



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 4, Issue 2)

Available online at: www.ijariit.com

Business Innovation and Entrepreneurship Development: An Approach to Hammer Unemployment in India

Neha Singh

singhneha.n@gmail.com

Barkatullah University, Bhopal, Madhya Pradesh

Dr. BMS Bhadoria

drbmsbhadoria@gmail.com

Govt. Maharani Laxmi Bai Girls P.G. Autonomous College, Bhopal, Madhya Pradesh

ABSTRACT

Innovation usually refers to finding new ways and ideas to create more productive techniques and processes. Innovation in business also means providing new value to your business in order to achieve economic stability. Entrepreneurship has been the subject of continual interest of economics in India and other Nations as well. The capacity and willingness to develop, organize and manage a business venture alongside all the risks in order to make a profit is known as entrepreneurship. In this paper, we begin by providing an overview of why entrepreneurship has begun attracting the young brigade of the nation. We then discuss the literature that examines some of the causes and effects of undertaking the entrepreneurial act. We examine the characteristics that should be kept in mind by an aspiring entrepreneur before undertaking the risk. Government policies, schemes, and initiatives for supporting and motivating young entrepreneurs though start-up India action Plan has also been discussed in the research. There are several factors involved in the making of an entrepreneur who can make utmost utilization of his knowledge and skills and thus lead him towards employment generation for others which eventually leads to economic development of the country.

Keywords: Youth, Economics, Startup, Employment, Skill Development.

1. INTRODUCTION

Entrepreneurship is not new to India. Before 1991, Indian business was a function of licenses, government contacts and an understanding of the system of buerocracy in India. Decision making was based on connections rather than an understanding of the business and market dynamics. In 1991 Indian economy took a revolutionary move and introduced globalization and liberalization. Indian government totally liberalized its economy changing the competitive landscape completely prior to which there were only a few large-scale success stories. The focus soon turned towards information and technology and India soon became globally recognized.

This revolution has given wings to several entrepreneurs who have written their own success stories. Harnessing an individual's Entrepreneurial skills may include following steps

- Developing a business plan: A blueprint of what is planned for the success of a business should be handy before taking the first step.
- Hiring Manpower: Human resource id an evident part of every successful business, therefore, hiring skilled and competent manpower is completely desirable.
- Acquiring financial and material resources: Financial support to launch a business is a must and should be pre-arranged through personal or administrative sources.
- Providing leadership: A successful entrepreneur must possess leadership quality as the people working under him must look up to him in times of risk-taking and challenges.
- Being responsible for both the venture's success and failure: An Entrepreneur must own the result of his business venture. He may share his success with the crowd but failure is to be ushered by him solely.

Factors for the growth of entrepreneurship in India:

Many studies have been done to explore factors that have advanced Entrepreneurship in India also various other factors that could further encourage and facilitate even greater growth. Some prominent factors include:

- Dissatisfaction with the current job:
- Career security
- Education
- Independence
- Proper use of skills and abilities
- Inspiration from successful entrepreneurs
- Growing Business Environment in India

2. HURDLES OF NEW BUSINESS

Uncertainty: Uncertainty is around every corner, especially when you're first developing your business. But one must focus on the business and remember that without risk there is no gain.

Responsibility: Being an entrepreneur means investing yourself in a venture in ways you've never experienced. Every decision you make, from naming the company to closing your first client contract, will affect your business' bottom line. As your business grows, this responsibility will grow.

Lack of professional and technical knowledge: The history of success in India has been like that the entrepreneur himself might not be totally experienced in the field of business but due to mastered skills of leadership and decision making and a great team they have made it big. But that might not be the case with every business person. Therefore a strong technical and professional background is always helping.

Availability of finances: Government funding is not accessible to all kinds of business here. So people have to rely on their personal sources for investment.

Low success ratio: In an economy like India, the success of any business mostly depends on acceptance by the masses and here people do not take anything for granted when it comes to spending money.

3. BUSINESS DEVELOPMENT

Government initiative for promoting new business ideas:

The government of India has now started taking care of glooming entrepreneurs and have launched the startup India campaign where it is intended to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower Startups to grow through innovation and design. With the population of around 122 crores, it will be almost impossible for the government alone to provide and fulfill the basic needs of all its citizens, and there lies the opportunity for entrepreneurs and innovators.

The startup Revolution:

The Indian startup ecosystem is rapidly driven by an extremely young and efficient entrepreneurial landscape which is quite diverse. According to a report by NASSCOM in 2016, there have been more than 3100 startups and the number is expected to reach 10,000 by 2020 making India the incubator for emerging startups. In order to avail the benefits announced by the government in the Startup India Action Plan, an entity would be required to be recognized as a Startup. To this effect, it would be required to submit an application along with a relevant recommendation/ support/ endorsement letter.

It's Impact on Unemployment:

New ideas to revive a business requires new and competent brains to imply the modern techniques in the business. In the same manner, every new business idea involves one brain to introduce the idea and several others to bring it to life. Business innovation and entrepreneurship development are two successful methods to give a strong fight to the prevailing problem of unemployment in our country. Some prerequisites for these methods will be

- Reorientation of the education system
- Skill-based training system
- More employment programmes
- Rise in support to self-employed people
- Industrial growth in small and rural areas

4. CONCLUSION

The future of opportunities in India lies in the hands of new ideas and budding entrepreneurs. The government's positive actions towards their upliftment are a good sign of a better economy in future. The focus now on should be on giving high priority to technical education through necessary certification mechanisms. Along with that, an analysis of national and International market should be done to understand the requirement of entrepreneurs in policy making. Availability of funds should be given primary focus and arrangements for specific training programmes for innovation and skill development should be made. Identify diverse income sectors according to skills and needs of the target population. This process should be fast-tracked by the flagship programmes supported by the Skill India Mission which would facilitate the availability of right skilled manpower as Entrepreneurs.

5. REFERENCES

- [1] Agarwal, Rajshree, Raj Echambadi, April M. Franco, and MB Sarkar, "Knowledge Transfer through Inheritance: Spin-out Generation, Development and Survival," *Academy of Management Journal*, 47, no. 4, (August 2004), 501-522.
- [2] Evans, David S. and Boyan Jovanovic, "An Estimated Model of Entrepreneurial Choice under Liquidity Constraints," *Journal of Political Economy*, 97, no. 4 (August 1989) 808-827.
- [3] Alfaro, L., Chanda, A., Kalemli-Ozcan, S., & Sayek, S. (2004). FDI and economic growth: the role of local financial markets. *Journal of international economics*, 64(1), pp 89-112.
- [4] Carland, J., & Carland, J. (2004). Economic development: Changing the policy to support entrepreneurship. *Academy of Entrepreneurship Journal*, 10(2), pp 104-114.
- [5] Sanghi sunita and Srijia A, "Entrepreneurship Development in India-the Focus on Start-ups" Special article.
- [6] V. Desai, *Small Scale Industries, and Entrepreneurship Development*. Mumbai, India: Himalaya Publishing House, 2002.
- [7] EY, "The Power of Three: The EY G20 Entrepreneurship Barometer 2013", EY, 2013.
- [8] Y. Bhargava, "India has 3rd largest base of start-up firms", *The Hindu* (February 27, 2016).
- [9] <http://startupindia.gov.in/startup-recognition.php>.
- [10] http://www.iaeng.org/publication/WCE2016/WCE2016_pp724-726.pdf.
- [11] www.Shodhganga.inflibnet.ac.in
- [2] www.undp.org
- [13] www.knowlwdgecommission.gov.in
- [14] Nasscom-2016 report