Economic Competitiveness:**

- **Competitive Advantage:** The inclusion of women entrepreneurs in the economy boosts overall competitiveness by adding diverse skills and perspectives.
- **Improved Business Practices:** Women entrepreneurs often introduce improved business practices and ethical standards, raising the overall quality and reputation of the business environment.

## **Challenges Faced by Women Entrepreneurs**

Despite their significant contributions, women entrepreneurs face several challenges that can hinder their impact:

- **Access to Finance:** Women often face difficulties in securing funding and investment for their businesses.
- **Networking Opportunities:** Limited access to professional networks and mentorship can restrict their business growth.
- **Societal and Cultural Barriers:** Societal norms and cultural expectations can pose obstacles to women pursuing entrepreneurship.
- **Regulatory and Policy Barriers:** Inadequate policies and support structures can limit the growth potential of women-owned businesses.

### **1.7.9 Strategies to Support Women Entrepreneurs**

#### **1. Access to Finance:**

- **Microfinance and Loans:** Provide microfinance and tailored loan products to support women entrepreneurs.
- **Investment Funds:** Establish investment funds specifically aimed at women-owned businesses.

**2. Mentorship and Networking:**

- **Mentorship Programs:** Create mentorship programs that connect women entrepreneurs with experienced business leaders.
- **Networking Events:** Organize networking events and forums to facilitate connections and knowledge sharing.

**3. Training and Education:**

- **Entrepreneurship Training:** Offer training programs focused on business skills, financial literacy, and technology adoption.
- **Leadership Development:** Provide leadership development programs to empower women entrepreneurs.

**4. Policy and Regulatory Support:**

- **Supportive Policies:** Implement policies that promote gender equality in entrepreneurship, such as equal access to resources and markets.
- **Simplified Regulations:** Simplify regulatory requirements for starting and running businesses, particularly for women.

**5. Awareness and Advocacy:**

- **Awareness Campaigns:** Conduct campaigns to raise awareness about the importance of women entrepreneurs and their contributions to the economy.
- **Advocacy Groups:** Support advocacy groups that work towards creating a favorable environment for women entrepreneurs.

**Schemes for women entrepreneurs**

Women entrepreneurs today have successfully tapped into lesser-explored sectors from food, beauty, travel, sanitation, IT, automobile and even innovation. As per the World Bank reports, the GDP of India could grow by 1.5% points, if 50% of the women are a part of the workforce.

The government of India has also stepped up by introducing loan schemes for women. These women entrepreneurs schemes will be quite helpful in getting the financial assistance required for their entrepreneurial journey. Let's have a look at all the government schemes for women entrepreneurs.

### **1.7.10 Women Empowerment Schemes**

Below we have provided a list of government schemes for women entrepreneurs:

- Mudra Loan for Women
- Annapurna Scheme
- Stree Shakti Yojana
- Dena Shakti Scheme
- Bhartiya Mahila Bank Business Loan
- Mahila Udyam Nidhi Yojana
- Orient Mahila Vikas Yojana Scheme
- Cent Kalyani Scheme
- Udyogini Scheme

#### **Let's Sum Up**

Dear Learners, in this seventh section, we have made an attempt to have an understanding on the meaning and definition of women entrepreneurs, what are the problem faced woman entrepreneurs, role of women entrepreneur association, impact of women entrepreneurs and what are the schemes offered government by women.

### **1.8 Annapurna Scheme- introduction**

The Annapurna Scheme is a government project in India that seeks to promote women entrepreneurs in the food service sector by facilitating finance and encouraging female entrepreneurship. This blog discusses the scheme's qualifying criteria, participating banks and financial institutions, and the general registration process. The Annapurna Scheme intends to help women become financially independent and contribute to the country's economic prosperity.



### **Annapurna Scheme**

The Annapurna Scheme is a government scheme developed by the Government of India's Ministry of Social Justice and Empowerment to provide loan facilities to satisfy the working capital needs of women entrepreneurs in the food service sector.

The scheme aims to empower women by providing them with financial support and promoting female entrepreneurship in the country. It targets women who own and operate small food catering businesses like tiffin services, food stalls, or canteens.

The scheme encourages and supports female entrepreneurs in starting their own food catering enterprises, hence encouraging female self-employment and entrepreneurship. The plan intends to help women to become financially self-sufficient and contribute to the country's economic progress by offering access to credit and financial support.

#### **1.8.1 FINANCIAL SUPPORT**

Women entrepreneurs can apply for loans up to Rs. 50,000 under the Annapurna Scheme, with no collateral required. The loan term is 36 months, and the interest rate is set by the lending institution. The scheme aims to provide women entrepreneurs in the food service sector with easy access to loan facilities to meet their working capital needs. The loan amount should be used to meet the business's working capital needs.

#### **1.8.2 ELIGIBILITY CRITERIA:**

- The plan is only offered to female food catering entrepreneurs.
- The applicant must be an Indian citizen over the age of 18.
- Prior experience in the food and catering business is required.
- The woman candidate should own and operate the firm, either independently or jointly.
  - The company should run a small-scale food catering business, such as Tiffin services, food booths, canteens, and so on.

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- The company must have been in operation for at least one year.
- The candidate should not have failed on any bank or financial institution loans.
- The applicant must have a good credit rating.
- The loan amount should be used to meet the business's working capital needs.

Please keep in mind that these are basic qualifying requirements, and the particular requirements may differ based on the lending institution and the location of the firm. Before applying for loans, it is usually a good idea to verify with the respective bank or financial institution for precise qualifying conditions.

### **1.8.2 Documents required for Annapurna Yojana**

You must submit the following documents to apply for the Annapurna Yojana:

**Age proof:** You must provide proof of your age, such as a birth certificate or Aadhaar card.

**Identity proof:** You must provide proof of your identity, such as a PAN card or Aadhaar card.

**Address proof:** You must provide proof of your address, such as a utility bill or an Aadhaar card.

**Bank account information:** You must provide your bank account information, including the bank name, branch name, account number, and IFSC code.

**Photograph:** A passport-sized photograph of the candidate is required.

### **1.8.3 Participating Banks & Financial Institutions:**

The Annapurna Scheme is implemented across the country by various banks and financial organizations. Among the institutions taking part are:

1. State Bank of India
2. Punjab National Bank
3. Bank of Baroda



4. Canara Bank
5. Union Bank of India
6. Indian Bank
7. Indian Overseas Bank
8. Central Bank of India
9. Allahabad Bank
10. UCO Bank

#### **1.8.4 How to Apply?**

Depending on the lending institution, the registration process may differ slightly. The following is a general registration procedure for the scheme:

Contact a bank or financial institution in your area that is implementing the Annapurna Scheme.

Obtain the scheme's application form.

Fill out the application form completely and attach any essential papers, such as ID proof and business registration documents.

Submit the completed application form, along with the required documentation, to the bank or financial institution.

The loan will be processed after the bank or financial institution verifies the application and paperwork.

The cash will be transferred to the applicant's account upon loan approval.

The Annapurna Scheme is an incredible initiative aimed at empowering women and fostering their economic ambitions. This initiative provides essential assistance to women in converting their passion for cooking into profitable small-scale food catering businesses.

#### **Let's Sum Up**

Dear Learners, in this eight section, we have made an attempt to have an understanding on the overview of Annapurna schemes and financial support, eligibility criteria for Annapurna scheme and document required for applying to fund.

### 1.9 Dena Shakti scheme

The Dena Shakti scheme, which aims to encourage women in India to be economically independent and have an entrepreneurial attitude, is a shining example of empowerment. This project supports and encourages women-owned businesses in recognition of the critical role they play in growing the country's economy.

The program, supported by Dena Bank, now a part of the Bank of Baroda, aims to break down barriers and open doors for aspiring and established women entrepreneurs by giving them financial support and essential tools. The Dena Shakti scheme is more than just a financial tool; it is a force for women's economic liberation. It creates a positive feedback loop in local communities and adds to the inclusive and sustainable development field.

#### 1.9.1 What is the Dena Shakti Scheme?

Under this scheme, women entrepreneurs can get a loan of up to ₹20 lakh for agriculture, micro-credit, manufacturing, small enterprises, or retail stores. This Nari Shakti loan interest rate also has a concession of 0.25 percent. Besides, you can also get a [loan for business](#) of up to ₹50,000 in the microcredit category of this scheme.

#### 1.9.2 Dena Shakti Application Form

You can apply for this Dena bank loan for business by getting the application form from the MSME branch of Union Bank of India. Below are the Nari Shakti Yojna scheme details you must fill out in the application form.

- Enterprise details – You must fill in the full name along with the address of your business.
- Category – You must mention if your business belongs to the Schedule Tribe/Caste or Minority category.
- Email address: A functional email address must be written for all future correspondence.
- PAN number – You must mention your business's PAN (permanent account number).

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- Constitution of the enterprise – This section talks about the type of your enterprise. For example, you must choose between private limited company, partnership, limited company, proprietary, or cooperative company.
- Date of establishment – It is the date when you established your company.
- Partners, directors, or proprietors details – Give all the partners/proprietors/directors' names, PAN details, and addresses.
- Loan Information – specify the amount of business loan you need and other needed information.
- Collateral security information – This section applies if you keep any collateral security for your MSME business loan.
- Credit card and banking details – Mention your business's existing credit cards and banking account information.

### Dena Shakti Scheme Eligibility

Listed below are the [MSME loan](#) eligibility as per the Dena Shakti Yojana for women entrepreneurs:

- You must own or operate a small business in the retail, agricultural, microenterprise, or manufacturing sectors.
- If you are working under a self-employment category, such as chartered accountants, architects, doctors, etc.
- You should either be running the business entirely or must have at least a 50 percent stake in the business.
- You should also participate in the Entrepreneurship Development Programs (EDP) organised by different state agencies.
- The amount offered for these loans for small businesses will also depend on the nature of the business.
- The maximum amount provided under the Dena Shakti scheme is ₹20 lakh.

### 1.9.3 Sectors Covered Under Dena Shakti Yojana

The Dena Shakti Yojana offers loans for the below-mentioned sectors:

- Agricultural operations include growing, producing, harvesting, and caring for the land.
- Real estate

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- MSME in the manufacturing sector covers human labour, processing of raw materials, chemical processing, machinery, etc.
- MSME in the service sector that covers self-employees, small business professionals, and all other service enterprises.
- Academics
- Retailing
- Microcredit

### **1.9.4 Dena Shakti Scheme Loan Details**

Let's look at the loan information related to the Dena Shakti scheme:

#### **Documents Required for Dena Bank Loan**

Listed below are the [documents required for a business loan](#) under the Dena Bank scheme:

- ID proof – Copies of Aadhaar Card, PAN Card, Voter ID, etc.
- Address proof – Copies of original passport, Aadhaar Card, property tax bill, utility bill, etc.
- Detailed bank account information
- Passport size photographs

### **1.9.5 How to Apply for Dena Shakti Scheme for Women Entrepreneurs?**

To apply for this Dena Shakti scheme, visit the nearest Dena Bank and complete the form. You also have to submit the required documents along with the application form. Once done, the bank will fulfil its formalities and sanction the loan if you are eligible and qualified for it.

### **1.9.6 Benefits and Features of the Dena Bank Scheme for Women Entrepreneurs**

Listed below are some of the essential benefits and features offered by the Dena Shakti scheme from Dena Bank:

#### **1. Concessional Interest Rates**

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This scheme will offer financial help to you at a concessional interest rate to run your business and become an entrepreneur. You will get a concessional interest rate of 0.25 for becoming a women entrepreneur. Hence, it will support you in your journey and even reduce the burden of high interest charges.

### **2. Combination of Term Loan and Working Capital**

The scheme understands the need for diverse funding requirements for any business. Hence, it offers working capital and [term loan](#) to women entrepreneurs. With such a move, you can meet your long-term capital requirement and short-term funds to manage your day-to-day operations. Thus helping you with growth and business expansion. With this adaptable financial support, you may better organize your working capital and take advantage of possibilities to grow your enterprises without being constrained by a lack of liquidity.

### **3. Easy Repayment Options**

You can return the loan amount through EMI spread across the total loan tenure period. The tenure period can range up to 7 years, which will help ease the burden of repaying the amount. Since the timeframe will be long, you will be better positioned to manage your finances. Additionally, with EMIs in place, you won't have to worry about paying everything in one go and can pay a small amount each month.

### **4. Microcredit Finance**

This section of the Dena Shakti Yojana will help you grow if you have a small business. Reportedly, women entrepreneurs dominate the low-capital-intensive micro business environment, especially in the rural sector. Small businesses that are frequently unable to obtain funding from standard credit sources can benefit from tailored financial support provided by microcredit. This helps to empower women entrepreneurs and encourages economic growth and independence at the local level.

## **Let's Sum Up**

Dear Learners, in this ninth section, we have made an attempt to have an understanding on the over view of Dena shakthi scheme , meaning and required documents for fund , sectors covered under this scheme

### **1.10 Streeshakthi Scheme:-**

The program was launched during 2000-01 and it is being implemented throughout the state to empower women and make them self reliant. Streeshakthi Groups are formed to inculcate the savings habit in the members empowering the women economically. About 15 to 20 women members who are from below poverty line families, landless agricultural laborers, SC/ST women join together. Streeshakthi Groups are formed through Anaganwadi workers .

#### *1.10.1 Aims and Objectives: -*

- To strengthen the process of economic development of rural women and create a conducive environment for social change.
- To form self help group based on thrift and credit principles which builds self reliance and enable women to have greater access and control over resources.
- To increase the income levels of rural women by engaging them in; Income generating activities and creating financial stability.
- To provide opportunities to the members of the groups to avail the benefits of other departmental schemes by converging the services of various departments and lending institutions to ensure women's access to credit financing.

*Major facilities under the scheme:-*



*Revolving fund (additional revolving fund)*



*Bank linkage*



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*6% interest subsidy for the bank loans*



*Incentives are given for the groups with excess savings.*





*Training at different levels*



*Incentives for groups involved in Income generation activities*



*Annual exhibition cum marketing Melas*



*Marketing – Direct and online*



*Awards for best Streeshakthi groups/Block societies*



*Taluk Stree Shakthi Federations:-*

*Taluk Stree Shakthi federations are formed from all cluster groups of a particular taluk. These federations are registered under Society Act 1960 and they are called as “Stree Shakthi Block Societies”.*

*District Stree Shakthi Federations:-*

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District Federations are formed in all the districts under “Streeshakthi Samrudhi Scheme” during 2016-17. These federations are formed from all the Stree Shakthi taluk federations of a particular district and these federations are registered under Society Act 1960.

Logo of Streeshakthi Samrudhi – District Federation



Taluk/district/Divisional level Stree Shakthi Bhavans:-

To conduct trainings, income generating activities and to facilitate marketing of Stree Shakthi products, Bhavans are constructed at taluk, districts and divisional level.

Stree shakthi Taluk Bhavan





## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

### *Stree shakthi Distrcit Bhavan*



### *Streeshakthi Divisional Level Training Centre.*



### Required Documents for Application under Stree Shakti Scheme

Following documents are required while applying for a loan under the scheme.

1. Identity Proof Voter ID Card Passport Driving License PAN Card
2. Address Proof Telephone bill Property tax Receipt Electricity bill Voter's ID card Company registration certificate Company partnership registration certificate (in case of partnership firms)
3. Income Proof Balance Sheets (last 3 years) Income statements (last 3 years) GST Returns (last 3 years)



## **CDOE – ODL B.B.A – SEMESTER VI ENTREPRENEURSHIP DEVELOPMENT**

4. Business Plan Business plan with projected financials for at least 2years in case of working capital Profile of business enterprise Promoter's name Directors' names Partners' name Business type Business facilities and premises Shareholding ratios Lease agreements' copy Ownership title deeds. Read more at: <https://www.fincash.com//loan/stree-shakti-scheme>

Popular Application fields under Stree Shakti Loan Scheme Loans under Stree Shakti Scheme are only for women involved in the business.

This loan can be availed for boosting working capital or to purchase equipment for day-to-day trade.

Following are the popular fields that attract loan applications under the scheme. **Clothing sector** : Women dealing in the manufacturing of the readymade clothing sector usually apply for loans under the Stree Shakti Scheme.

**Dairy sector** : Women dealing with dairy products like milk, eggs, etc apply for loans under the Stree Shakti Loan scheme.

**Farm products**: Women dealing with farm products like seeds, etc apply for a loan under this scheme. Home products Women dealing with unbranded soaps and detergents apply for a loan under the scheme.

**Cottage Industries**: Women involved with cottage industries like the manufacturing of spices and incense sticks can apply for a loan under the scheme.. Read more at: <https://www.fincash.com//loan/stree-shakti-scheme>

### **Let's Sum Up**

Dear Learners, in this tenth section, we have made an attempt to have an understanding on the Stree shakthi scheme , aims & objectives , empowering women supporting this scheme.

#### **1.11 Understanding MSME Full Form**

MSME stands for Micro, Small, and Medium Enterprises. These enterprises play a crucial role in driving economic growth and employment opportunities worldwide. The Ministry of Micro, Small

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and Medium Enterprises (M/o MSMEs) issued a Gazette notification to implement revised definitions and criteria for MSMEs from July 1, 2020. This followed a 14-year gap since the enactment of the MSME Development Act in 2006. The revision, announced under the Atmanirbhar Bharat package on May 13, 2020, increased investment and turnover limits for micro, small, and medium units.

Get Lendingkart's trusted [MSME loan](#) services to access lightning-fast, collateral-free small business loans with lowest commercial loan interest rates, empowering your business journey seamlessly.

### **1.11.1 What is MSME – Classification and Types**

The Micro, Small, and Medium Enterprises (MSME) sector encompasses a diverse range of businesses crucial for economic growth and employment generation. As of July 1, 2020, the classification of MSMEs is based on a composite criteria of investment in plant & machinery/equipment and annual turnover.

#### **Classification of Companies Turnover Threshold**

Micro enterprises	Up to Rs. 5 crore
Small enterprises	Up to Rs. 50 crore
Medium enterprises	Up to Rs. 250 crore

Net turnover is > 5 crore	Net turnover > 5 crore but < 50 crore	Net turnover > 50 crore but < 250 crore	Net turnover surpasses 250 crore
---------------------------	---------------------------------------	---	----------------------------------

The net investment does not surpass 1 crore.      Micro Enterprise      Small Enterprise      Medium Enterprise      Out of MSME fold (large enterprise)

The net investment is >1 crore but <10 crore      Small Enterprise      Small Enterprise      Medium Enterprise      Out of MSME fold (large enterprise)

The net investment is >10 crore but <50 crore      Medium Enterprise      Medium Enterprise      Medium Enterprise      Out of MSME fold (large enterprise)



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2014-15	3704956	9.29	11504279	32.21	12467959	29.70
2015-16	4025595	8.65	12566646	32.03	13764037	29.20
2016-17	4405753	9.44	13841591	31.83	15253714	28.90

Source: Central Statistics Office (CSO), Ministry of Statistics & Program Implementation

### 1.11.3 Benefits of MSME Registration:

- **Collateral-Free Bank Loans:** MSMEs can access credit without providing collateral, facilitating easy funding for small and micro-businesses through schemes like The Credit Guarantee Trust Fund Scheme.
- **Subsidy on Patent Registration:** Registered MSMEs receive a 50% subsidy on patent registration fees, encouraging innovation and technological advancement.
- **Overdraft Interest Rate Exemption:** MSMEs enjoy a 1% interest rate exemption on overdrafts, providing financial stability during market downturns.
- **Industrial Promotion Subsidy Eligibility:** Registered MSMEs are eligible for subsidies aimed at promoting industrial development, fostering growth opportunities. [Eligibility criteria for MSMEs](#) include registration and compliance with regulations.
- **Protection Against Delayed Payments:** MSMEs are safeguarded against delayed payments, with buyers mandated to settle payments within specified timelines or face penalties.
- **Concessions on Electricity Bills:** MSMEs benefit from reduced electricity bills, enabling cost savings and facilitating increased production capacity.



- **ISO Certification Charges Reimbursement:** MSMEs can claim reimbursement for expenses incurred in obtaining ISO certification, encouraging adherence to international quality standards and facilitating export opportunities.

### 1.11.4 Challenges faced by MSMEs:

Now that you know well about what is MSME loan, you should also be aware of some challenges. MSMEs encounter numerous hurdles, from financial limitations to regulatory complexities. These challenges hinder growth, innovation, and competitiveness, impacting their ability to thrive in today's dynamic business landscape. Some challenges are listed below –

- **Financial constraints:** Limited access to affordable financing hinders growth, innovation, and productivity. Credit history gaps lead to expensive loans, and banks often demand additional collateral, resulting in loan rejections.
- **Infrastructure limitations:** Inadequate investment in infrastructure constraints MSME growth. Government cluster development initiatives aim to address this issue.
- **Skilled labor shortage:** Difficulty in offering competitive compensation makes it challenging for MSMEs to attract and retain skilled workers, hampering innovation and competitiveness.
- **Regulatory burden:** MSMEs grapple with excessive regulatory requirements, particularly in their initial stages.
- **Lack of awareness about government support:** Limited knowledge about available credit and financial assistance schemes, such as MSME loans, further complicates the situation.

**1.11.5 Government schemes available to MSMEs:**

1. Credit Linked Capital Subsidy Scheme for Technology Upgradation
2. Credit Guarantee Scheme
3. ISO 9000 certification and reimbursement scheme
4. Participation in International Fairs
5. Purchase and Price Preference Policy
6. Prime Minister's Rozgar Yojana (PMRY)
7. Small Industry Cluster Development Program Scheme
8. Integrated Infrastructural Development Schemes (IID)
9. Mini Tool Rooms
10. Support for Entrepreneurial and Managerial Development of SMEs through Business Incubators
11. MSME MDA Scheme
12. Assistance to Entrepreneurship Development Institutes
13. Promotional schemes for women
14. Schemes for weaker sections
15. Scheme of Micro Finance Programme
16. Scheme on (TREAD) for Women
17. Other MSME Schemes

**1.11.6 Opportunities in MSME**

The Micro, Small, and Medium Enterprises (MSME) sector presents a plethora of opportunities for aspiring entrepreneurs and established businesses alike. With its diverse range of industries and flexible business models, MSMEs offer avenues for innovation, growth, and prosperity. One of the key opportunities lies in tapping into niche markets and addressing specific consumer needs, allowing MSMEs to carve out a distinct competitive advantage. Moreover, advancements in technology and digitalization have opened up new avenues for MSMEs to expand their reach, streamline operations, and enhance customer engagement. Additionally, government initiatives and support schemes aimed at promoting MSME development provide access to funding, training, and networking opportunities, further fueling growth prospects. Overall, the MSME sector offers a fertile ground for entrepreneurs to capitalize on emerging trends, leverage their creativity, and contribute to economic development.

## **Let's Sum Up**

Dear Learners, in this eleventh section, we have made an attempt to have an understanding on the over view of MSME, meaning, types and benefits, challenges, government schemes available to MSME.

### **1.12.1 SSI- introduction**

Small Scale Industries (SSIs) are the backbone of any economy, contributing significantly to employment generation, industrial development, and poverty alleviation. These enterprises are pivotal in promoting equitable economic growth, especially in developing countries.

Small Scale Industries are instrumental in the socio-economic development of a nation. Their role in job creation, regional development, and utilization of local resources cannot be overstated. Governments and policymakers must continue to support and facilitate the growth of these industries, recognizing their vital contribution to economic prosperity and inclusive growth.

In this blog, we will delve into the definition, types, uses, benefits, and provide real-life examples to highlight the critical role and importance of Small Scale Industries.

### **1.12.2 Definition of Small Scale Industries**

Small Scale Industries, or micro, cottage, or small enterprises, are businesses characterized by their limited investment in plant and machinery. These enterprises usually operate on a smaller scale than their larger counterparts, focusing on producing goods or providing services for local markets.

### **1.12.3 Criteria for Categorization**

The categorization of industries as “small scale” varies from country to country. Common criteria include:

1. **Investment in Plant and Machinery:** The maximum limit for investment is set by the respective government.
2. **Employment Size:** The number of employees engaged in the enterprise.

3. **Turnover or Production Capacity:** The upper limit of annual turnover or production capacity.

#### **1.12.4 Small Scale Industries Types**

Small-scale industries form a vibrant tapestry of economic activity across various sectors. From crafting artisanal wonders to providing essential services, these enterprises are the lifeblood of local communities. In this exploration, we'll delve into the distinct categories that encompass these enterprises, each contributing uniquely to economic growth and societal well-being.

Manufacturing Industries:

1. **Food Processing:** This industry involves the processing and transformation of raw food materials into finished food products. It includes activities like canning, packaging, and preservation of fruits, vegetables, meat, and other food items.
2. **Textile and Garment Manufacturing:** This sector encompasses the production of textiles, fabrics, and the manufacturing of clothing and apparel. Small-scale textile units may involve activities such as weaving, dyeing, printing, and stitching.
3. **Chemical and Pharmaceutical Manufacturing:** This industry involves the production of chemicals, pharmaceuticals, and related products. Small-scale units may focus on producing specific chemicals or generic medicines.
4. **Furniture and Wood Products:** This sector involves the production of furniture and various wood-based products. Small-scale woodworking units may specialize in crafting custom furniture pieces or producing smaller items like wooden crafts.
5. **Handicrafts and Cottage Industries:** This category includes traditional crafts and artisanal products made by skilled craftsmen. These products often have cultural and artistic significance.

Service Industries:

1. **Hospitality (Hotels, Restaurants):** This industry caters to the needs of travelers and locals for accommodation and dining. Small-scale hospitality businesses may include boutique hotels, bed-and-breakfasts, and family-owned restaurants.
2. **Information Technology and Software Services:** This sector involves providing IT solutions, software development, web design, and related services. Small-scale IT firms

may specialize in specific areas like website development, mobile app development, or IT consulting.

3. **Healthcare Services:** This industry encompasses a wide range of services related to healthcare, including clinics, pharmacies, and diagnostic centers. Small-scale healthcare units may focus on specific areas like dental clinics, physiotherapy, or specialized medical services.
4. **Educational Institutions:** This sector includes schools, coaching centers, and training institutes. Small-scale educational institutions may specialize in specific subjects or offer niche courses.

Agro-based Industries:

1. **Dairy Farming and Milk Processing:** This industry involves the rearing of dairy animals like cows and buffaloes for milk production. Small-scale dairy farming units may also engage in milk processing activities like pasteurization and packaging.
2. **Poultry Farming:** This sector focuses on the rearing of chickens for meat (broilers) or egg production. Small-scale poultry farms may specialize in specific poultry products.
3. **Horticulture and Floriculture:** This industry involves the cultivation of ornamental plants, flowers, and fruits. Small-scale horticulture units may specialize in growing specific types of plants or flowers.

These various types of Small Scale Industries collectively contribute to economic development, employment generation, and the overall growth of local economies. They play a crucial role in sustaining communities and fostering entrepreneurship.

### **Uses of Small Scale Industries**

Small Scale Industries (SSIs) stand as pillars of economic vitality, extending far beyond their modest scale. They serve as engines of growth, fostering employment, innovation, and regional development. In this overview, we'll uncover the pivotal roles that SSIs play, illuminating their indispensable contributions to both local and global economies.

1. Employment Generation

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One of the primary uses of SSIs is the creation of employment opportunities, especially in regions where large-scale industries may not be feasible due to various constraints.

### **2. Regional Development**

SSIs promote balanced regional development by establishing industries in rural and semi-urban areas, reducing the concentration of industries in urban centers.

### **3. Utilization of Local Resources**

They often utilize local raw materials and resources, thus contributing to the growth of ancillary industries and the overall development of the region.

### **4. Innovation and Entrepreneurship**

SSIs are often hubs of innovation, fostering entrepreneurship and providing a platform for creative ideas to materialize.

### **5. Export Promotion**

Many Small Scale Industries engage in export-oriented activities, contributing to foreign exchange earnings and strengthening the country's position in the global market.

### ***1.12.5 Small Scale Industries Benefits***

Small businesses, like local shops or workshops, are like hidden treasures in our economy. They bring many good things, like new ideas and helping neighborhoods. In this quick look, we'll see how these small businesses are like important engines that make our communities grow and stay strong.

#### **1. Flexibility and Adaptability**

SSIs have the advantage of being flexible and quick to adapt to changing market demands, giving them a competitive edge.

#### **2. Reduced Capital Requirements**

Compared to large industries, SSIs require lower capital investments, making them more accessible to a wider range of entrepreneurs.

### 3. Localized Focus

They are often rooted in local communities, leading to a more direct connection with consumers and a better understanding of local market needs.

### 4. Skill Development

SSIs often provide opportunities for skill development and training, contributing to human capital development.

### 5. Environmental Sustainability

They tend to have a smaller environmental footprint compared to large-scale industries, often employing eco-friendly practices.

## **Small Scale Industries Examples**

1. **Amul Dairy (Anand, India):** A cooperative venture of small dairy farmers, Amul has become one of the largest milk processing companies globally.
2. **Etsy (Brooklyn, USA):** A digital platform supporting small-scale artisans and craftspeople to sell handmade or vintage products.
3. **Garment Manufacturing Units in Bangladesh:** Bangladesh's textile industry, comprising numerous small units, is a crucial driver of the country's economy.

### **1.13 Small Industries Development Organization (SIDO):**

- It is an apex body and nodal agency for formulating, coordinating and monitoring the policies and programmes for the promotion and development of small-scale industries.
- Small Industries Development Organization (SIDO) is a subordinate office of the Department of SSI and ARI.
- Development Commissioner is the head of the SIDO. He is assisted by various directors and advisers in evolving and implementing various programmes of training and

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management consultancy, the industrial investigation, possibilities for the development of different types of small-scale industries, development of industrial estates, etc.

- The main functions of SIDO are classified into

(i) coordination,

(ii) industrial development

(iii) extension.

- These functions are performed through a national network of institutions and associated agencies.
- All small-scale industries except those falling within the specialized boards and agencies like KVIC, Coir Boards, Central Silk Board, etc. fall under the purview of the SIDO.

**Following are the main tasks performed by the SIDO in each of its three categories of functions:**

### **(i) Functions Relating to Co-ordination:**

- To evolve a national policy for the development of small scale industries,
- To co-ordinate the policies and programmers of various State Governments,
- To maintain a proper liaison with the related Central Ministries, Planning the commission, State Governments, Financial Institutions, etc., and To coordinate the programmers for the development of industrial estates.

### **(ii) Functions Relating to Industrial Development:**

- To reserve items for production by small-scale industries,
- To collect data on consumer items imported and then, encourage the the setting of industrial units to produce these items by giving coordinated assistance,
- To render required support for the development of ancillary units.
- To encourage small scale industries to actively participate in Government Stores Purchase Programmer by giving them necessary guidance, market advice and assistance.

### **(iii) Functions Relating to Extension:**



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- To make provision of technical services for improving the technical process, production planning, selecting appropriate machinery, preparing the factory layout and design.
- To provide consultancy and training services to strengthen the competitive ability of small-scale industries.
- To render marketing assistance to small-scale industries to effectively sell their products.
- To assist in economic investigation and information to small-scale industries.

### **Let's Sum Up**

- Dear Learners, in this twelfth section, we have made an attempt to have an understanding on the introduction of SSI, definition, criteria for categorized and types of SSI and benefits.

### **1.13 Role of EDI**

Entrepreneurship development institute of India (EDI) Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions – the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). EDI has helped set up twelve statelevel exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organizing training programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies. EDI has also set up Entrepreneurship Development Centre at Cambodia, Lao PDR, Myanmar and Vietnam and is in the process of setting up such centers at Uzbekistan and five African countries.

### **1.14 Role of MDI**

Management development Institute(MDI) MDI is located at Gurgaon(Haryana).It was established in 1973 and is sponsored by Industrial Finance Corporation Of India, with objectives of improving

managerial effectiveness in the industry. It conducts management development programs in various fields. It also includes the programmes for the officers of IAS, IES, BHEL, ONGC and many other leading PSU's.

- **Last Summary:** Women entrepreneurs may be defined as the women or a group of women who set up and operate her own enterprise. Self dependence, career consciousness and self respect etc are the key factors which motivate women entrepreneurs to choose a profession as a challenge. Women entrepreneurs are playing a key role in the economic development of any developing country. They have been recognised as an important source of economic growth. Women entrepreneurs are creating new jobs not only for themselves but also for others. They contribute to the economic well being of the family and communities, women empowerment and reduction of poverty and thus the role of women entrepreneurs in economic development is inevitable. Women entrepreneurs faced many problems in their efforts to develop the enterprise they have established like problems of finance, shortage of raw materials, marketing problems, lack of entrepreneurial skills, family responsibilities etc. But government and non-governmental organizations are coming forward for the growth of women entrepreneurship in India and around the globe.

### **Let's Sum Up**


Dear Learners, in this thirteen and fourteen section, we have made an attempt to have an understanding role of MDI & EDI.

<p><b>unit summary</b></p>	<ul style="list-style-type: none"> <li>✚ Introduction to awareness of government scheme Understand the business plan in how to raise the fund, defining objectives, and guiding decision-making for entrepreneurs and established companies.</li> <li>✚ Women entrepreneur: government initiative to women especial for SC/ST communities, loan , economic development .</li> <li>✚ Start-up &amp; stand-up this schemes also SC./ST community and future entrepreneurs.</li> </ul>
<p><b>Check your Progress</b></p>	<p>1. What is one of the key benefits of having a well-prepared business plan for a start-up?</p> <ul style="list-style-type: none"> <li>a) It guarantees immediate success</li> <li>b) It secures a large line of credit from the bank</li> <li>c) It provides a roadmap for the business and attracts potential investors</li> <li>d) It replaces the need for a marketing strategy</li> </ul>
<p><b>glossary</b></p>	<p><b>Executive Summary:</b> A concise overview of the business idea, government schemes for young entrepreneur.</p>

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	<p><b>Funding Requirements:</b> Information about capital needs, how funds will be used, and potential sources of funding.</p> <p><b>Annapurna scheme:</b> this scheme help for entrepreneurs and financial support also provided this schemes</p> <p><b>Executive Summary:</b> A brief overview of the business plan and government schemes</p> <p><b>Financial Projections:</b> fund, loan, Govt schemes.</p> <p><b>Clarity:</b> Keep it clear and concise.</p> <p><b>Start-up:</b> A newly established business aiming for growth.</p>
<p><b>Self – Assessment Questions</b></p>	<ol style="list-style-type: none"> <li>1. What are the key benefits of having a well-prepared business plan for a start-up?</li> <li>2. Can you explain the essential make in India?</li> <li>3. What are the strategies to support women entrepreneurs?</li> <li>4. Explain the components of ASPIRE scheme?</li> <li>5. Write the main pillar of make in India?</li> </ol>
<p><b>Suggested Readings</b></p>	<p><a href="https://www.linkedin.com/pulse/7-best-business-plan-books-should-read-before-harry-j-peecheatt/">https://www.linkedin.com/pulse/7-best-business-plan-books-should-read-before-harry-j-peecheatt/</a></p> <p><a href="https://youtu.be/7hM_H5jVciE?si=PADIHjTEu3P88OoO">https://youtu.be/7hM_H5jVciE?si=PADIHjTEu3P88OoO</a></p> <p><a href="https://youtu.be/qu6q5pUvWz0?si=Z0YGnzQmohiYO0Bh">https://youtu.be/qu6q5pUvWz0?si=Z0YGnzQmohiYO0Bh</a></p>
<p><b>Open-Source E-Content Links</b></p>	

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	women entrepreneur	<a href="https://youtu.be/7YTemWyngA0?si=Fi6orTw3lYR2QjnD">https://youtu.be/7YTemWyngA0?</a> <a href="https://youtu.be/7YTemWyngA0?si=Fi6orTw3lYR2QjnD">https://youtu.be/7YTemWyngA0?si=Fi6orTw3lYR2QjnD</a>	
	stand –up	<a href="https://www.youtube.com/live/DWXXgHhYDxk?si=cehk56sLaXOf0sO">https://www.youtube.com/live/DWXXgHhYDxk?si=cehk56sLaXOf0sO</a>	
	MUDRA scheme	<a href="https://youtu.be/QVQZ6a5TQ-o?si=7G1TLXK9eiNtSg6V">https://youtu.be/QVQZ6a5TQ-o?si=7G1TLXK9eiNtSg6V</a>	
	MSME	<a href="https://www.youtube.com/watch?v=xsSuWMHLHwk">https://www.youtube.com/watch?v=xsSuWMHLHwk</a>	
	SSI	<a href="https://youtu.be/DiFTdX6-7ks?si=25SxVOCP-2E5qWbn">https://youtu.be/DiFTdX6-7ks?si=25SxVOCP-2E5qWbn</a>	
<b>Referenc es</b>	<ul style="list-style-type: none"> <li>• <a href="https://blog.hubspot.com/marketing/what-is-business-plan">https://blog.hubspot.com/marketing/what-is-business-plan</a></li> <li>• <a href="https://www.indeed.com/career-advice/career-development/parts-to-a-business-plan">https://www.indeed.com/career-advice/career-development/parts-to-a-business-plan</a></li> <li>• <a href="https://edwardlowe.org/how-to-develop-and-use-a-business-plan/">https://edwardlowe.org/how-to-develop-and-use-a-business-plan/</a></li> </ul>		

Self-Learning Material Development – STAGE 5

**Industrial Sickness**

*Problems And Remedies Of Sick Industries, Causes Of Industrial Sickness, Preventive And Remedial Measures' Of Sick Industries, Preventive And Rehabilitation Of Business. Case Study Discussion*

**Unit - V Module Structuring**

- 23. *Problems And Remedies Of Sick Industries,*
- 24. *Causes Of Industrial Sickness*
- 25. *Preventive And Remedial Measures' Of Sick Industries*
- 26. *Preventive and Rehabilitation of Business.*
- 27. *Case Study Discussion*

STAGE – 2 – Modules Sections and Sub-sections structuring

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	1.3.2 External Causes	8
	<b>Preventive &amp; Remedies Of Sick Industry</b>	

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### Unit - V Objectives

11. To define capital structure and working capital management for new venture creation
12. To understand the opportunities of financial appraisal of new project
13. Trace the origin of role of banks and its credit appraisal.
14. To understand different concepts of institutional finance to small industries
15. To understand the institutional arrangement which are available for new entity

**SECTION 1.1: Industrial Sickness**

**1.1 Introduction**

Industrial sickness is defined all over the world as "An industrial company which has, at the end of any financial year, accumulated losses equal to, or exceeding, its entire net worth and has also suffered cash losses in such financial year and the financial year immediately preceding such financial year."

**1.1.1 Meaning**

A healthy unit is one which assures both a reasonable return on capital and reserves after providing for depreciation. Reasonable return on capital and reserves may be worked out from time to time by considering the lending rate of commercial banks. Units which cannot assure reasonable rate of return on capital and maintain adequate amount of reserves are defined as sick units

**1.1.2 Definition**

According to R.B.I., "a sick unit is one which incurs cash losses for one year and which, in the judgment of the bank, is likely to incur losses for the current year as well as the following year, and which has an imbalance in its financial structure, such as a current ratio of less than 1:1 and worsening debt-equity ratio (total outside liabilities to net worth)."

**1.1.3 Nature of Sickness**

Sickness in industry can be classified into: Genuine sickness which is beyond the control of the promoters of the

- Concern despite the sincere efforts by them, Incipient sickness due to basic non-viability of the project, and
- Induced sickness which is due to the managerial incompetence and wrong
- Policies pursued deliberately for want of genuine stake.

**Let's Sum Up**

Dear Learners, in this first section, we have made an attempt to have an understanding on the meaning and definition and discuss basic nature of sickness with the right audience.



**1.2 Problems and remedies of sickness industries**

**1.2.1 Problems of Sick Industries**

**1. Financial Problems:**

- High Debt Levels: Excessive borrowing leading to high interest costs.
- Poor Cash Flow Management: Inability to manage cash inflows and outflows effectively.
- Insufficient Working Capital: Lack of adequate funds to manage daily operations.

**2. Operational Inefficiencies:**

- Outdated Technology: Reliance on obsolete technology leading to higher production costs and inefficiencies.
- Poor Inventory Management: Overproduction or underproduction leading to wastage or stockouts.
- Low Productivity: Inefficient processes and low labor productivity.

**3. Market and Demand Issues:**

- Declining Market Demand: Reduced demand for products due to changing consumer preferences or economic downturns.
- Intense Competition: Increased competition leading to loss of market share and reduced profitability.
- Poor Market Positioning: Ineffective marketing strategies and weak brand presence.

**4. Managerial and Governance Problems:**

- Poor Leadership: Inadequate or ineffective leadership and management practices.
- Lack of Strategic Planning: Absence of long-term strategic planning and vision.
- Weak Corporate Governance: Poor governance practices leading to lack of transparency and accountability.

**5. Regulatory and Legal Challenges:**

- Complex Regulations: Burdensome regulatory environment causing operational delays and additional costs.

- Legal Issues: Legal disputes and non-compliance with laws and regulations.

### **1.2.2. Remedies for Sick Industries**

#### **1. Financial Remedies:**

- Debt Restructuring: Renegotiate debt terms with creditors to manage repayment schedules, reduce interest rates, or convert debt to equity.
- Equity Infusion: Attract new investors or inject additional capital to strengthen the financial base.
- Cash Flow Management: Improve cash flow management through better receivables and payables management.

#### **2. Operational Improvements:**

- Technology Upgradation: Invest in modern technologies and automation to enhance productivity and reduce costs.
- Lean Management: Implement lean management techniques to eliminate waste and improve efficiency.
- Process Optimization: Streamline operations through process reengineering and adoption of best practices.

#### **3. Market and Demand Strategies:**

- Market Diversification: Explore new markets and diversify product offerings to reduce dependency on a single market or product.
- Brand Revitalization: Enhance marketing efforts, rebrand, and reposition products to attract customers.
- Customer Relationship Management: Strengthen relationships with existing customers and improve customer service.

#### **4. Managerial and Governance Enhancements:**

- Leadership Development: Hire or develop competent leadership with a clear vision and effective management skills.
- Strategic Planning: Develop and implement long-term strategic plans aligned with market trends and business goals.

- Corporate Governance: Strengthen corporate governance practices to ensure transparency, accountability, and ethical conduct.

**5. Regulatory and Legal Solutions:**

- Regulatory Advocacy: Engage with policymakers to simplify regulations and reduce the compliance burden.
- Legal Compliance: Ensure compliance with all legal requirements and address any legal disputes proactively.

**Comprehensive Turnaround Strategy**

To effectively address the problems of sick industries, a comprehensive turnaround strategy should be adopted:

**1. Diagnostic Analysis:**

- Conduct a thorough analysis of the financial, operational, and market conditions to identify root causes of distress.

**2. Stakeholder Engagement:**

- Engage all stakeholders, including employees, creditors, customers, and investors, to build support for the turnaround plan.

**3. Implementation of Remedial Measures:**

- Execute the identified remedies in a phased and systematic manner, prioritizing critical areas first.

**4. Monitoring and Evaluation:**

- Continuously monitor the progress of the turnaround initiatives and evaluate their effectiveness, making adjustments as needed.

**5. Sustainable Growth Plan:**

- Develop a sustainable growth plan that ensures long-term viability and competitiveness.

**Let's Sum Up**

Dear Learners, in this second section, we have made an attempt to have an understanding on the remedies of sick industries and most important what are problem faced and compound turnaround strategy .

### **1.3 Causes of industrial sickness**

#### **1.3.1 Internal causes for sickness:-->**

- a) **Lack of Finance:** This including weak equity base, poor utilization of assets, inefficient working capital management, absence of costing & pricing, absence of planning and budgeting and inappropriate utilization or diversion of funds.
- b) **Bad Production Policies:** Another very important reason for sickness is wrong selection of site which is related to production, inappropriate plant & machinery, bad maintenance of Plant & Machinery, lack of quality control, lack of standard research & development and so on.
- c) **Marketing and Sickness:** This is another part which always affects the health of any sector as well as SSI. This including wrong demand forecasting, selection of inappropriate product mix, absence of product planning, wrong market research methods, and bad sales promotions.
- d) **Inappropriate Personnel Management:** Another internal reason for the sickness of SSIs is inappropriate personnel management policies which include bad wages and salary administration, bad labour relations, lack of behavioural approach causes dissatisfaction among the employees and workers.
- e) **Ineffective Corporate Management:** Another reason for the sickness of SSIs is ineffective or bad corporate management which includes improper corporate planning, lack of integrity in top management, lack of coordination and control etc.

#### **5.3.2 External causes for sickness:-->**

- a) **Personnel Constraint:** The first for most important reason for the sickness of small scale industries are nonavailability of skilled labour or manpower wages disparity in similar industry and general labour invested in the area.
- b) **Marketing Constraints:** The second cause for the sickness is related to marketing. The sickness arrives due to liberal licensing policies, restrain of

purchase by bulk purchasers, changes in global marketing scenario, excessive tax policies by govt. and market recession.

**c) Production Constraints:** This is another reason for the sickness which comes under external cause of sickness. This arises due to shortage of raw material, shortage of power, fuel and high prices, import-export restrictions.

**d) Finance Constraints:** Another external cause for the sickness of SSIs is lack of finance. This arises due to credit restrains policy, delay in disbursement of loan by govt., unfavourable investments, fear of nationalization.

e) Credit squeeze initiated by the government policies.

**Remedial Measures to Overcome Sickness** Some of the remedial measures to curb and overcome sickness in industrial undertakings are as follows:

**1. Identifying Sickness at Initial Stage:** Sickness in Small Scale Industries are not a sudden phenomenon but it is a gradual process taking 5 to 7 years eroding the health of a unit beyond cure. Therefore, the identification and detection of the sickness at incipient stage is the first and foremost measure to detect and reduce industrial sickness. Sickness must be identified at initial stage.

**2. Financial Assistance:** Lending agencies need to relax their lengthy process and other norms for extending credit to the SSIs. To combat the incidence of sickness financial institutions should grant credit without delay to SSI sector.

A number of initiatives can be undertaken to overcome credit problems such as:

- i. Increasing Working capital limit.
- ii. Enhancing the powers of bank managers of specialized bank branches in offering credit to SSI.
- iii. Strengthening the mechanism for discounting bills.
- iv. Reduced rate of interest. These measures would improve the flow of credit and keep a check on the incidence of sickness.

**3. Improving Infrastructure** Infrastructure facilities can be improved by setting up industrial estates. Common testing centres etc., infrastructural problems can be solved by improving the roadways, waterways, establishing telecommunication systems.

**4. Technology Up-Gradation** Funds may be provided by the financial institutions for adoption of advanced technology. Similarly, some sort of training may be provided for use

of the latest technology to overcome technological problems. Technological up-gradation can help to overcome technological obsolescence.

**5. Marketing Assistance** Marketing assistance may be provided to entrepreneurs for marketing the goods produced by them. Government must help to market the goods. Government and Non-Government Organizations (N.G.Os) can come forward for marketing the goods produced by the SSI sector. The problem of poor marketing of the products can be solved by coordinated efforts of entrepreneurs and promotional agencies.

**6. Liquidation** It is better to wind up the business when there is no possibility to revive the unit.

**7. Government Interventions** Interventions must be made by the government to prevent sickness. Periodic review of financial statements can help to identify and prevent sickness at initial stage.

**8. Training** A proper environment must be created where an entrepreneur will be educated and will have a proper knowledge, skill and experience about internal and external environment of business to compete with large-scale industries and multinational companies.

**9. Rehabilitation** Potentially viable sick units should be dealt well for the purpose of rehabilitation. Rehabilitation is a remedy considered for industrial units, which have already become sick and for the units that are on the verge of collapse.

### **Let's Sum Up**

Dear Learners, in this third section, we have made an attempt to have an understanding on the we clearly denoted here internal and external sick industries .

#### **1.4 Preventive and Remedies of sick industries**

Preventing industries from becoming "sick" or financially distressed is a multifaceted challenge that requires a comprehensive approach involving policy measures,

managerial practices, and macroeconomic stability. Here are some key strategies and actions to **prevent industries** from falling into distress:

### **1. Proactive Financial Management:**

- Regular Financial Audits: Conducting regular audits to identify early signs of financial trouble.
- Cash Flow Management: Ensuring proper cash flow management to avoid liquidity crises.
- Cost Control Measures: Implementing effective cost control measures to maintain profitability.

### **2. Government Policies and Support:**

- Subsidies and Tax Incentives: Providing subsidies and tax incentives to industries in distress.
- Financial Assistance: Offering low-interest loans and financial assistance packages.
- Regulatory Support: Simplifying regulations and providing a conducive business environment.

### **3. Technological Upgradation:**

- Investing in R&D: Encouraging investment in research and development to innovate and stay competitive.
- Adoption of Modern Technology: Facilitating the adoption of modern technology and automation to improve efficiency and productivity.

### **4. Market Diversification:**

- Expanding Market Reach: Encouraging industries to explore new markets domestically and internationally.
- Product Diversification: Promoting product diversification to reduce dependency on a single product or market.

### **5. Skilled Workforce:**

- Training and Development: Investing in the training and development of the workforce to enhance skills and productivity.
- Talent Retention: Implementing policies to retain skilled employees and reduce turnover.

#### **6. Managerial Practices:**

- Professional Management: Encouraging professional and transparent management practices.
- Strategic Planning: Emphasizing strategic planning and risk management.
- Performance Monitoring: Regularly monitoring performance metrics and making necessary adjustments.

#### **7. Market Research and Intelligence:**

- Industry Analysis: Conducting thorough market research and industry analysis to anticipate trends and potential challenges.
- Competitor Analysis: Keeping a close watch on competitors and market dynamics.

#### **8. Corporate Governance:**

- Strong Governance Framework: Implementing a strong corporate governance framework to ensure accountability and ethical business practices.
- Stakeholder Engagement: Engaging with stakeholders, including employees, customers, and investors, to build trust and loyalty.

#### **9. Crisis Management:**

- Contingency Planning: Developing contingency plans to deal with unexpected crises and downturns.
- Insurance Coverage: Ensuring adequate insurance coverage for various business risks.

#### **10. Sustainable Practices:**

- Environmental Sustainability: Adopting sustainable practices to reduce environmental impact and improve the company's reputation.
- Corporate Social Responsibility: Engaging in corporate social responsibility (CSR) initiatives to build a positive public image.

#### **1.4.1 Remedies for sick industries**

It involve a combination of strategic, financial, operational, and managerial interventions. The goal is to restore these industries to health, improve their competitiveness, and ensure their long-term viability. Here are some effective remedies:

#### **1. Financial Restructuring:**



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- Debt Restructuring: Negotiating with creditors to restructure existing debt, possibly through rescheduling payments, reducing interest rates, or converting debt to equity.
- Equity Infusion: Attracting new investments or raising additional equity to improve the financial base.
- Government Grants and Subsidies: Seeking government assistance in the form of grants, subsidies, or low-interest loans.

### **2. Operational Efficiency:**

- Cost Reduction: Implementing measures to reduce operating costs, such as renegotiating supplier contracts, improving energy efficiency, and optimizing supply chain logistics.
- Lean Management: Adopting lean management principles to eliminate waste, streamline processes, and improve productivity.

### **3. Strategic Realignment:**

- Product and Market Diversification: Diversifying product lines and exploring new markets to reduce dependency on a single product or market.
- Business Model Innovation: Revisiting and innovating the business model to adapt to changing market dynamics and consumer preferences.

### **4. Technological Upgradation:**

- Adoption of Advanced Technologies: Investing in modern technologies to enhance production efficiency, reduce costs, and improve product quality.
- Automation: Implementing automation in manufacturing and administrative processes to increase efficiency and reduce human error.

### **5. Management and Leadership:**

- Professional Management Practices: Bringing in professional managers and consultants with experience in turnaround strategies.
- Training and Development: Investing in the training and development of employees to upgrade their skills and improve productivity.

### **6. Market Positioning:**

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- Brand Revitalization: Rebranding and marketing efforts to improve the public perception and market position of the company.
- Customer Relationship Management: Strengthening relationships with existing customers and actively seeking new ones through improved service and engagement.

### **7. Corporate Governance:**

- Improved Governance Practices: Strengthening corporate governance to enhance transparency, accountability, and ethical business practices.
- Stakeholder Engagement: Engaging with all stakeholders, including employees, customers, suppliers, and investors, to build trust and support.

### **8. Mergers and Acquisitions:**

- Strategic Alliances: Forming strategic alliances or joint ventures to share resources, knowledge, and markets.
- Mergers and Acquisitions: Exploring mergers or acquisitions to achieve economies of scale, diversify offerings, and enter new markets.

### **9. Crisis Management:**

- Contingency Planning: Developing and implementing robust contingency plans to deal with unforeseen crises and disruptions.
- Insurance and Risk Management: Ensuring adequate insurance coverage and implementing comprehensive risk management practices.

### **10. Government and Policy Support:**

- Regulatory Relief: Advocating for regulatory relief or changes that can ease operational burdens and improve competitiveness.
- Economic Policies: Leveraging economic policies that support industrial growth, such as favorable tax regimes, infrastructure development, and trade policies.

#### **Preventive of business**

- Government Role: The government must actively protect sick units, particularly those in small-scale sectors that are struggling to compete in the age of globalization.

- Financial institutions' Role: Financial institutions can help prevent illness in the following ways:
  - Continuous monitoring of unit
  - Careful project appraisal
  - Professional, institutional response to unit's problems
  - Required systems at client units
  - Incentives to units to remain healthy
- Role of Industry Associations: A good practical review by each industry association of installed and usable capacity in the industry, capacity utilization, growth trends, problems, etc., should be useful for the potential new entrants in deciding whether to enter the industry or not.

### **Let's Sum Up**

Dear Learners, in this fourth section, we have made an attempt to have an understanding on the government strategies and technical support and preventive measures defined it .

### **1.5 Rehabilitation of Sick Units**

- **Cooperation between Term-Lending Institutions and Commercial Banks:** Since commercial banks provide working capital, they are in a position to know about the working of industrial concern. But assistance from term-lending institutions is also essential for rescue operations.
- **Coordination between Various Government Agencies:** All government agencies, both regulatory and promotional, must join hands to restore sick units to health.
- **Willing Cooperation and Clear Understanding with the Project Promoters:** Generally there is a lack of trust and confidence among the various interests concerned. It is found that government agencies and dealing institutions are more worried about their money and are anxious to recover them instead of curing of the health of the sick units.

• **Checking Over-Valuation of Inventories:** The banks should verify on a regular basis the valuation of inventories both in terms of quantity and price. This would prevent over borrowing on the hypothecation of inventories.

Suggestions for Rehabilitation of Sick Units

• **Marketing:** There should be well organized and scientific marketing by the project promoters otherwise launching of a project will be a leap in the dark. Good marketing arrangements will prevent industrial sickness.

• **Recovery of Outstanding:** Every effort should be made to realize outstanding advances so that the concern is able to gather funds to avoid sickness.

• **Modernization of Machinery:** If the sick unit is to be restored to health, old and obsolete machinery and outdated technology should be discarded at the earliest. • **Improving Labour Relations:** Restrictive labour and unreasonable trade unions are great obstacles. Improving labour relations will go a long way in curing industrial sickness.

• **Efficient Management:** If necessary inefficient management should be replaced. The key to industrial health lies in alert and efficient management. The management should show a calm approach, patience and perseverance, courage and ability to steer in bad weather

### **Importance**

- **Learning and Improvement:** Case studies provide valuable insights into what went wrong and what can be improved.
- **Real-World Application:** They offer practical examples of theoretical concepts in action.
- **Decision-Making:** Case studies help in understanding decision-making processes and their impacts.
- **Problem-Solving:** They provide opportunities to develop problem-solving skills.
- **Benchmarking:** Case studies serve as benchmarks for best practices and strategies.

### **Function**

1. **Diagnostic Tool:** Identifying the root causes of industrial sickness.
2. **Educational Resource:** Providing learning material for management education and training.

3. **Strategic Analysis:** Analyzing strategic decisions and their outcomes.
4. **Best Practices Identification:** Highlighting successful strategies and practices.
5. **Risk Assessment:** Understanding risks and mitigation strategies.
6. **Innovation and Change Management:** Learning how companies innovate and manage change.
7. **Comparative Analysis:** Comparing different industries and strategies.
8. **Historical Perspective:** Providing historical context and learning from past mistakes.
9. **Stakeholder Engagement:** Understanding the role and impact of various stakeholders.
10. **Policy Formulation:** Informing policy decisions and regulatory frameworks.

### **Principles**

1. **Relevance:** Selecting case studies that are relevant to the current business environment.
2. **Objectivity:** Maintaining an objective perspective without bias.
3. **Comprehensiveness:** Covering all aspects of the industry and business.
4. **Analytical Depth:** Providing in-depth analysis and insights.
5. **Learning Focus:** Focusing on lessons learned and key takeaways.
6. **Contextual Understanding:** Understanding the context in which the business operates.
7. **Comparative Approach:** Comparing different scenarios and strategies.
8. **Evidence-Based:** Basing conclusions and recommendations on solid evidence.
9. **Stakeholder Perspective:** Considering the perspectives of all stakeholders involved.
10. **Actionable Insights:** Providing actionable insights and recommendations.

### **Example Case Study: Revival of a Textile Industry**

**Background:** A well-known textile company faced severe financial distress due to high operational costs, outdated technology, and intense competition from international players. The company filed for bankruptcy and needed a comprehensive turnaround strategy to survive.

#### **Problems Faced:**

1. **Financial Distress:** High levels of debt and insufficient working capital.
2. **Outdated Technology:** Inefficient production processes.
3. **Market Dynamics:** Increasing competition from low-cost international manufacturers.
4. **Operational Inefficiencies:** High production costs and low productivity.
5. **Labor Issues:** Low employee morale and high labor turnover.

**Remedial Measures:**

1. **Financial Restructuring:** Secured new financing and rescheduled existing debts.
2. **Technology Upgradation:** Invested in modern textile machinery and automation.
3. **Operational Efficiency:** Implemented lean manufacturing practices to reduce waste and improve productivity.
4. **Market Reorientation:** Diversified product lines and entered new markets, focusing on high-quality, niche products.
5. **Employee Training:** Conducted extensive training programs to enhance skills and improve morale.

**Outcome:** The textile company successfully turned around its operations, becoming profitable within two years. The company's focus on quality and innovation helped it regain market share and improve its reputation. Employee productivity increased, and customer satisfaction levels rose due to better-quality products.

**Key Takeaways:**

- Importance of technological investment to stay competitive.
- The role of strategic financial management in overcoming distress.
- Value of operational efficiency and lean practices.
- Necessity of market diversification and quality focus.
- Impact of employee training and morale on productivity.

By studying this case, businesses can gain insights into the practical application of turnaround strategies, the importance of continuous improvement, and the need for adaptive leadership in times of crisis.

**Let's Sum Up**

Dear Learners, in this fifth section, rehabilitation of sick industries and foremost importance, principles noted here. And real time example given and including way seeing in any problem to approaches of this any case study that resonate with the right audience.

### **1.6 Unit Summary**

Sick industries are those that are unable to generate enough revenue to cover their costs, resulting in financial losses. Identification include declining profits, inability to pay debts, and loss of market share. It is to be Effective management practices and Regular financial and operational audits & Technological up gradation and innovation. Moreover Strategic market analysis and adaptation to support Employee training and motivation. Industrial sickness stems from financial distress, management inefficiency, technological obsolescence, and market dynamics. Key causes include economic factors, poor financial planning, and operational inefficiencies. Preventive measures focus on strategic planning, risk management, and technological adoption, while remedial measures involve financial restructuring, management changes, and operational overhauls. Effective rehabilitation includes implementing turnaround strategies, cost control, and market expansion. Understanding these aspects is crucial for diagnosing issues, implementing corrective actions, and ensuring sustainable business recovery and growth.

### **1.7 Glossary**

- **Sick Industry:** An industrial unit that has been experiencing continuous financial losses and is unable to recover.
- **Financial Restructuring:** Reorganization of a company's financial structure to increase efficiency and restore profitability.
- **Turnaround Strategy:** A plan implemented to reverse the fortunes of a troubled company and bring it back to profitability.

- **Technological Obsolescence:** A situation where a company's technology becomes outdated and less competitive.
- **Strategic Alliance:** A partnership between companies to leverage each other's strengths for mutual benefit.
- **Viability Assessment:** The process of evaluating whether a business can survive and thrive in the long term.

### **1.9 Self Assessment Questions**

1. What is a primary cause of industrial sickness?
  - a) Overutilization of capacity
  - b) Strong financial management
  - c) Technological obsolescence
  - d) High employee morale
2. Which of the following is a preventive measure for industrial sickness?
  - a) Ignoring market trends
  - b) Regular financial audits
  - c) Avoiding investment in technology
  - d) Reducing employee training
3. What is a common problem faced by sick industries?
  - a) High profitability
  - b) Underutilization of capacity
  - c) Excessive innovation
  - d) Strong market position
4. Which of the following is a remedial measure for a sick industry?
  - a) Disregarding customer feedback
  - b) Increasing operational inefficiencies
  - c) Financial restructuring
  - d) Avoiding debt management
5. What is an example of a preventive measure in business rehabilitation?
  - a) Ignoring risk assessments



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- b) Proactive risk management
  - c) Cutting down on market research
  - d) Maintaining outdated technology
6. Which factor is NOT a cause of industrial sickness?
- a) Economic recession
  - b) Management efficiency
  - c) Poor financial planning
  - d) Labor disputes
7. What should be a focus in the rehabilitation of a business?
- a) Reducing customer engagement
  - b) Implementing cost control measures
  - c) Maintaining high production costs
  - d) Ignoring market reorientation
8. Which of the following is a function of case study discussions in understanding industrial sickness?
- a) Avoiding the analysis of strategic decisions
  - b) Learning from real-world examples
  - c) Ignoring past business mistakes
  - d) Focusing solely on theoretical concepts
9. What is an important principle in the rehabilitation of sick industries?
- a) Disregarding stakeholder perspectives
  - b) Strong leadership and effective management
  - c) Avoiding market expansion
  - d) Ignoring technological advancements
10. Which of the following is NOT a remedial measure for sick industries?
- a) Employee disengagement
  - b) Technological up gradation
  - c) Operational efficiency improvement
  - d) Market reorientation

Short answer:

1. What preventive measures can businesses adopt to avoid becoming sick industries?
2. How can strategic alliances help in the rehabilitation of a sick industry?
3. What steps should a company take to assess its viability before implementing turnaround strategies?

**Essay type questions:**

1. Discuss the internal and external factors that contribute to industrial sickness.
2. Explain the role of financial restructuring in the revival of sick industries.
3. Describe the importance of technological up gradation in preventing industrial sickness.

**check your self**

1. c) Technological obsolescence
2. b) Regular financial audits
3. b) Underutilization of capacity
4. c) Financial restructuring
5. b) Proactive risk management
6. b) Management efficiency
7. b) Implementing cost control measures
8. b) Learning from real-world examples
9. b) Strong leadership and effective management
- 10.a) Employee disengagement








**1.10 Activities**

Discuss the following:

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- Background of the company and the reasons for its sickness.
- The specific strategies and measures taken to address the problems.
- The role of management, financial institutions, and government in the rehabilitation process.
- The outcomes of the turnaround efforts and lessons learned.

### 1.11 Open Source E-Content Links

Sl.no	Topic	E-Content Link	QR Code
1	Sickness Industry	<a href="https://youtu.be/h3dhTt_HFno?si=6DaiyquazNcN8AQA">https://youtu.be/h3dhTt_HFno?si=6DaiyquazNcN8AQA</a>	
2	Remedies In Industrial Sickness	<a href="https://youtu.be/eRNVmDaBhCI?si=mM3Rm2oW2IO4Z157">https://youtu.be/eRNVmDaBhCI?si=mM3Rm2oW2IO4Z157</a>	
3	Causes And Remedies Of Sickness Industry	<a href="https://youtu.be/B-BHKAi9tZk?si=Ta_oYb7A5ANMXaV">https://youtu.be/B-BHKAi9tZk?si=Ta_oYb7A5ANMXaV</a>	
4	Remedies And Measurers Of Sick Industry	<a href="https://youtu.be/BXTS3fUogSY?si=mr0JmF6Bd7sY6r0W">https://youtu.be/BXTS3fUogSY?si=mr0JmF6Bd7sY6r0W</a>	
5	Problem Of Sick Industries	<a href="https://youtu.be/il0ukMGAcYA?si=pcq7LiA3cMH16knN">https://youtu.be/il0ukMGAcYA?si=pcq7LiA3cMH16knN</a>	

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8. <https://mu.ac.in/wp-content/uploads/2022/07/Economics-Paper-X-Entrepreneurship-and-Small-Scale-Industries-Englsh-Version.pdf>